

Pengaruh Citra Merek, Kualitas Produk dan Gaya Hidup Terhadap Niat Membeli Ulang Smartphone Iphone Di Kota Bandung

The Influence of Brand Image, Product Quality and Lifestyle on Repurchase Intention Iphone Smartphones In The City Of Bandung

Erika Sofianti^{a*}, Faizal fardhani Sigarlaki^b

Universitas Jenderal Achmad Yani ^{ab}

Email: erikasofianti_21p357@mn.unjani.ac.id¹, faizal.sigarlaki@lecture.unjani.ac.id²

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh citra merek, kualitas produk, dan gaya hidup terhadap keputusan konsumen dalam pembelian ulang smartphone iPhone di kota Bandung. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner daring menggunakan Google Form. Responden dipilih menggunakan teknik purposive sampling dengan kriteria sebagai berikut: berusia minimal 17 tahun, pernah membeli atau menggunakan iPhone, dan berdomisili di kota Bandung. Jumlah responden sebanyak 80 orang. Hasil analisis menunjukkan bahwa secara parsial, citra merek, kualitas produk, dan gaya hidup masing-masing memiliki pengaruh positif dan signifikan terhadap minat pembelian ulang. Secara simultan, ketiga variabel tersebut memiliki pengaruh yang signifikan. Temuan ini menunjukkan bahwa persepsi merek yang positif, kualitas produk yang tinggi, dan kesesuaian dengan gaya hidup konsumen berperan penting dalam mendorong keputusan pembelian ulang produk iPhone di kalangan konsumen di kota Bandung.

Kata Kunci: Citra merek, kualitas produk, gaya hidup, minat membeli lagi

Abstract

This study aims to examine the influence of brand image, product quality, and lifestyle on consumer decisions in repurchasing iPhone smartphones in the city of Bandung. The research method used is a quantitative approach with survey techniques through the distribution of online questionnaires using Google Form. Respondents were selected using the purposive sampling technique with the following criteria: at least 17 years old, have bought or used an iPhone, and reside in the city of Bandung. The number of respondents was 80 people. The results of the analysis show that partially, brand image, product quality, and lifestyle each have a positive and significant influence on repurchase intention. Simultaneously, these three variables have a significant effect. These findings show that positive brand perception, high product quality, and suitability with consumer lifestyles play an important role in driving iPhone product repurchase decisions among consumers in the city of Bandung.

Keywords: Brand image, product quality, lifestyle, interest in buying again

1. Introduction

Globalization has had a significant impact in various fields, including technological developments in Indonesia (Noor & Nurlinda, 2021). The rapid growth of iOS and Android-based smartphone users has made Indonesia one of the largest markets in the world, with brands such as Apple, Oppo, Samsung, Vivo, and Xiaomi as major players. In this era, smartphones have become an integral part of people's lives, facilitating communication, delivering information, and supporting various daily activities (Fitria, 2022). As the capital of West Java Province as well as a metropolitan city with a reputation as a center of technology, education, and creative industries, the city of Bandung shows a very rapid level of Information and Communication Technology (ICT) utilization. Based on data from BPS Bandung City (2024), internet users in Bandung penetrated 72.78%, while cellular/wireless phone users dominated with 82.05%, and home cable phone use was only 0.99%. The Ministry of Communication and Information of the Republic of Indonesia (2024) recorded the

Indonesian Digital Society Index (IMDI) of the City of Bandung at 52.99% with the category "Very High", showing high community involvement in the digital ecosystem. Today's smartphones no longer only serve as a means of communication, but also become a lifestyle marker as well as a symbol of social status in society (Susanto & Cahyono, 2021).

At the global level, the competition in the smartphone market is relatively fierce. Based on the IDC report (2024), smartphone sales in the first quarter of 2024 were dominated by Samsung with a market share of 20.8% and Apple with 17.3%. However, both brands experienced a decrease in market share compared to the first quarter of 2023, by -0.7% and -9.6%, respectively. Meanwhile, Xiaomi and Transsion actually showed significant growth, by 33.8% and 83.9%, respectively.

Table 1. Smartphone Shipments, Market Share and Q1 Growth in 2024

Company	Shipments Q1 2024	Market Share Q1 2024	Q1 2023 Shipments	Market Share Q1 2023	Growth 2022–2024
Samsung	60.1	20.8%	60.5	22.5%	-0.7%
Apple	50.1	17.3%	55.4	20.7%	-9.6%
Xiaomi	40.5	14.1%	30.5	11.4%	33.8%
Transition	28.5	9.9%	15.4	5.7%	83.9%
Oppo	25.2	8.7%	27.6	10.3%	-8.5%
Other	84.7	29.3%	79.0	29.4%	7.2%
Total	289.4	100.0%	268.5	100.0%	7.8%

Source: IDC, 2024

Apple is known as a brand that has successfully built Brand image Strong in the minds of consumers Somantri et al. (2020) with the advantages of the iOS operating system that set it apart from competitors (Febrianty et al., 2023). However, consumer loyalty to the iPhone faces challenges as market competition increases and consumer preferences shift. Product quality is one of the main factors that can influence consumers in making repurchase decisions (Suryani & Batu, 2021) while Lifestyle plays a role in shaping purchasing behavior, as smartphones are often seen as a symbol of social status, modern lifestyle, and self-identity (Ardhianti & Kusuma, 2023); (Anggraini, 2022).

A number of previous studies have shown that Brand image, product quality, and Lifestyle has a positive influence on repurchase intention (Rahma et al., 2023), (Girsang & Husda, 2024) and (Prakoso & Dwiyanto, 2021). This confirms that consumers not only judge products in terms of functionality, but also by their brand image, perceived quality, and suitability with their lifestyle. This condition is relevant to be researched in the city of Bandung, considering the high penetration of smartphones and the character of its people who are adaptive to technological trends. Against this background, this study is directed to analyze the influence of Brand image, product quality, and Lifestyle interest in repurchasing iPhone smartphones in the city of Bandung, both partially and simultaneously, so that it can make a theoretical and practical contribution to the development of Apple's marketing strategy in Indonesia.

2. Method

This study applies a quantitative approach with associative-causal design to test the influence of brand image, product quality, and lifestyle on interest in repurchasing iPhone products in the city of Bandung. This type of research is explanatory in nature, with the aim of explaining the influence of each independent variable both partially and simultaneously. The study population includes iPhone consumers in the city of Bandung who have experience buying and using the product.

The sampling technique used purposive sampling with the criteria of respondents being at least 17 years old, domiciled in the city of Bandung, and having bought or used an iPhone. Based on calculations using the formula Hair et al. (2010) with a total of 16 indicators, a sample size of 80 respondents (5×16) was obtained. Data collection was conducted through an online survey using a Google Form-based questionnaire with a five-point Likert scale to measure respondents' perception of brand image, product quality, lifestyle, and repurchase intention. Prior to data collection, the research instrument was tested for validity using the Pearson Product Moment method and tested for reliability with Cronbach's Alpha coefficient. All data processing is carried out using SPSS software version 26. The time horizon of this study is cross-sectional. Descriptive analysis was used to present respondent characteristics and answer distribution, while inferential analysis was performed by multiple linear regression to test the relationships between variables. Before hypothesis testing, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure the validity of the model. Hypothesis tests were carried out through partial tests (t-test) and simultaneous tests (F-tests) with a significance level of 5%.

3. Results and Discussion

Respondent Profile

This study involved 80 respondents who were consumers who had bought and used iPhone smartphones in the city of Bandung. From the results of data collection, a description of the respondents' profiles was obtained which was described based on age categories, gender, user experience, and income level per month. Based on the results of the recapitulation of survey data, the majority of respondents were in the age range of 17-25 years old at 77.5%, followed by 26-35 years old as many as 21.3%, and only 1.3% were aged 36-45 years. All respondents totaled 80 people. Based on gender, respondents consisted of 52.5% males and 47.5% females. Judging from the type of work, the majority of respondents were students (62.5%), followed by private employees (13.8%), entrepreneurs (12.5%), students (8.8%), and housewives (2.5%). In terms of monthly income, respondents who had an income between IDR 3,000,000 – IDR 5,000,000 were the largest group (33.8%), followed by the income group of IDR 1,000,000 – IDR 3,000,000 and above IDR 5,000,000 each by 30.0%, and the group with an income below IDR 1,000,000 by 6.3%. All respondents were recorded as domiciled in the city of Bandung (100%). Furthermore, the survey results showed that all respondents were interested in using the iPhone and had compared it with other brands before buying. As many as 80% have used an iPhone, with the most usage duration of 1–2 years (28.8%) and the most 1 purchase frequency (36.3%). Information about iPhones is most obtained from influencers/YouTubers and ads on social media (22.5% each). Most respondents searched for information with very frequent or infrequent frequency (36.3% each). As many as 98.75% of respondents stated that they were willing to buy an iPhone again.

Descriptive Analysis

According to Ferdinand (2014), descriptive analysis is to describe the data obtained from each study from the answers given by the respondents, by displaying the frequency distribution, average, standard deviation, and percentage of each

variable or each indicator in the questionnaire. In the descriptive analysis above, the interpretation value was based on the results of the analysis of three indicators on variable X1 with a total of 80 respondents, an average value (mean) with standard deviation of respondents' answers to each question was obtained. The X1.1 indicator has an average value of 4.8875 with a standard deviation of 0.4771, then in the X1.2 indicator, the average value is 4.3375 with a standard deviation of 0.8259, then the X1.3 indicator shows an average value of 4.6875 with a standard deviation of 0.7220. Overall, the three indicators in variable X1 show that respondents strongly agree in the positive category with a maximum very high score (5). Furthermore, the results of the descriptive analysis of the X2 variable consisting of seven indicators, it is known that all indicators have a fairly high mean value, which is above 4.00 on a scale of 1 to 5. The highest average value is found in the X2.4 indicator, which is with a mean of 4.4375, while the lowest value is found in X2.3 with a mean of 4.1125. This shows that respondents' perceptions of all items in the X2 variable tend to be positive. Meanwhile, the standard deviation in each indicator is in the range of 0.67 to 0.97, which indicates a variation in respondents' responses, but it is still in the reasonable category.

Based on the results of the descriptive analysis for the X3 variable consisting of three indicators, it is known that all indicators have an average value above 4.00, which indicates a positive response from the respondents. The highest average value is found in the X3.3 indicator with a mean of 4.4500, while the lowest is in X3.2 with a mean value of 4.2000. The standard range of deviation was between 0.70 and 0.77, which indicated that respondents' perceptions were relatively homogeneous and not too spread to the extreme. In addition, the results of the descriptive analysis of variable Y consisting of three indicators showed that the average value of all indicators was above 4.00, which indicated that respondents gave a positive assessment of the variable. The indicator with the highest average is Y1 with a mean of 4.3500, while the lowest is Y2 with a mean of 4.1500. The standard deviation ranged from 0.74 to 0.81, indicating that the distribution of respondents' answers was fairly consistent and did not show extreme variability.

Validity Instrumen Test

After the data is disseminated indirectly, it will be tested for validity and reliability. The validity test of the questionnaire in this study was carried out using the Product Moment method, with the criterion that a question item is declared valid if the calculated r value is greater than the r table. On the other hand, if r calculates $\leq r$ table, then the question item is considered invalid. Based on the provisions of the minimum sample number of 30 respondents, a degree of freedom (df) of 28 was obtained with a Product Moment table r value of 0.3601. The test results showed that all question items on the questionnaire for the variables brand image (X1), product quality (X2), lifestyle (X3), and repurchase intention (Y) met the validity criteria because the calculation value > 0.3601 .

Table 2. Validity Test Results

<i>Brand image (X1)</i>			
Indicators	Calculation	Table	Information
X1.1	0,884	0,3601	Valid
X1.2	0,901	0,3601	Valid
X1.3	0,908	0,3601	Valid

Product Quality (X2)			
Indicators	Calculation	Table	Information
X2.1	0,920	0,3601	Valid
X2.2	0,882	0,3601	Valid
X2.3	0,835	0,3601	Valid
X2.4	0,878	0,3601	Valid
X.2.5	0,908	0,3601	Valid
X2.6	0,836	0,3601	Valid
X2.7	0,892	0,3601	Valid
Lifestyle (X3)			
Indicators	Calculation	Table	Information
X3.1	0,836	0,3601	Valid
X3.2	0,899	0,3601	Valid
X3.3	0,908	0,3601	Valid
Repurchase intention (Y)			
Indicators	Calculation	Table	Information
YI.1	0,852	0,3601	Valid
Y1.2	0,898	0,3601	Valid
Y1.3	0,860	0,3601	Valid

Source: SPSS processed data, 2025

Instrument Reality Test

Meanwhile, the reliability test of the instrument was carried out using Cronbach's Alpha coefficient. Referring to the assessment criteria according to Sekaran and Bougie (2017), the instrument is declared unreliable if Cronbach's Alpha value < 0.60, reliability is acceptable if it is in the range of 0.70, and reliability is good if the value is > 0.80.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
<i>Brand image</i>	0,869	Reliable
Product quality	0,947	Reliable
<i>Lifestyle</i>	0,853	Reliable
Interest in buying back	0,839	Reliable

Source: Data processed SPSS, 2025

Based on the results of the reliability test, all variables in this study showed a Cronbach's Alpha value above 0.8, which means that all instruments are reliable. The product quality variable had the highest reliability value of 0.947, followed by Brand image of 0.869, lifestyle of 0.853, and repurchase intention of 0.839. This shows that each question item in each variable is consistent in measuring the construct in question.

Classic Assumption Test

In this study, the Classical Assumption test consists of a normality test, a multicollinearity test and a heteroscedasity test, following the classical assumption test:

Normality Test

In this study, normality tests were performed using the Kolmogorov-Smirnov method to identify the distribution of data based on significance values, referring to the criteria put forward by Ghozali (2013), the data is declared to be normally distributed if the significance value (GIS) is ≥ 0.05 , while if the significance value (GIS) is < 0.05 , the data is considered not to be normally distributed. Meanwhile, the reliability test of the instrument was carried out using Cronbach's Alpha.

Table 4. Normalitas Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.23409388
	Most Extreme Differences	
	Absolute	.083
	Positive	.042
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS processed data, 2025

The table above shows that in the variables Brand image (X1), product quality (X2) and lifestyle (X3) to the interest in repurchase (Y) the data shows a normal distribution because the significance value is $0.200 > 0.05$.

Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance	VIVID
Brand_image	.351	2.846
Product_Quality	.267	3.742
Lifestyle	.443	2.258

Source: SPSS processed data, 2025

Independent variables in the regression model did not experience symptoms of multicollinearity. This is shown by the tolerance value which is entirely greater than 0.1 and the value of the Variance Inflation Factor (VIF) which is below 10. The Brand image variable has a tolerance value of 0.351 and VIF of 2.846, product quality has a tolerance of 0.267 and VIF of 3.742, while lifestyle has a tolerance of 0.443 and VIF of 2.258.

Heteroscedasticity Test

Table 6. Heteroscedasity Test Results

Variable	Sig.	Parameters	Interpretation
Brand_image	.971	> 0.05	No symptoms of heteroscedasticity occur
Product Quality	.903	> 0.05	
Lifestyle	.601	> 0.05	

Source: SPSS processed data, 2025

Based on the results of the analysis, a significance value was obtained for the three variables which all exceeded 0.05, namely brand image of 0.971, product quality of 0.903, and lifestyle of 0.601. This shows that the regression model used does not experience heteroscedasticity problems, because no significant relationship was found between independent variables and residual values.

Once the parametric assumptions are met, it can be ensured that multiple linear regression analysis can be performed. The results of the analysis are presented as follows:

Table 7. Multiple Regression Analysis Results Coefficient

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.101	1.221		.901	.370
Brand_image	.293	.140	.267	2.100	.039
Product Quality	.139	.065	.313	2.141	.035
Lifestyle	.265	.120	.250	2.202	.031

a. Dependent Variable: Minat_beli_ulang

Source: SPSS processed data, 2025

Based on the results of multiple linear regression data processing, the following regression equations were obtained:

$$Y = 1.101 + 0.293(X_1) + 0.139(X_2) + 0.265(X_3) + e$$

A constant value of 1.101 indicates that if the variables *Brand image*, product quality, and *lifestyle* are considered to be zero, then the value of repurchase intention has a base value of 1.101.

The regression coefficient for the *Brand image* variable (X_1) is 0.293. This means that every 1 unit increase in *the Brand image* will increase repurchase intention by 0.293 points, assuming the rest of the variables are fixed.

The regression coefficient for the product quality variable (X_2) is 0.139, which indicates that a 1 unit increase in product quality will increase repurchase intention by 0.139 points, assuming the other variables are fixed.

The regression coefficient for *the lifestyle* variable (X_3) was 0.265. This means that an increase of 1 unit in the respondent's lifestyle will increase the interest in rebuying by 0.265 points, if the other variables do not change.

The t-test was carried out to measure the influence of each independent variable on the dependent variable by comparing the value of t calculated and t of the table. Based on the calculation results, the brand image variable (X_1) has a calculated t value of 2.100, greater than the t table of 1.992 ($\alpha = 0.05$; $df = 80$), and a significance value of $0.039 < 0.05$. This shows that H_1 is accepted and H_0 is rejected, so that brand image has a positive and significant effect on repurchase intention (Y). Furthermore, the product quality variable (X_2) obtained a calculated t value of 2.141 with a table t of 1.992, and a significance value of $0.035 < 0.05$. Thus, H_2 is accepted, which means that product quality has a positive and partially significant effect on repurchase intention. For the lifestyle variable (X_3), a calculated t value of 2.202 was obtained, which was greater than the t table of 1.992, with a significance value of $0.031 < 0.05$. These results show that H_3 is accepted, so lifestyle also has a positive and partially significant effect on repurchase intention.

Table 8. Results of Simultaneous Test Analysis (F Test)
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Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	157.634	3	52.545	33.191	.000b
Residual	120.316	76	1.583		
Total	277.950	79			

a. Dependent Variable: Minat beli ulang

b. Predictors: (Constant), *Lifestyle*, *Brand image*, *Kualitas produk*

Source: SPSS processed data, 2025

The F test is used to determine the influence of independent variables simultaneously on dependent variables. The test results showed that the F value was calculated as 33.191 with a significance of 0.000 ($p < 0.05$), so it can be concluded that simultaneously the variables of brand image, product quality, and lifestyle have a significant effect on the interest in repurchasing iPhone smartphones in the city of Bandung. In addition, the R Square value of 0.567 indicates that 56.7% of the variation in repurchase intention can be explained by these three independent variables. Meanwhile, the Adjusted R Square value of 0.550 shows that after adjusting for the number of variables in the model, the contribution of the three variables to repurchase intention remains strong, at 55.0%. The rest, amounting to 45.0%, was influenced by other variables outside this research model.

The results of testing the influence of *brand image* on repurchase intention.

Based on the table above, the value of t is calculated as 2.100 with t of the table of 1.992 (at $\alpha = 0.05$ and $df = 80$), so it can be concluded that t calculates $> t$ table. In addition, a significance value of $0.039 > 0.05$ was obtained. Based on the hypothesis, this shows that H_1 is accepted and H_0 is rejected. Thus, the *Brand image* (XI) variable has a significant positive effect on repurchase intention (Y).

Hasl testing the effect of product quality on repurchase intention.

Based on the table above, the t_{cal} value is 2.141 and the t_{table} is 1.992, so the $t_{count} > t_{table}$. The significance value is $0.035 < 0.05$, which means H_2 is accepted. Thus, product quality variables have a positive and significant effect partially on repurchase intention.

The results of testing the influence of *lifestyle* on repurchase intention.

Based on the table above, the t_{cal} value is 2.202 and the t_{table} is 1.992, so the $t_{count} > t_{table}$. A significance value of $0.031 < 0.05$ was also obtained, so that the 3rd hypothesis was accepted. Thus, *lifestyle* variables also have a positive and partially significant effect on repurchase intention.

The results of testing the influence of *brand image*, product quality and *lifestyle* simultaneously on repurchase intention.

Based on the test results, it is known that the F value is calculated as 33.191 with a significance value of 0.000 ($p < 0.05$). This shows that simultaneously independent variables, namely *brand image*, product quality, and lifestyle, have a significant effect on the interest in buying iPhone smartphones in the city of Bandung.

Discussion

Brand image has a positive effect on repurchase intention.

Based on the results of the partial test, it was found that the brand image had a positive and significant effect on the interest in repurchasing iPhones in the city of Bandung. So, the higher the iPhone brand image in the eyes of consumers in the city of Bandung, the greater the likelihood of them making a repurchase. As one of the global brands with a high reputation, the iPhone is seen as a technological device and also as a symbol of lifestyle, social status, and trust in quality. Consumers in the city of Bandung, which is mostly made up of the younger generation and active users of technology, tend to consider brand image elements in their purchasing decisions. When the iPhone's brand image is considered superior, strong, and unique, consumers will feel more confident and satisfied, thus encouraging them to continue using and repurchasing the product in the future. Empirically, the results of this study are also in line with studies conducted by Saputra et al. (2021) and Lukitaningsih et al. (2023) which concluded that brand image has a significant positive effect on repurchase intention. This shows that the stronger and more positive a consumer's perception of a brand, the higher their tendency to make a repeat purchase.

Product quality has a positive effect on repurchase intention.

Product quality has been proven to have a positive and significant effect on the interest in repurchasing iPhone smartphones in the city of Bandung. This indicates that the higher the consumer's perception of product quality, the greater their tendency to make repurchases (Jaya & Johan, 2025). When product quality is assessed both in terms of performance, durability, design, and aesthetics, consumers tend to feel satisfied and have confidence to buy the product again (Firmansyah, 2019; Setiawan et al., 2022). The city of Bandung as one of the centers of creative economic growth and a fairly high young urban population, the preference for high-quality products is the main factor in purchasing decisions. Consumers in this region are generally more selective and critical of product features, durability, and performance, including on smartphones such as iPhones. The support of digital infrastructure and modern lifestyle also encourages the people of Bandung to prioritize product quality as the basis for their loyalty to the brand. These findings are in line with the results of previous studies (Fatmalawati & Andriana, 2021; Simanjuntak, 2020; Praja, 2022) which shows that product quality is an important factor in driving repurchase intention because it reflects the real value and benefits felt by consumers.

Lifestyle has a positive effect on repurchase intention.

Lifestyle has been proven to have a positive and significant effect on the interest in repurchasing iPhone smartphones in the city of Bandung, these results confirm that the higher a person's lifestyle that is in harmony with status symbols, technology, and modern consumption preferences, the more likely the individual is to make a repurchase. According to Kotler and Keller (2016), lifestyle reflects a person's lifestyle which is expressed through activities, interests, and opinions. The city of Bandung is known as a city with an active creative community; the lifestyle of consumers is closely related to self-image and social symbols attached to premium products such as iPhones. The people of Bandung, especially young people and professional workers, tend to use smartphones not only as a means of communication, but also as part of their lifestyle identity that reflects their tastes, prestige, and social connectivity.

Therefore, when an individual's lifestyle is in line with the values offered by the iPhone brand, the likelihood of repurchase intention increases. These findings are reinforced by previous research (Tae & Bessie, 2021; Zannuba & Prawitasari, 2022; Ardhianti et al., 2023) which shows that lifestyle has a positive effect on repurchase intention.

Brand image, product quality and lifestyle simultaneously affect repurchase intention.

Based on the results of the simultaneous test (F test), it was found that independent variables, namely brand image, product quality, and lifestyle together had a significant effect on the interest in repurchasing iPhone smartphones in the city of Bandung. These findings indicate that the combination of these three variables collectively has an important role in shaping consumers' tendency to make repeat purchases. This is reinforced by Wijiyanty et al. in Rahma et al. (2023), who stated that there is a relationship between lifestyle, brand image, and product quality to repurchase intention. The city of Bandung, which is known as the center of trends and an active consumer community, these results show that the interest in rebuying premium products such as iPhones is greatly influenced by consumers' perception of quality, exclusive brand image, and modern lifestyle.

4. Conclusion

Based on the results of data analysis and discussion, it can be concluded that brand image has a positive and significant influence on the interest in buying iPhone smartphones in the city of Bandung. Similarly, product quality has been shown to have a positive and significant effect on repurchase intention. Lifestyle variables also showed a positive and significant influence on the interest in buying iPhone smartphones in the city of Bandung. Simultaneously, these three variables, namely brand image, product quality, and lifestyle, have a significant effect on the interest in buying iPhone smartphones in the city of Bandung. The results of this study show that brand image, product quality, and consumer lifestyle have a significant influence on the interest in rebuying iPhones. Therefore, companies need to continue to maintain and strengthen their brand image by emphasizing the exclusivity, innovation, and prestige value inherent in the iPhone. In addition, product quality must always be maintained through improved performance, durability, and after-sales service that can increase consumer confidence. Lifestyle factors that affect consumers also hint that Apple and local distributors need to adjust their marketing strategies to the lifestyle trends of the younger generation in Bandung.

Academically, this study confirms that the theory of consumer behavior influenced by brand image, product quality, and lifestyle can be applied in the context of the premium smartphone market in Indonesia. These findings reinforce empirical evidence that repurchase decisions depend not only on product functionality, but also on the emotional and symbolic aspects associated with consumer self-identity. This research can be an additional reference for similar studies that link psychological and social factors in purchasing behavior in the digital age.

The next researcher is advised to extend the object of the research not only to the iPhone, but also to other smartphone brands to compare the strength of brand image and product quality in various market segments. Additionally, research can add other variables such as price, promotions, and customer satisfaction to get a more comprehensive picture of the factors driving repurchase intention. Using qualitative

methods such as in-depth interviews can also be an alternative approach to further delve into consumer motivation.

For Apple and its distributor partners in Bandung, the results of this research can be the basis for developing a more targeted marketing strategy. Companies need to focus on maintaining quality consistency, strengthening brand positioning, and building communication that suits the lifestyle of young consumers. Launching customer loyalty programs, improving the user experience, and holding events that engage the iPhone community can help maintain repurchase intention while expanding your loyal customer base.

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