International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Impact Of Innovation, Brand Image, Hedonic Value Lifestyle On The Desire To Purchase An Iphone Smartphone

Pua Merari Br Lubis[1], Fenny Krisna Marpaung[2], Arnita Shintia Sari Sirait[3], Yuli Elena[4], Juli Meliza[5]

[1,2,3,4] Universitas Prima Indonesia
[5] STIM Sukma

Corresponding author: fennykrisnamarpaung@unprimdn.ac.id

Abstract

The purpose of this research is to study how innovation, brand image, and hedonic factors influence consumer decisions to buy iPhone products. This study involved 69 students from Prima Indonesia University. The analysis used SMART PLS data processing, which helps assess validity and reliability and determine whether each independent variable has a positive or negative impact on the dependent variable. We anticipate that this method will deepen our understanding of the factors influencing students' decisions to purchase iPhones.

Keywords: Innovation, Brand Image, Hedon, and Purchase Decision

INTRODUCTION

The realm of digitalization is always progressing as technology progresses. The rise of the global technology sector has led to economic and corporate expansion in businesses that heavily depend on the ubiquitous smartphone technology. A smartphone, a portable device that is constantly accessible, now possesses the capability to do activities that were previously beyond the capacity of people. Nowadays, smartphones have the ability to execute things that were once beyond human capability, such as showing directions, storing data, processing payments, purchasing meals, and more.

It is crucial for companies to comprehend the significance of customer happiness in order to effectively compete and thrive in a vast global market. Every firm aims to

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

achieve customer happiness, since it fosters client loyalty and prevents them from switching to competing offerings. According to Philip Kotler and Amstrong (2008), customer happiness is determined by the extent to which a product matches consumer expectations in terms of performance.

In general, technological businesses, particularly those in the smartphone industry, must consistently innovate in order to provide technology that is more efficient, superior, distinctive, and surpasses their prior goods. In this rapidly evolving period, technological enterprises that maintain their inventive edge will not only survive but also thrive. Their primary objective is to effectively address the demands of their target consumers and enhance their goods via continuous innovation. Products must possess skills that are suitable for their intended functions.

The iPhone maintains its appeal due to its consistent brand reputation, which ensures that its price never decreases beyond a certain point. This enables the iPhone to sustain a cost-free distribution channel while simultaneously generating money. This contributionThis has facilitated the conservation of Steve Jobs's initial strategy, which entailed selling the primary product at higher-than-average pricing. I am prepared to make a financial investment in a renowned brand's high-priced smartphone once it attains significant popularity in the market and establishes a favorable reputation.

Apple's robust reputation in the worldwide market acts as a deterrent for consumers to migrate to alternative companies. Therefore, users are eagerly purchasing and utilizing these cellphones, just like any other smartphone companies. Moreover, when iPhone makers unveil their latest goods, which boast ever more advanced technology, users are increasingly drawn to them.

In the present day, a digital communication lifestyle has become a norm in all societies. As a result, several international smartphone companies are competing to get a portion of the market in Indonesia by providing tailored products that meet the specific preferences and needs of the population. One method of manufacturing iPhones. Currently, the corporate sector is increasingly prioritizing lifestyle. Given that both societal factors and individual lifestyles exert significant effect on customer choices, it is important for a firm to comprehend the lifestyle of its target consumers in order to attain its objectives.

Personality exerts a significant impact on individuals' lives, resulting in the emergence of several types of lifestyles in contemporary culture, including the hedonistic lifestyle.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Based on the above explanation, our group is interested in investigating how innovation, brand image, and hedonic lifestyle values influence the desire to buy an iPhone smartphone.

RESEARCH METHODS

The research was conducted by the Faculty of Psychology at the Prima University of Indonesia from October 2023 to December 2023. We employ quantitative methodologies to do quantitative analysis. As to Thoifah (2016;155), quantitative research is a systematic approach to acquiring knowledge that utilizes numerical data to get further insights into the challenges we seek to understand. Descriptive research, as stated by Thouifah (2016):158, has the objective of providing a detailed account of present or past occurrences. The population for this study in 2023 consists of all 154 students enrolled in the morning sessions of the Faculty of Psychology at Prima University of Indonesia. The study utilized a purposive random selection strategy, using the Slovin formula, to pick 61 students from the Faculty of Psychology at the University of Prima Indonesia as samples in the morning of 2023. Data for this study was gathered by delivering a Google questionnaire to people who met specific criteria related to their usage of iPhone devices. The smart PLS analysis was the most recent data analysis approach employed.

RESULTS OF DATA ANALYSIS AND RESEARCH

Outer Model

The outer model evaluation is conducted to assess the correlation between each indicator and its corresponding variable, with a specific emphasis on convergence validity, discriminatory validity, and reliability, based on a preset set of criteria. The main objective of this evaluation is to evaluate the degree to which the indicator is deemed valid and trustworthy in relation to the linked latent variable. Within the research framework, there are three variables that are independent of each other, and one variable that is dependent on the others. In this particular situation, a total of 15 indicators are being examined in the outer model.

Concergent Validity

We examine the outer model by examining convergence validity, discriminatory validity, and reliability, using a predetermined standard, to evaluate the link between each indication and its corresponding latent variable. The main objective of this evaluation is

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

to evaluate the degree to which the indicator is deemed valid and trustworthy in relation to the linked latent variable. The research framework examines three separate variables that are not influenced by each other, one variable that is influenced by the other variables, and a total of 15 indicators in the outer model.

Table 1. Factor Loading Value

	Brand Image	Hedon	Innovation	Purchase Decision
X1P1			0,823	
X1P2			0,897	
X1P3			0,743	
X1P4			0,791	
X1P5			0,791	
X1P6			0,865	
X1P8			0,756	
X2P1	0,721			
X2P2	0,800			
X2P3	0,826			
X2P4	0,853			
X2P5	0,908			
X2P6	0,848			
X3P2		0,843		
X3P3		0,919		
X3P4		0,878		
X3P6		0,921		
Y1P10				0,720
Y1P2				0,845
Y1P3				0,845
Y1P5				0,725
Y1P6				0,798
Y1P7				0,798
Y1P8				0,894

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Y1P9				**0,828**

Based on the information provided in Table 1, it may be inferred that any indication included as a parameter in this study is deemed to be legitimate. All of the external load levels are more than 0.070.

Discriminat Validity

Discriminant validity is employed to evaluate the extent to which each indicator question accurately represents a separate model or notion for each variable. The discriminant validity value may be determined by comparing the variables, where each variable tends to have a greater value than the other indications in the findings of this study.

Table 2 Discriminate Validity Value

	Brand Image	Hedon	Innovation	Purchase Decision
Brand Image	0,828			
Hedon	0,802	0,891		
Innovation	0,899	0,828	0,811	
Purchase Decision	0,873	0,771	0,883	0,809

Based on the data shown in the table, certain variables have lower cross-loading values compared to other indicators. Thus, we suggest carrying out more investigation specifically targeting the Average Variance Extracted (AVE) metric. To assess the dependability of the aforementioned variables, we need to compare the composite and Alpha Cronbach reliability scores. Please provide the values of Alpha Cronbach and composite reliability in the context of this investigation.

Table 3: Reliability values

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	**0,907**	**0,914**	**0,929**	**0,686**
Hedon	**0,913**	**0,915**	**0,939**	**0,793**
Innovation	**0,912**	**0,914**	**0,930**	**0,658**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Purchase Decision	**0,924**	**0,927**	**0,938**	**0,654**

Reliability indicators, such as Cronbach's alpha and composite reliability, are deemed dependable when their values above 0.70. Based on the data shown in the table, it is evident that both the Cronbach's alpha and composite relevance values are more than 0.70. Thus, it may be inferred that every variable is dependable. Moreover, when considering the Average Variance Extracted (AVE) value in the discriminant validity test, it is regarded satisfactory if it is greater than 0.5. Thus, we propose that each indication for a latent variable exhibits a sufficiently unique idea compared to other variables.

Determination Value

Reliability indicators, such as Cronbach's alpha and composite reliability, are deemed dependable when their values above 0.70. The table presents data indicating that both the Cronbach's alpha and composite relevance values exceed 0.70. Hence, it may be inferred that every variable is dependable. In the discriminant validity test, the Average Variance Extracted (AVE) value is regarded satisfactory if it is more than 0.5. Thus, we propose that each indication for a hidden variable should have a sufficiently unique idea compared to other variables.

Table 4 Coefficient of Determination

	R Square	R Square Adjusted
Purchase Decision	0,814	0,805

The table above indicates that the R-square value is 0.814, suggesting that the independent variable has a significant impact of 81.4% on the dependent variable, while the remaining 18.6% is impacted by other factors.

F test

The F test evaluates the relationship between the independent variables and the dependent variable, using the NFI (Normal Fit Index) value, which needs to be more than 0.062. The investigation produced the resulting NFI value:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 5 F test values

	Saturated Model	Estimated Model
SRMR	0,103	0,103
d_ULS	3,988	3,988
d_G	6,287	6,287
Chi-Square	1416,273	1416,273
NFI	0,528	0,528

The F Test results above indicate the goodness of fit based on the SRMR value in the table. Yamin (2021) states that an SRMR score over 0.103 is considered acceptable within the range of 0.80 to 0.10. This suggests that the model used in the study is a good match for the data. Moreover, to evaluate the adequacy of the model, the table above illustrates that the NFI value (0.528) exceeds 0.062, suggesting that all X factors collectively influence variable Y. In addition, the Q2 value may be utilized to determine an appropriate model for the study data. The study's second quarter (Q2) value computation produced the following results:

	SSO	SSE	Q^2 (=1-SSE/SSO)
X1	408,000	156,367	0,617
X2	408,000	173,186	0,576
X3_	408,000	188,696	0,538
Y	612,000	227,148	0,629

If the observed model results are quite satisfactory, we can determine whether the value of Q2 exceeds 0. This guarantees that the model utilized in this investigation possesses a clearly defined distribution.

t-test

We employ a T-test to examine the correlation between independent factors and the variability of the dependent variable. The investigation produced a T-statistic and P-

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

value that exceeded 1.96 and fell below 0.05, respectively. The investigation produced the subsequent T-test value:

Table. 6 t-Test Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Innovation -> Purchase Decision	0,609	0,620	0,125	4,866	**0,000**
Brand Image -> Purchase Decision	0,350	0,307	0,173	2,027	**0,043**
Hedon -> Purchase Decision	-0,066	-0,027	0,133	0,498	**0,619**

The table above demonstrates that the T-test values that meet the criteria and align with the regulations are the innovation variable, the purchase choice variable, and the brand image variable, which significantly influence the purchase decision. Conversely, the remaining variables are rejected due to their failure to meet the T-test requirements.

DISCUSSION

The Influence of Product Innovation on Purchase Intention

Based on the F test result (0.528) being larger than 0.062 and the positive relationship seen between the innovation variable and the purchase intention variable, the T statistic value (4.866) being greater than 1.96, and the P value being 0.00 < 0.05, we may conclude that H1 is accepted.

The Influence of Hedon on Purchase Intention

The F test (0.528) indicates that there is a positive influence between the lifestyle variable and the purchase intention variable, with a significance level greater than 0.062. In addition, the data refute the hypothesis H3, as shown by a T-statistic value of 0.498, which is less than the critical value of 1.96, and a P-value of 0.619, which is more than the significance level of 0.05.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Product Innovation, Brand Image, and Lifestyle on Purchase Intention

Upon conducting tests on each variable, it was determined that every independent variable had a concurrent impact. However, hypotheses H1 and H2 were found to potentially have a partial influence.

CONCLUSION

The previously presented discussion on data analysis allows us to deduce the following conclusions:

1. Innovation has an influence that supports purchase decisions.
2. Brand image influences purchase decisions.
3. Hedonistic variables have a negative impact on purchasing decisions.
4. The conclusion from testing each independent variable shows that each independent variable influences the desire to buy simultaneously.
5. However, for partial influence, only the hypothesis (innovation, brand image) has a significant influence.

According to the findings and outcomes of the data analysis shown above, the researcher proposes recommendations to the iPhone party. Specifically, the firm may enhance the inclination to purchase by prioritizing promotional tactics that emphasize product innovation. Additionally, it is important to take into account the ongoing development of a favorable brand reputation, the analysis of customer lifestyles, and the assessment of promotional tactics. Further investigation is necessary to comprehend additional factors that impact the inclination to make a purchase. Ultimately, the implementation of sales force training and the fine-tuning of promotional campaigns may effectively enhance the impact of innovation on consumer purchasing choices.

REFERENCES

Riswan, M. S., Waloejo, H. D., & Listyorini, S. (2022). Pengaruh Innovation Produk Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Pengguna Smartphone Merek Iphone Apple Di Kota Semarang. Jurnal Ilmu Administrasi Bisnis, 11(2), 272-280.

Rohimah, M. J. (2022). Pengaruh Brand Image, Product Innovation Dan Hedonic Value Terhadap Willingness To Pay Premium Price.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Jurnal Riset Pemasaran, 1(1), 16-29.
Utami, N. (2021). Pengaruh Gaya Hedonis Dan Harga Terhadap Purchase Decision Pada Produk Apple Pada Masyarakat Medan Tenggara Ii (Doctoral Dissertation, Universitas Medan Area).
Jesslyn, J. (2021). Pengaruh Innovation Produk Dan Kualitas Produk Terhadap Purchase Decision Pada Pt Agung Toyota Batam (Doctoral Dissertation, Prodi Manajemen
Santoso, R., Erstiawan, M. S., & Kusworo, A. Y. (2020). Innovation Produk, Kreatifitas Iklan Dan Brand Trust Mendorong Purchase Decision. Jurnal Nusantara Aplikasi Manajemen Bisnis, 5(2), 133-145.
Aryatilandi, S., Ramdan, A. M., & Sunarya, E. (2020). Analisis Word Of Mouth Dan Brad Image Terhadap Purchase Decision Smartphone Di Kota Sukabumi. Jmd: Jurnal Riset Manajemen & Bisnis Dewantara, 3(1), 54-65.
Lukman, E. (2018). Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Pada Pengguna Helm Merek Ink (Studi Kasus Pada Mahasiswa Stie Widya Gama Lumajang).
Pasaribu, M. (2021). Pengaruh Brand Image Dan Kualitas Produk Terhadap Purchase Decision Sepatu Converse All Star Studi Kasus Mahasiswa Fakultas Ekonomi Program Studi Manajemen Universitas Hkbp Nommensen Medan.
Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Purchase Decision Kerudung Deenay (Studi Pada Konsumen Gea Fashion Banjar). Abiwara: Jurnal Vokasi Administrasi Bisnis, 1(2), 71-83.
Fatkhul, M., Suharyono, S., & Yulianto, E. (2016). Analisis Faktor-Faktor Yang Berpengaruh Terhadap Pembelian Impulsif (Survei Pada Pengunjung Yang Melakukan Pembelian Impulsif Di Distro 3second Cabang Mall Olympic Garden Malang) (Doctoral Dissertation, Brawijaya University).
Fitria, A. (2022). Pengaruh Brand Image Dan Gaya Hidup Hedonis Terhadap Purchase Decision Iphone Di Kota Surabaya. Sinomika Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1(4), 965-980.
Kaharu, D., & Budiarti, A. (2016). Pengaruh Gaya Hidup, Promosi, Dan Kualitas Produk Terhadap Purchase Decision Pada Cosmic. Jurnal Ilmu Dan Riset Manajemen (Jirm), 5(3).
Komang, N. Y. (2023). Pengaruh Strategi Branding Dan Kepuasan Konsumen Terhadap Loyalitas Pelanggan (Studi Kasus Pada
Konsumen Mister Geprek 3 Unila Di Bandar Lampung).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Yuliastuti, P. (2021). Pengaruh Produk, Harga, Dan Promosi Terhadap Purchase Decision Pada Produk Di Nol Derajat Store Di
Pontianak (Doctoral Dissertation, Universitas Muhammadiyah Pontianak).

Maulana, F. R., Hasnita, N., & Evriyenni, E. (2020). Pengaruh Pengetahuan Produk Dan Word Of Mouth Terhadap Keputusan Nasabah Memilih Bank Syariah. Jihbiz: Global Journal Of Islamic Banking And Finance, 2(2), 124-137.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.