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The Influence Of Prestige And Lifestyle On Iphone Purchase Decisions Among Gen Z In Bima City

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Abstract

This study aims to determine and analyze the influence of prestige and lifestyle on iPhone purchasing decisions among Generation Z in Bima City. This study uses a quantitative approach with an associative research type. Data were collected by distributing questionnaires to Generation Z iPhone users in Bima City who were selected using a purposive sampling technique. Data analysis was carried out using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, correlation coefficients, coefficients of determination, and hypothesis testing. The results of the study indicate that partially prestige does not have a significant effect on iPhone purchasing decisions among Generation Z in Bima City. Conversely, lifestyle is proven to have a significant effect on iPhone purchasing decisions. Simultaneously, prestige and lifestyle have a significant effect on iPhone purchasing decisions. These findings indicate that lifestyle is a more dominant factor in driving iPhone purchasing decisions than prestige. Therefore, companies need to understand the lifestyle characteristics of Generation Z in designing marketing strategies that suit consumer needs and preferences.

Keywords: Prestige, Lifestyle, Purchasing Decision, iPhone, Generation Z.

INTRODUCTION

The development of communication technology has progressed very rapidly, making smartphones a basic necessity for modern society. Smartphones are not only used as communication tools but also serve as sources of entertainment, work, learning, creative media, and even as a means of self-expression in the digital world. One

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smartphone brand that has gained significant appeal in many countries, including Indonesia, is the iPhone. Produced by Apple, the iPhone is widely recognized for its elegant design, high-quality camera, exclusive operating system, and strong premium brand image in the minds of consumers.

The iPhone is often perceived not merely as an electronic device but also as a product with symbolic value. There is a tendency among Generation Z (Gen Z) to view the iPhone as a symbol of social status. Many consumers choose the iPhone to demonstrate their social standing, follow trends, or reflect a particular lifestyle. As a result, purchasing decisions related to the iPhone are often complex and influenced by non-functional factors, especially among younger generations. One of the impacts of globalization is the rapid advancement of technology and information, particularly the internet. According to Newzoo (2022), Indonesia ranks fourth in the world in terms of internet usage. One form of technology that continues to experience increasing usage is gadgets. Indonesian society's openness to technological developments has transformed the way people live, work, and interact with one another. Today, people compete to own gadgets not only as communication tools but also as symbols of lifestyle, trends, and prestige (Marpaung Junierissa, 2018). Gadget technology can have both positive and negative impacts on society, depending on how individuals use it. In today's digital era, technology has become an essential part of business processes. Therefore, the effective use of technology can generate positive impacts on society and improve business performance when utilized properly (Hamzah, 2018).

Generation Z refers to individuals born between 1997 and 2012 and is often described as “digital natives,” a generation that has been familiar with digital technology since childhood. They tend to have lifestyles that are highly connected to social media, stay updated with global trends, and consider technology an important part of their identity. In the context of consumer behavior, Gen Z is more easily influenced by social environments, public figures, influencer trends, and the desire to project a modern and up-to-date self-image.

One factor that encourages Gen Z to purchase iPhones is prestige. Prestige refers to the social status obtained through ownership of certain products or the use of specific brands. Prestige, often associated with social pride, is a phenomenon in which consumers experience a sense of satisfaction and happiness after consuming particular products or services (Siti & Muhammad, 2022). The iPhone is perceived as having a certain social status value, leading its owners to be viewed as belonging to a higher economic class or lifestyle. Using an iPhone can increase self-confidence, create a sense of pride, and

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influence how individuals are perceived by others. There is a common assumption that owning an iPhone can enhance prestige or social status among Gen Z. Therefore, it is not surprising that many young people strive to own an iPhone to gain social recognition or simply fulfill emotional needs.

In addition to prestige, lifestyle is another factor that significantly influences purchasing decisions. The consumer-oriented lifestyle and trend-focused behavior of Gen Z may encourage them to choose the iPhone as part of their identity and social activities. Gen Z's desire to appear trendy, keep up with the latest technological developments, and remain active in digital social interactions motivates them to select devices that support these activities. The iPhone is considered compatible with such a lifestyle due to its camera quality that supports social media content creation, the convenience of the Apple ecosystem, and its modern and fashionable brand image. Consumer purchasing decisions are influenced by various factors, including psychological, social, and cultural aspects. Lifestyle is one of the many factors that affect consumer decisions when selecting a product (Rafida & Didit, 2023). Lifestyle also plays a significant role in shaping customer behavior throughout the purchasing process (Hardianty & Didit, 2023). According to Kotler and Keller (2016), as cited in Tangesow and Tumbel (2019), lifestyle is reflected through an individual's activities, interests, and opinions, which together represent their unique perspective on life. By carefully analyzing lifestyle patterns, businesses can gain insights into evolving consumer beliefs and how these beliefs influence consumer behavior. The consumptive behavior of Gen Z, which is heavily influenced by social media trends, often causes iPhone purchasing decisions to be driven more by desire than by necessity.

The phenomenon of iPhone usage among Gen Z is also highly visible in Bima City. Although Bima is not a major metropolitan city, the consumption patterns of its younger generation are dynamic and closely aligned with technological developments compared to other regions. Therefore, the researcher is interested in conducting a study entitled "The Influence of Prestige and Lifestyle on iPhone Purchase Decisions Among Generation Z in Bima City.

PROBLEM FORMULATION

1. Does prestige have a significant influence on iPhone purchase decisions among Generation Z in Bima City?
2. Does lifestyle have a significant influence on iPhone purchase decisions among Generation Z in Bima City?

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3. Do prestige and lifestyle simultaneously have a significant influence on iPhone purchase decisions among Generation Z in Bima City?

The influence of prestige on purchasing decisions

The influence of prestige on purchasing decisions can be defined as a condition where a person's desire for social recognition, status, honor, and pride influences their decision to purchase a product. Consumers tend to choose products with an exclusive image, well-known brands, and high value because they are perceived as enhancing prestige and demonstrating social standing within the community. In this context, prestige is a psychological factor that drives consumers to make purchasing decisions, not only based on the product's function but also on the symbolic value and pride derived from using it.

According to (Septiani & Eko, 2024), prestige influences iPhone purchasing decisions because the iPhone is considered a symbol of social status, honor, and pride among teenagers and Generation Z. Apple's brand image, known for its innovation, exclusivity, and high quality, makes consumers feel more confident and sophisticated when using an iPhone. Furthermore, the influence of social circles, peers, and social media also encourage consumer behavior to gain social recognition and enhance prestige.

The effect of lifestyle on purchasing decisions

The influence of lifestyle on iPhone purchasing decisions among Generation Z can be interpreted as a relationship between lifestyle patterns, activities, interests, and how individuals express themselves, with their decisions to purchase an iPhone. Generation Z tends to choose the iPhone not only as a communication tool, but also as a symbol of trends, social status, and self-identity. A modern lifestyle, keeping up with technological developments, being active on social media, and having a tendency to be consumer-oriented, makes Generation Z more attracted to the iPhone because it is perceived as having a premium design, high quality, and being able to increase self-confidence in social circles.

According to (Resha et al., 2025), lifestyle, closely related to social media use and technological trends, is a factor that drives Gen Z to choose the iPhone. The high-quality camera, exclusive design, and integration with the Apple ecosystem make the iPhone a suitable choice for Generation Z's digital lifestyle.

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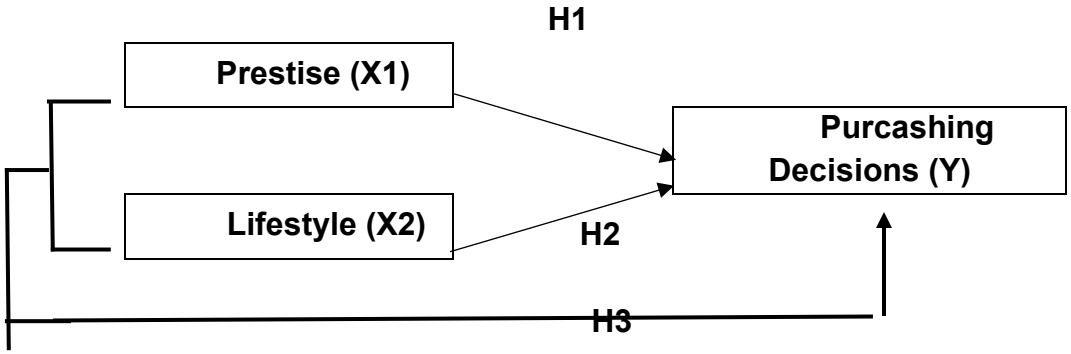
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The influence of prestige and lifestyle on purchasing decisions

The influence of prestige and lifestyle on iPhone purchasing decisions can be defined as the condition in which an individual's lifestyle, activities, interests, and desire for social status and recognition influence their decision to purchase an iPhone. A modern lifestyle, following technological trends, and being active in social circles lead Gen Z to choose the iPhone because it is perceived as capable of supporting their activities and reflecting their identity. Furthermore, the prestige attached to the iPhone as a premium and exclusive product makes consumers feel more confident, classy, and have higher social value in their social circles. Thus, iPhone purchasing decisions are based not only on product function but also on symbolic value, social image, and the lifestyle the consumer wishes to portray.

According to (Wahyu et al., 2025), prestige and lifestyle significantly influence iPhone purchasing decisions among college iPhone users. An active, modern lifestyle, following technological trends, and embracing smartphones as part of their identity encourage Gen Z to choose the iPhone because it is perceived as capable of supporting their activities and reflecting a premium lifestyle. In addition, the prestige factor also influences purchasing decisions because the iPhone is seen as a symbol of social status, exclusivity, and self-pride that can increase self-confidence in social circles.

RESEARCH HYPOTHESES



RESEARCH METHODOLOGY

This type of research is associative research. Associative research is a research problem formulation that asks about the relationship between two or more variables. The research instrument used in this study was a questionnaire distributed to a number of respondents, and all variables were measured using a Likert scale. The population in this study is all Gen Z users of iPhones in Bima City, which cannot be known for certain. he

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sample used in this study consisted of 96 respondents. The sampling technique used was purposive sampling. According to (Sugiyono 2020), purposive sampling is a sampling technique with certain considerations in mind. The criteria used in this study are consumers aged 14-29 years because they can understand the questions in the questionnaire, residing in Bima City. Data collection techniques included observation, questionnaires, and literature study. The data analysis techniques used in this research included validity testing, reliability testing, Normality test, Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test, Multiple Linear Regression, t-test, and f-test.

RESEARCH RESULTS AND DISCUSSION

Validity Test

From the results of the Validity Test carried out using the SPSS version 26.0 program, the results can be stated as follows:

Table 1

Pertanyaan	*Prestise*	*Gaya hidup*	*Keputusan Pembelian*	*R tabel*	*Ket.*
	R hitung	*R hitung*	*R hitung*		
1	0,742	0,884	0,896	0.30	Valid
2	0,895	0,888	0,766	0.30	Valid
3	0,884	0,876	0,898	0.30	Valid
4	0,895	0,814	0,895	0.30	Valid
5	0,724	0,835	0,891	0.30	Valid
6	0,715	0,882	0,921	0.30	Valid
7	0,891		0,932	0.30	Valid
8	0,713		0,889	0.30	Valid
9	0,894			0.30	Valid
10	0,714			0.30	Valid
11	0,886			0.30	
12	0,895			0.30	

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From the results of the Validity Test conducted using the SPSS version 26.0 program, it can be stated that the Prestige (X1), Lifestyle (X2), and Purchasing Decision (Y) variables on all the instruments used are declared Valid because they are > 0.30.

Reliability Test

Reliability measurement was conducted using the One Shot method or a single measurement using the SPSS version 26.0 Cronbach Alpha (α) Statistical Test. A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 as seen in the following table.

Table 2

Variabel	R Hitung	N	R tabel	Keterangan
Prestise (X1)	0,954	12	0.60	Realibel
Lifestyle (X2)	0,931	6	0.60	Realibel
Purcashing decision (Y)	0,961	8	0.60	Realibel

From the table above, the Cronbach Alpha (α) for each variable is greater (>0.60), so the variables Prestige (X1), Lifestyle (X2), and Purchasing Decision (Y) can be said to be reliable.

Classical assumption test

Normality test

Table 3

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.84784252
Most Extreme Differences	Absolute	.135
	Positive	.102
	Negative	-.135
Test Statistic		.135

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Asymp. Sig. (2-tailed)[c]			.068
Monte Carlo Sig. (2-tailed)[d]	Sig.		.067
	99% Confidence Interval	Lower Bound	.590
		Upper Bound	.000
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Based on the Kolmogorov-Smirnov test, the significance value obtained was 0.068 > 0.05, meaning that the normality assumption was met.

Multicollinearity Test

Tabel 4
Multicollinearity Test

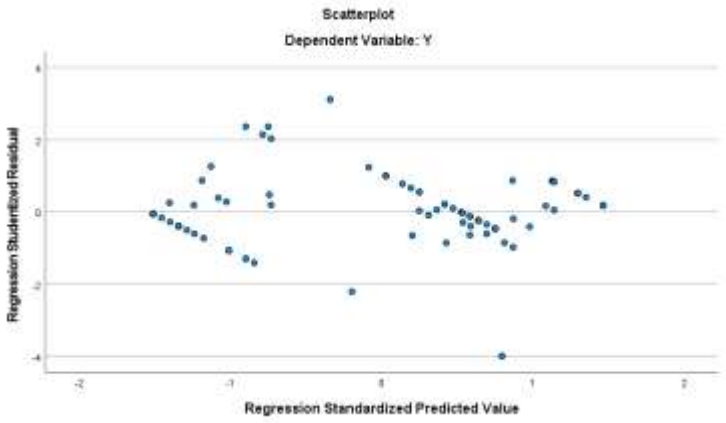
Coefficients[a]			
Model		Collinearity statistics	
		Tolerance	Vif
1	(constant)		
	Prestise	.998	1.787
	lifestyle	.002	1.787
A. Dependent Variable: Keputusan Pembelian			

Based on the calculation results in Table 4.3, the independent variables show a Tolerance value for Prestige (X1) = 0.998 > 0.10 and VIF 1.787 < 10, the Tolerance value for Lifestyle (X2) = 0.998 > 0.10 and VIF 1.787 < 10, so the conclusion from testing the data is that there is no multicollinearity.

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Heteroscedasticity Test



Based on the plot image above, it can be seen that the plot points do not form a particular pattern and tend to spread around the Y=0 axis. Therefore, it can be concluded that there is no heteroscedasticity.

Autocorrelation Test

Table 5

Durbin Watson	Dl	DU	4-du	description
2.074	1.6039	1.7103	2.2897	There is no positive and negative autocorrelation.

Based on the table data above, the Durbin Watson value in the Summary model is 2.074. Based on the 5th Darbin Watson test criteria table, where if du < d < 4 – du, it can be concluded that there is no negative or positive autocorrelation. So, because 1.7103 < 1.929 < 2.2897, there is no autocorrelation.

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Multiple Linear Regression

Table 6

Coefficients[a]						
Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
	(constant)	.775	1.450		.535	.594
	Prestise	.433	.050	.636	.654	.998
	Lifestyle	1.418	.100	.306	24.167	.002
A. Dependent Variable: Keputusan Pembelian						

Therefore, the multiple regression model obtained from the above data is as follows:

Based on the equation above, the constant value is 0.775, with Prestige (X1) = 0.433, and Lifestyle (X2) = 1.418.

Y = a + b1 X1 + b2 X2

Y = 0.775 + 0.433 X1 + 1.418 X2

This equation can be interpreted as follows:

A constant of 0.775 means that if the Prestige and Lifestyle values are zero, then the Purchase Decision is 0.775.

a. The regression coefficient for Prestige (X1) of 0.433 indicates that for every one-unit increase in Prestige, the Purchase Decision value increases by 0.433, assuming everything else remains constant.

b. The Lifestyle regression coefficient (X2) of 1.418 states that for every additional unit of Lifestyle value, the Purchase Decision value increases by 1.418, assuming everything else remains the same.

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Multiple Correlation Coefficient

Table 7

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.896[a]	.803	.799	3.889	2.074
a. Predictors: (Constant), Prestise , lifestyle					
b. Dependent Variable: Keputusan Pembelian					

Based on the results of processing the SPSS version 27.0 data, a correlation value of 0.962 was obtained, and to determine the level of closeness of the relationship between Prestige (X1), Lifestyle (X2), and Purchasing Decisions (Y) it was strong. This is adjusted according to the correlation coefficient interpretation table below.

The correlation coefficient is as follows:

Table 8

Coefficient interval	Relationship level
0,00 - 0,199	Very Low
0,20 – 0,399	low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Multiple Determination Coefficien

Table 9

Coefficient of Determination

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.896[a]	.803	.799	3.889	2.074
a. Predictors: (Constant), Prestise, Lifestyle					
b. Dependent Variable: purcashing decision					

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Based on the results of processing SPSS version 27.0 data in table 4.8 above, the coefficient of determination value is obtained = 0.896. This test states that Prestige (X1), Lifestyle (X2), and Purchasing Decisions (Y) have an influence of 89.6%. Meanwhile, 10.6% is influenced by other variables outside of the variables tested by this researcher such as Price, Promotion and others.

T-statistic test

Table 10

Coefficients[a]

Model		Unstandardized coefficients		Standardized coefficients		
		B	Std. Error	Beta	T	Sig.
1	(constant)	.775	1.450		.535	.594
	Prestise	.433	.050	.636	.654	.998
	Gaya Hidup	1.418	.100	.306	24.167	.002

A. Dependent variable: purcashing desicion

H1 = Prestige significantly influences iPhone purchasing decisions among Gen Z in Bima City.

Based on the SPSS version 27.0 output above, the t-value for Prestige (X1) is 0.654, with the number of degrees of freedom (df) = n-2 or 96 - 2 = 94. Therefore, the t-value is 1.66123. The t-value is smaller than the t-value (0.654 < 1.66123), and the sig value is 0.998 > 0.05.

Partially, prestige does not significantly influence purchasing decisions. The t-test results show a t-value of 0.654 < t-value of 1.66123, and a significance value of 0.998, which is greater than 0.05 (0.998 > 0.05). Therefore, it can be concluded that the prestige variable partially does not significantly influence purchasing decisions. This indicates that prestige is not a primary factor influencing consumers' purchasing decisions, meaning H1 is rejected. This research aligns with research conducted by Delinda & Santoso (2023), which stated that prestige has no effect on purchasing decisions.

H2 = Lifestyle significantly influences iPhone purchasing decisions among Gen Z in Bima City.

Based on the SPSS version 27.0 output above, the calculated t-value for Lifestyle (X2) is 24.167, with the number of degrees of freedom (df) = n-2 or 96 - 2 = 94. Therefore,

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the t-value is 1.66123. Therefore, the calculated t-value is greater than the t-value (24.167> 1.66123), and the sig. value is 0.002 < 0.05.

Partially, lifestyle significantly influences purchasing decisions. The results of the t-test show that t-count 24.167 > t-table 1.66123 with a significant value of 0.002 < 0.05. Thus, it can be concluded that lifestyle partially has a significant effect on purchasing decisions, which means H2 is accepted. This research is in line with research conducted by (Wahyu et al., 2025) which states that lifestyle is the most dominant variable in influencing iPhone smartphone purchasing decisions that students with active lifestyles, following technological trends, and having a high interest in premium products such as iPhones, tend to make lifestyle the main basis in purchasing decisions.

F test

Table 11

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5745.930	2	2872.965	189.957	.000[b]
	Residual	1406.560	93	15.124		
	Total	7152.490	95			
a. Dependent Variable: purcashing desicion						
b. Predictors: (Constant), Prestise, Lifestyle						

A summary of the SPSS 27.0 output for the F-test in this study can be seen in Table 4.11 as follows:

H3 = Prestige and Lifestyle have a simultaneous influence on iPhone purchasing decisions among Gen Z in Bima City

The calculated F-value is 189.957, where df1 = K-1 and df2 = n-K, where K is the number of variables and n = the number of samples forming the regression. Therefore, df1 = 3-1 = 2 and df2 = 96-2 = 94, resulting in an F-table value of 2.701, with a significance value of 0.000 <0.05.

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DISCUSSION:

The influence of prestige and lifestyle on iPhone purchasing decisions among Gen Z in Bima City.

Based on the processed data results of SPSS 27.0 table 4.10, the significance value for the influence of Prestige (X1), Lifestyle (X2), and Purchase Decision (Y) is F-count of 189.957, where df1 = K-1 and df2 = n-K, K is the number of variables and n = the number of samples forming the regression, so df1 = 3-1 = 2 and df2 = 96-2 = 94, then the F-table value is obtained = 2.701. and the sig value is 0.000 <0.05 so that the hypothesis states: Do prestige and lifestyle affect the iPhone purchasing decision of Gen Z in Bima City.

Simultaneously, prestige (X1) and Lifestyle (X2) have a significant influence on the iPhone smartphone purchasing decision of Gen Z in Bima City. The f-test produced an f-count value of 189.957, greater than the f-table of 2.701 with a significance of 0.000 <0.05, which means H3 is accepted. This research is in line with research conducted by (Wahyu et al., 2025) which states that purchasing decisions are influenced by a combination of emotional, rational, and social factors. These results also support the hypothesis that purchasing behavior is the result of an integration between personal values, perceived quality, and self-image. The results of this study prove that Lifestyle and Prestige variables have a greater influence on purchasing decisions.

Conclusion and Suggestions

Conclusion

Based on the research results described previously, the following conclusions can be drawn:

1. Prestige does not significantly influence iPhone purchasing decisions among Gen Z in Bima City.
2. Lifestyle significantly influences iPhone purchasing decisions among Gen Z in Bima City.
3. Prestige and lifestyle simultaneously influence iPhone purchasing decisions among Gen Z in Bima City.

suggestions

Based on the above conclusions, the following recommendations are provided:

1. Companies are advised to maintain and enhance the iPhone's prestige image

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through product innovation, quality, and marketing strategies that align with the lifestyle of Generation Z, as prestige and lifestyle factors have been shown to influence consumer purchasing decisions in Bima City.

2. Consumers, especially Generation Z in Bima City, are advised to be more discerning in making iPhone purchasing decisions, considering their needs, product benefits, and financial capabilities, so that purchases are not based solely on prestige or following trends.
3. For further researchers, it is recommended to add other variables such as price, product quality, brand image, and social media influence and expand the research area so that the research results are more complete and accurate.

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