



## Analysis Of The Influence Of Brand Awareness, Brand Associations, And Lifestyle On Purchase Decision Process iPhone (Consumer Survey in Padang City)

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### Abstract

This study aims to determine the influence of Brand Awareness, Brand Association, and Lifestyle in the iPhone Purchase Decision Process in Padang City. The data analysis method used is Validity Test, Reliability Test, Multiple Regression Analysis, Hypothesis Test consists of Partial Test (t Statistical Test), Simultaneous Test (F Statistical Test), and Determination Coefficient Test (R<sup>2</sup>). The work was carried out using SPSS 17. The data used are primary data and secondary data. This study used a sample of 100 research respondents. The results of this study indicate that data analysis using the multiple linear regression analysis method shows that Brand Association and Lifestyle have a positive and significant effect on consumers' decision to buy an iPhone, while Brand Awareness has a positive but not significant effect on the consumer's decision process in buying an iPhone. Based on the t-test that the three most dominant variables influencing the decision process to purchase the hijab are Lifestyle (X<sub>3</sub>) with a t value of 0.532. Adjusted analysis of the coefficient of determination obtained an R<sup>2</sup> value of 39.7%, which means that the dependent variable, namely the purchase decision process, can be explained by the independent variables, namely Brand Awareness, Brand Association and Lifestyle and the remaining 60.3% is not influenced by other variables. included in this research.

Keywords: Brand Awareness, Brand Association, Lifestyle, Purchase Decision Process

### Abstrak

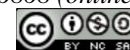
Penelitian ini bertujuan untuk mengetahui pengaruh Kesadaran Merek, Asosiasi Merek, dan Gaya Hidup dalam Proses Keputusan Pembelian iPhone di Kota Padang. Metode analisis data yang digunakan adalah Uji Validitas, Uji Reliabilitas, Analisis Regresi Berganda, Uji Hipotesis terdiri dari Uji Parsial (Uji Statistik t), Uji Simultan (Uji Statistik F), dan Uji Koefisien Determinasi (R<sup>2</sup>). Pekerjaan dilakukan dengan menggunakan SPSS 17. Data yang digunakan adalah data primer dan data sekunder. Penelitian ini menggunakan sampel sebanyak 100 responden penelitian. Hasil penelitian ini menunjukkan bahwa analisis data dengan metode analisis regresi linier berganda menunjukkan bahwa Brand Association dan Lifestyle berpengaruh positif dan signifikan terhadap keputusan konsumen membeli iPhone, sedangkan Brand Awareness berpengaruh positif namun tidak signifikan terhadap proses keputusan konsumen dalam membeli iPhone. Berdasarkan uji-t bahwa tiga variabel yang paling dominan mempengaruhi proses keputusan pembelian jilbab adalah Lifestyle (X<sub>3</sub>) dengan nilai t hitung sebesar 0,532. Analisis Adjusted koefisien determinasi diperoleh nilai R<sup>2</sup> sebesar 39,7% yang berarti bahwa variabel dependen yaitu proses keputusan pembelian dapat dijelaskan oleh variabel independen yaitu Brand Awareness, Brand Association dan Lifestyle dan sisanya sebesar 60,3% dipengaruhi oleh variabel lain tidak. termasuk dalam penelitian ini.

Kata kunci: Kesadaran Merek, Asosiasi Merek, Gaya Hidup, Proses Keputusan Pembelian

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*Keywords: Brand Awareness, Brand Association, Lifestyle, Purchase Decision Process*

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## Introduction

Marketing is basically building a brand in the minds of consumers. The strength of a brand lies in its ability to influence consumer purchasing decisions. Brands are believed to have great power to attract people to buy the products or services they represent. Brand equity as added value given to products and services. This value can be reflected in the way consumers think, feel, and act towards the brand, price, market share, and profitability owned by the company (Korler, 2007). Brand awareness, brand associations, and quality perceptions can be used as one of the considerations in fulfilling the information needed by consumers in the purchasing decision process. The high level of competition that arises requires each brand to innovate and create brand equity that can survive.

The development of the world sometimes has a positive effect on human progress itself, especially in the field of communication. In recent years, the world has been filled with the rapid growth of the telecommunications industry which is a reflection of the tight and high demand for information that is easily accessible to the public. Smartphone is a technology that is developing rapidly from year to year. Many emerging new brands in the world of Cellular Phone competition are competing with each other to create their superior products. Producers are required not only to create products but also to understand the wants and needs of consumers. This is needed by producers to be able to compete with other producers. By understanding consumer behavior, producers can create products that are in accordance with consumer desires and provide better satisfaction to consumers. With the rapid development of technology, interesting technologies always emerge and are equipped with sophistication and high quality, so that every user is always updated so as not to be left behind with existing technology.

In today's modern era, lifestyle is very important and often becomes a place to show self-identity. The patterns and lifestyles of people who are increasingly busy in their routines, limited time makes many people who need travel to release tension and get a new atmosphere that is entertaining. Now vacationing is not only to fulfill the holiday atmosphere, but also as a place for the prestige of fellow friends, relatives or social life. The iPhone is one of Apple's most popular smartphones. When it was launched in 2007, the iPhone was immediately considered one of the greatest innovations ever. phone is a smartphone that uses iOS as its operating system. The appearance of the iPhone for the first time was in the spotlight worldwide because the iPhone had a minimalist and simple design, only had a touch screen and one "home" button. Since then until now, developments and changes in high-end smartphones have continued to be discussed every year. Seeing the high public response since the appearance of the iPhone mobile device, it continues to issue more attractive brands with all the features and sophistication that the iPhone has. Since its appearance, the iPhone has undergone several changes with significant and specification developments in accordance with existing technological developments. This study aims to determine the effect of brand awareness, brand association, and Lifestyle on the purchasing decision process of iPhone in Padang City.

## Literature Review and Hypothesis Development

The literature review used focuses on discussing brand awareness, brand associations, and perceived quality. And literature related to the buying decision process. Brand awareness according to Duriyanto (2004) is the ability of a potential buyer to recognize, recall a brand as part of a certain product category.



Figure 1.  
Brand Awareness Pyramid



Information:

1. Top of mind is a brand that is mentioned for the first time by consumers or which first appears in the minds of consumers.
2. Brand recall is a recall of a brand based on someone's request to mention a particular brand in a product class.
3. Brand recognition is the minimum level of brand awareness, at this level the customer will remember the brand after being given assistance by showing certain images and characteristics.
4. Not aware of the brand (Unware of brand) is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand.

Brand association is everything related to the memory of a brand (David A.Aaker, 2001:160). A set of brand associations for a brand will form a brand image, and this image is a set of beliefs that arise from a person for a particular brand (Hartiningtiyas & Assegaff, 2010).

According to Setyaningsih (2020) It is someone's way of showing how people live, they spend their money, and they allocate their time. In another opinion, Pratiwi (2017) suggests lifestyle refers to a consumption pattern that reflects a person's choice of various things and how to spend his time and money. Meanwhile, the definition of lifestyle is a person's pattern of life. To understand these forces, we must measure the AIO dimensions according to Kartika et al., (2019), namely: activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), opinion (about themselves, social issues, business, products). Based on the explanation above, it states that lifestyle is an activity carried out by humans in terms of meeting the needs of the world and can reflect a lifestyle based on how to manage time and money. According to Kartika et al (2019) there are several Lifestyle Dimensions, namely: Activities, Interests and Opinions.

The purchase decision is the selection of two or more alternative choices, meaning that a person can make a decision when several alternative choices are available (Schiffman and Kanuk, 2004). The decision to buy can lead to how the decision-making process is carried out. The purchasing decision-making process that will be carried out by consumers will go through several stages which are called the five-stage decision-making process (Kotler and Keller, 2007), including the following:

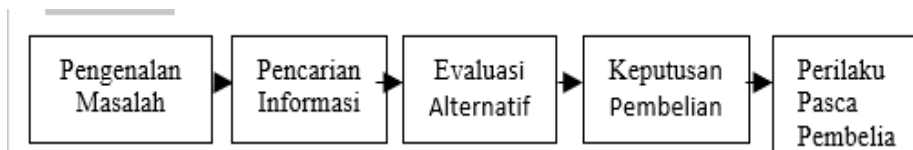


Figure 2.  
 Decision Making Process Five stage model

Source: Kotler and Keller, 2007

Based on the description above, the framework for this study can be seen in the figure below:

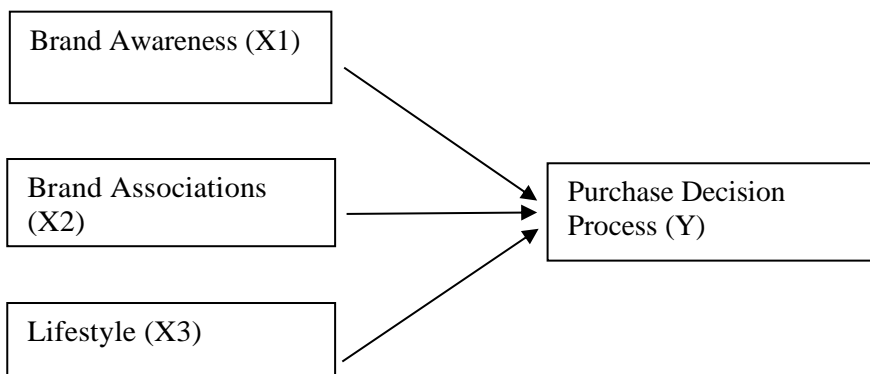
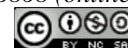


Figure 2.  
 conceptual framework



## Research Method

### Population and Sample

The population in this study were consumers who had bought iPhone in the city of Padang, with the required sample being 100 respondents.

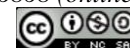
### Method of collecting data

The data collection method used in this research is a questionnaire method. The questionnaire in this study consisted of questions originating from each research variable indicator.

**Table 1.**  
**Operational definition**

Research variable	Variable Concept	Indicator	Measurement Scale
Awareness Brand (X1)	The ability of a potential buyer to recognize or recall that a brand is part of a certain product category, either through the level of popularity or promotional media that differentiates it from competitors.	<ul style="list-style-type: none"> <li>• Brands are easy to pronounce and remember.</li> <li>• New and liked products.</li> <li>• Brand characteristics</li> <li>• Advertising media</li> </ul>	Likert 1-5
Association Brand (X2)	Everything related to the memory of a brand that differentiates it from other brands or the image of a brand that creates a certain impression in terms of habits, lifestyle, benefits, product attributes, geography and price.	<ul style="list-style-type: none"> <li>• Product innovation</li> <li>• Product prices</li> <li>• Liked products</li> <li>• Known product</li> </ul>	Likert 1-5
Lifestyle (X3)	A person's lifestyle is a person's pattern of life in the world of everyday life which is expressed in the activities, interests and opinions (opinions) concerned	<ul style="list-style-type: none"> <li>• Activities,</li> <li>• Interests</li> <li>• and Opinions</li> </ul>	Likert 1-5
Purchase Decision Process (Y)	Purchasing decision is a process of evaluating and purchasing from various alternatives according to certain interests by deciding on an option that is considered the most profitable.	Fulfillment <ul style="list-style-type: none"> <li>• Evaluation of promotional media</li> <li>• Quality standards</li> <li>• Based on wishes</li> <li>• Assessment of quality</li> </ul>	Likert 1-5

### Data analysis method



The data analysis method used is to use multiple linear regression statistical analysis using SPSS software version 17.0. This model is used to determine the effect of the independent variable on the dependent variable through a regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Purchase Decision Process

a = Constant

b1, b2, b3 = Regression coefficient

X1 = Brand Awareness

X2 = Brand Association

X3 = Perceived Quality

e = Standard Error Estimate

With a confidence interval of 95% or  $\alpha = 0.05$

## Results And Discussions

### Research Result

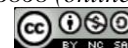
All research variables have fulfilled the validity and reliability test requirements. Items are said to be valid if the correlation coefficient is equal to 0.3 or more, then the research instrument items are declared valid (Sugiyono, 2009). Meanwhile, variable reliability has a Cronbach Alpha greater than 0.60. It can be concluded that all variables used in this study are reliable.

### Results Of Hypothesis Testing

Simultaneous Hypothesis Testing Testing the effect of the independent variables jointly on the dependent variable was carried out using the F test. The results of the F-test based on Table 4.12 obtained an Fcount value of 22,763 with a significance of 0.000 with the result where Fcount > Ftable (22,763 > 2,699) and significant F < alpha 5% (0.000 < 0.05) which means that simultaneously there is a significant influence between the independent variables, namely brand awareness, brand associations, and Lifestyle of the dependent variable, namely the purchasing decision process.

**Table 2.**  
**T test Result**

<u>Variable</u>	<u>T</u>	<u>Sig</u>	<u>Information</u>
Brand Awareness	1.292	0.199	Not Significant
Brand Association	3.021	0.003	Significant
Lifestyle	4.835	0.000	Significant



The results of the t test between Brand Awareness and purchasing decisions can be seen in the results of the regression table 4.10 where the table shows a value of  $t = 1.292$  with a significance level of  $0.199$ , because the calculated t value is  $1.292 < t$  table value of  $1.985$  and a significance level of  $0.199 > \alpha 0.05$  then  $H_0$  is accepted and  $H_a$  rejected. This means that the variable Brand Awareness has no effect on the Consumer Purchase Decision Process.

Based on the results of multiple linear regression which were processed using SPSS software version 17.0, the results of the regression equation were obtained as follows:

$$Y = 3.538 + 0.135X_1 + 0.301X_2 + 0.532X_3$$

**Table 3.**  
**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.538	1.997		1.772	.080		
Brand Awareness	.135	.104	.109	1.292	.199	.855	1.169
Brand Association	.301	.100	.262	3.021	.003	.810	1.235
Lifestyle	.532	.110	.435	4.835	.000	.751	1.332

The multiple regression equation can be explained as follows:

- a) The independent variable Brand Awareness ( $X_1$ ) has a positive effect on the purchasing decision process ( $Y$ ) with a coefficient value of  $0.135$ .
- b) The independent variable Brand Association ( $X_2$ ) has a positive effect on the purchasing decision process ( $Y$ ) with a coefficient value of  $0.301$ .
- c) Lifestyle independent variable ( $X_3$ ) has a positive effect on the purchasing decision process ( $Y$ ) with a coefficient value of  $0.532$ .

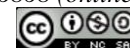
The value of R Square ( $R^2$ ) is  $0.397$  equal to  $39.7\%$ . Value explains that  $39.7\%$  of the purchasing decision process is influenced by the variables of brand awareness, brand associations, and perceived quality. The remaining  $60.3\%$  is influenced by factors not examined in this study.

### Discussion Of Research Results

The selection of respondents is consumers who have bought an iPhone in the city of Padang.

#### The Effect of Brand Awareness on the Purchase Decision Process

Based on table 4.11, it can be seen that partially the influence of the brand awareness variable ( $X_1$ ) on the purchasing decision process ( $Y$ ) has a tcount value ( $1,292$ )  $<$  ttable value ( $1,985$ ), then  $H_0$  is accepted and  $H_a$  is rejected. This means that the Brand Awareness variable is partially does not



affect the Purchase Decision Process in buying an iPhone.

### **The Effect of Brand Association on the Purchase Decision Process**

With the  $t_{count}$  value (3.021) >  $t_{table}$  value (1.985), then the hypothesis  $H_0$  is rejected and  $H_a$  is accepted which means that there is an influence of Brand Association on the consumer decision process in buying an iPhone in Padang City. The results of this study are in accordance with the opinion of Aaker (1997) which states that brand associations that provide benefits to consumers can provide specific reasons for consumers to buy and use the brand. Brand Association influences the buying decision process to buy an iPhone by providing a sense of satisfaction in the form of credibility and confidence in the brand.

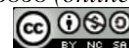
### **Influence of lifestyle on the Purchase Decision Process.**

With a significance level of 95% where the  $t_{table}$  value (1.985) is obtained, the Lifestyle variable has a  $t_{count}$  (4.835) >  $t_{table}$  value (1.985) so that the hypothesis  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence of lifestyle on the consumer buying decision process on the iPhone in the city of Padang. The results of this study are in accordance with the opinion of Duriyanto, et al. (2004) which states that lifestyle must be followed by a real increase in the quality of its products. Lifestyle reflects consumer feelings as a whole about a brand, so that it plays a very important role in the purchasing decision process in deciding which brand to buy and will eventually arrive at the evaluation stage leading to satisfaction and dissatisfaction.

## **Conclusion**

From the results of the research and discussion, it can be concluded from this study that simultaneously the dimensions of brand equity consisting of brand awareness, brand associations, and lifestyle have a significant effect on the iPhone purchasing decision process in the city of Padang. If seen from the partial test ( $t$  test) Brand Association, lifestyle has a significant effect on the purchasing decision process in buying an iPhone in Padang City, while the Brand Awareness Variable has no significant effect on the iPhone purchasing decision process in Padang City. The most dominant variable influencing the iPhone purchase decision process in Padang City is Lifestyle with a coefficient of 0.532. and there are some suggestions in this research

1. The author suggests that iPhone companies pay more attention to lifestyle and brand associations by maintaining product quality, product attributes, and benefits that can differentiate them from competing products, and giving a positive view of these products.
2. For further research, it is suggested to add other independent variables outside of this study besides Brand Awareness, Brand Association, and Lifestyle, which of course can affect the dependent variable on consumer purchasing decisions.
3. For future research, the authors also suggest looking for a different and wider scope of population than the population in this study. The sample used should also be larger than the sample in this study, so that further research can provide a more specific picture of the effect of Brand Awareness, Brand Association and Lifestyle on the Consumer Purchase Decision Process.



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