

## Research Article

# Brand Power and Product Origin: Lifestyle Moderation in Determining Purchase Decisions

Della Syakira<sup>1</sup>, Andika Nuraga Budiman<sup>2\*</sup>

<sup>1,2</sup> Faculty of Economics and Business, YARSI University, Jakarta

Received: 16-10-2025; Accepted: 27-09-2026

## Abstract

This study aims to determine and analyze the Influence of Brand Image, Country of Origin, and Product Quality on Purchasing Decisions with Lifestyle as a Moderating Variable on iPhone Smartphone Products (Study on Generation Z iPhone Smartphone users in Central Jakarta). The number of respondents in this study was 120 people. The sampling technique used was Purposive Sampling through questionnaire distribution. The data analysis method used was descriptive analysis and moderated regression analysis. The results of the study showed that: (1) Brand Image has a positive and significant effect on Purchasing Decisions. (2) Country of Origin has a positive and significant effect on Purchasing Decisions. (3) Product Quality has a positive and significant effect on Purchasing Decisions. (4) Lifestyle moderates the influence of the relationship between Brand Image and Purchasing Decisions. (5) Lifestyle moderates the influence of the relationship between Country of Origin and Purchasing Decisions. (6) Lifestyle moderates the influence of the relationship between Product Quality and Purchasing Decisions.

Keywords: Brand Image, Country of Origin, Product Quality, Lifestyle, Purchasing Decision.

JEL Classification: M31, D12, L15

How to cite: Syakira, D., Budiman, A. N., (2026), Brand Power and Product Origin: Lifestyle Moderation in Determining Purchase Decisions, *Marketing and Consumer Behavior (MCB)* 2(1), 13-24

Corresponding author: Andika Nuraga Budiman ([andika.nuraga@yarsi.ac.id](mailto:andika.nuraga@yarsi.ac.id))



This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license.

## 1. Introduction

Competition in the business world today is getting tighter, especially for companies engaged in the same field. Each company must have its own uniqueness that can attract consumers to maintain or capture the current market share. Companies must be able to identify the right strategy that allows their business to survive and win the competition to achieve company goals. Basically, the more competitors there are, the more choices consumers have in choosing a product.

In the era of modern globalization, the increasing level of business competition causes the business world to compete to maintain, win and expand its survival in the market. Consumer needs and desires are always changing along with technological, economic, social and cultural developments, thus affecting consumption patterns and lifestyles of the Indonesian people. The internet network was launched to facilitate consumer access. Therefore, many companies provide internet-based services to make it easier for consumers to search for products or services provided by the company (Rahmi and Nizam, 2017).

Indonesia is the third largest smartphone user market in Asia after China and India and is also a major market for smartphone manufacturers according to Counterpoint analysis. This shows that consumer interest in communication technology in Indonesia is very high. According to the Ministry of Information and Communication of the Republic of Indonesia, Indonesia is a sleeping Asian digital technology giant. With a population of 250 million people with smartphone users growing very rapidly, the digital marketing research institute E-marketer estimates that the number of active smartphone users in Indonesia will reach more than 100 million in 2018. With the large number of smartphone users, Indonesia has become the country with the fourth largest number of active smartphone users in the world after China, India, and the United States.

According to Kristiawan and Keni (2020), the decision to buy or not to buy is part of a series of unique factors in the individual consumer called behavior that refers to actual physical actions that can be seen and measured by others. The increasing demand for high-quality products, companies engaged in various business fields are competing to improve the quality of their products in order to maintain the brand image of their products.

The main factor that can support purchasing decisions is brand image. According to Sudirman (2022) a brand is a name, term, sign, symbol, design, or combination thereof that identifies a product or service produced by a company. According to Aryaty & Budiatmo (2019) brand image represents the overall perception of a brand and is formed from previous information and experience with the brand. Consumers who have a positive image of a brand are more likely to make a purchase. One way to achieve sustainable competitive advantage is to create a good brand image that arouses emotional satisfaction in individuals and creates an impression of quality towards the brand (consumer perception value of product quality).

Country of origin is also one of the factors besides the brand that can influence consumer decisions in purchasing a product. Country of origin (COO) is the country of origin that most significantly influences consumer opinion on the product, whether it is liked or not. Customers often have prejudices about a particular item and country that come from myths and personal experiences. Industrialized countries are known for their rapid technological advances, the goods they produce will be superior to those made in developing countries. Kotler and Keller in Handoyo and Nugraha (2020) describe country of origin as mental associations and beliefs triggered by a country. Consumers believe that goods from countries with positive reputations are more valuable than goods from countries with relatively negative reputations (Bagus & Keswara, 2019).

In addition to brand image and country of origin, another factor that can influence purchasing decisions is product quality. One of the things that consumers look for is the best product quality. Kotler & Armstrong (2016) stated that product quality is the capacity of a product to perform its intended purpose, including durability, accuracy, dependability, ease of use and maintenance, and other important features. Consumers are more likely to buy products that they believe are of higher quality.

The evolution of lifestyle, especially among young people, is also a factor in considering purchasing decisions (Miati, 2020). A lifestyle that encourages exclusivity and prestige makes consumers choose products that match their desired self-image. Meanwhile, according to Alsabiyah (2019), lifestyle is how someone lives their life including what products they buy, how to use them and what they think and feel after using the product or lifestyle is related to the actual reaction to the purchases that consumers make.

According to the survey, iPhone smartphone users are mostly used by Generation Z. One of the reasons is the sleek and modern design of the iPhone, which is in line with their preference for aesthetics. In addition, the iPhone is known for its user-friendly interface and seamless integration with other Apple devices, making it a great choice for Generation Z who value connectivity and ease of use. Lastly, the perception of the iPhone as a status symbol among their peers may also influence their preference for Apple products.

From the above phenomenon, the author feels the need to further investigate how consumers decide to buy iPhone Smartphone products which according to data are included in the most expensive smartphones throughout 2023. In addition, it is important to understand how brand image, country of origin, and product quality are part of these considerations. What is unique in this study is how lifestyle is used as a moderating variable. In other words, lifestyle may affect the relationship between brand image, country of origin, product quality, and purchasing decisions.

## **2. Literature Review and Hypothesis**

### **Buying decision**

Sari (2020) to make a purchasing decision, buyers must be firm and knowledgeable because they have to choose from many products. After completing the procedure, the buyer decides whether to buy or not. Purchasing decisions are individual purchasing behavior that determines the selection of a product to satisfy consumer needs and desires (Yuliani and Suarmanayasa, 2021). Purchasing decision indicators according to Tjiptono in Paludi and Nurchorimah (2021) are product choice, brand choice, payment method.

### **Brand Image**

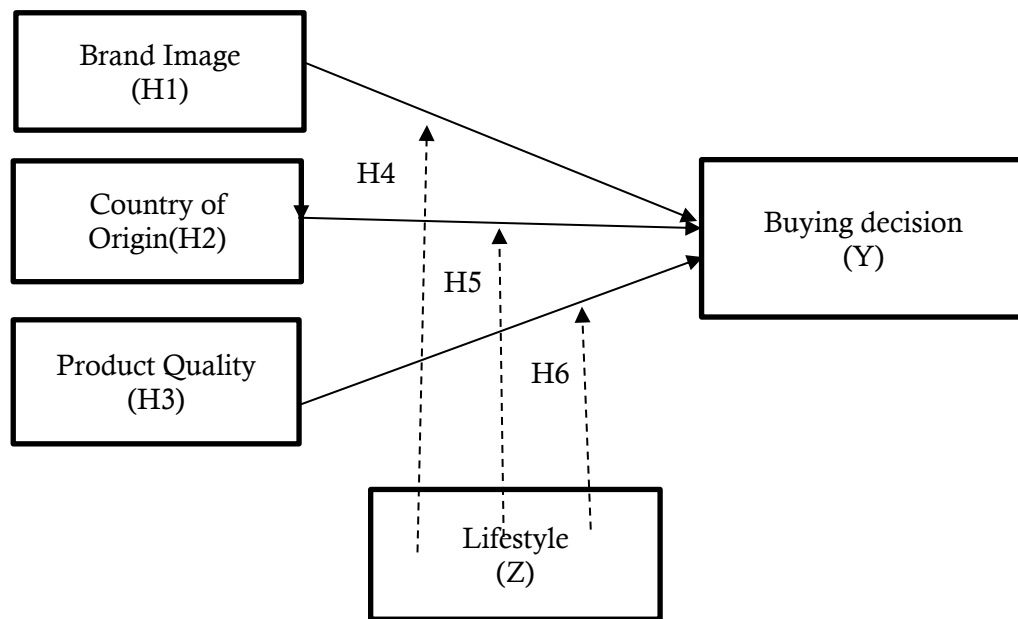
Amalia (2019) brand image represents the overall perception of a brand and is formed from previous information and experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Brand image also helps consumers recognize products, evaluate product quality, and reduce purchasing risk. Brand image can have a big impact, because consumers generally prefer well-known brands. Indicators according to Kotler and Armstrong (2014) are brand identity, brand personality, benefits and brand advantages.

### **Country of Origin**

Kotler and Armstrong (2014) stated that country of origin perception is a mental association and belief triggered by a country. Consumer perception and belief in the image of the country of origin play an important role in shaping consumer purchasing interest. Perception can be an attribute in decision making or influence other attributes in the process. Companies want to use positive country of origin perception to sell their products and services. According to Manten et al. (2021) the indicators in country of origin are country innovation in production, product design and product quality.

### **Lifestyle**

Kotler and Armstrong (2014) lifestyle is a person's lifestyle pattern expressed in the form of activities, interests, and opinions. From several definitions of lifestyle, it can be concluded that lifestyle is a person's activities, interests, and opinions to describe a person's lifestyle in their environment. A person's lifestyle changes quickly, quickly changing tastes in food, drinks, and clothing along with changes in their life. According to Kotler and Keller in Fitri and Basri (2021) lifestyle indicators are activities, interests and opinions.

**Research Concept Framework****Figure 1. Research Concept Framework****Research Hypothesis****The Influence of Brand Image on Purchasing Decisions**

Brand is one of the important elements in marketing activities, because the activity of introducing and providing products cannot be separated from a trusted brand (Musa, 2017). Brand is also a factor that consumers consider before making a decision to buy. Consumers who have a positive image of a brand are more likely to make a purchase. One way to achieve sustainable competitive advantage is to create a good brand image that arouses emotional satisfaction in individuals and creates an impression of quality towards the brand (consumer perception value of product quality). In line with previous studies conducted by Sherry and Heryenzus (2022), Amalia (2019), Mastuti et al. (2019), and Adjizah et al. (2023) which states that brand image on purchasing decisions is related and has a positive effect.

**H1: Brand Image has a Positive and Significant Influence on Purchasing Decisions****The Influence of Country of Origin on Purchasing Decisions**

Country of origin effect (COOE) refers to the impact caused by the country that produces, assembles, or designs a product on consumer opinion of the product, either positively or negatively (Kotler and Keller in Handoyo and Nugraha, 2020). Consumers will have more confidence in products produced in developed countries. Because industrialized countries are known for their rapid technological advances, the goods they produce will be superior to those made in developing countries. The fact that businesses competing in the global market today produce goods all over the world, it is possible that the location of production can influence customer purchasing decisions when they know the country of origin of the product. In line with previous research conducted by Habiburrahman et al. (2020); Nayumi and Sitinjak (2020), Hazriani and Megayani (2020), Soraya and Siregar (2021) showed that country of origin has a positive and significant effect on purchasing decisions.

**H2: Country of origin has a positive and significant influence on purchasing decisions****The Influence of Product Quality on Purchasing Decisions**

When buyers decide what to buy, one of the main factors that influences their choice is the quality of the goods. Consumers are more likely to buy products that they believe have higher quality. There needs to be quality standardization to achieve the desired product quality (Amalia, 2019).

To prevent consumers from losing confidence in the products issued, this seeks to ensure that the products produced meet the established criteria. Consumers' decisions to return an item or not are influenced by their experience with the product, whether the purchase was good or bad. Therefore, companies must be able to provide goods that are in accordance with consumer demand and preferences. In accordance with previous research conducted by Sherry and Heryenzus (2022), Amalia (2019), Nayumi and Sitinjak (2020), Manik (2019) showed that product quality has a positive and significant effect on purchasing decisions.

**H3: Product Quality has a Positive and Significant Influence on Purchasing Decisions**

**The Moderation Effect of Brand Image on Lifestyle Perception and Purchasing Decisions**

Brand image creates a certain perception in the minds of consumers regarding the values represented by a product or company. When a strong and consistent brand image is built, it can influence how consumers view the product as part of their lifestyle (Laily and Ekowati, 2023). Consumers tend to choose brands that they consider to be in line with their identity and lifestyle aspirations. With a positive brand image, purchasing decisions are often driven by emotional factors that are in line with the consumer's lifestyle. Therefore, an effective brand image can influence consumer purchasing decisions through lifestyle perceptions. In accordance with previous studies conducted by Laily and Ekowati (2023), Rizal and Cahyono (2023) and Fahri (2023) showed that lifestyle can moderate the influence of the relationship between brand image and purchasing decisions.

**H4: There is a Moderating Influence of Lifestyle that Strengthens the Relationship between Brand Image and Purchasing Decisions**

**The Moderating Influence of Country of Origin on Lifestyle Perception and Purchasing Decisions**

Consumers often associate products from a particular country with a certain image and standard, be it superior quality, technical expertise, or a luxurious lifestyle (Miati, 2020). When the country of origin has a good reputation in a particular product category, consumers are more likely to associate the product with their desired lifestyle, thereby increasing interest and purchasing decisions. In accordance with previous studies conducted by Asshifa (2022), Rizal and Cahyono (2023) and Fahri (2023) showed that lifestyle can moderate the influence of the relationship between country of origin and purchasing decisions.

**H5: There is a Moderating Influence of Lifestyle that Strengthens the Relationship between Country of Origin and Purchasing Decisions**

**The Moderation Effect of Product Quality on Lifestyle Perception and Purchasing Decisions**

High-quality products are often associated with higher social status and luxury, thus increasing their appeal to consumers who want to reflect a certain lifestyle (Suryani et al., 2020). When product quality is high, the relationship between lifestyle perception and purchasing decisions becomes stronger. Consumers feel that quality products not only meet functional needs but also strengthen their identity and lifestyle aspirations. In accordance with previous studies conducted by Christian (2018); Marcelo et al. (2024) and Dessyaningrum et al. (2020) showed that lifestyle can moderate the influence of the relationship between product quality and purchasing decisions.

**H6: There is a moderating influence of lifestyle that strengthens the relationship between product quality and purchasing decisions.**

### **3. Data and Method**

#### **Types of research**

The type of research used is explanatory research using a quantitative approach. and using a questionnaire as a data collection tool. Based on the purpose of this study, the type of research is a survey. The purpose of this study is to determine the relationship between variables, namely the Influence of Brand Image (H1), Country of Origin (H2), Product Quality (H3) on Purchasing Decisions (Y) with Lifestyle (Z) as a Moderation Variable.

### Population and Sample

The population used in this study is generation Z smartphone users in Central Jakarta. The number of this population is unknown. The sample size is 120 respondents obtained from the Hair formula, with the criteria of buying and using an iPhone smartphone and generation Z aged 19 to 24 years in Central Jakarta. Respondents in this study were dominated by women, namely 64.2%. The characteristics of respondents based on age were dominated by 19-21 years, namely 68.3%. Then respondents based on domicile were dominated by Gambir by 17.5%.

### Data collection technique

Data collection techniques through the use of questionnaires as research instruments. The measurement scale of the questionnaire used is an ordinal scale that meets the Likert scale type statement with alternative answers ranging from strongly disagree, disagree, agree and strongly agree with values ranging from 1 to 4. This study uses multiple regression methods with SPSS.

## 4. Results

### Reliability Test

**Table 1. Reliability Test Results**

| No | Variables                | Cronbach Alpha | N of Item | Information |
|----|--------------------------|----------------|-----------|-------------|
| 1  | Brand Image              | 0.926          | 9         | Reliable    |
| 2  | <i>Country of Origin</i> | 0.941          | 9         | Reliable    |
| 3  | Product Quality          | 0.942          | 9         | Reliable    |
| 4  | Lifestyle                | 0.942          | 9         | Reliable    |
| 5  | Buying decision          | 0.944          | 9         | Reliable    |

Source: Data Processing Results (2024)

Based on the table above, all variables can be said to be reliable because all variables have a Cronbach's alpha value  $> 0.60$  and have a criterion value with a very high category because it falls into the criteria of 0.800-1,000.

### Multiple Linear Regression Analysis

**Table 2. Results of Multiple Linear Regression Analysis**

|       |            | Coefficients <sup>a</sup>   |                           | T    | Sig. |
|-------|------------|-----------------------------|---------------------------|------|------|
| Model |            | Unstandardized Coefficients | Standardized Coefficients |      |      |
|       |            | B                           | Std. Error                | Beta |      |
| 1     | (Constant) | -.608                       | .902                      |      | .501 |
|       | X1         | .328                        | .091                      | .298 | .000 |
|       | X2         | .239                        | .090                      | .232 | .009 |
|       | X3         | .449                        | .100                      | .445 | .000 |

Source: Data Processing Results (2024)

### Classical Assumption Test

#### Normality Test

**Table 3. One Sample Kolmogorov Smirnov Test**

| Kolmogorov-Smirnov Test |                      |                |             |
|-------------------------|----------------------|----------------|-------------|
| N                       | Asymp.Sig (2-tailed) | Alpha Standard | Information |
| 120                     | 0.662                | 0.05           | Normal      |

Source: Data Processing Results (2024)

Based on the table above, it is known that the significance value of Asymp.Sig (2-tailed) of 0.662 is greater than 0.05. So it can be concluded that the data is normally distributed and the normality requirements in the regression model have been met.

### Multicollinearity Test

**Table 4. Multicollinearity Test Results**

| Model                    | <i>Collinearity Statistics</i> |            |
|--------------------------|--------------------------------|------------|
|                          | <i>Tolerance</i>               | <i>VIF</i> |
| Brand Image              | 0.217                          | 4.602      |
| <i>Country of Origin</i> | 0.200                          | 5.008      |
| Product Quality          | 0.186                          | 5,370      |
| Lifestyle                | 0.123                          | 8.121      |

Source: Data Processing Results (2024)

Based on table 6, the data in this study does not experience symptoms of multicollinearity or does not have a relationship between the independent variables and other independent variables.

### Heteroscedasticity Test

**Table 5. Glejser Test Results**

| Model                    | <i>Coefficients</i> |                 |
|--------------------------|---------------------|-----------------|
|                          | <i>Sig.</i>         | <i>Residual</i> |
| Brand Image              | 0.446               | 0.05            |
| <i>Country of Origin</i> | 0.691               | 0.05            |
| Product Quality          | 0.957               | 0.05            |
| Lifestyle                | 0.335               | 0.05            |

Source: Data Processing Results (2024)

Based on the table above, it can be concluded that the data used in this study does not show symptoms of heteroscedasticity because  $> 0.05$ .

### Hypothesis Testing Partial Test (t-Test)

**Table 6. T-Test Results**

| Model             | <i>Standardized Coefficients</i> | t     | Sig. |
|-------------------|----------------------------------|-------|------|
|                   | <i>Beta</i>                      |       |      |
| Brand Image       | 0.298                            | 3.612 | .000 |
| Country of Origin | 0.232                            | 2,639 | .009 |
| Product Quality   | 0.445                            | 4.476 | .000 |

Source: Data Processing Results (2024)

Based on the table above, the t-count value is 3.612 with a significant value of 0.000 while the t-table value is obtained from the table of 1.980. Thus, the t-count  $3.612 > t\text{-table } 1.980$  and the significant level is 0.000, so  $H_0$  is rejected and  $H_a$  is accepted.

The t-count value is 2.639 with a significant value of 0.009 while the t-table value is obtained from the table of 1.980. Thus, the t-count  $2.639 > t\text{-table } 1.980$  and the significant level is 0.009, so  $H_0$  is rejected and  $H_a$  is accepted.

The t-count value obtained is 4.476 with a significant value of 0.000 while the t-table value obtained from the table is 1.980. Thus, the t-count  $4.476 > t\text{-table } 1.980$  and the significant level is 0.000, so  $H_0$  is rejected and  $H_a$  is accepted.

## Moderated Regression Analysis

**Table 7. Regression Test Results (Direct)**

| Model                    | Sig. |
|--------------------------|------|
| Brand Image              | .000 |
| <i>Country of Origin</i> | .009 |
| Product Quality          | .000 |

Source: Data Processing Results (2024)

Based on the table above, the results of the significance test show that the three independent variables, namely brand image, country of origin, and product quality, have a significant effect on purchasing decisions. The significance value of each variable is below 0.05, so that statistically all variables are proven to influence consumer purchasing decisions.

**Table 8. Results of Moderation Regression Test (Indirect)**

| No | Model                               | Sig. |
|----|-------------------------------------|------|
| 1  | Brand Image*Lifestyle               | .003 |
| 2  | <i>Country of Origin</i> *Lifestyle | .005 |
| 3  | Product Quality*Lifestyle           | .003 |

Source: Data Processing Results (2024)

Based on the results of the analysis, it is known that lifestyle plays a significant role as a moderating variable in the relationship between independent variables and purchasing decisions. This is indicated by the significance value of the interaction between brand image and lifestyle of 0.003, country of origin and lifestyle of 0.005, and product quality and lifestyle of 0.003, all of which are below the threshold of 0.05. Thus, it can be concluded that lifestyle is significantly able to strengthen or moderate the influence of brand image, country of origin, and product quality on consumer purchasing decisions.

## Coefficient of Determination Test (R<sup>2</sup>)

**Table 9. Results of the Determination Coefficient Test**

| Model Summary |       |          |                   |                            |
|---------------|-------|----------|-------------------|----------------------------|
| Model         | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .955a | .912     | .910              | 1,968                      |

Source: Data Processing Results (2024)

Based on the results of the data testing in the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.910 or in the presentation of 91.0%. This shows that brand image (H1), country of origin (H2), product quality (H3), and lifestyle (Z) that occur in the purchase of iPhone smartphone products have an influence on purchasing decisions (Y) of 91.0% while the remaining 9% is the influence of other variables or other factors.

## 5. Discussion

### The Influence of Brand Image on Purchasing Decisions

Based on the results of the hypothesis test, it is known that the brand image variable on purchasing decisions shows positive and significant results. This shows that the higher the brand image received by consumers, the higher the purchasing decisions they make. This means that a good brand image can increase consumer trust and satisfaction with the product, so that they are more likely to buy the product. So, brand image can influence purchasing decisions for iPhone

Smartphone products in Generation Z in the Central Jakarta area. These results are in accordance with previous studies by (Sherry and Heryenzus, 2022), (Machfiroh, 2018), (Amalia, 2019), (Mastuti et al., 2019), (Adjizah et al., 2023) and (Miati, 2020) that brand image on purchasing decisions has a positive and significant influence.

#### **The Influence of Country of Origin on Purchasing Decisions**

Based on the results of the hypothesis test, it is known that the country of origin variable on purchasing decisions shows positive and significant results. This shows that the Country of Origin where the iPhone is produced has a positive image and can be trusted by consumers so that it can influence purchasing decisions. These results are in accordance with previous studies conducted by (Habiburrahman et al., 2020), (Nayumi and Sitinjak, 2020), (Hazriani and Megayani, 2020), (Soraya and Siregar, 2021) and (Rahmani, 2019) that country of origin on purchasing decisions has a positive and significant influence.

#### **The Influence of Product Quality on Purchasing Decisions**

Based on the results of the hypothesis test, it is known that the product quality variable on purchasing decisions shows positive and significant results. This means that consumers highly value high-quality products and tend to choose products that meet or exceed quality standards. This means that product quality that meets consumer expectations, has long durability, is not easily damaged, can meet consumer needs and desires, and can increase consumer trust and satisfaction. So, product quality can influence purchasing decisions for iPhone Smartphone products in Generation Z in the Central Jakarta area. These results are in accordance with previous studies conducted by (Sherry and Heryenzus, 2022), (Amalia, 2019), (Nayumi and Sitinjak, 2020), (Manik, 2019), (Aldini et al., 2022), (Aghitsni and Busyra, 2022), (Adjizah et al., 2023) and (Rizqullah, 2018) that product quality has a positive and significant influence on purchasing decisions.

#### **The Influence of Lifestyle Moderation on the Relationship between Brand Image and Purchasing Decisions**

Based on the results of the hypothesis test, it is known that the moderating variable Lifestyle can strengthen the influence of the Brand Image variable on Purchasing Decisions. This shows that consumer lifestyles are successful in aligning themselves with brand image and consumer aspirations can be more effective in influencing their decisions to buy. So, lifestyle can strengthen the relationship between brand image and purchasing decisions for iPhone Smartphone products in Generation Z in the Central Jakarta area. These results are in accordance with previous studies conducted by (Laily and Ekowati, 2023), (Fahri, 2023) and (Rizal and Cahyono, 2023) that the moderating effect of Lifestyle strengthens the relationship between Brand Image and Purchasing Decisions.

#### **The Influence of Lifestyle Moderation on the Relationship between Country of Origin and Purchasing Decisions**

Based on the results of the hypothesis test, it is known that the lifestyle moderation variable can strengthen the influence of the country of origin variable on purchasing decisions. This shows that the country of origin where the product is produced is a consideration for consumers according to their lifestyle. This means that they are more likely to buy products from countries that have a positive image and are in accordance with their lifestyle. So, lifestyle can strengthen the relationship between country of origin and purchasing decisions for iPhone Smartphone products in Generation Z in the Central Jakarta area. These results are in accordance with previous studies conducted by (Asshifa, 2022), (Fahri, 2023) and (Rizal and Cahyono, 2023) that the moderating effect of Lifestyle strengthens the relationship between Country of Origin and Purchasing Decisions.

#### **The Effect of Lifestyle Moderation on the Relationship between Product Quality and Purchasing Decisions**

Based on the results of the hypothesis test, it is known that the lifestyle moderation variable can strengthen the influence of the product quality variable on purchasing decisions. This means that consumer lifestyle and their values can deepen positive perceptions of product quality and encourage purchasing decisions. This means that consumers tend to like products that fit their daily

lifestyle, such as the quality provided can encourage them to do positive things. If consumers are satisfied with this, consumers will decide to buy the product. So, lifestyle can strengthen the relationship between product quality and purchasing decisions for iPhone Smartphone products in Generation Z in the Central Jakarta area. These results are in accordance with previous studies conducted by (Christian, 2018); (Marcelo et al., 2024) and (Dessyaningrum et al., 2020) that the moderating effect of Lifestyle strengthens the relationship between Product Quality and Purchasing Decisions.

## 6. Conclusion

Based on the research results above, it can be concluded that brand image, country of origin and product quality partially have a positive and significant effect on the purchasing decision of iPhone Smartphone products on Generation Z in Central Jakarta. While lifestyle can moderate (strengthen) the influence of the relationship between brand image and purchasing decisions, lifestyle can moderate (strengthen) the influence of the relationship between country of origin and purchasing decisions, lifestyle can moderate (strengthen) the influence of the relationship between product quality and purchasing decisions.

The managerial implications are that companies need to strengthen their brand strategy and communicate product origin effectively, as both have been shown to influence consumer purchasing decisions. In addition, consumer lifestyle acts as a moderating factor that strengthens this influence, so companies need to segment the market based on lifestyle to create more relevant and personalized marketing messages. By understanding lifestyle preferences, companies can design more targeted campaigns, both in terms of brand image, product origin narrative, and highlighted quality. This strategy not only increases product appeal but also strengthens consumer loyalty to the brand.

## Recommendation

It is expected that companies focus on promotions such as collaboration with influencers who have a positive influence to improve brand image and attract a wider audience. Companies must maintain production quality to always meet the expectations associated with the country of origin because reliability and consistency are very important in maintaining a positive image. Companies must continue to innovate and update products to improve quality and meet customer expectations by considering customer feedback to identify areas that need improvement. Companies must adjust products and services according to the lifestyle and needs of the target market, such as adding features or attributes to products that support consumer lifestyles.

## Limitations and avenues for future research

For further researchers who are interested in conducting similar research, it is expected to expand the population and sample, so that it can cover consumers more widely. In addition, it is expected to add other variables that can influence product purchasing decisions.

## References

- Adjizah, Iskandar, K., & Yulianto, A. (2023). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian pada Es Teh Indonesia Cabang Brebes. *JLEB: Journal of Law, Education and Business*, 1(2), 443–454. <https://doi.org/10.57235/jleb.v1i2.1045>
- Aghitsni, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51. <https://doi.org/10.31955/mea.v6i3.2271>
- Aldini, Feriyansyah, A., & Venanza, S. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Oppo di Kota Pagar Alam. *Jurnal Aktiva: Riset Akuntansi Dan Keuangan*, 3(1), 44–53. <https://doi.org/10.52005/aktiva.v3i1.130>
- Alsabiyah, T. (2019). Pengaruh Gaya Hidup Terhadap Keputusan Pembelian (Survei Pada Mahasiswa/Mahasiswi Universitas Brawijaya Yang Menggunakan Sepatu Sneakers Merek Converse). *Jurnal Administrasi Bisnis*, 1, 106–113.

- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 96–104. <https://doi.org/10.21107/jsmb.v6i2.6688>
- Aryaty, D., & Budiarmo, A. (2019). Pengaruh Kualitas Produk Dan Citra Merek (Brand Image) Terhadap Keputusan Pembelian Smartphone Samsung Galaxy Series J. *Journal Of Chemical Information and Modeling*, 53(9), 1689–1699. <http://garuda.ristekbrin.go.id/documents/detail/1436860>
- Asshifa, R. D. (2022). Pengaruh Country Of Origin Dan Brand Image Terhadap Keputusan Pembelian Smartphone Samsung Dengan Word of Mouth Sebagai Variabel Moderasi (Studi Pada Pengguna Smartphone Samsung Di Kota Malang). 10(2).
- Bagus, I., & Keswara, O. (2019). *Pengaruh Persepsi Asal Negara (Country of Origin) Terhadap Niat Beli Yang Dimediasi Citra Merek Fakultas Ekonomi Dan Bisnis Universitas Udayana (Unud)*, Bali, 8(8), 5240–5266. <https://doi.org/10.24843/EJMUNUD.2019.v08.i08.p21>
- Christian, S. (2018). Pengaruh kualitas produk dan harga terhadap keputusan pembelian: peran minat beli sebagai variabel moderating. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 1(2), 109–118.
- Dessyaningrum, C., Samsir, & Efni, Y. (2020). Pengaruh Kualitas Mobile, dan Kualitas Produk dengan Kepercayaan Pelanggan sebagai Variabel Moderasi terhadap Keputusan Pembelian Online Situs Shopee. *Jurnal Tepak Manajemen Bisnis*, 12(3), 439–459.
- Fahri, M. W. R. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Iphone Dengan Gaya Hidup Islami Sebagai Variabel Moderating (Studi Pada Erafone Salatiga). *Jurnal Ekonomi*.
- Fitri, N. A., & Basri, H. (2021). Pengaruh Gaya Hidup Terhadap Perilaku Konsumen Pada Generasi Milenial Di Era Pandemi Covid-19 Dengan Pengetahuan Ekonomi Sebagai Variabel Moderasi. *Jurnal Ekonomi & Bisnis*, 9(2), 183–192.
- Habiburrahman, H., Raf, M., & Kartika, S. (2020). Pengaruh country of origin (asal negara produk) harga dan kualitas terhadap keputusan pembelian alat tulis. *Jurnal Dinamika Manajemen*, 8(2), 85–94. <https://doi.org/10.22437/jdm.v8i2.16870>
- Handoyo, N., & Nugraha, A. K. N. A. (2020). Country of origin dan keputusan pembelian konsumen otomotif: Peran nilai terpersepsi sebagai pemediasi. *Jurnal Ekonomi Dan Bisnis*, 23(1), 149–172. <https://doi.org/10.24914/jeb.v23i1.3178>
- Hazriani, S. S., & Megayani. (2020). Pengaruh Country Of Origin Dan Brand Image Terhadap Keputusan Pembelian Mobil Mitsubishi Xpander (Studi Pada PT Bumen Redja Abadi cabang Tebet).
- Kotler, P., & Armstrong, G. (2016). *Prinsip-prinsip Pemasaran (13th ed.)*. Erlangga.
- Kotler, P., & Armstrong, G. (2014). *Principle Of Marketing (edisi 15)*. Pearson Pretice Hall.
- Kotler, P., & Armstrong, G. (2014). *Prinsip-prinsip Pemasaran (12th ed.)*. Erlangga.
- Kristiawan, T. A., & Keni, K. (2020). Pengaruh Packaging, Social Media Marketing Dan Electronic Word of Mouth Terhadap Keputusan Pembelian Busana Brand Lokal [The Effect of Packaging, Social Media Marketing and Electronic Word of Mouth on Purchase Decisions on Local Brand Fashion]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 15(2), 244. <https://doi.org/10.19166/derema.v15i2.2445>
- Laily, N. M., & Ekowati, V. M. (2023b). Pengaruh Harga Dan Citra Merek Terhadap Keputusan Pembelian Melalui Marketplace Shopee Dengan Rating Penjualan Toko Sebagai Variabel Moderasi. *Jurnal Lentera Bisnis*, 12(1), 101. <https://doi.org/10.34127/jrlab.v12i1.690>
- Machfiroh, I. S. (2018). Keterkaitan Citra Merek Dan Harga Terhadap Keputusan Pembelian Pada Emak di Fried Chicken Pelaihari. *Jurnal Humaniora Dan Teknologi*, 4, 25–30. <https://doi.org/10.34128/jht.v4i1.43>
- Manik, C. D. (2019). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Pada Pt. Sophie Paris Di Jakarta. *Jurnal Ekonomi Efektif*, 1(4), 205–211. <https://doi.org/10.32493/JEE.v1i4.10615>
- Manten, N. M. E. K. S., Sulhaini, & Rinuastuti, B. H. (2021). Pengaruh Country Of Origin, Brand Image Dan Perceived Quality Terhadap Minat Beli Smartphone Oppo. *Unram Management Review*, 1(1), 22–34. <https://doi.org/10.29303/ju.v1i1.37>

- Marcelo, S. H., Ngatno, & Farida, N. (2024). Engaruh Kualitas Produk Terhadap Minat Beli Ulang Yang Dimoderasi Gaya Hidup (Studi Pada Kosumen Celana Jeans Levi's Gerai Mall Paragon Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 13. <https://doi.org/10.14710/jiab.2024.41418>
- Mastuti, I. G. A. M., Haris, I. A., & Sujana, I. N. (2019). Pengaruh Iklan Dan Citra Merek Terhadap Keputusan Pembelian Produk Sepeda Motor Merek Honda Pada Dealer Pt. Mertha Buana Motor Di Singaraja. *Jurnal Pendidikan Ekonomi*, 11, 448–453.
- Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *Abiwara: Jurnal Vokasi Administrasi Bisnis*, 1(2), 71–83. <https://doi.org/10.31334/abiwara.v1i2.795>
- Musa, M. I. (2017). Pengaruh Citra Merek Terhadap Keputusan Pembelian Smartphone Samsung Pada Mahasiswa Universitas Negeri Makassar (Vol. 5).
- Nayumi, S., & Sitinjak, T. J. R. (2020). Pengaruh Country Of Origin Image, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Innisfree di Mall Kelapa Gading Jakarta Utara. *Manajemen Pemasaran*, 9(2), 136–146. <https://doi.org/10.46806/jm.v9i2.665>
- Paludi, S., & Nurchorimah, Si. (2021). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Intervening. *Jurnal Manajemen Bisnis*, 10(2), 144–160.
- Rahmani, P. I. (2019). Pengaruh Perilaku Konsumtif Dan Country of Origin Terhadap Keputusan Pembelian Kosmetik (Studi Pada Wanita Bekerja di Wilayah Surabaya). In *Jurnal Ilmu Manajemen* (Vol. 7).
- Rahmi, D. T., & Nizam, A. (2017). Pengaruh Citra Merek Terhadap Niat Pembelian Tiket Pesawat Secara Online Pada Konsumen Traveloka.Com Dengan Kepercayaan Sebagai Variabel Mediasi. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 2(3), 70–85.
- Rizal, M. W., & Cahyono, E. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Iphone di Erafone Salatiga: Peran Gaya Hidup Islami Sebagai Pemoderasi. *Jurnal Bisnis Dan Ekonomi*, 14(1), 97–108. <https://doi.org/10.37159/zjt4pm96>
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Jurnal Ilmiah Psikologi*, 8(1), 147–155. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Sherry, & Heryenzus. (2022). Pengaruh Citra Merek, Kepercayaan Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Sunlight Di Kecamatan Kateman. *Eco-Buss* 542, 2, 542–556. <https://doi.org/10.32877/eb.v5i2.477>
- Soraya, A., & Siregar, O. M. (2021). Pengaruh Country Of Origin Dan Brand Image Terhadap Keputusan Pembelian Produk Nature Republic Pada Mahasiswa Di Universitas Sumatera Utara. *Jurnal Senriabadi*, 1(1), 400–416.
- Sudirman, A. (2022). *Brand Marketing: The Art of Branding* (A. Sudirman (Ed.). Cv Media Sains Indonesia. <https://eprints.unmas.ac.id/id/eprint/2937/1/3>
- Suryani, P., Cahyono, Y., & Utami, B. D. (2020). Pengaruh Motivasi Dan Gaya Kepemimpinan Terhadap Produktivitas Kerja Pada Karyawan Bagian Produksi di Pt Tuntex Garment Indonesia. *Journal of Industrial Engineering & Management Research (JIEMAR)*, 1(1), 70–82.
- Yuliani, M. P., & Suarmanayasa, I. N. (2021). Pengaruh Harga Dan Online Consumer Review Terhadap Keputusan Pembelian Produk Pada Marketplace Tokopedia. *Jurnal Manajemen Dan Bisnis*, 3(2), 146–154.