

# The role of lifestyle in moderating the effect of quality and features on iPhone purchasing decisions in Makassar city

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## ABSTRACT

This research aims to determine the effect of product quality on purchasing decisions, the effect of product features on purchasing decisions, the effect of product quality on purchasing decisions which are moderated by lifestyle and the effect of product features on purchasing decisions which are moderated by lifestyle. This research is quantitative research using the partial least squares (PLS) method, using Smart PLS 3.3 software. The number of respondents in this study was 100 iPhone user respondents in the city of Makassar. The results of this research show that quality has a positive and significant effect on the decision to purchase iPhone smartphone products, features have a positive and significant effect on the decision to purchase iPhone smartphone products, lifestyle is not able to moderate the relationship between quality and the decision to purchase iPhone smartphone products, lifestyle is able to moderate the relationship between features on purchasing decisions for iPhone smartphone products.

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## 1. INTRODUCTION

The development of the world of communication technology is currently very rapid and continues to be updated (Curtin et al., 2003; Leu et al., 2004). This is society's demand for increasingly complex needs in the world of communication technology, to support their life activities. Responding to this need, people are starting to use cellphones as communication interaction tools that are very effective in this era (Alyusi, 2019; Lestari et al., 2015; Marpaung, 2018). Nowadays, smartphones are one of the needs of today's modern society which will support their activities. Electronic companies are paying attention to this need, so many different smartphone brands have emerged. The increasingly advanced information technology and people's living standards have resulted in increasing public demands for the quality of services and products used. The need for a smartphone has become a lifestyle requirement that is considered important for some modern people today (Tanjung, 2016; Wijaya et al., 2021).

This phenomenon causes intense competition among business competitors in the telecommunications sector (Damiri, 2017; Kumalasari, 2022). With the increasingly crazy global consumer demand for a sophisticated and complete smartphone, companies are always improving features, performance and sophisticated operating systems and even good design in order to fulfill all needs and be able to makes it easier for consumers to fulfill their communication and entertainment needs via smartphone (Akbar & LATARUVA, 2013; Wadu & Wirawan, 2019; Yani & Aslamiyah, 2022).

Apple is one company that has used its own operating system, or iOS, and also provides an App Store which provides various kinds of applications. There are also not as many applications in the App Store as there are in the Google Play Store, because Apple has first selected the applications

that will be available in the App Store. The App Store only provides quality applications that have passed the selection tests provided, making this a plus point for the advantages of the iPhone. Apart from that, the fewer applications on the App Store also reduce the risk of viruses on your iPhone, so that data security on your iPhone is more guaranteed compared to an Android smartphone (Indrayani & Ramadhanty, 2020). The total shipment figure recorded by Apple reached 90.1 million smartphone units, growing 22.2 percent from the same period last year. The high shipping figures were boosted by the iPhone 12 series which Apple released in October 2020. Overall, Apple's market share is now reported to have reached 23.4 percent. Samsung was runner-up with a market share of 19.1 percent and cellphone shipments of 73.9 million units. That figure rose 6.2 percent from the same period.

Apple iPhone is a smartphone brand that is quite popular among teenagers in particular, both in big cities and villages. iPhone is included in the premium class cell phone category. In Indonesia itself, the iPhone has a brand image that is embedded in the minds of the public as a classy, luxurious and expensive communications product. With these conditions, Indonesian people are of the view that having an iPhone is classified as a premium class product, luxurious and capable of raising self-esteem and increasing prestige for anyone who uses it.

However, the phenomenon that occurs with Apple products which dominate the smartphone world, their popularity is not in line with sales that occur within the country. Indonesia, with a population of more than 271 million, has the potential to be a huge market for Apple. However, Apple is not very popular in Southeast Asian countries with large populations because this cell phone is considered too expensive for middle to lower economic class consumers. Apple's market share is only 1% in Indonesia. These countries prefer cell phones produced by Japan, China and South Korea which are considered more pocket-friendly (Giyanto, 2020; Ibrahim & Halkam, 2021).

At the top, Vivo pocketed a market share of 25%. Former champion Oppo is now in runner-up position with a market percentage of 24%. From data for the last quarter of last year, Xiaomi and Realme achieved the same market share, namely 15%. Former ruler of the smartphone market for 6.5 years in Indonesia, Samsung recorded a decline with a market share now of only 14%. Meanwhile, other smartphone vendors, such as Apple, Advan, Huawei, and others, only hold the remaining 7% market share.

The quality of the product is also very important. Product quality in consumers' minds can create an impression of the superiority of a product because of the benefits obtained so that when consumers are faced with a product, consumers will be more interested in products that have superior quality. Other previous research according to Tjahjaningsih and Yuliani stated that brand image has a significant influence on purchasing decisions, the high level of purchasing decisions is followed by the company's image (Fitriani et al., 2017) other research from (Putra et al., 2017) with research results that There is a positive and significant relationship between product quality and purchasing decisions.

(Prawira & Yasa, 2014) stated that quality is the most important thing in an item. It can be seen that nowadays people who buy an electronic product will usually ask about the quality of the product. (Kotler et al., 2019) purchasing decisions are several stages carried out by consumers before making a decision to purchase a product. Purchasing decisions are also defined as a problem solving approach to human activities to purchase goods or services to fulfill their wants and needs which consists of introduction needs and desires, information search, evaluation of purchasing alternatives, purchasing decisions, consumer involvement and behavior after purchase, and conversion of evaluations that have been made by consumers to then decide to make a purchase.

A purchasing decision is a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem, which then leads to a series of processes leading to a purchasing decision (Tjiptono, 2012).

## 2. RESEARCH METHOD

The type of research used in this study is associative research, with a quantitative approach. Associative research is research that aims to determine the relationship or influence between two or several variables and other variables (Sugiyono, 2017, 2019). The number of respondents in this study was 100 iPhone user respondents in the city of Makassar. Data analysis used in this research used the partial least squares (PLS) method, using Smart PLS 3.3 software. with Outer Model Analysis and Inner Model Analysis.

### 3. RESULTS AND DISCUSSIONS

#### Outer Model Analysis

Carried out to ensure that the measurements used are suitable for measurement (valid and reliable) (Ananda, 2015). In this model analysis, it specifies the relationship between latent variables and their indicators. Outer model analysis can be seen from several indicators:

*Convergent Validity* is an indicator that is assessed based on the correlation between the item score/component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and the construct. An individual reflexive measure is said to be high if it correlates  $> 0.7$  with the variable to be measured, whereas according to Chin, quoted by (Ghozali&Latan, 2015), an outer loading value between 0.5 - 0.6 is considered sufficient.

**Table 3.** Outer loading result data

	Product Features	Lifestyle	Purchasing decision	Product quality	Moderating GH->FP	Moderating GH->KP
Product Features *					1,471	
Lifestyle						
Product quality * Lifestyle						1,674
X1.1				0,765		
X1.2				0,828		
X1.3				0,761		
X1.4				0,809		
X1.5				0,818		
X2.3	0,899					
X2.4	0,911					
Y1			0,913			
Y2			0,742			
Y3			0,822			
Z2		0,897				
Z3		0,944				

Source: Data processed by Smart PLS, 2023

Based on the table above, it can be concluded that the results of several indicators meet the requirements for significant values and the indicators have factor loading values above 0.7. Thus, the construct is said to be valid and meets the validity requirements because the factor loading is above 0.7.

Convergent validity is also assessed via AVE (Average Variance Extracted). The AVE score must be  $> 0.5$ . If the loading score is  $< 0.5$ , this indicator can be removed from the construct because the indicator does not load into the construct that represents it. If the loading score is between 0.5 – indicator 0.7, researchers should not delete indicators that have that loading score as long as the AVE and communality indicator scores are  $> 0.5$  (Thaib et al., 2017). So the AVE value of the model is as follows:

**Tabel 4.** Average variance extracted (AVE)

	Average Variance Extracted (AVE)
Product Features	0,820
Lifestyle	0,847
Purchasing decision	0,687
Product quality	0,635
Moderating GH->FP	1,000
Moderating GH->KP	1,000

Source: Data processed by Smart PLS, 2023

Based on the table above, the AVE (Average Variance Extracted) value of each construct in the model, it is stated that the AVE (Average Variance Extracted) value is above 0.5. These results indicate that the data contained in this research meets the requirements for convergent validity. The

combination of assessments from Outer Loading and the AVE (average variance extracted) test shows that the data in this study is convergently valid and meets the requirements to proceed to the next stage.

Discriminant Validity is a measurement model with reflexive indicators assessed based on cross-loading of measurements with variables. If the correlation of a variable with a measurement item is greater than the size of the other variables, it shows that their block size is better than the other blocks.

Meanwhile, another method for assessing discriminant validity is by comparing the squareroot of average variance extracted (AVE) value

**Table 5.** Cross loading results data

	Product Features	Life style	Purchasing decision	Product quality	Moderating GH->FP	Moderating GH->KP
Product Features *	-0,543	-0,319	-0,526	-0,599	1,000	0,916
Lifestyle						
Product quality *						
Lifestyle	-0,526	-0,332	-0,469	-0,609	0,916	1,000
X1.1	0,715	0,397	0,546	0,765	-0,451	-0,411
X1.2	0,702	0,309	0,622	0,828	-0,561	-0,542
X1.3	0,599	0,438	0,585	0,761	-0,480	-0,499
X1.4	0,671	0,327	0,623	0,809	-0,451	-0,489
X1.5	0,701	0,387	0,651	0,818	-0,444	-0,481
X2.3	0,899	0,447	0,673	0,736	-0,478	-0,490
X2.4	0,911	0,353	0,714	0,802	-0,504	-0,465
Y1	0,684	0,572	0,913	0,699	-0,476	-0,423
Y2	0,607	0,412	0,742	0,599	-0,411	-0,391
Y3	0,612	0,509	0,822	0,590	-0,417	-0,352
Z2	0,331	0,897	0,467	0,321	-0,259	-0,276
Z3	0,462	0,944	0,627	0,510	-0,322	-0,330

Source: Data processed by Smart PLS, 2023

Based on the table above, the method used is to measure cross loading, where the cross loading results must show that the indicators for each construct must have a higher value than the indicators for the other constructs. Then the next stage is testing the research data using the second step method, namely the Fornell Larcker criterion. To obtain good discriminant validity, from a research model the root of the AVE (average variance extracted) in the construct must be higher than the construct's correlation with other latent variables. The results of the Fornell Larcker Criterion obtained in this research can be seen in the following table:

**Table 6.** Fornell larcker criterion results

	Product Features	Life style	Purchasing decision	Product quality	Moderating GH->FP	Moderating GH->KP
Product Features	0,905					
Lifestyle	0,440	0,921				
Purchasing decision	0,767	0,605	0,829			
Product quality	0,850	0,465	0,762	0,797		
ModeratingGH->FP	-0,543	-0,319	-0,526	-0,599	1,000	
ModeratingGH->KP	-0,526	-0,332	-0,469	-0,609	0,916	1,000

Source: Data processed by Smart PLS, 2023

Based on the table above, it can be seen that all variables have higher values when explaining the variable itself compared to other variables in the same column. When observed in the table above, Quality has a value of 0.960 which is higher than other variables in the same column. Likewise, a feature has a value of 0.897, which is a higher value than the quality in the same column as the feature. Looking at the table above, it can be concluded that the data mode tested in this research meets the requirements and criteria which indicate that the construct in the model has discriminant validity.

Composite reliability is an indicator for measuring a variable which can be seen in the latent variable coefficients view. According to (Hair Jr et al., 2014), the specific CR (Composite Reliability) value that can be accepted in research is in the range of 0.60 to 0.70. A construct can be said to have high reliability if the value is 0.70. A construct can be said to have high reality if the value is 0.70. The table of composite reliability values is as follows:

**Table 7.** Cronbach alpha and composite reliability results

	Cronbach's Alpha	rho_A	Composite Reliability
Product Features	0,780	0,782	0,901
lifestyle	0,824	0,874	0,917
Purchasing Decision	0,767	0,781	0,867
Product quality	0,856	0,859	0,897
Moderating GH->FP	1,000	1,000	1,000
Moderating GH->KP	1,000	1,000	1,000

Source: Data processed by Smart PLS, 2023

Based on the table above, it can be seen that all reliable constructs, both Chronbach alpha and composite reliability have values above 0.70. This indicates that all variables in this study have internal consistency reliability. In the previous table it can be seen that this research has good. Convergent validity, good discriminant validity, and good internal consistency reliability. The summary of the outer model (Measurement Models) is as follows:

**Table 8.** Summary of outer model results (meastrument models)

	Product Feature s	Life style	Purchasing Decision	Product quality	Moderating GH->FP	Moderating GH->KP
Fitur Produk *					-1,000	
Lifestyle						
Product quality *						
Life style						-1,000
X1.1				-1,000		
X1.2				-1,000		
X1.3				-1,000		
X1.4				-1,000		
X1.5				-1,000		
X2.3	-1,000					
X2.4	-1,000					
Y1			-1,000			
Y2			-1,000			
Y3			-1,000			
Z2		-1,000				
Z3		-1,000				

Source: Data processed by Smart PLS, 2023

### Inner model analysis

(Afnan-Holmes et al., 2015) Inner model testing was carried out to determine the relationship between constructs, significance values and R-Square and other models. This model was evaluated using R-Square for the dependent construct T Test and the significance of the structural path parameter coefficients.

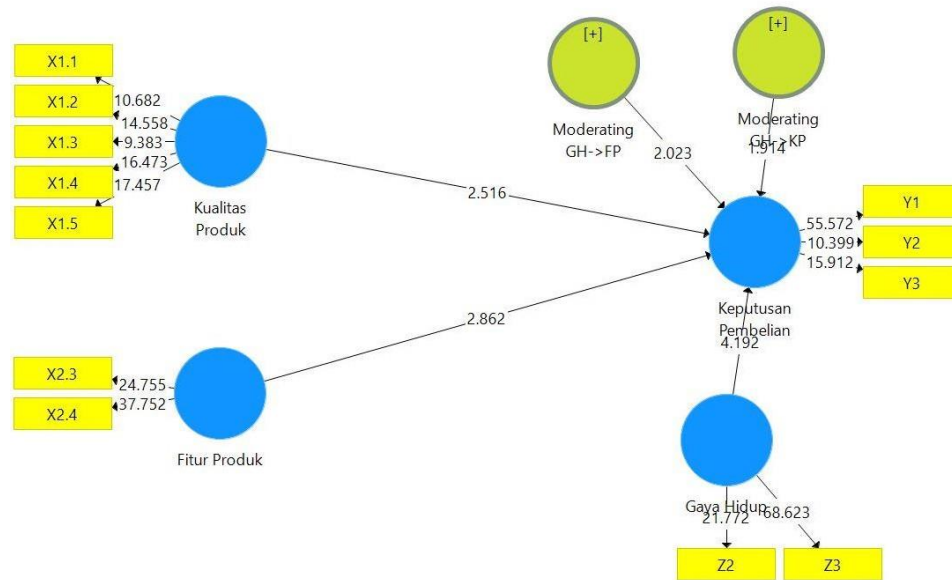
In the process of assessing the research model using the PLS method, it starts by looking at the R-Square for each dependent latent variable. The following table is the result of R-Square estimation using the PLS method.

**Table 9.** R-Square value

	R Square	R Square Adjusted
Purchase Decision	0,721	0,706

Source: Data processed by Smart PLS, 2023

It can be seen from the table above that the R-Square value for the R-Square value for the Purchasing Decision variable obtained a value of 0.721, where the relationship is in the very strong category. This result shows that 72.1% of the Purchasing Decision variable can influence ease of shopping, quality, features, and lifestyle variables. Meanwhile, 7.6% was influenced by other variables outside those studied.



**Figure 1.** Structural model  
 Source: Data processed by Smart PLS, 2023

**Hypothesis test**

In hypothesis testing, it can be seen from the t-statistic value and probability value. To test the hypothesis, namely by using statistical values, for alpha 5% the t-statistic value used is 1.96. So the criteria for accepting/rejecting the hypothesis is that Ha is accepted and H0 is rejected when the t-statistic is >1.96. To reject/accept a hypothesis using probability, Ha is accepted if the p value <0.05.

**Table 10.** Hypothesis Testing Results

	Original Sample (O)	T Statistics ( O/STDE V )	P Values
Product Features -> Purchasing Decision	0,347	2,862	0,004
lifestyle -> Purchasing Decision	0,302	4,192	0,000
Product Quality -> Purchasing Decision	0,316	2,516	0,012
Moderating GH->FP -> Purchasing Decision	-0,243	2,023	0,044
Moderating GH->KP -> Purchasing Decision	0,199	1,914	0,056

Source: Data processed by Smart PLS, 2023

Based on the table above, the following hypothesis can be concluded:

Testing the H1 Hypothesis (it is suspected that quality has a positive and significant effect on purchasing decisions). Based on the table above, it can be seen that p. The value is 0.012 and the t statistic or t value is 2.516. Because p. Value <0.05 then H1 is accepted. So quality has a positive and significant influence on purchasing decisions. Testing the H2 hypothesis (it is suspected that features have a positive and significant effect on purchasing decisions). Based on the table above, it can be seen that p. The value is 0.004 and the t statistic or t value is 2.862. Because p. Value <0.05 then H2 is accepted. So features have a positive and significant effect on purchasing decisions. Testing the H3 Hypothesis (it is suspected that lifestyle does not strengthen the relationship between quality and purchasing decisions). Based on the table above, it can be seen that p. The value is

0.056 and the t statistic or t value is 1.914. Because p. Value > 0.05 then H3 is not accepted. So lifestyle cannot moderate the relationship between quality and purchasing decisions. Testing the H4 Hypothesis (it is suspected that lifestyle strengthens the relationship between features and purchasing decisions). Based on the table above, it can be seen that p. The value is 0.044 and the t statistic or t value is 2.023. Because p. Value <0.05 then H4 is accepted. So lifestyle moderates the relationship between features and purchasing decisions.

The effect of quality on purchasing decisions for iPhone smartphones

The results of this research state that quality simultaneously influences purchasing decisions on iPhone smartphones. Based on table 4.13, the results of the F test (simultaneous test) show that quality simultaneously influences purchasing decisions on iPhone smartphones.

This is in line with the results of research conducted by (Schiffman & Leslie, 2008, p. 495). States that quality has a positive and significant effect on purchasing decisions. then research conducted by Monalisa (2015) revealed that product quality that is considered good by consumers will create purchasing decisions. Purchasing decisions will be made when consumers have chosen a product that is suitable to meet their needs. The purchasing decision is a stage in the buyer's decision-making process where consumers

It can be concluded that quality influences purchasing decisions. This means that when purchasing a product, consumers need to evaluate a product, one of which is in terms of product quality. This is done so that when purchasing a product, consumers can decide which product to buy.

The effect of features on purchasing decisions on iPhone smartphones.

The results of this research state that features simultaneously influence purchasing decisions on iPhone smartphones. Based on table 4.13, the results of the F test (simultaneous test) show that features simultaneously influence purchasing decisions on iPhone smartphones.

The results of this research are supported by research conducted by (Astuti, 2023) stating that features have a positive and significant effect on purchasing decisions. Then the results of this research are in accordance with the results of research that has been carried out (Wibowo et al., 2015) showing that product features have a positive and significant influence on consumer purchasing decisions. These results show that the more features the product has, the more consumers will want to make purchases using that product. Apart from that, features are components that can add to the functional value of an item. Because features can be a reason for consumers to choose a product, for salesmen features are the basis for explaining their product with other products (Umaningsih & Wardani, 2020).

This explains that features influence purchasing decisions. This means that the better the product features provided by the company, the higher the level of purchasing decisions. Then, when purchasing a product, consumers need to evaluate a product, one of which is also in terms of product features. This is done so that when purchasing a product, consumers can decide which product to buy.

Lifestyle does not strengthen the relationship between quality and purchasing decisions for iPhone smartphones.

The results of this research state that lifestyle does not strengthen the relationship between quality and purchasing decisions. Based on table 4.13, the results of the F test (simultaneous test) show that lifestyle cannot strengthen the relationship between quality and purchasing decisions on iPhone smartphones.

This shows that lifestyle cannot moderate the relationship between quality and purchasing decisions. Lifestyle may not affect a person, with the lack of quality on an iPhone smartphone. So it can be concluded that lifestyle cannot moderate product quality in determining purchasing decisions. Previous research also proved that lifestyle has a negative and insignificant effect on purchasing decisions, found in research results from (ANGGARA, 2022). Lifestyle variables cannot moderate the quality of purchasing decision variables for iPhone consumers at Brawijaya University. This means that lifestyle does not significantly influence students in their decision to purchase an iPhone at Brawijaya University.

Purchasing decision making cannot be separated from the influence of promotions and product quality, which means that companies must try to increase their promotions and must also pay attention to the quality of the products offered. If product quality is improved, customers will feel

satisfied with the product they purchased, thereby making customers return to buy the product. The iPhone's battery capacity is less able to compete with other smartphones, so it can be seen that the respondents from this study are students who generally need a smartphone that has a long-lasting battery capacity to use while they are at college.

Lifestyle strengthens the relationship between features and purchasing decisions.

The results of this research state that lifestyle strengthens the relationship between features and purchasing decisions. Based on table 4.13, the results of the F test (simultaneous test) show that lifestyle simultaneously strengthens the relationship between features and purchasing decisions on iPhone smartphones.

This is proven by the fact that according to (Kotler et al., 2019) when buying a product, consumers have different attitudes in viewing various product attributes that are considered relevant and important, consumers will pay greater attention to products with attributes that provide the benefits they are looking for, then These attributes play a role in purchasing decisions. One of the product attributes that influences purchasing decisions is features. The results of the questionnaire distributed also show that on average respondents answered in agreement with the statements submitted regarding several useful features of iPhone smartphones. For example, the iPhone has a new and attractive operating system that makes it easier for users to communicate, the design gives the impression of a luxurious appearance, the resulting camera is quite clear and is one of the important factors when consumers make the decision to buy an iPhone smartphone.

#### 4. Conclusion

Based on the results of the data analysis that has been carried out and the discussion has been described at this research. Then it can be concluded that Quality has a positive and significant effect on consumer decisions regarding iPhone smartphone products, Features have a positive and significant influence on consumer decisions regarding iPhone smartphone products, Lifestyle is not able to moderate the relationship between quality and consumer decisions regarding iPhone smartphone products and lifestyle is able to moderate the relationship between features and consumer decisions regarding iPhone smartphone products. For future research development, it is recommended to consider adding other variables or factors that may also have an influence on purchasing decisions for iPhone smartphone products. For example, aspects of product price and promotion can be important factors in the context of consumer purchasing decisions. In addition, the research can be extended to a wider geographical area to gain a more holistic understanding of consumer preferences. Also, considering the ever-changing technological developments and trends in the smartphone industry, it is important to identify new factors that might influence purchasing decisions. Furthermore, considering demographic differences within the respondent population may also provide further insight into how these factors interact with purchase decisions. Finally, incorporating qualitative research methods to explore consumer perceptions and motivations could be the next step in developing a deeper understanding of consumer behavior in the context of iPhone products in Makassar.

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