

# The Effect of Product Quality, Electronic Word of Mouth and Lifestyle on Purchasing Decisions in Generation Z

*The Effect of Product Quality*

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## ABSTRACT

*Product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs, whether stated directly or implied. Product quality influences purchasing decisions. Encouragement of product quality has become a need that must be met by companies, if consumers do not want it, they must switch to other competing products which are considered to have better product quality, the higher the product quality they have. This research aims to analyze the influence of product quality, electronic word of mouth, and lifestyle on the decision to purchase iPhone brand cellphones in generation Z. The population in this study is all iPhone users in generation Z using a purposive sample. This research used 100 respondents. The data collection technique used was a survey method with research tools used in the form of questionnaires with a Likert scale, and analyzed using IBM SPSS Statistics 25 Software. The results of this research analysis show that product quality has a positive and significant influence on purchasing decisions. Apart from that, electronic word of mouth has a positive and significant influence on purchasing decisions. Furthermore, lifestyle has a positive and significant influence on purchasing decisions.*

**Keywords:** *Product Quality, Electronic Word of Mouth, Lifestyle, Purchasing Decisions, Generation Z*

## ABSTRAK

*Kualitas produk merupakan karakteristik suatu produk atau jasa yang bergantung pada kemampuannya dalam memuaskan kebutuhan pelanggan, baik dinyatakan secara langsung maupun tersirat. Kualitas produk berpengaruh terhadap keputusan pembelian. Dorongan terhadap kualitas produk sudah menjadi suatu kebutuhan yang harus dipenuhi oleh perusahaan, jika tidak menginginkan konsumen maka harus beralih ke produk pesaing lain yang dianggap memiliki kualitas produk yang lebih baik, semakin tinggi pula kualitas produk yang dimilikinya. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, electronic word of mouth, dan lifestyle terhadap keputusan pembelian handphone merk iPhone pada generasi Z. Populasi dalam penelitian ini adalah seluruh pengguna iPhone pada generasi Z dengan menggunakan purposive sampel. Penelitian ini menggunakan 100 responden. Teknik pengumpulan data yang digunakan adalah metode survei dengan alat penelitian yang digunakan berupa kuesioner dengan skala Likert, dan dianalisis menggunakan Software IBM SPSS Statistics 25. Hasil analisis penelitian ini menunjukkan bahwa kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, electronic word of mouth memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Lebih lanjut, lifestyle memiliki pengaruh positif dan signifikan terhadap keputusan pembelian.*

**Kata kunci:** *Kualitas Produk, Electronic Word of Mouth, Gaya Hidup, Keputusan Pembelian, Generasi Z*

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## **INTRODUCTION**

The development of information and communication technology has caused the way of communicating, working and interacting with the world around us to experience a significant transformation. One device that plays an important role in everyday life is a cell phone or cell phone (Horst & Miller, 2020). The development of mobile phones or cell phones has created one of the greatest technological revolutions in history. Additionally, today's phones also come with features like fingerprint scanners, wireless charging and facial recognition. The development of mobile phones has had a broad impact, not limited to communication, but has also changed the way we work, communicate, socialize and access information (Greenfield, 2019; Wang & Parker, 2020). One smartphone that is very popular and in demand is the iPhone, which is a flagship product from Apple and uses the iOS operating system. Even though the iPhone has a high price, this smartphone is still one of the most expensive in Indonesia Hasmayni & Lumbanbatu (2019). Generation Z, as today's iPhone users, shows a strong preference for advanced technology and innovative design. They are not just consumers, but pioneers in initiating digital lifestyle trends. With easy access to social media platforms, generation Z is often the primary spreader of electronic word of mouth (Hossain et al., 2019; Tumundo et al., 2022). Share their positive experiences with iPhone products with peers. For them, owning an iPhone is not just about having a smartphone device, but is also a lifestyle statement that reflects a love for cutting-edge technology.

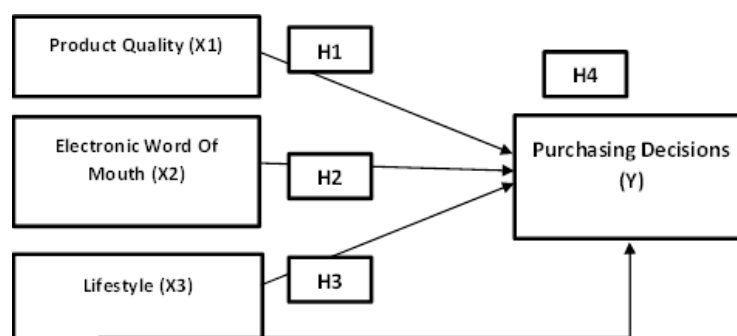
This research focuses on factors that influence purchasing decisions, including product quality, electronic word of mouth, and lifestyle. Factors that influence iPhone smartphone purchasing decisions are the main focus of this research with the hope that the results can make a significant contribution to sellers, consumers and marketers in efforts to market iPhone smartphones. In general, consumers always face many different considerations. Before making a decision to buy a product, consumers must first pay attention to the quality of the product they are going to buy. The better the quality of a product, the greater the consumer's tendency to buy that product (Anam et al., 2020). According to Kotler & Armstrong (2018), product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs, whether stated directly or implied. Product quality influences purchasing decisions (Waluya et al., 2019; Saputri et al., 2021). Encouragement for product quality has become a necessity that must be fulfilled by the company, if it does not want the consumers, it already has to switch to other competing products which are considered to have better product quality, the higher the quality of the product it has, the more consumers will want to purchase Fatmaningrum & Fadhilah (2020) and Sari (2021) stated that product quality had a positive and significant effect on the decision to purchase RISE bed sheets. Meanwhile, research conducted by Athallariq (2022), states that product quality has a significant influence on the decision to purchase OPPO cellphones. Research conducted by Rahmawati (2022) states that product quality has a positive and significant effect on the decision to purchase Samsung cellphones in the village, Mekarmukti, North Cikarang. Then research conducted by Marlius & Putra (2022) stated that based on the results of testing the first hypothesis, it showed that product quality variables had no effect on purchasing decisions when purchasing Semen Padang at PT. Sumber Niaga Interindo.

According to Kotler & Keller (2016), Electronic Word of Mouth is marketing using the internet to create a word-of-mouth effect to support marketing efforts and goals. Marketing using the internet also influences purchasing decisions (Al-Azzam & Al-Mizeed, 2021). Companies must pay attention to their products so that consumers can evaluate them well in terms of quality and price according to the product being marketed. Electronic word of mouth has a positive and significant influence on purchasing decisions on the Shopee Indonesia Marketplace. Meanwhile, research conducted by Purba & Susilowati (2022), stated that Electronic Word of Mouth did not have a significant effect on the decision to purchase Samsung smartphones among Putra Bangsa University

Kebumen students. Meanwhile, previous research conducted by Hendrata et al. (2021) and Kojongian & Ariadi (2024), stated that Electronic Word of Mouth had an insignificant influence on online purchasing decisions through Shopee.

According to Iskuntianti et al. (2020), lifestyle refers to the pattern of life in the values adopted by a person or group. The lifestyle includes various aspects, such as daily habits, preferences, habits, values, and consumption patterns. In the context of purchasing decisions, personal life factors are an important factor that influences a person's decision to buy a product then and there (Herawati et al., 2019; Amri & Prihandono, 2019). Lifestyle can influence potential consumers' purchasing decisions, especially in the context of a modern lifestyle which has the appeal of attracting consumers' attention (Sudaryanto et al., 2019; Rahmawati & Fitriani, 2021).

For consumers, product quality, electronic word of mouth and lifestyle are important in determining purchasing decisions. Good product quality can create positive experiences, which can then be shared positively through electronic word of mouth (Rachbini et al., 2021). Thus, good product quality, positive electronic word of mouth, and suitability to lifestyle can form an environment where consumer purchasing decisions can be positively influenced. The interaction between these three factors creates complex dynamics in shaping consumer preferences and purchasing behavior. This statement is the basis for researchers to conduct research on the influence of product quality, electronic word of mouth and lifestyle on purchasing decisions. Consumers are becoming more critical day by day in choosing an electronic product.



**Figure 1.** Conceptual Framework

Based on the conceptual framework in Figure 1, the research hypothesis was established, namely that product quality has a positive and significant influence on purchasing decisions for iPhone brand smartphones. Electronic word of mouth has a significant positive influence on the decision to purchase an iPhone brand cell phone. Lifestyle has a significant positive influence on the decision to purchase an iPhone brand cell phone.

## **METHOD**

This study uses a quantitative approach. This research was carried out in regions throughout Indonesia. This research was carried out on October 7 2023 using the Google Form platform as a platform for providing questionnaires and distributing research questionnaires to respondents via social media. This research is a type of quantitative research using a survey method via questionnaires. The population in this study is the entire Z generality throughout Indonesia. The sample in this research is a generalization of iPhone consumers throughout Indonesia. The sampling method used in this research is non-probability sampling with a sampling technique using purposive sampling (Rahman, 2023). Because the exact population of iPhone brand cell phone users is not known, the Lemeshow formula was used to determine the sample size with the result that the total sample used was 100 respondents.

## RESULT

In data analysis, the result of the multiple linear regression process is that the initial value has a value of 3.806 and is positive. This positive reading means that the independent variable has the same influence as the dependent variable in the tester. The dependent variable consisting of Product Quality (X1), Electronic Word of Mouth, and Lifestyle (X3) which has a value of 0% means that the Purchasing Decision variable (Y) however has a positive value with a value of 3.806. This shows that the variables Y in X have an influence on the results of this research.  $\beta X_1 = 0.434 = 0.434$  shows that there is a positive influence on the independent value of product quality (X1) on the dependent value of Purchase Decision (Y) of 0.434. This means that if the independent value of Product Quality (X1) experiences an increase of one unit which increases the value of the fixed traffic value, the dependent value of Purchase Decision (Y) will experience an increase of 0.434 totals.  $\beta X_2 = 0.494 = 0.494$  shows that there is a positive influence on the independent value of Electronic Word of Mouth (X2) on the dependent value of Purchase Decision (Y) of 0.494. This means that if the independent variable Electronic Word of Mouth (X2) has a general value that has a constant value, the dependent variable Purchase Decision (Y) will also have a value of 0.494.  $\beta X_3 = 0.629 = 0.629$  shows a positive value of the independent value of Lifestyle (X3) compared to the dependent value of Purchase Decision (Y) of 0.629. This means that if the independent variables Lifestyle (X3) experiences a positive change in traffic, the dependent value of Purchase Decision (Y) will also experience a change of 0.629%.

**Table 1. Multiple Linear Regression**

Test	Model	Unstd. B	Std. Error	Std. Beta	t	Sig.	Tolerance	VIF
Multiple Linear Regression	(Constant)	3.806	2.964		1.284	.202		
	Product quality	.434	.104	.346	4.192	.000		
	EWOM	.494	.178	.385	3.192	.000		
	Lifestyle	.629	.113	.463	5.582	.000		
T Test	(Constant)	2.213	2.879		.769	.444		
	Product quality	.327	.106	.231	3.085	.003		
	EWOM	.224	.094	.163	2.381	.019		
	Lifestyle	.691	.087	.574	7.981	.000		
Multicollinearity Test	(Constant)	3.806	2.964		1.284	.202		
	Product quality	.434	.104	.346	4.192	.000	.678	1.474
	EWOM	.094	.078	.085	1.192	.236	.919	1.089
	Lifestyle	.629	.113	.463	5.582	.000	.671	1.489

Based on the results of the t-test, it was concluded that the product quality value (X1) showed a t-test significance value of 0.003. The normal value is  $0.003 < 0.05$ , which means that the product quality value (X1) has a positive and significant influence on the purchase decision value (Y). Hearing the conclusion  $H_0$  is rejected and  $H_1$  is accepted. The Electronic Word of Mouth (X2) variable shows a t-test significance value of 0.019. Normally  $0.019 < 0.05$  which means that the Electronic Word of Mouth variable (X2) has a positive and significant influence on the value of Purchase Decision (Y). with the conclusion  $H_0$  being rejected and  $H_1$  being accepted. The Lifestyle variable (X3) shows a t-test significance value of 0.000. The minimum value is  $0.000 < 0.05$ , which means the Lifestyle variable (X1) has a positive and significant influence on the Purchasing Decision variable (Y). With the conclusion  $H_0$  is rejected and  $H_1$  is accepted. The research variables are the results of the multicollinearity test.

In the multicollinearity test the results confirm the double value which is the main test, namely the tolerance value in the VIF value. The tolerance value is  $> 0.10$ , it can be concluded that this variable does not occur in multicollinearity disorders. If the VIF value  $< 10$  then a signal will also occur, if at variable values there is no multicollinearity rhythm. Based on the calculation results of the value 4.9, it can be seen that all tolerance values are  $> 0.10$  and all VIF values are  $< 10$ .

**Table 2.** Validity Test

	Indicator	Sig.	r table	r count	Information
Product Quality (X1)	X1.1	0.000	0.192	0.733	Valid
	X1.2	0.000	0.192	0.677	Valid
	X1.3	0.000	0.192	0.834	Valid
	X1.4	0.000	0.192	0.764	Valid
	X1.5	0.000	0.192	0.794	Valid
	X1.6	0.000	0.192	0.781	Valid
	X1.7	0.000	0.192	0.824	Valid
Electronic Word of Mouth (X2)	X2.1	0.000	0.192	0.756	Valid
	X2.2	0.000	0.192	0.500	Valid
	X2.3	0.000	0.192	0.860	Valid
	X2.4	0.000	0.192	0.768	Valid
	X2.5	0.000	0.192	0.643	Valid
	X2.6	0.000	0.192	0.553	Valid
	X2.7	0.000	0.192	0.756	Valid
Lifestyle (X3)	X2.8	0.000	0.192	0.650	Valid
	X3.1	0.000	0.192	0.700	Valid
	X3.2	0.000	0.192	0.852	Valid
	X3.3	0.000	0.192	0.694	Valid
	X3.4	0.000	0.192	0.726	Valid
Purchase Decision (Y)	X3.5	0.000	0.192	0.795	Valid
	Y1.1	0.000	0.192	0.724	Valid
	Y1.2	0.000	0.192	0.717	Valid
	Y1.3	0.000	0.192	0.727	Valid
	Y1.4	0.000	0.192	0.723	Valid
	Y1.5	0.000	0.192	0.701	Valid
	Y1.6	0.000	0.192	0.748	Valid
	Y1.7	0.000	0.192	0.797	Valid
	Y1.8	0.000	0.192	0.588	Valid

Based on the results of the validity test carried out in the SPSS 25 application with a sample of 100 respondents distributed. It was concluded that the validity of Purchase Decisions (Y), Product Quality (X1), Electronic Word of Mouth (X2), Lifestyle (X3), was indicated to be valid with the calculated results in the digital tables and had a significance of 0.000 points for all the indicators tested.

**Table 3.** Reliability Test

Variable	Cronbach's Alpha	Reliability Limits	Information
Product Quality (X1)	0.788	0.60	Reliable
Electronic Word of Mouth (X2)	0.767	0.60	Reliable
Lifestyle (X3)	0.793	0.60	Reliable
Purchase Decision (Y)	0.773	0.60	Reliable

From the test results in Table 3, it can be concluded that all variables, starting from the Purchase Decision Variable (Y), to all independent variables are declared reliable. For the reason that all Cronbach's Alpha values have a value of >0.60.

**Table 4.** Normality test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameter	Mean	.0000000
	Std. Deviation	3.08780104
Most Extreme Differences	Absolute	.095
	Positive	.076
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.126c

The results of the normality test carried out through the SPSS 25 data analysis were obtained by the researcher from the questionnaire. Based on the theory that the author has written, the digital data is calculated normally if the significance value is > 0.05.

Calculating the total value of the total value in the normal value of the normal value of 0.126, the average value is  $> 0.05$ . Therefore, it can be concluded that the author's data is normal. Thus, from the digital signals in this research, it was concluded that all the independent variables that were tested on the dependent variables in this research had a significant positive influence on the dependent variables.

## **DISCUSSION**

The Product Quality Variable (X1) has a significant positive influence on the Variable Purchase Decision (Y). This means that iPhone brand smartphone consumers throughout Indonesia consider the product quality of the iPhone product before making a purchase decision. Based on these results, this research supports Armstrong (2018) and Fatmaningrum & Fadiah (2020), product quality is the characteristics of a product which depend on its reliability and meet customer needs. It didn't work, it turned it on again and then it just went off and it went offline. In this way, the quality of the product can be assessed based on the product's failure to perform its function, including reliability, reliability, reliability, and elasticity. With the iPhone continuing to improve the quality of domestic products, consumers are increasingly choosing iPhone products compared to other products. Product quality has an influence on purchasing decisions, the push for product quality has become a requirement that companies must fulfil, the higher the quality of the product it has, the higher the consumer's willingness to carry out the purchase.

Research results carried out by Santy & Atika (2022), which explains how the perception of product quality plays a significant role in determining purchasing decisions. The more positive the perception of product quality by consumers, the greater the impact on the decision to purchase a product. In addition, research conducted by Ernawati (2019), revealed that product quality has a significant positive influence on purchasing decisions. Then the research carried out by Firmansyah (2021), revealed that product quality takes into account the reliability of a product in carrying out its functions related to reliability, reliability, reliability, speed of operation, reversal, and traffic aspects. The results of the partial hypothesis test and the t-test show that product quality variables, while significantly influencing purchasing decisions. This was found in line with previous research by Wahyuni & Ginting (2017) and Hapsoro & Hafidh (2018), which confirmed the existence of a significant positive influence on product quality on purchasing decisions. In conclusion, the higher the quality of the product being sold, the greater the influence in increasing consumer purchasing decisions.

From the results of the analysis and classical assumption tests that the author has carried out with the SPSS25 application as a data processing application, which the author has also written and described above, it can be concluded that the Electronic Word of Mouth variable (X2) has a significant and positive effect on the Purchasing Decision Variable (Y). This means that iPhone brand smartphone consumers throughout Indonesia consider the Electronic Word of Mouth (X3) in the iPhone product before making a purchase decision. According to Keller (2016) Electronic Word of Mouth in the research carried out by Dewi et al. (2022) the faker uses the internet to create a news effect through word of mouth to support the cause of the faker's goals. Counterfeiting using the internet also has an influence on purchasing decisions. The backlash regarding an alkaline product is of great concern to consumers, if internet counterfeiting and EWOM created by a halal company go hand in hand with the alcohol consumer's return to purchasing decisions regarding the halal product. Apart from that, the component that needs to be considered is that customers receive information about the iPhone that customers receive from various different sources which has the highest rating with a value of 4.08. This shows that consumers obtained information about the iPhone that the consumer received from various sources, this informality is developed through various acquaintances such as online publications, discussions in technology forums, television advertisements and recommendations from friends and social media.

This research supports Dewi et al. (2022) which has shown a significant positive influence on to final purchase decision Shopee Indonesia Marketplace. Meanwhile, according to research conducted by Athallariq (2022), there is evidence that a significant influence from electronic word of mouth can be seen in the decision to purchase OPPO smartphones. Electronic word of mouth has a positive influence on purchasing decisions for Fore Coffee. This popularity appears even more in positive electronic word of mouth which is spread by individuals around potential buyers, further increasing the possibility of potential consumers to decide to purchase a particular product. This phenomenon is caused by consumers' knowledge of recognizing the advantages of the product which is obtained through positive information, in this case attracting consumers' interest in choosing the product.

From the results of the analysis and classical assumption tests that the author has carried out with the SPSS 25 application as a data processing application, which the author has also written down and described, it can be concluded that the Lifestyle Variable (X3) has a significant and positive effect on the Purchasing Decision Variable (Y). This means that iPhone brand smartphone consumers throughout Indonesia consider Lifestyle (X3) in iPhone products before making a purchase decision. In the view expressed by Dewi et al. (2022). Lifestyle is always a life that is often a daily activity which is generally reflected in a person's life, life, and daily activities. In this millennial era, life has become a commonplace for consumers to increasingly adapt themselves to global sales which are dominated by digital technology. In general, the vitality of life is defined as a person's ability to eliminate one's vital activity, values which are important in the physical environment, in the most important way in relation to oneself and the world around them. Lifestyle reflects behavior that includes emotional and psychological aspects of consumers. Apart from that, the component that needs to be considered is that consumers feel that the iPhone has new design features that suit consumers' interests or lifestyle preferences, which is the highest rating with a value of 3.83, this means that consumers know that the iPhone provides features and designs that suit consumers' cell phones. This hall includes advanced features that support everyday life, such as advanced photography for photography, as well as elegant design to match the demands of modern life. Lifestyle has a significantly significant influence on the decision to purchase turtle doves in the natural world. Lifestyle positively and significantly influences purchasing decisions at Makassar State Universities. Life disorders have a significant positive influence on the decision to purchase Emina products.

## **CONCLUSION**

This research concludes that product quality, electronic Word of Mouth (e-WOM), and lifestyle collectively have a positive and significant influence on the purchasing decision of iPhone brand cell phone products. Good product quality is believed to increase consumers' interest in choosing iPhone products. Additionally, e-WOM also holds strong influence, indicating that positive reviews from previous users online can influence potential consumers' purchasing decisions. Lifestyle also plays a crucial role in purchasing decisions, with consumers tending to choose products that align with their lifestyle and preferences. The research highlights that these factors not only individually affect decisions but also interact in a complex manner, with the presence of all three factors simultaneously increasing the likelihood of someone purchasing an iPhone product. The implication is that marketers need to pay attention to and understand these dynamics when designing marketing strategies for iPhone products, focusing on improving product quality, designing effective e-WOM campaigns, and understanding lifestyle trends that influence consumer preferences. By understanding these factors, marketers can optimize their efforts to increase sales and consumer satisfaction.

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