THE INFLUENCE OF LIFESTYLE, BRAND IMAGE, COUNTRY OF ORIGIN ON PURCHASING DECISIONS WITH PRODUCT QUALITY AS INTERVENING

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Abstract: This research aims to examine the influence of lifestyle, brand image, and Country of Origin on purchasing decisions for Samsung smartphone products, with product quality as an intervening variable. Data collection was carried out in South Tangerang during February 2024 using the Simple Random Sampling method with 125 respondents. Analysis was carried out using Structural Equation Modeling (SEM) with SmartPLS software version 3.0. The research results show that lifestyle has a positive and significant influence on consumer preferences and purchasing decisions regarding Samsung smartphone products. Brand Image also has a positive and significant influence on the perception of Samsung product quality, where product quality acts as a mediator between Brand Image and purchasing decisions. However, the country of origin of the product does not have a significant influence on consumer preferences and purchasing decisions. This shows that factors such as Brand Image, Lifestyle and Product Quality are more dominant in shaping consumer purchasing decisions regarding Samsung products.

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

INTRODUCTION

In an atmosphere of intense business competition, companies must continue to innovate and follow technological developments and consumer trends to remain relevant. These innovations and updates play an important role in creating products and services that are attractive to consumers and maintain the company's competitiveness. However, it is not only about the product or service itself, but also about how the company communicates with its potential consumers. When it comes to marketing communications, companies must consider strategies that suit the characteristics of their market and target audience. Careful market research is necessary to understand consumer preferences, needs and purchasing behavior. An effective marketing strategy must take into account brand preferences, purchase intentions, as well as the influence of external factors such as recommendations from family or friends.

When making purchasing decisions, consumers generally consider several alternatives. Brand preference and product quality are usually the main factors in purchasing decisions, but other influences such as recommendations from others and perceived value can also have an impact. Therefore, a company's marketing strategy must be designed to influence consumers' purchase evaluation processes and ensure that their products or services are perceived as an option. Schiffman and Kanuk (2010), Umboh et al., (2015) state that purchasing decisions involve choosing from several alternatives. This implies that before making a purchasing decision, one should consider several options. Consumer purchasing decisions tend to be based on preferred brand preferences, but other factors such as the intentions and influence of other people also play a role in this process. The consumer purchasing decision making process is the result of an evaluation that combines knowledge and selection of various alternative behaviors (Anggraeni, 2022). Purchasing decisions are the process of choosing between various existing alternatives. This process requires accuracy and caution in determining whether to buy the product or service that consumers want. Consumer purchasing behavior can include purchases by individuals or households for personal needs (Sari & Kurnia, 2013)

In this era of technology that continues to develop rapidly, the decision to purchase smart phone products is becoming increasingly significant for consumers. One brand that is in the spotlight in this industry is Samsung, which is known for innovation and a variety of quality products.
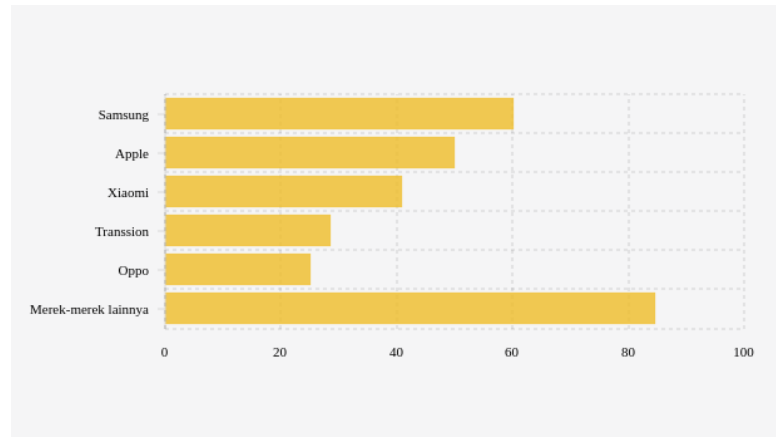

Figure 1. Smart Phone Sales in the World

According to the International Data Corporation (IDC) report, in the first quarter of 2024, total global smartphone shipments from various brands reached 289.4 million units, an increase of 7.8% compared to the same quarter in the previous year. In that quarter, Samsung leads the market with a shipment share of 20.8%, shipping 60.1 million smartphone units. However, even though it still dominates, Samsung's shipment volume decreased by 0.7% compared to the previous year. Sales of Samsung smartphone products in Indonesia play a vital role in this country's telecommunications industry. As the largest market in Southeast Asia, Indonesia is a potential target for technology companies like Samsung to develop and compete.

A number of factors influence the sales of Samsung smartphone products in Indonesia. The reputation of the Samsung brand has been established in the Indonesian market as a trusted, innovative and high quality brand. Consumer trust in this brand has helped increase sales of Samsung products in the country. Samsung offers a variety of smartphone products with a wide variety of prices and specifications, from entry-level to flagship. This variety of options allows the company to reach various market segments in Indonesia. Through partnerships with various stores and distributors in Indonesia, Samsung ensures that its products are widely available throughout the country. This collaboration helps companies reach more potential consumers and increase market penetration.

Regarding the superiority of Samsung Smart Phone sales, of course it is determined by individual purchasing decisions. Purchasing decisions on Samsung smart phone products are not only influenced by internal factors such as individual needs and preferences, but also by various external factors, such as lifestyle, brand image, country of origin, and product quality. With increasing competition in the smart phone market, a deep understanding of the factors that influence consumer purchasing decisions has become very important for companies, especially Samsung. Therefore, research on the influence of lifestyle, brand image, country of origin, and product quality on purchasing decisions for Samsung Smart Phone products is very relevant.

Consumer purchasing decisions are influenced by the consumer's own lifestyle. Lifestyle is a combination and totality of ways, procedures and habits, as well as the choice of objects that support them, which are based on a particular value or belief system (Foong et al., 2007). Lifestyle is one of the external factors that influences consumer purchasing decisions for Samsung smart phone products. Consumers who are socially active and follow technology trends tend to be interested in products that meet their needs in living a modern lifestyle.

According to Azizah (2020) a person's lifestyle is his daily lifestyle which is reflected in his activities, interests and opinions. Lifestyle helps us understand why other people do what they do, and also plays a role in shaping their social image (Edy et al., 2020). Lifestyle is related to a person's social status and how they want to be seen by others (Khairat et al., 2018). Edy et al (2020) states that the level of lifestyle partially has a productive influence on purchasing decisions.

Samsung, as a brand that continues to innovate and offers a variety of features that suit consumers' lifestyles, has a strong appeal to market segments that have a dynamic and active lifestyle. Lifestyle reflects a person's lifestyle in terms of activities, interests and opinions (Mokoagouw, 2016). This also describes how a person interacts with their environment. Lifestyle plays an important role in purchasing decisions because it reflects the emotional and psychological issues that exist in a person's mind (Agustina, 2019).

Apart from that, brand image also plays an important role in consumer purchasing decisions. Samsung is known as a reliable, innovative and high quality brand in the technology industry. This positive brand image gives consumers confidence to choose Samsung smart phone products compared to other brands.

Brand Image has a very important role in increasing consumer confidence and influencing company development. Forming a positive image of the company can increase the level of product sales. Consumers have perceptions and beliefs towards a brand, and their attitudes and actions towards the brand are influenced by the brand image (Miati, 2020). Brand Image is a representation of perceptions formed through information and past experiences regarding a brand (Sanjiwani & Atmosphere, 2019). Brand Image also reflects a group of added values that offer functional and psychological benefits to consumers (Karoenia, 2014). Brands can simplify information, communicate quickly, and ease the purchasing decision process. Brand image is a consumer's perception and preference for a brand, which is reflected in various brand associations that exist in consumer memory (Rangkuti, 2017).

Another variable that influences purchasing decisions is the perception of a country. Perceptions of the product's country of origin have a significant influence on consumer purchasing decisions, both directly and indirectly. These perceptions form associations and beliefs that influence the purchasing decision making process (Fadhilah, 2015). Directly, perceptions of country of origin can be an important attribute in decision making, while indirectly, these perceptions can influence other attributes in the decision making process.

The image of the product's country of origin also has an important role because it can influence consumer perceptions of a brand. Country of origin is one of the factors that influences consumer buying interest in products, and consumers will look for as much and complete information as possible about the country of origin of the product they need. Country of origin can be defined as a general consumer assessment of the country of origin of a product brand, based on information received from various sources (Listiana, 2012).

Country of Origin (COO) is a significant factor in consumer purchasing decisions. Consumers often use information about the country of origin of a product as an indicator of the product's quality, reputation and characteristics. Samsung, as one of the market leaders in the smart phone industry, comes from South Korea. The country has become known as a hub for technological innovation, with a number of leading brands such as Samsung, LG and others. At a global level, South Korea's reputation as a country that produces high-quality technology has provided advantages for Samsung. Consumers tend to associate products from South Korea with innovation, reliability and superior performance. This can increase consumer confidence and make them more inclined to choose Samsung products over other brands.

Product quality is the main factor influencing consumer purchasing decisions. Samsung is known for its high quality products, both in terms of design, performance and the features offered. Consumers tend to choose Samsung smart phone products because of their trusted brand reputation and consistent product quality. Quality is a dynamic condition related to products, services, people, processes and environments that meet or even exceed consumer expectations. A product's ability to satisfy customer needs or desires is also a description of quality according to some experts. In a marketing perspective, product quality is measured based on the buyer's perception, which means looking at quality from an external point of view, namely consumer perception. Therefore, it is important to maintain consistent product quality that meets consumer expectations and desires (Sulistiyadi, 2010).

According to research conducted by Sanjiwani & Mood (2019), product quality has a significant impact on purchasing decisions. The study also found that brand image also has a significant influence on purchasing decisions. The results of research by Suwarto & Nasikah (2021) indicate that the country of origin of the product has a positive and significant influence on purchasing decisions. On the other hand, the quality of the products produced by a company can also influence consumer purchasing decisions. Product quality is an evaluation of the extent to which the product meets consumer expectations and needs (Maramis et al., 2018).

RESEARCH METHODS

Data collection was carried out on Samsung Smart Phone users in South Tangerang, during February 2024. The research was carried out in the form of field research, using Simple Random Sampling, namely random sampling without paying attention to the strata in the population (Sugiyono, 2016). In this technique, all Samsung Smart Phone users in South Tangerang have the same opportunity to be used as research samples. This research uses Structural Equation Modeling (SEM) analysis with SmartPLS software version 3.0.

Sugiyono (2016) states that population is a generalized area consisting of an object or an object into a certain quantity or characteristic determined by the researcher to be studied and then drawn conclusions, while the sample is part of the population. A sample is a portion of the population taken as a data source that can represent the entire population. So, so that the questionnaire data processed is more objective, for this research, 125 respondents were used. This is because hypothesis testing uses a Simultaneous Equation Model (SEM), the number of questionnaires that can be processed is at least 100 or between 100-200, because if it is larger or very large it will produce significant differences so that the goodness-of-fit becomes poor, so and vice versa if the data is less than 100.

RESULTS AND DISCUSSION
A. Data Description
1. Gender of Respondents

Table 1. Respondent's Gender

Gender	Amount Respondent	Percentage (%)
Man	82	66%
Woman	43	34%
Amount	125	100%

Source: processed data (2024)

Based on the tabulation of data in Table 1, the majority of respondents in this study were men by 66 percent.

2. Age of Respondents

Table 2. Age of Respondents

Age	Amount Respondent	Percentage (%)
26 Yrs - 30 Yrs	24	19%
31 Yrs - 35 Yrs	41	33%
36 Yrs - 40 Yrs	45	36%
> 40 Yrs	15	12%
Amount	125	100%

Source: processed data (2024)

Based on the tabulation of data in Table 2, the majority of respondents in this study were aged 36-40 years, namely 36 percent.

B. Model Validity Test

An indicator is declared valid if it has a loading factor above 0.60 Ghozali(on Suherman & Yusuf, 2021). Based on the results of data processing, the following are the results of the validity test in this study.
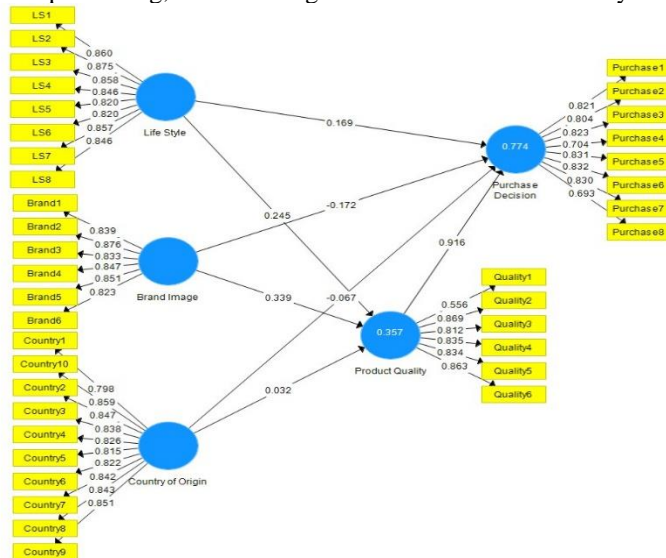

Figure 2. Validity Test 1

Based on the test results in Figure 2, not all statements are declared valid because there are indicators that have a loading factor below 0.70, so that the indicator is excluded from the model.
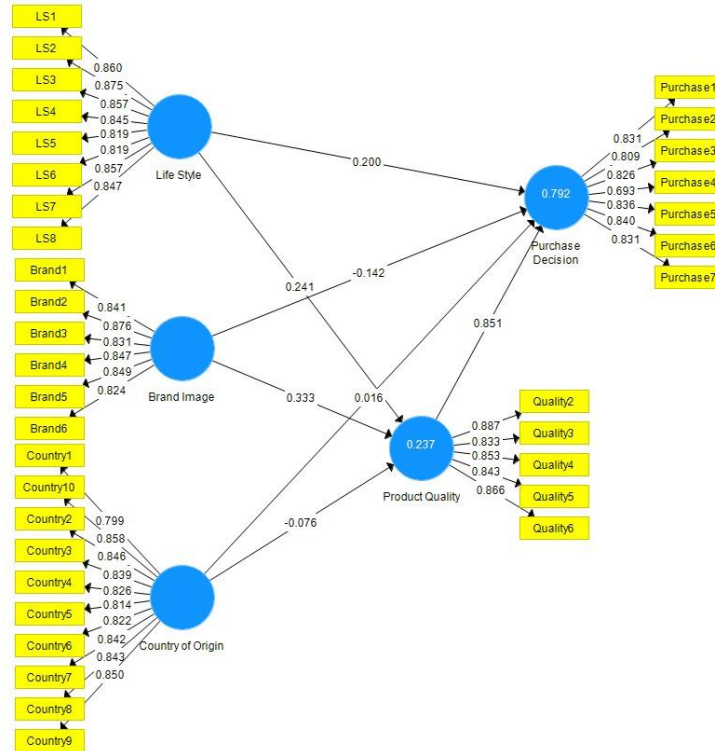
Figure 3. Validity Test After Selection

Based on Figure 3, all statements are declared valid because they already have a loading factor above 0.60

C. Evaluation of the Measurement Model (Outer Model)

Discriminant validity and composite validity methods are used to measure validity. Discriminant validity in the reflexive model with cross loading method, which is seen from the block size is better than other block sizes.

Table 3. Discriminant validity

Outer Loading

	Brand Image	Country of Origin	Lifestyle	Product Quality	Purchase Decision
Brand1	0.841				
Brand2	0.876				
Brand3	0.831				
Brand4	0.847				
Brand5	0.849				
Brand6	0.824				
Country1		0.799			
Country10		0.858			
Country2		0.846			
Country3		0.839			
Country4		0.826			
Country5		0.814			
Country6		0.822			
Country7		0.842			
Country8		0.843			
Country9		0.850			

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LS1			0.860	
LS2			0.875	
LS3			0.857	
LS4			0.845	
LS5			0.819	
LS6			0.819	
LS7			0.857	
LS8			0.847	
Purchase1				0.831
Purchase2				0.809
Purchase3				0.826
Purchase4				0.693
Purchase5				0.836
Purchase6				0.840
Purchase7				0.831
Quality2			0.887	
Quality3			0.833	
Quality4			0.853	
Quality5			0.843	
Quality6			0.866	

Source: processed data (2024)

Based on table 3, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so the Evaluation of the Measurement Model (outer model) with Discriminant validity is valid. Composite validity can be measured from the Average Variance Extract (AVE) value that must be above 0.5 and Composite Reliability must be above 0.7 (Ghozali, 2014).

Table 4. Reliability Test

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.920	0.924	0.937	0.714
Country of Origin	0.951	0.953	0.958	0.696
Lifestyle	0.944	0.948	0.953	0.719
Product Quality	0.909	0.910	0.932	0.734
Purchase Decision	0.913	0.917	0.931	0.658

Source: processed data (2024)

Based on table 4, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Ghozali, 2014).

D. Evaluation of the Structural Model (Inner Model)

The structural model was evaluated using the R-Square (coefficient of determination) for the independent variables and the t-test as well as the significance of the coefficients of the structural path parameters.

Table 5. Evaluation of the Structural Model (Inner Model)

R Square

	R Square	R Square Adjusted
Product Quality	0.237	0.230
Purchase Decision	0.792	0.790

Source: processed data (2024)

f Square

	Brand Image	Country of Origin	Lifestyle	Product Quality	Purchase Decision
Brand Image				**0.020**	**0.013**
Country of Origin				**0.001**	**0,000**
Lifestyle				**0.011**	0.028
Product Quality					**2,664**
Purchase Decision					

Source: processed data (2024)

Based on table 5, it is stated that 66.9% of customer satisfaction can be explained in this model, the rest is explained by other factors. Customer loyalty can be explained by the research model by 61.4%, the rest is explained by other factors. Then, based on the value of f square, Company Image explains 56% of customer satisfaction, perceived service quality explains 19.8% of customer loyalty.

E. Hypothesis testing

In this study, an equation was made based on the image structure model, and the following are the results of data processing using the PLS Bootstrapping method.
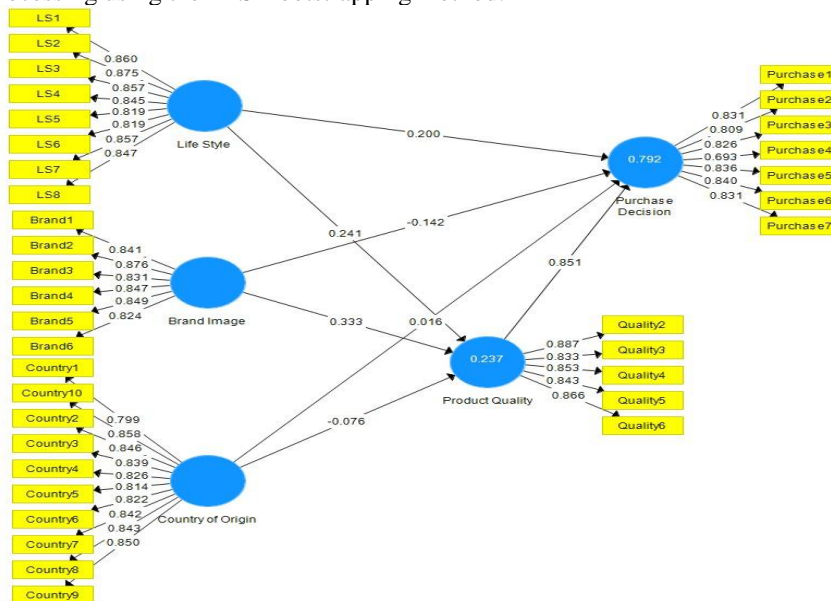

Figure 4. PLS Bootstrapping

Next, to clarify the coefficients of the structural equation, consider the following table:

Table 76. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values,
P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Product Quality	0.333	0.341	0.129	2,588	**0.010**
Brand Image -> Purchase Decision	0.142	-0.146	0.064	2,223	**0.027**
Country of Origin -> Product Quality	-0.076	-0.082	0.154	0.494	**0.622**
Country of Origin -> Purchase Decision	0.016	0.021	0.064	0.253	**0.801**
Life Style -> Product Quality	0.241	0.243	0.119	2,027	**0.043**
Life Style -> Purchase Decision	0.200	0.199	0.066	3,007	**0.003**
Product Quality -> Purchase Decision	0.851	0.852	0.020	42,809	**0,000**

Source: processed data (2024)

Based on Table 7, the regression equation formed is as follows:
Equation 1:
Product Quality = 0.241_ Life Style + 0.333_ Brand Image - 0.076_ Country of Origin + error error
Equation 2:
Purchase Decision = 0.200_ Life Style + 0.142_ Brand Image + 0.016_ Country of Origin + 0_851Product Quality + error error

Based on the results of statistical testing, the explanation of each influence variable is explained as follows:

1. Life Style has a positive and significant effect on Product Quality because the p-value of 0.043 is smaller than 0.05 (0.043 < 0.05)
2. Brand Image has a positive and significant effect on Product Quality because the p-value of 0.010 is smaller than 0.05 (0.010 < 0.05)
3. Country of Origin has a negative and no significant effect on Product Quality because the p-value of 0.622 is greater than 0.05 (0.622 > 0.05)
4. Life Style has a positive and significant effect on Purchase Decision because the p-value of 0.003 is smaller than 0.05 (0.003 < 0.05)
5. Brand Image has a positive and significant effect on Purchase Decision because the p-value of 0.027 is smaller than 0.05 (0.027 < 0.05)
6. Country of Origin has a positive and significant effect on Purchase Decision because the p-value of 0.801 is greater than 0.05 (0.801 > 0.05)
7. Product Quality has a positive and significant effect on Purchase Decision because the p-value of 0.000 is smaller than 0.05 (0.000 < 0.05)

The results of the intervening effect test using the Specific Indirect Effects, the results of which can be seen in the following table:

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values

Brand Image -> Product Quality -> Purchase Decision	0.283	0.291	0.111	2,548	**0.011**
Country of Origin -> Product Quality -> Purchase Decision	-0.065	-0.070	0.132	0.492	**0.623**
Life Style -> Product Quality -> Purchase Decision	0.205	0.207	0.101	2,039	**0.042**

Based on calculations using the Specific Indirect Effects, Product Quality significantly mediates your Life Style Brand Image variable, because the p-value is smaller than 0.05 (< 0.05), but Product Quality does not significantly mediate the Country of Origin variable, because the p- value is greater than 0.05 (> 0.05).

Discussion

Research shows that lifestyle plays a significant role in consumer preferences and purchasing decisions, especially regarding Samsung smartphone products. These findings confirm that lifestyle has a positive and meaningful impact on the perceived quality of Samsung smartphone products. An individual's lifestyle reflects their lifestyle patterns, interests, habits and values. Consumers who have an active, dynamic and technology-oriented lifestyle tend to choose products that suit their lifestyle. The Samsung brand is known for its products that are innovative, functional and suit the needs of a modern lifestyle. This makes Samsung products an attractive choice for consumers with a lifestyle oriented towards luxury or technological excellence. For example, consumers who have high mobility may be more interested in the sophisticated camera features or long battery life offered by Samsung products.

Consumer lifestyle reflects the way they live their daily lives, their interests, habits and preferences. Samsung consumers with active, dynamic and technology-oriented lifestyles tend to choose products that offer sophisticated features, elegant designs and reliable performance. They also tend to look for products that reflect their identity and lifestyle. Furthermore, Samsung product quality acts as a mediator between lifestyle and purchasing decisions, indicating that consumers' perceptions of product quality play an important role in the relationship between lifestyle and purchasing decisions. Product quality is seen as a factor that strengthens the link between consumer lifestyles and product preferences and influences their purchasing decisions. Therefore, a deep understanding of how consumer lifestyles influence product quality perceptions can be an important foundation in developing effective marketing strategies for Samsung.z

The positive and significant influence of Brand Image on Product Quality on Samsung smartphones shows that consumer perceptions of the brand have a substantial impact on their assessment of the quality of the product. Brand Image reflects the brand's image and reputation in the eyes of consumers, including aspects such as innovation, reliability, design, customer service and user experience. When consumers have a positive perception of the Samsung brand, they tend to associate the brand with high quality products and satisfactory service. Consumer perceptions of the Samsung Brand Image can be influenced by a number of factors, such as effective marketing campaigns, reviews and recommendations from previous users, brand exposure in various media channels, and consumers' personal experiences with Samsung products. When consumers believe that the Samsung brand offers innovation, reliability, and superior design, as well as good customer service, they tend to prefer Samsung products over competitors' products.

Product Quality acts as a mediator between Brand Image and purchasing decisions, indicating that consumer perceptions of Samsung product quality play an important role in the relationship between Brand Image and purchasing decisions. In this context, consumers may perceive product quality as a factor that strengthens their confidence in the Samsung brand and influences their decision to purchase Samsung products. Therefore, understanding how Brand Image influences product quality perceptions can be an important foundation in developing effective marketing and branding strategies for Samsung.

The research results show that perceptions of Samsung product quality are not significantly influenced by the product's country of origin, namely South Korea. This is likely due to the dominance of other factors in shaping consumer perceptions of product quality, such as Brand Image, product features, previous user experience, and reviews from trusted sources. Although South Korea is known as a country with an advanced technological industry and high-quality products, research results show that the country of origin of the product does not have a significant impact on purchasing decisions. Other factors, such as product quality, brand image, or lifestyle, may be more dominant in shaping consumer purchasing decisions. In conclusion, consumers tend to pay more attention to the direct attributes of the product, brand reputation, or the suitability of the product to their lifestyle rather than the product's country of origin. Therefore, when making purchasing decisions, the country of origin of the product is not the main factor considered by consumers.

CONCLUSION

Based on the research results, several conclusions can be drawn:

1. Lifestyle has a positive and significant influence on consumer preferences and purchasing decisions regarding Samsung smartphone products. Consumers with an active, dynamic and technology-oriented lifestyle tend to choose Samsung products that suit their lifestyle.
2. Brand Image has a positive and significant influence on the perception of Samsung smartphone product quality. Samsung's positive brand image, including attributes such as innovation, reliability, and superior design, influences consumers' purchasing decisions to choose Samsung products. Product Quality acts as a mediator between Brand Image and purchasing decisions. Consumers' perceptions of the quality of Samsung products strengthen their confidence in the Samsung brand and influence purchasing decisions.
3. The country of origin of the product does not have a significant influence on consumer preferences and purchasing decisions regarding Samsung products. Other factors, such as Brand Image, Lifestyle, and Product Quality, are more dominant in shaping consumer purchasing decisions.

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