The Influence of Lifestyle, Product Feature and Price on Consumer Satisfaction through Purchasing Decisions as an Intervening Variable (For iPhone Smartphone Users in Malang City)

Nuriati[1], M. Agus Salim[2], Eka Farida[3]

[1,2,3]Universitas Islam Malang, Indonesia

nuriati865@gmail.com

Abstract

The research objective was to determine the direct and indirect effects of lifestyle, product features and prices on consumer satisfaction through purchasing decisions as an intervening variable (on iPhone smartphone users in Malang). This research is a type of explanatory research using a quantitative approach. The population in this study is the people in Malang City who use an unknown number of iPhone Smartphones with a research sample of 90 respondents using the non-probability sampling technique, namely snowball sampling. Data analysis testing was carried out using the PLS (Partial Least Square) application. The results of the study show that there is no influence between lifestyle and purchasing decisions. Lifestyle has no effect on consumer satisfaction. Price has no effect on consumer satisfaction. Product features and prices have a significant effect on purchasing decisions. Product features and purchasing decisions have a significant effect on consumer satisfaction. Lifestyle does not affect consumers through purchasing decisions. Product features and price have a significant effect on consumer satisfaction which is mediated by purchasing decisions. Suggestions for future researchers are expected to add research samples to get maximum results or choose different objects and be able to replace existing variables such as loyalty, repurchase intention and social strata to provide a broad picture of the factors that influence purchasing decisions.

I. Introduction

Today's technology has made the development of the human world experience a very significant increase, because in its current development we can access a human need through small objects that are lightly held, namely smartphones, better known as cellphones (cellphones). At first smartphones or hand-held cell phones were only known as mere communication tools that could be used to exchange news and convey messages to each other via SMS.

According to Williams & Sawyer (2011), a smartphone is a cellular phone with a built-in microprocessor, memory, screen and modem. A smartphone is a multimedia mobile phone that combines the functionality of a PC and a handset to produce a luxurious gadget, which includes text messages, cameras, music players, video games, email access, digital television, search engines, personal information managers, GPS features, internet telephony services and there are even phones that also function as credit cards.

In the development of today's modern world a need for communication is very important for every class of society. The need for communication devices such as cell

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phones or smartphones has always increased from year to year, especially for types of cellphones or smartphones with certain brands, such as the iPhone smartphone.

Iphonesis a smartphone brand designed and marketed by Apple Inc. by using the iOS mobile phone operating system. The iPhone smartphone or what Apple calls it, its founder was Steve Jobs who first introduced the first generation iPhone on January 9, 2007. Steve Jobs introduced the first iPhone at the annual Masworld Expo event. The features that the first generation iPhone brought were sophisticated in its time, but as the time progressed the iPhone continued to evolve in terms of shape, type and features of these products. (https://en.wikipedia.org/wiki/IPhone),November 23, 2022.

Table 1. List of Smartphone market share in the World in 2021 and 2022.

Rating	Vendors	2021 market share	2022 market share	Increase in market share
1.	Samsung	21%	22%	1%
2.	apples	15%	18%	3%
3.	Xiaomi	14%	14%	0%
4.	Oppo	11%	10%	-1%
5.	Vivo	11%	9%	-2%
6.	Others (other brands)	28%	27%	-1%
	Total	100%	100%	

Source: kompas.com, December 2022

From table 1, it can be seen that the difference in market share in 2021 between Samsung and Apple is around 6%, but in 2022 the difference will be reduced to 3%. The difference in market share between Samsung and Apple is getting smaller because Samsung's growth from 2021 to 2022 is less than that of Apple, which is around 1% versus 3%. This is because the performancequite good from Apple, where with the best-selling iPhone 14 Series, namely the iPhone 14, iPhone 14 Plus, iPhone 14 Pro and iPhone Pro Max, the four iPhones have different qualities and prices. Further compiled by Xiomi, Oppo, Vivo and other brands.

In the Indonesian market, many brandssmartphonesin circulation, and it is the iPhone smartphone that is one of the brands whose sales are increasing day by day, even this iPhone as time goes by evolves from time to time in terms of shape and features as well as excellent quality. With this development, the iPhone is loved by many people, even around the world. One of them is that many people in the city of Malang use this iPhone smartphone. iPhone users in Indonesia in 2022. This can be seen in the image below.

Source: https://databoks.katadata.co.id/infographic/2022/09.
Figure 1. *Number of iPhone users in Indonesia in 2022*

From the data above shows thatiPhonesis still a prima donna among the people of Indonesia. Even though it is in third place from Samsung and Xiaomi, it is already an extraordinary achievement considering that Apple itself does not have its own store in Indonesia, only Apple Authorized Reseller Indonesia. In contrast to Samsung and other smartphone brands that have official outlets in Indonesia.

The Apple Company manufactures and offers various shapes and typesiPhoneswhich is different in each new release. It aims to be able to attract attention and consumers feel satisfied when using these products. One that influences the success of a business is how the business is able to provide satisfaction to consumers. Satisfaction with a product is one of the determinants of the direction of success of a business to develop the business being carried out. Consumer satisfaction is a post-purchase evaluation, in which perceptions of the performance of the alternative products/services selected meet or exceed expectations before purchasing Tjiptono (2017).

Many factors influence consumer satisfaction in making purchasing decisions, one of which is lifestyle. According to Setiadi (2013) lifestyle is broadly a way of life that is identified by how a person spends their time (activity), what they consider important in their environment (interest), and what they think about themselves and the world around them (opinion). According to Kotler and Keller (2016) put forward the notion of lifestyle is a person's pattern of life in the world which is expressed in his activities, interests, and opinions. According to Solomon (2014) lifestyle can be interpreted as a consumption pattern that describes a person's choice of how he uses time and money. Lifestyle describes a person in interacting with his environment.

Product feature factor, product feature is one that influences consumer satisfaction. Product features are a competitor's tool for differentiating (differentiating) the company's products from competing products Dewi and Jatra (2013). Various similar products can be seen differently by consumers from a comparison of the features in them, namely a comparison of the completeness of features, sophistication of features or features that stand out from the features of a product compared to other products.

The price factor can also affect consumer satisfaction. Price raises various interpretations in the eyes of consumers. Consumers will have different interpretations depending on personal characteristics (motivation, attitude and self-concept), background (social, economic and demographic), experience and environmental influences. Various interpretations of these prices lead to different behavioral influences on consumer behavior. There are consumers who have a tendency to like relatively low prices on the one hand, and there are some customers who have a tendency to like relatively high prices.

According to Tjiptono. (2015) argues that price is the only element of the marketing mix that generates revenue, while the other elements generate or constitute costs. Meanwhile, according to Kotler and Amstorng (2015), price is the amount of money billed for a product and service or the amount of value exchanged by customers to obtain the benefits of having or using a product or service. Price is one of the most important factors in marketing, where price can influence consumers in making purchasing decisions for a product for various reasons.

Tjiptono. (2015) defines purchasing decisions as a process in which consumers recognize the problem, seek information about a particular product or brand. Meanwhile, according to Kotler and Keller (2016) stated that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. In this stage, consumers are faced with various aspects that differ from one iPhone smartphone product to another, including the quality of a product, product features and the product's price.

II. Review of Literature

2.1 Definition of Consumer Behavior

According to Hasan (2013), consumer behavior is the study of the processes involved when individuals or groups select, buy, use, or organize products, services, ideas or experiences to satisfy consumer needs and wants. According to Griffin (Hanum & Hidayat 2017) consumer behavior is all psychological activities that drive action before buying, when buying, using, spending products and services after doing the things above or evaluating activities. Based on the opinion of these experts, consumer behavior is an action that is reasoned and planned action or the intention of someone who is directly involved in or related to the decision-making process related to the act of evaluating, obtaining and consuming goods or services.

2.2 Consumer Satisfactionor (Y)

According to Kotler (2017) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after devoting his perceptions/impressions to (performance or results) of a product and his expectations. According to Tjiptono (2017) consumer satisfaction is an after-purchase evaluation, in which perceptions of the performance of the selected alternative products/services meet or exceed expectations before purchase. Based on the opinions of these experts, researchers can conclude that consumer satisfaction is a feeling of a person or individual either feeling happy or disappointed that arises when seeing the performance of a product that is perceived against what is expected. According to Hawkins & Lonney quoted (Tjiptono, 2014) the attributes forming satisfaction where the level of conformity between the actual performance of the product and that felt by consumers include:

a. Product suitability upon receipt.
b. Response speed in serving customers.
c. Ease when accessing a product.

2.3 Purchasing Decisions (Z)

According to Setiadi (2018) purchasing decisions are an integration process by combining knowledge to evaluate two or more alternative behaviors and choosing one of them. According to Kotler and Keller (2016) consumer purchasing decisions are purchasing decisions of final consumers of individuals and households who buy goods and services for private consumers.According to Soewito Y. (2013), purchasing decisions have indicators, namely:

a. Felt need
b. Activities before purchase
c. Wearing behavior
d. Post purchase behavior

2.4 Lifestyle (X1)

According to Kotler and Keller (2016) lifestyle is a person's pattern of living in the world which is shown through activities, interests and opinions. Sumarwan U. (2018) concluded that lifestyle better describes a person's behavior, namely how he lives, uses his money, and makes use of the time he has. According to Laksono and Iskandar (2018) lifestyle is a person's attitude in describing an actual problem that is in a person's mind and tends to join in with various things related to psychological and emotional problems or can

also be seen from what is of interest and opinion about an object. According to Puranda and Madiawati (2017), lifestyle indicators consist of three factors including
a. Activities
b. Interest
c. Opinion

2.5 Product Features (X2)

According to Dewi and Jatra (2013), a feature is a competitor's tool for differentiating (distinguishing) a company's product from competitors' products. According to Ginting (2012) features are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. Kotler and Keller (2012), features are characteristics that complement the basic functions of the product. According to Dewi and Jatra (2013) product feature indicators are:
a. Completeness of features
b. Feature requirements
c. Feature interest
d. Ease of use

2.6 Price (X3)

According to Saladin (2013) price is the quantity of money as a trading tool for goods and costs. According to Kotler and Armstrong (2015), price is the amount of money billed for a product and service or the amount of value exchanged by customers to obtain the benefits of having or using a product or service. According to Tjiptono. (2018) price is an important variable in marketing, where price can influence consumers in making decisions to buy a product for various reasons. According to Kotler and Armstrong (2016), explaining that there are four indicators that characterize prices, namely:
a. Price affordability
b. Compatibility of price with product quality
c. Price compatibility with benefits
d. Prices according to ability or price competitiveness

2.7 Conceptual Frameworks

Sugiyono (2017) suggests that a conceptual model of how theory relates to various factors that have been identified as important issues. The conceptual framework in this study will provide an understanding of the influence of lifestyle, product features and price on consumer satisfaction through purchasing decisions as an intervening variable (among iPhone iPhone users in Malang).
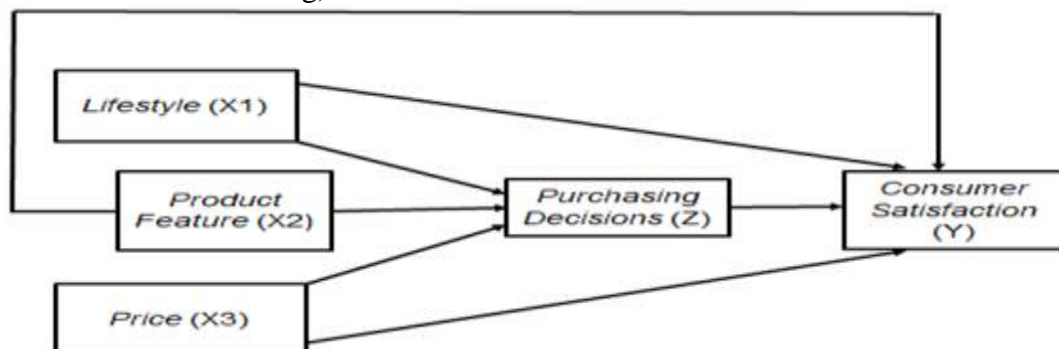

Figure 1. *Conceptual Framework for Consumer Satisfaction and Purchasing Decisions*

III. Research Method

3.1 Research Methods

This type of research is explanatory research using a quantitative approach. The location of the research was conducted in Malang City who used or had made purchasing decisions on iPhone smartphone products in Malang City.

3.2 Population and Sample

The population in this study involved people in Malang City who used an unknown number of iPhone Smartphones. The sampling technique in this research uses a non-probability sampling technique, namely snowball sampling. According to Sugiyono (2014) snowball sampling is a sampling technique that is initially small in number, then enlarges. If the population cannot be known, according to Hair et.al (2014) recommends taking a sample with a minimum number of five times the number of indicators. The number of indicators in this study were 18, so referring to this concept, the sample used in this study was 18 x 5 = 90 respondents. So the sample used in this study was 90 respondents.

In this study the method used to collect databy using the questionnaire method using the Likert scale data measurement technique. Data analysis techniques were carried out using descriptive analysis and inferential analysis using the Partial Least Square (PLS) approach.

IV. Result and Discussion

4.1 Characteristics of Respondents

1. Characteristics of Respondents by Age

   Based on the results of the characteristics based on the age of the respondents showedthat the majority of respondents were in the age range of 19-24 years, namely 65 or 72.2%. Respondents at the age of >24 years are in the second position, namely 19 or 21.1%. Meanwhile, respondents at the age of 15-19 years had the least frequency, namely 6 or 6.67%. These results show that respondents aged 19-24 years have a more consumptive tendency to use iPhone smartphones. Most of the respondents at that age have an interest in using an iPhone smartphone.

2. Characteristics of Respondents based on Gender

   Based on the results of the characteristics of respondents based on gender, it showed that the majority of respondents were female, 74 people or 17.78% while 16 people or 82.2% were male respondents. Based on the questionnaire that has been given it illustrates that the majority of respondents are women or in this case it shows that iPhone smartphone users are more dominated by women.

3. Characteristics of Respondents Based on Occupation

   Based on the results of the characteristics of respondents based on work, students are the respondents with the most frequency values, namely 65 or 72.2% and the respondents with the lowest frequency are entrepreneurs with a frequency value of 1 or 1.1%. The results of the characteristics of respondents based on work show that respondents with jobs as students have a tendency to be more consumptive in using iPhone smartphones. Some of the respondents in this job choose to use iPhone smartphones because they have an interest in using iPhone products as their needs.

4. Characteristics of Respondents Based on Income/Salary

Based on the results of the characteristics of the respondents based on income/salary, it shows that the majority of respondents' income/salary is IDR 1,000,000 to IDR 2,000,000, which is 59 or 65.5%. Meanwhile, respondents with income/salary > Rp. 2,000,000 to Rp. 3,000,000 had a small frequency of 16 or 17.78%. Based on the questionnaire that has been given, it is illustrated that the majority of respondents who use an iPhone smartphone have an income of IDR 1,000,000 to IDR 2,000,000 / month.

5. Characteristics of Respondents Based on Type of HP iPhone

Based on the results of the characteristics of the respondents based on the type of HP Iphone, the respondent with the highest frequency was 20 or 22.22%, while the respondent with the lowest frequency was 1 or 1.11%. These results show that respondents tend to choose to use the iPhone 11 type as their needs.

4.2 Description of Research Variables

a. Description of Respondents Regarding the Variable Consumer Satisfaction

Based on the results of the characteristics of the respondents, it shows that the average score for the description of the consumer satisfaction variable has an average value of 3.69. Based on the score interpretation data table 4.6, it can be concluded that the respondents in this study have felt sufficient satisfaction in using the iPhone smartphone. Respondents in this study were also able to understand that satisfaction is felt due to direct interaction between iPhone products and users, there are positive feelings that arise as a result of direct interaction with iPhone products.

The Consumer Satisfaction variable in this study consists of three indicators. The product conformity indicator after being received and the ease of accessing the product indicator have an average score of 3.71 where the value of these two indicators is higher than the response speed indicator in serving which only has an average score of 3.65. These results indicate that the suitability of the product upon receipt and ease of access to the product are more important indicators than the response speed indicator in serving.

b. Description of Respondents Regarding the Variable Lifesyle

Based on the respondent's description of the lifestyle variable, it shows that the average score for the description of the lifestyle variable has an average value of 3.36. Based on the score interpretation data table 4.7, it can be concluded that the respondents in this study had sufficiently experienced the lifestyle they wanted. Respondents in this study also understood that the lifestyle they felt was due to direct interaction between iPhone products and users, positive feelings when they arise as a result of direct interaction with products, positive evaluations that respondents gave when using products and positive thoughts related to using iPhone products.

The lifestyle variable in this study consists of three indicators. The interest indicator has an average score of 3.50 where this value is greater than the activities indicator with an average score of 3.24 and an opinion indicator with an average score of 3.34 . These results indicate that interest is a more important indicator compared to activity indicators and opinion indicators.

c. Description of Respondents Regarding Product Feature Variables

Based on the description of the Respondents Regarding the Product Feature Variable, it shows that the average score of the product feature description variable has 3.51. Based on the score interpretation data table 4.8, it can be concluded that the respondents in this study tend to quite feel the product features they want. The product feature variable in this study consists of four indicators. The ease of use indicator has an average score of 3.70 which is higher than the feature requirements indicator which has an average score of 3.64,

the feature interest indicator has an average score of 3.45 and the completeness of features has the average score is 3.27. These results indicate that ease of use is a more important indicator than the feature requirement indicator.

d. Description of Respondents Regarding Variable Price

Based on the description of the Respondents Regarding the Price Variable, it shows that the average score of the description of the price variable has a value of 3.42. Based on the score interpretation data table 4.9, it can be concluded that the respondents in this study have sufficiently felt the price they want. The price variable in this study consists of four indicators. Where the price indicator according to ability or competitiveness has the highest average score, which is equal to 3.47, while the price compatibility indicator with benefits has an average score of 3.43, the price affordability indicator and the price suitability indicator with product quality have a value average score 3.40.

e. Description of Respondents Regarding Purchasing Decisions Variables

Based on the Respondents' Description of Purchasing Decisions Variables, it shows that the average description of the purchasing decision variables has an average score of 3.60. Based on the score interpretation data table 4.10, it can be concluded that the respondents in this study have sufficiently experienced the desired purchase decision. Purchasing decision variables in this study consist of four indicators. The perceived need indicator has an average score of 3.64 where this value is higher than the behavior indicator when using it with an average score of 3.61, an activity indicator before buying with an average score of 3.60 and an indicator post-purchase behavior has an average score of 3.57.

4.3 Partial Least Square (PLS) Analysis
a. Evaluation of the Measurement Model (Outer Model)
1. Convergent Validity Test Through Loading Factor

Variable	Indicator	*Loading Factor*	Out Off	Information
Lifestyle or Lifestyle (X1)	X1.1	0.880	0.7	Valid
	X1.2	0.852	0.7	Valid
	X1.3	0.929	0.7	Valid
*Product Features or*Product Features (X2)	X2.1	0.876	0.7	Valid
	X2.2	0.912	0.7	Valid
	X2.3	0.951	0.7	Valid
	X2.4	0.930	0.7	Valid
Price/Price (X3)	X3.1	0.891	0.7	Valid
	X3.2	0.879	0.7	Valid
	X3.3	0.948	0.7	Valid
	X3.4	0.920	0.7	Valid
*Purchasing Decisions*or Purchase Decision (Z)	Z. 1	0.911	0.7	Valid
	Z. 2	0.901	0.7	Valid
	Z. 3	0.877	0.7	Valid
	Z. 4	0.852	0.7	Valid
*Consumer Satisfaction*or Consumer Satisfaction (Y)	Y. 1	0.962	0.7	Valid
	Y.2	0.956	0.7	Valid
	Y.3	0.941	0.7	Valid

Source: Processed data, 2023

The results of the convergent validity test in table 2 show that all items that measure research variables have a loading factor value above 0.6 and show that all instrument items are said to be valid in measuring research variables.

2. Discriminant Validity

Variable	AVE	Cut Off	Information
*Lifestyle*or Lifestyle (X1)	0.788	0.5	Valid
*Product Features*or Product Features (X2)	0.842	0.5	Valid
*Price*or Price(X3)	0.828	0.5	Valid
*Purchasing Decisions*or Purchase Decision (Z)	0.784	0.5	Valid
*Consumer Satisfaction*or Consumer Satisfaction (Y)	0.908	0.5	Valid

Source: Processed data, 2023

The AVE value in table 3 shows that all research variables, namely lifestyle, product features, price, Purchasing Decisions (purchasing decisions) and Consumer Satisfaction (consumer satisfaction) are above 0.5. These results prove that the research instrument used is valid and can be used to measure research variables.

3. Reliability

| Variable	*Cronbach Alpha*	*Composite Reliability*	*Cut Off*	**Information**
*Lifestyle*or Lifestyle (X1)	0.863	0.917	0.7	Reliable
*Product Features*or Product Features (X2)	0.938	0.955	0.7	Reliable
*Price*or Price (X3)	0.936	0.951	0.7	Reliable
*Purchasing Decisions*or Purchase Decision (Z)	0.910	0.936	0.7	Reliable
*Consumer Satisfaction*or Consumer Satisfaction (Y)	0.967	0.967	0.7	Reliable

Source: Processed data, 2023

Table 4 shows that the Cronbach alpha and composite reliability values of the lifestyle, product feature, price, purchasing decisions and consumer satisfaction variables are all above the cut-off value of 0.7. It can be concluded that all the variables in the study were reliable.

4. Evaluation of the Structural Model (Inner Model).
Path Models

Making a path model is the first step to do an analysis using PLS. The path model is created to provide an overview of the relationship between lifestyle variables, product features, and price.
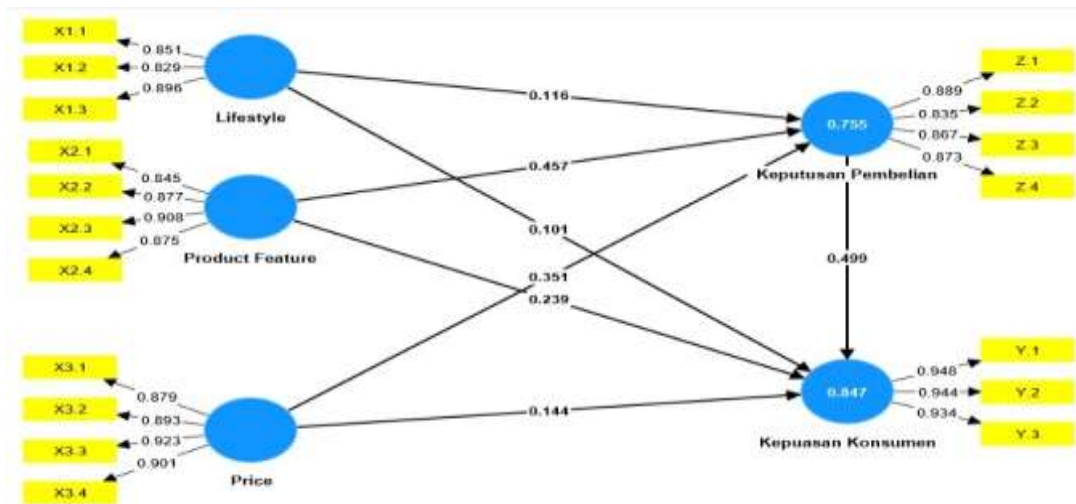
(Source: Processed data, 2023)
Figure 2. *Inner Model Estimation Results*

Figure 2 shows that ilifestyle influences purchasing decisions by 0.116 product features affect purchasing decisions by 0.457, price influences purchasing decisions by 0.351, lifestyle influences consumer satisfaction by 0.101 product feature affects consumer satisfaction by 0.239, price influences consumer satisfaction (customer satisfaction) of 0.144 and purchasing decisions (purchasing decisions) affect consumer satisfaction (customer satisfaction) of 0.499. From this explanation, all exogenous variables in this study have a positive influence on the endogenous variables.

Goodness of Fit Model

Goodness of Fit Model is one way that can be used to find out how much exogenous variables are able to explain the diversity of endogenous variables.

Table 5. Results of the Goodness of Fit Model

Variable	R-square
purchasing decisions (Purchase decision (Z))	0.847
consumer satisfaction (Customer satisfaction (Y))	0.755

Source: Processed data, 2023

$Q^2 = 1 - (1 – 0.847)(1 – 0.755)$
$Q^2 = 1 – (0.153)(0.245)$
$Q^2 = 1 – (0.037485)$
$Q^2 = 0.962515$
$Q^2 = 96.2515$

Variable R² *purchasing decisions* (purchase decision) has a value of 0.847 or 84.7%. This value means that the lifestyle, product feature and price variables can contribute 84.7% to the purchasing decisions variable or it can also be said that purchasing decisions can be explained by the lifestyle, product feature and price variables of 84. 7%. The remaining percentage of 15.3% is the contribution of other variables that are not part of this study.

Variable R² *consumer satisfaction* (customer satisfaction) has a value of 0.755 or 75.5. This value means that the lifestyle, product feature and price variables can contribute 75.5% to the consumer satisfaction variable or it can also be said that consumer

satisfaction can be explained by the lifestyle, product features and price variables of 75. 5%. The remaining percentage of 25.5% is the contribution of other variables that are not part of this study.

The Q² of this study is 0.962515 or 96.2515. These results indicate that the diversity of variables *lifestyle, product features* and the price that can be explained by the entire model is 96.2515. It can be said that the purchasing decisions and consumer satisfaction variables are able to contribute diversity to lifestyle, product features and price by 96.2515%. The remaining percentage of 3.7485% is the contribution of other variables that are not part of this study.

4.4 Discussion
a. Discussion of Langsun Hypothesis Testingg
1. Effect of Lifestyle on Purchasing Decisions (H1)

Lifestyle not significant effect on purchasing decisions (purchasing decisions). The significant hypothesis indicates that the increasing consumer lifestyle does not necessarily influence consumers to make purchasing decisions for iPhone products significantly. Purchase decisions are related to how well consumers respond to the lifestyle they have felt. Not all consumers buy iPhone smartphones based on the lifestyle they want but buy iPhone smartphones according to consumer needs and have sufficient value to make consumer purchasing decisions on iPhone smartphones.

The results of this study state that lifestyle has not been able to influence consumers to make purchasing decisions on iPhone smartphones. The results of this study are supported by previous research by Wolff, et. al (2021) which states that partially the influence of lifestyle on purchasing decisions has a negative effect and does not significantly influence purchasing decisions.

Based on the theory, lifestyle is a person's attitude in describing an actual problem that is in a person's mind and tends to join various things related to psychological and emotional problems or can also be seen from what is of interest and opinion about an object, Laksono and Iskandar (2018). This proves that lifestyle is diversity in meeting their needs influenced by lifestyle characteristics that are measured based on their activities, interests and opinions regarding a product that consumers want or need. Therefore, consumers will make a purchase decision if the product meets their needs, not just following trends and being interested because many use iPhone smartphone products.

2. Effect of Product Feature on Purchasing Decisions (H2)

Product features provide a significant influence on Purhasing Decisions (purchasing decisions). The significant hypothesis indicates that the product features on the iPhone smartphone can be felt by consumers and have a significant influence on Purhasing Decisions (purchasing decisions). The better the product features perceived by consumers, the higher the level of purchasing decisions on iPhone smartphone products. The proof of this hypothesis can be interpreted that the product features on the iPhone smartphone are in accordance with the needs of consumers and consumers feel the ease of using product features so as to give a good assessment of the iPhone smartphone.

The results of this study are supported by previous research by Jamil, et.al (2018) which states that product features have a direct effect on Purhasing Decisions (purchasing decisions). And based on theory, product features are a competitor's tool for differentiating (differentiating) the company's products from competitors' products, Dewi and Jatra (2013). This means that when a company makes iPhone product features that are different from competing products and the availability of features according to consumer needs will

make consumers interested in the product and will influence consumers to make purchasing decisions.

3. Effect of Price on Purchasing Decisions (H3)

Price provide a significant influence on Purhasing Decisions (purchasing decisions). The significant hypothesis indicates that the price of the iPhone is set according to ability or competitiveness so that it has a significant effect on Purhasing Decisions (purchasing decisions). The better the price perceived by consumers, the higher the level of purchasing decisions on the iPhone samratphone.

The results of this study are supported by previous research Ermalina (2022) stated that price has a significant effect both partially and simultaneously on purchasing decisions. And based on theory, price is an important variable in marketing, where price can influence consumers in making decisions to buy a product for various reasons, Tjiptono (2018). This means that consumers will see the price of the offered iPhone smartpohe product in accordance with their capabilities or competitiveness so that it influences consumers to make a purchasing decision for the offered iPhone smartphone product.

4. Effect of Lifestyle on Consumer Satisfaction (H4)

lifestyle does not have a significant effect on consumer satisfaction (customer satisfaction). An insignificant hypothesis indicates that an increase in consumer liestyle does not necessarily affect consumer satisfaction with iPhone smartphone products.

The results of this study state that lifestyle has not been able to influence consumer lifestyles to feel satisfaction with iPhone smartphone products. The results of this study contradict the results of Kartika C.'s research which states that lifestyle partially has a significant effect on customer satisfaction.

5. Effect of Product Feature on Consumer Satisfaction (H5)

Product features give a significant influence on consumer satisfaction (customer satisfaction). The significant hypothesis indicates that the product features owned by iPhone smartphones can be felt by consumers and have a significant effect on consumer satisfaction (customer satisfaction). The better the product features that consumers feel about an iPhone smartphone, the better the level of satisfaction that consumers feel.

The results of this study are supported by previous research by Wicaksono and Nuresto (2018) stating that product features have a significant influence on consumer satisfaction. And based on the theory, product features are one of the main elements that are considered important by consumers and are used as the basis for making purchasing decisions. This means that the better the product features formed on the iPhone smartphone and in accordance with the needs and ease of use of the product features, the better the level of consumer satisfaction felt by consumers for iPhone smartphone products.

6. Effect of Price on Consumer Satisfaction (H6)

Price does not have a significant effect on consumer satisfaction (customer satisfaction). The hypothesis that is not significant indicates that the price has not been able to influence consumer satisfaction significantly. Low prices do not necessarily make consumers feel satisfied with the products they have, especially among young people. Consumer satisfaction will be felt when consumers use or interact directly with iPhone products. The results of this research contradict the results of the research by Wicaksono

and Nurseto (2018) which state that price has a positive and significant influence on consumer satisfaction.

7. Effect of Purchasing Decisions on Consumer Satisfaction (H7)

Purchasing decisions (purchasing decisions) have a significant influence on consumer satisfaction (customer satisfaction). The significant hypothesis indicates that the purchasing decisions implemented by the iPhone company can be felt by consumers and have a positive and significant effect on consumer satisfaction. The better the purchase decision felt by consumers, the better the level of consumer satisfaction with iPhone smartphone products.

The results of this study are supported by previous research by Cahya and Shihab (2018) which stated that purchasing decisions as an intervening variable have a significant influence on customer satisfaction. And based on theory, purchasing decisions are as a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. This means that consumers before making a purchase decision, consumers will first look for information related to the product to be purchased.

V. Conclusion

In accordance with the results of research and hypothesis testing regarding the role of purchasing decisions in mediating the influence of lifestyle, product features and price on consumer satisfaction of iPhone smartphone users in Maalang City, the researchers can draw the following conclusions:
1. Lifestylein this study was not proven to influence Purchasing Decisions on iPhone smartphone users in Malang City.
2. Product featuresin this study proved to influence Purchasing Decisions on iPhone smartphone users in Malng City.
3. Pricein this study proved to influence Purchasing Decisions on iPhone smartphone users in Malang City.
4. Lifestylein this study is not proven to affect Consumer Satisfaction on iPhone smartphone users in Malang City.
5. Product featuresin this study proved to affect Consumer Satisfaction on iPhone smartphone users in Malang City.
6. Pricein this study is not proven to affect Consumer Satisfaction on iPhone smartphone users in Malang City.
7. Purchasing Decisionsin this study proved to affect Consumer Satisfaction on iPhone smartphone users in Malang City.
8. Lifestylein this study does not affect Consumer Satisfaction which is mediated by Purchasing Decisions on iPhone smartphone users in Malang City.
9. Product featuresin this study proved to influence Consumer Satisfaction mediated by Purchasing Decisions on iPhone smartphone users in Malang City.
10.   Pricein this study is proven to influence Consumer Satisfaction which is mediated by Purchasing Decisions on iPhone smartphone users in Malang City.

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