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AJIM (Airlangga Journal of Innovation Management)

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

The Influence of Brand Image, Lifestyle, Promotion, and Price on Purchasing Decisions for Oppo Mobile Phones

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ARTICLE INFO

Paper Type:

Research Paper

Keywords:

brand image, lifestyle, promotion, price, and purchasing decisions

Article History

Received: 6 January 2024

Revised: 30 March 2024

Accepted: 16 April 2024

Available online: 26 April 2024

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ABSTRACT

This research uses quantitative methods and the population studied is all consumers who purchased Oppo cellphones within the 3 month research period. The number of samples taken was 97 respondents, the sampling method used purposive sampling. Data were collected through questionnaires, while analysis techniques used validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, R2 determinant test, t-test, and f test. The research results show that (1) brand image partially influence on purchasing decisions with a t value of -2.050 and a sig value. $0.043 < 0.05$, (2) lifestyle partially influence on purchasing decisions with a t value of 5.076 and a sig value. $0.000 < 0.05$, (3) promotion partially influence on purchasing decisions with a t value of 3.403 and a sig value. $0.001 < 0.05$, (4) price partially influence on purchasing decisions with a t value of 2.212 > t table and a sig value. $0.029 < 0.05$, (5) brand image, lifestyle, promotion, and price simultaneously influence on purchasing decisions with an F-count value of 17.708 and a sig value. $F 0.000 < 0.05$. Through the results of the calculations that have been carried out, there was an influence between promotions on purchasing decisions as well as price on purchasing decisions. The influence of brand image is quite important in strengthening the store's image so that it is effective in increasing purchasing decisions. This can be done through more intensive branding efforts, including consistent use of logos, clear brand messages, and a satisfying customer experience.

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Cite this article as Lusianto, K.S., Ambarwati, D., Zamzam, N.A.N. (2024). The Influence of Brand Image, Lifestyle, Promotion, and Price on Purchasing Decisions for Oppo Mobile Phones. *Airlangga Journal of Innovation Management*, 5(1), 91-106. <https://doi.org/10.20473/ajim.v5i1.53735>

Introduction

Technology, information, and communications in Indonesia have continued to develop rapidly in recent years. Indonesia has many active internet users, which are part of this rapidly developing digital era. According to data from datareportal.com, by the beginning of 2023, almost 5.44 billion individuals utilize mobile phones, which is approximately 68 percent of the world's populace. The number of portable phone clients has expanded by more than 3 percent within the past year, with 168 million new clients showing up within the final 12 months. Currently, there are around 5.16 billion web clients within the world, which suggests around 64.4 percent of the world's populace is as of now associated to the internet. It can be seen that the number of web clients around the world expanded by 1.9 percent within the final 12 months.

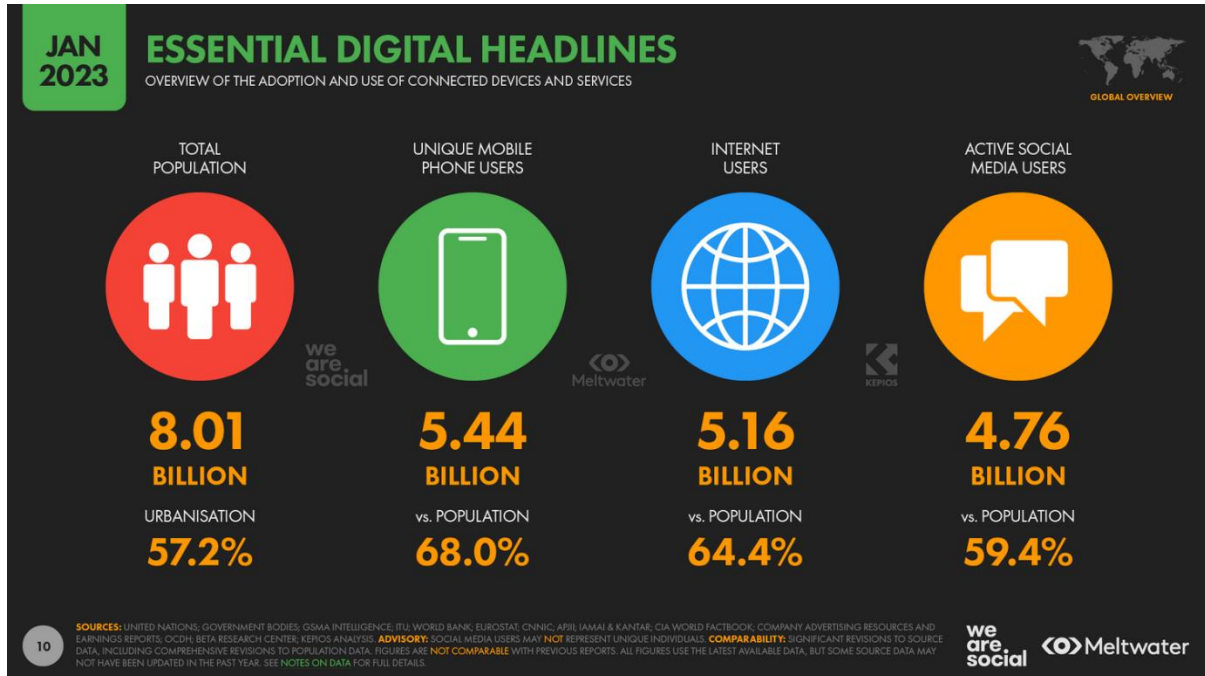


Figure 1. Smartphone Users

Source: datareportal.com. Digital Overview Report, 2023

The high demand of society for the use of communication tools has encouraged the emergence of various types of communication tools that facilitate and speed up the communication process. This fulfills people's needs for communication, thereby increasing business competition, especially in the cellular telephone industry in Indonesia. This is proven by the various types of cellphones circulating on the market, while the public, in general, is offered a variety of little-known brands to well-known brands. This is proven by the research institute Counterpoint Research releasing the latest report regarding the smartphone market in Indonesia for the second quarter of 2023.

According to data from the research institute Counterpoint Research, which is presented in Table 1, Oppo is still in power and is the number one vendor in Indonesia. In this period, Oppo managed to gain the largest market share compared to the other five HP vendors, namely 21 percent. This market share figure rose 2 percent from the second quarter of 2022 (year-on-year/YoY), amounting to 19 percent. Following Oppo, Samsung is the second largest vendor in Indonesia with a market share of 19 percent. Then followed

in sequence by Vivo (17 percent market share), Xiaomi (15 percent), Realme (11 percent), and Infinix (10 percent).

Table 1. List of the biggest vendors of smartphone brands in Indonesia

5 biggest vendors of smartphones di Indonesia	Market share Q2 2023	Market share Q2 2022	Development of shipment YoY
Oppo	21 Persen	19 Persen	-2 persen
Samsung	19 persen	20 persen	-11 persen
Vivo	17 persen	19 persen	-23 persen
Xiomi	15 persen	15 persen	-12 persen
Realme	11 persen	12 persen	-22 persen
Other brands	17 persen	17 persen	-4 persen

Source: tekno.kompas.com/read/2023/08/24/08310087/5-besar-merek-smartphone-di-indonesia

The rapid development of cellular telephone products is based on the size, shape, and technology used. Cell phone companies today have to meet people's needs for high mobility, thereby creating various cell phone brands that are profitable for the company itself. One example is the Android-based Oppo brand. The Oppo cellphone is a cellphone that is very easy to understand and apply, so it is very popular among young people today. In this period, Oppo managed to gain the largest market share compared to the other five HP vendors, namely 21 percent. There are many features offered by Oppo cellphones, one of which is the selfie feature. As a smartphone for selfie purposes, Oppo smartphones prioritize very sophisticated camera technology, so they can produce good quality photos because people like smartphones that have very sophisticated cameras, especially among the younger generation in Indonesia. Oppo is also very famous in Indonesia with its slogan, namely Oppo Selfie Expert. According to Oppo Indonesia Public Relations Manager, Aryo Meidianto, Oppo changed its slogan from Oppo Selfie Expert to Oppo Brilliant Portrait for all its products, information from Fikrie (2019).

The issues raised in this research will be connected to previous findings to strengthen the variables to be studied. Research conducted by Darma & Hartati (2021) is known to have a positive influence on brand image on purchasing decisions, while according to Riyanti (2022) the results of their research show that brand image does not have a significant influence on purchasing decisions. According to Lingkan (2016), his research shows that lifestyle has a significant influence on purchasing decisions. This can be interpreted as meaning that if the lifestyle gets better, purchasing decisions will increase.

According to Rijadi & Hidayat (2019), there was a significant influence on promotions on purchasing decisions with a positive influence. These results show that the higher the level of promotion used, the better your purchasing decision. According to Lingkan (2016), from the results of his research, if prices get better, purchasing decisions will also increase. Meanwhile, according to Susanto (2021), from the results of his research, price does not influence cost does not impact acquiring choices, price cannot be utilized as a benchmark or measuring stick for buyers to create acquiring choices.

This study is different from previous findings because there are differences in the number of samples in this study using 97 samples, there are differences in the brand of cellphone used in this study from previous studies, and the variables used in this study are different from previous studies, and in the Grace Karya Store Abadi Kediri has relevant data and a good reputation. The problem that occurred at Toko Anugerah Karya Abadi Kediri was related to the level of purchasing decisions for Oppo cellphones. This phone has a superior brand image compared to other phones. However, as the marketing team at Toko Anugerah Karya Abadi, Kediri has not been able to provide appropriate promotions for potential customers.

As a result, the brand image of Oppo smartphones has not been maximized because the management of potential customers is not appropriate. This level of suitability will apply to the potential buyer's lifestyle.

Today's lifestyle tends to involve technology in everything. Many people want to have the latest smartphone not only for communication needs but also for a luxury lifestyle. This trend has developed over time so that having the latest Oppo cellphone is considered a symbol of good social status and can improve your appearance in front of other people. Therefore, it is important to maintain Oppo's brand image which has a good reputation so that people remain interested and choose Oppo products over other brands. Therefore, the role of promotion must be balanced with the role of prices determined by Toko Anugerah Karya Abadi Kediri. The price of Oppo cellphones after obtaining credit financing has increased compared to other competitors who both provide credit financing, because at Toko Anugerah Karya Abadi Kediri credit financing is carried out by the shop itself compared to other competitors who use credit financing with online applications such as Akulaku, Kredivo, Shoopaylater, Bliblipaylater, and Home Credit Indonesia.

Purchasing decisions besides considering brand image and promotion will require the role of price that supports promotion and brand image. These three factors cannot be separated from the role of consumers who have a lifestyle that tends to depend on the latest cellphone technology. Therefore, as the manager of the Anugerah Karya Abadi Kediri Store, you need these four variables to improve your decision to purchase an Oppo cellphone.

Literature Review

Brand Image

Lasaib & Yulianti (2019) their study stated that brand image is a requirement for a strong brand and image is a consistent perception in the long term. Amalia (2016) believed that brand image refers to the description of a product that contains the consumer's views, attributes, uses, advantages, and characteristics of the product. Meanwhile, according to Rijadi & Hidayat (2019), Brand image is a name, term, combination, and design, intended to identify a seller or group to differentiate it from competitors.

Lifestyle

Abdillah et al., (2021)), Lifestyle is a pattern of a person's daily life, opinions, and interests. Lifestyle also describes how a person carries out activities with the surrounding environment. Khotimah & Nurtantiono (2021), a person's lifestyle in the world with their activities, desires, and opinions. Lifestyle describes a person's self about the environment, and the pattern of people acting and interacting in the world. Meanwhile, according to Mutmainah & Romadhon (2023) states that lifestyle in general is a person's way of life which can be understood through how a person spends his time (activities), what is considered important in his life (interests), and what he perceives about himself and the environment around him (opinions).

Promotion

Gunawan & Susanti (2017), Promotional activities not only function as a communication tool between companies and consumers and customers, but also as a tool for companies to influence consumers' purchasing decisions by their wants and needs. Pujiyanto et al., (2023), Promotion is an important factor that can influence consumer perceptions, to inform, influence, persuade, and remind consumers about the company's products or services. Dita Nurazizah et al., (2022) Promotion is a form of marketing communication that has the potential to influence consumer perceptions by conveying information,

influencing minds, and reminding the target market about the advantages of a company's products or services, with the aim of encouraging consumers to make purchases.

Price

Ilmiyah & Krishernawan (2020), Price is a monetary unit or measure of a product and service that is exchanged to obtain the right to own or use the goods and services. According to Krisna Marpaung et al., (2021) Price is the value of a good or service expressed in money. Maheswara et al., (2023) Price is also an important factor in determining the success of a company because price can determine how much profit a company makes from selling a product or service.

Purchasing Decisions

Supangkat & Supriyatin (2017), Purchasing decision-making can be interpreted as a process of evaluating and selecting various alternatives according to certain interests to determine the most profitable alternative. According to Rakhmawati (2023) Purchasing decision is a process in which a consumer recognizes an issue, searches for information about a particular product or brand, and assesses the extent to which each option can resolve the issue, ultimately influencing the decision to purchase.

Relationship Between Variables

This research uses independent (X), namely brand image, lifestyle, promotion, and price, the dependent variable is purchasing decisions, with the relationship between variables as in the picture below:

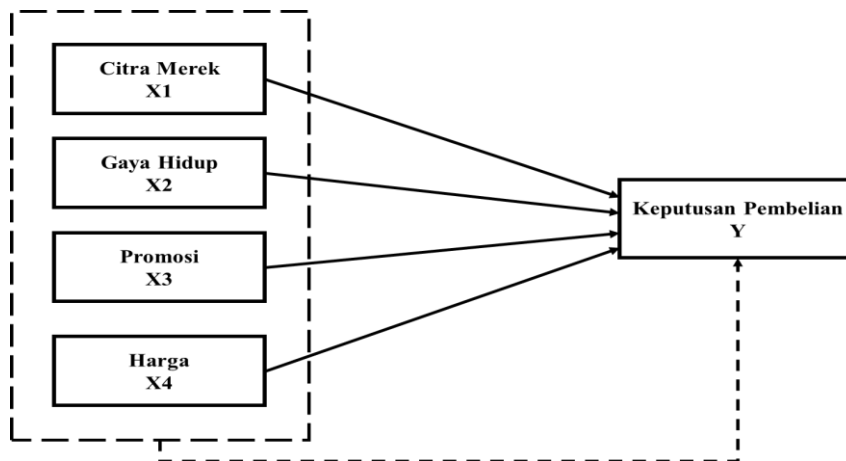


Figure 2. Model variables

Source: Arranged by authors

Hypothesis Formulation

A positive brand image will form consumer confidence in the products offered because the brand image can be a guide used by consumers to consider a product when they do not have sufficient knowledge or information about the product. This is because consumers tend to choose products that suit their wishes from information obtained from various sources. Since without a solid brand, it is exceptionally troublesome for a company to pull in modern clients to purchase items from that company and make dependability from existing buyers. So the hypothesis that can be written in this research is:

H1: Brand image influences purchasing decisions

Lifestyle is a person's way of living which is reflected in the way they spend their time, the values they consider important, and their views on the world around them. Thus, lifestyle includes activities, interests and views, both in terms of spending money, using free time and interacting with the surrounding environment. So the hypothesis that can be written in this research is:

H2: Lifestyle influences purchasing decisions

Promotion is a form of marketing communication that can influence the views of consumers by disseminating information, influencing or persuading, and reminding the target market about the advantages of a company's products or services so that consumers make purchases. Effective marketing strategies, coupled with excellent customer service, can guide individuals through a journey of product discovery, understanding, appreciation, and ultimately, purchase and lasting brand loyalty. So the hypothesis that can be written in this research is:

H3: Promotions influence purchasing decisions

Price is also an important factor in determining the success of a company because price can determine how much profit a company makes from selling a product or service. So the hypothesis that can be written in this research is:

H4: Price influences purchasing decisions

In this research, there are four exogen variables (X), specifically brand image, lifestyle, promotion, and price, which can afterward be analyzed to decide their impact, both somewhat and at the same time, on the endogen variable, specifically purchasing decision (Y). To create it less demanding to analyze information, this research employs the SPSS program which includes analysis, validity, and reliability. There are moreover classical presumption tests, to be specific ordinariness test, linearity, multicollinearity, heteroscedasticity, R2, t-test, and F test. The regression model in this research is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Y = Dependent variable purchasing decision

a = Constant number

b = Independent variable regression coefficient

X₁ = Brand image independent variable

X₂ = Lifestyle independent variable

X₃ = Promotion independent variable

X₄ = Price independent variable

e = *Error*

Methodology

This research uses quantitative methods. In essence, according to Sugiyono (2013) quantitative methods are research methods that are based on positivist thinking. This research involves a certain population or sample, and research data is presented in the form of numbers which are then analyzed using statistics. In this study, the sample was selected using the Slovin formula and amounted to 97 respondents. To analyze the data, Statistical Product and Service Solution (SPSS) software version 25 is used. Data sources are obtained directly from the collection of data on research objects. Data collection techniques were carried out using questionnaires with Likert scales. The analysis methods used are classical

assumption tests and multiple linear regression. For hypothesis testing, it is carried out using the coefficient of determination and tests T and F.

According to Sugiyono (2013), population is a general collection of objects or subjects that have certain qualities and characteristics determined by the researcher to be considered and then drawn to conclusions. The population in this study is consumers who bought Oppo mobile phones from January 2023 to May 2023 as many as 127 people at the Anugerah Karya Abadi Kediri Store. According to Sugiyono (2013), Purposive sampling is a sampling method carried out with special considerations. The reason for using this sampling technique is because not all samples meet the criteria desired by the researcher. Therefore, the chosen test is intentionally decided based on certain criteria that have been decided by the creator to obtain a representative sample. At the time of sampling, several criteria were determined, namely: Consumers over the age of 17, Consumers who apply for Oppo mobile phone purchase credit, and Consumers who agree to the terms of the Oppo mobile phone purchase credit application.

Results and Discussion

Validity Test

Table 2. Validity Test

Variable	Items	Pearson Correlation Value	Probability Correlation Sig. (2-tailed)	Information
Brand Image (X1)	X1.1	.708**	0,000	Valid
	X1.2	.584**	0,000	Valid
	X1.3	.669**	0,000	Valid
	X1.4	.699**	0,000	Valid
	X1.5	.671**	0,000	Valid
	X1.6	.681**	0,000	Valid
	X1.7	.571**	0,000	Valid
	X1.8	.563**	0,000	Valid
Lifestyle (X2)	X2.1	.640**	0,000	Valid
	X2.2	.539**	0,000	Valid
	X2.3	.828**	0,000	Valid
	X2.4	.592**	0,000	Valid
	X2.5	.547**	0,000	Valid
	X2.6	.590**	0,000	Valid
Promotion (X3)	X3.1	.610**	0,000	Valid
	X3.2	.569**	0,000	Valid
	X3.3	.588**	0,000	Valid
	X3.4	.622**	0,000	Valid
	X3.5	.639**	0,000	Valid
	X3.6	.610**	0,000	Valid
	X3.7	.588**	0,000	Valid
Price (X4)	X4.1	.356**	0,000	Valid
	X4.2	.670**	0,000	Valid
	X4.3	.671**	0,000	Valid
	X4.4	.673**	0,000	Valid
	X4.5	.629**	0,000	Valid
	X4.6	.555**	0,000	Valid
	X4.7	.660**	0,000	Valid

	X4.8	.507**	0,000	Valid
	Y1	.541**	0,000	Valid
	Y2	.599**	0,000	Valid
	Y3	.395**	0,000	Valid
Purchasing	Y4	.518**	0,000	Valid
Decision (Y)	Y5	.612**	0,000	Valid
	Y6	.695**	0,000	Valid
	Y7	.596**	0,000	Valid
	Y8	.575**	0,000	Valid

Based on the test comes about displayed in Table 2.1 over, it can be concluded that all things of each variable have a 0.05, so it can be concluded that all variable question items are valid.

Reliability Test

To determine whether the indicators used are reliable as a variable measuring tool, a construct or variable is considered reliable (valid) if the Cronbach's Alpha value is > 0.60 , and is considered unreliable if the Cronbach's Alpha value is < 0.60 . Using the SPSS program in Table 3 as follows.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha	Information
Brand Image	8	0,797	Reliable
Lifestyle	6	0,647	Reliable
Promotion	7	0,706	Reliable
Price	8	0,729	Reliable
Purchasing Decision	8	0,663	Reliable

Table 3 shows the value of Cronbach's Alpha (α) variable > 0.60 means that the indicators or questionnaires of the five variables are reliable or worthy of trust as a variable measuring tool.

Normality Test

The normality test is used to find out whether the dependent, independent, or both variables are normally distributed, close to normal, or not. The regression model should be normal or close to normal so that statistical testing is feasible. Testing using the Kolmogorov-Smirnov test of normality that needs to be seen for the normality test is the Asymp line section. Sig. (2-tailed) with probability > 0.05 then normally distributed.

Table 4. Model Normality test

Variable	Unstandardized Residual Asymp. Sig.(2-tailed)	Information
Brand Image		
Lifestyle		
Price	.200 ^{c,d}	Normal
Promotion		
Purchasing Decision		

Table 4 showed that the Asymp significant values. Sig. (2-tailed) is greater than the significant level of 0.05 or 5% with a value of 0.200, so it can be concluded that the data is normally distributed.

Linearity Test

The linearity test is used to evaluate whether the model used in the study is appropriate or not. In an empirical study, ideally, the function used is linear. This is because ideal data has a linear relationship between the dependent variable and the independent variable. The results of the linearity test can be found in table 5 below:

Table 5. Linearity Test

Variable	Deviation from Linearity	Information
Brand Image	0,613	Linearity
Lifestyle	0,279	Linearity
Promotion	0,499	Linearity
Price	0,437	Linearity

Table 5 showed the brand image (X_1), lifestyle (X_2), promotion (X_3), and price (X_4) to decision (Y) have a linear relationship due to the value of Sig. Deviation from Linearity > 0.05 for brand image (X_1) 0.613, lifestyle (X_2) 0.279, promotion (X_3) 0.499, and price (X_4) 0.437.

Multicollinearity Test

Table 6. Multicollinearity Test

Model	Collinearity Statistics		Information
	Tolerance	VIF	
1 (Constant)			
Brand Image	0,840	1,190	Multicollinearity does not occur
Lifestyle	0,922	1,084	Multicollinearity does not occur
Promotion	0,679	1,473	Multicollinearity does not occur
Price	0,574	1,741	Multicollinearity does not occur

Table 6 It can be seen that regression models between independent variables do not occur correlation or multicollinearity does not occur. In the variables brand image (X_1), lifestyle (X_2), promotion (X_3), and price (X_4), it has a tolerance value greater than 0.10 and has a VIF value smaller than 10.0 thus in this model there is no multicollinearity problem, this means that between variables there is no correlation.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test

Variable	Sig	Information
Brand Image	0,607	No heteroscedasticity
Lifestyle	0,769	No heteroscedasticity
Promotion	0,227	No heteroscedasticity
Price	0,056	No heteroscedasticity

Table 7 showed the sign. A score of brand image (X_1), lifestyle (X_2), promotion (X_3), and price (X_4) does not occur heteroscedasticity with a probability value of > 0.05 , for brand image (X_1) of 0.607, lifestyle (X_2) of 0.769, promotion (X_3) of 0.227, and price (X_4) of 0.056.

Multiple Linear Regression

The Multiple linear regression analysis was used to determine the effect between independent variables consisting of variables Brand Image, Lifestyle, Promotion, and Price on the dependent variable Purchase Decision, and the results of testing the proposed hypothesis can be seen in Table 8 below:

Table 8. Multiple Linear Regression

Variable	B
(Constant)	9,680
Brand Image	-0,164
Lifestyle	0,385
Promotion	0,354
Price	0,225

Table 8 can then be written regression equation as follows: $Y = 9.680 - 0.164X_1 + 0.385X_2 + 0.354X_3 + 0.225X_4$

The regression equation above shows ;

- 1) A constant value of 9.680 means that if the variables Brand image (X_1), Lifestyle (X_2), Promotion (X_3), and Price (X_4) if the value is fixed, then the value of the Purchase Decision (Y) will remain at 0 (zero).
- 2) The Brand Image regression coefficient (X_1) of -0.164 is negative. This means that if the other independent variables are fixed and the brand image decreases by one unit, then the brand image will decrease by -0.164.
- 3) The Lifestyle regression coefficient (X_2) of 0.385 is positive. This means that if other independent variables have a fixed value and lifestyle increases by one unit, then lifestyle will increase by 0.385.
- 4) The Promotion regression coefficient (X_3) of 0.354 is positive. This means that if the other independent variable values are fixed and the promotion increases by one unit, then the promotion will increase by 0.354.
- 5) The Price regression coefficient (X_4) of 0.225 is positive. This means that if another independent variable has a fixed value and the price increases by one unit, then the price will increase by 0.225.

Coefficient Determinant (R^2)

Table 9. Coefficient Determinant (R^2)

R	R Square	Adjusted R Square
.660 ^a	0,435	0,410

Table 2.8 shows that the value of the determinant coefficient R^2 or R Square is 0.435. This shows that the variables Brand Image, Lifestyle, Promotion, and Price affect the Purchase Decision variable by 43.5% and the remaining 56.5% are influenced by other factors outside this study.

Test T (partially)

The t-test is used to test the effect of the independent variable partially having a significant influence or not with the dependent variable. In this study, the independent variables include Brand Image, Lifestyle, Promotion, and Price, while the variables are tied to Purchase Decisions. The following test results of the T-Test can be seen in the following Table 10:

Table 10. Test T

Variable	t _{count}	t _{table}	Sig	Conclusion
Brand Image	- 2,050	1.98609	0,043	H ₀ rejected and H _a accepted
Lifestyle	5,076	1.98609	0,000	H ₀ rejected and H _a accepted
Promotion	3,403	1.98609	0,001	H ₀ rejected and H _a accepted
Price	2,212	1.98609	0,029	H ₀ rejected and H _a accepted

Based on table 2.9 above with the level of sig. (α) = 5% or 0.05 it is known that:

Df = n – k – 1

Df = 97 – 4 – 1

df=92

t_{table} = 1.98609 2-sided signification level 0.025

- 1) Partially, variable brand image has a negative and significant effect on purchasing decisions. Obtained a_{calculated} t value of $-2.050 < t_{table} 1.98609$ and $0.043 < 0.05$, then H₀ is rejected and H_a is accepted which means that the brand image variable has a partial influence on purchasing decisions at Anugerah Karya Abadi Kediri Store.
- 2) Partially, variable lifestyle have a positive and significant effect on purchasing decisions. Obtained t_{count} $5.076 > t_{table} 1.98609$ and $0.000 < 0.05$ then H₀ is rejected and H_a is accepted which means that lifestyle variable has a partial influence on purchasing decisions at Anugerah Karya Abadi Kediri Store.
- 3) Partially, variable promotion has a positive and significant effect on purchasing decisions. Obtained t_{count} $3.403 > t_{table} 1.98609$ and $0.001 < 0.05$ then H₀ is rejected and H_a is accepted, which means that promotional variations have a partial influence on purchasing decisions at Anugerah Karya Abadi Kediri Store.
- 4) Partially, variable price have a positive and significant effect on purchasing decisions. Obtained t_{count} $2.212 > t_{table} 1.98609$ and $0.029 < 0.05$ then H₀ is rejected and H_a is accepted which means that price variations have a partial influence on purchasing decisions at Anugerah Karya Abadi Kediri Store.

Test F (Simultaneously)

Test F is used to determine whether all independent variables influence the dependent variable simultaneously or together with the following results :

Table 11. Test F

F _{count}	F _{table}	Sig	Conclusion
17,708	2.47	0,000	H ₀ rejected and H _a accepted

Based on Table 11 above, the significant level (α) = 5% or 0.05 is known that:

Df = n – k

Df = 97 – 4

df=93

F_{table} = 2.47

The calculation results in Table 2.10 above show that the value of F_{calculate} $17.708 > F_{table} 2.47$ and $0.000 < 0.05$. This means that the variables of brand image (X₁), lifestyle (X₂), promotion (X₃), and price (X₄) simultaneously affect purchasing decisions (Y) at Anugerah Karya Abadi Kediri Store.

Discussion

The results of the questionnaire show that the majority of respondents have a positive perception of the Oppo brand. Attractive design, good reputation, best quality and long-lasting battery are the main advantages. Consumers are satisfied with Oppo products and recommend them to others. Brand image has a negative and significant impact on purchasing decisions at Karya Abadi Kediri Store. The calculated t value obtained is -2.050, smaller than the t-table value of 1.98609, with a significance value of 0.043, which is also smaller than the specified significance, namely 0.05. The results of this research are in line with the results of research conducted by Darma & Hartati (2021:359) From the research results it is known that there is a positive influence of brand image on purchasing decisions. This is proven by the regression coefficient of 0.439 (positive) and $t\text{-count} = 5.170 > t\text{-table value} = 1.986$. These findings can be used as an embroidery for product and service quality strategy design, which is the main factor in building a positive brand image. Toko Karya Abadi Kediri needs to focus on improving the quality of its products, ensuring consistency and reliability of service, and providing added value for customers. Improving friendly, fast and professional service is the key to increasing customer satisfaction and building a positive brand image. Toko Karya Abadi Kediri needs to improve employee training, ensure efficient service processes, and provide appropriate solutions to customer problems. Increasing customer trust is built through positive experiences and transparent communication. Toko Karya Abadi Kediri needs to build a customer loyalty program, provide product quality guarantees, and handle customer complaints well and increase customer trust built through positive experiences and transparent communication. Toko Karya Abadi Kediri needs to build a customer loyalty program, provide product quality guarantees, and handle customer complaints well.

The results of the questionnaire showed that the majority of respondents were satisfied with their daily use of Oppo cellphones. Good cameras and innovation are the main attractions. Consumers buy Oppo because of quality, not trends. However, there are still those who are reluctant to show off Oppo because of prestige. Lifestyle has a positive and significant impact on purchasing decisions at the Karya Abadi Kediri Store. The calculated t value obtained is 5.076, greater than the t table value of 1.98609, with a significance value of 0.000, which is also smaller than the specified significance, namely 0.05. The results of this research are in line with the results of research conducted by Lingkan (2016:500) from his research, the regression coefficient for the lifestyle variable is positive, this can be interpreted as if the lifestyle gets better, then Purchase Decisions will increase by 0.301 assuming other variables remain constant. The calculated t-value for the lifestyle variable) is 3.683 which is greater than the t table value of 1.651, meaning that the lifestyle variable influences purchasing decisions. In the city of Kediri, Toko Karya Abadi shows sales excellence through analysis of people's lifestyles which include trends, interests, hobbies and shopping habits. They conduct in-depth research and market segmentation to create more targeted and personalized marketing strategies and product offerings. Offering relevant products and services such as environmentally friendly products and family tour packages, they meet the needs and lifestyle of the people of Kediri. With targeted marketing through social media and collaboration with influencers and local communities, Toko Karya Abadi succeeded in reaching the right target audience and introducing relevant messages. The research results with a t value of 5.076 which is greater than the t table value of 1.98609, provide a significant value of 0.000 which indicates a significant statistical decision.

The results of the questionnaire showed that the promotion of Anugerah Karya Abadi Kediri Store was effective, using media such as brochures, social media and face to face. Interesting and informative promotions, making consumers interested in buying Oppo cellphones in stores. Oppo products in stores meet consumer needs, and consumers can easily get product information from stores. Promotions have a

positive and significant impact on purchasing decisions at Karya Abadi Kediri Store. The calculated t value obtained is 3.403, greater than the t table value of 1.98609, with a significance value of 0.001, which is also smaller than the specified significance, namely 0.05. The results of this research are in line with the results of research conducted by Rijadi & Hidayat (2019) From his research, the influence of promotions on purchasing decisions produces a positive coefficient value of 0.355 and a sig-value of 0.000. Because the sig-value is $0.000 < \text{sig } \alpha 0.05$, the influence of promotions on purchasing decisions is proven to be significant with a positive direction of influence. In the city of Kediri, Toko Karya Abadi has succeeded in increasing its customers' purchasing decisions by implementing effective promotional strategies. Research shows that promotions have a positive and significant influence on purchasing decisions at the store. Based on these findings, Toko Karya Abadi took steps by exploring digital promotional strategies such as using social media, online advertising, creating interesting content, and implementing influencer marketing to attract the attention of potential customers in Kediri. The results of this promotional strategy design have been measured with a t value of 3.403 which is greater than the t table value of 1.98609, with a significant value of 0.001 which shows that purchasing decisions at Toko Karya Abadi Kediri are positively influenced by the promotional strategy implemented.

The results of the questionnaire show that the price of Oppo cellphones at Anugerah Karya Abadi Kediri Store is affordable, varies according to product, and according to quality. Consumers are satisfied with the price and quality offered. Oppo's price is commensurate with the benefits and competitive with competitors. Price has a positive and significant impact on purchasing decisions at Karya Abadi Kediri Store. The calculated t value obtained is 3.403, greater than the ttable value of 1.98609, with a significance value of 0.029, which is also smaller than the specified significance, namely 0.05. The results of this research are in line with the results of research conducted by (Zannah, 2022) from his research, it produces a positive coefficient value of 0.229 and a sig-value of 0.003 which is smaller than 0.05 (sig-value $0.003 < \text{sig } \alpha 0.05$) so it can be concluded that the price variable has a significant effect on purchasing decisions. In Kediri City, Toko Karya Abadi shows sales excellence through several effective strategies. First, they offer competitive prices without reducing product quality and provide discounts, promotions or product bundling programs to attract buyers' interest. Second, they identify market segmentation and determine prices that suit the needs and capabilities of local consumers. Third, Toko Karya Abadi ensures clear and transparent price communication in physical and online stores. Fourth, through online platforms such as websites, social media and marketplaces, Toko Karya Abadi is able to reach more consumers and provide competitive prices on each platform. Then, Toko Karya Abadi improved the quality of products and services to build customer loyalty, making them happier shopping at the store even though prices were higher compared to competitors. This marketing plan is expressed by research results which show that the price factor has a positive and significant impact on purchasing decisions at the Karya Abadi Kediri Store.

Conclusion

This research analyzes the factors that influence smartphone purchasing decisions at the Anugerah Karya Abadi Store, Kediri. Research finds that Brand Image, Lifestyle, Promotion, and Price have a partially significant influence on purchasing decisions. This means that although these factors play a role, they only explain 43.5% of the decision-making process. The remaining 56.5% may be influenced by other factors that have not been studied. Further research is recommended to explore these additional influences. Toko Karya Abadi Kediri has succeeded in increasing sales with lifestyle research strategies, effective promotions and competitive prices. In-depth research, attractive promotions, and prices according to market segmentation result in positive purchasing decisions and increase sales excellence in Kediri. This research

found a relationship between brand image, promotion and price on purchasing decisions for Oppo cellphones at the Anugerah Karya Abadi Store, Kediri. Although there are still limitations to the research, these findings provide an important contribution to stores and open opportunities for further research. The Importance of Brand Image, there is a significant influence of brand image showing the importance of intensive branding efforts to improve store image and encourage purchasing decisions. This can be done through consistent use of a logo, clear brand messaging, and a satisfying customer experience. Continuous Research requires further research with broader variables, such as buyers' lifestyles, to identify other aspects that influence purchasing decisions. It is also necessary to consider expanding the number of respondent samples to produce more optimal findings. Further research can help Toko Anugerah Karya Abadi Kediri to understand more deeply the factors that influence purchasing decisions and formulate more effective strategies to increase sales and customer satisfaction..

Author's Contribution

All authors have contributed to the final manuscript. The contributions of each author are as follows, Kefri Septian Lusianto; Data collection, manuscript preparation, image preparation, main conceptual idea preparation. Diana Ambarwati and Nurali Agus Najibul Zamzam as supervisors provided excellent guidance and provided critical revisions to the article. All authors discussed the results and contributed to the final manuscript.

Acknowledgements

Mrs. Diana Ambarwati, S.Pd., M.M. as Directing Lecturer I, and Mr. Nurali Agus Najibul Z, S.Sos., M.M, as Directing Lecturer II who has provided guidance, direction, and encouragement to the author so that the preparation of this article went well.

Declaration of Competing Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationship that could be construed as a potential conflict of interest.

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