Jurnal Manajemen Kewirausahaan dan Teknologi
Volume. 1 No. 3 September 2024
e-ISSN : 3047-8979, dan p-ISSN : 3047-3020, Hal. 56-68
DOI: https://doi.org/10.61132/jumaket.v1i3.306
Available online at: https://ejournal.arimbi.or.id/index.php/JUMAKET

The Influence of Lifestyle and Product Features on Purchase Decisions for iPhone Products (Study at State Polytechnic of Bengkalis)

Nia Rahmadhani[1*], Nageeta Tara Rosa[2]
[1,2] State Polytechnic of Bengkalis, Indonesia
niarahmadhani756@gmail.com [1*], nageeta@polbeng.ac.id [2]

Adress : Jl. Bathin Alam, Sungai Alam Bengkalis Riau - 28711
Author correspondence: niarahmadhani756@gmail.com

Abstract*. This study aims to determine how much influence lifestyle and product features have on purchasing decisions on iPhone products at State Polytechnic of Bengkalis. This research uses quantitative methods using nonprobability purposive sampling. The sample size consisted of 100 respondents, and data processing using IBM SPSS version 26 with multiple linear regression analysis, including validity test, reliability test, T test, F test, and coefficient of determination (R2). The results of this study indicate that: (1) There is a positive and significant influence between lifestyle on purchasing decisions for iPhone products (study at State Polytechnic of Bengkalis) with a T value of 3,807 with a significance of 0.000. (2) There is a positive and significant influence between product features on purchasing decisions for iPhone products (study at State Polytechnic of Bengkalis) with a value of 8,096 with a significance of 0.000. The coefficient of determination on the lifestyle variable on purchasing decisions for iPhone products (study at State Polytechnic of Bengkalis) is 12.9% and the product feature variable on purchasing decisions for iPhone products (study at State Polytechnic of Bengkalis) is 40.1%.*

Keywords*: Lifestyle, Features Product, Purchase Decision.*

Abstrak. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh gaya hidup dan fitur produk terhadap keputusan pembelian pada produk iPhone di Politeknik Negeri Bengkalis. Penelitian ini menggunakan metode kuantitatif dengan menggunakan nonprobability purposive sampling. Jumlah sampel terdiri dari 100 responden, dan pengolahan data menggunakan IBM SPSS versi 26 dengan analisis regresi linier berganda, meliputi uji validitas, uji reliabilitas, uji T, uji F, dan koefisien determinasi (R2). Hasil penelitian ini menunjukkan bahwa: (1) Terdapat pengaruh yang positif dan signifikan antara gaya hidup terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) dengan nilai T hitung sebesar 3.807 dengan signifikansi 0,000. (2) Terdapat pengaruh yang positif dan signifikan antara fitur produk terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) dengan nilai 8.096 dengan signifikansi 0,000. (3) Terdapat pengaruh yang positif dan signifikan antara gaya hidup terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) dengan nilai F hitung sebesar 3.769 dengan signifikansi 0,000. (4) Terdapat pengaruh yang positif dan signifikan antara fitur produk terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) dengan nilai F hitung sebesar 8.096 dengan signifikansi 0,000. Nilai koefisien determinasi pada variabel gaya hidup terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) sebesar 12,9% dan variabel fitur produk terhadap keputusan pembelian produk iPhone (studi pada Politeknik Negeri Bengkalis) sebesar 40,1%.

Kata kunci: Fitur Product, Gaya Hidup, Keputusan Pembelian

Received: Juli 10, 2024; Revised: Juli 25, 2024; Accepted: Agustus 10, 2024; Online Available: Agustus 12, 2024;

1. BACKGROUND

The ongoing globalization process has undoubtedly had a profound influence on the evolution of our times, bringing about significant changes in human life. In the past, people primarily accessed information through radio or print media. However, as media evolved, bolstered by advances in technology, information became easily obtainable and accessible. One field experiencing significant growth is communication technology.

Communication technology encompasses the tools, systems, and methods utilized to transmit, receive, and process information, data, and messages between individuals, organizations, or devices connected to a network. This technology has emerged out of human necessity to simplify a range of activities, from daily tasks to work-related endeavors. In the current era, time efficiency is vital to job completion. The role of communication technology in expediting work processes is evident in the widespread adoption of devices such as smartphones.

A smartphone is an electronic device engineered to offer cellular phone functions and internet access in a single, portable unit. Beyond basic features like voice calls and text messages, smartphones provide internet access for web surfing, sending and receiving emails, and utilizing diverse online applications such as social media, online banking, and video streaming. As a result, demand for smartphones has been on the rise year after year. This surge in demand has triggered rapid annual growth in smartphone production and development. Consequently, numerous smartphone manufacturers continually innovate their product lines.

However, manufacturers are tasked with more than just product creation; they must also understand the desires and requirements of consumers. These can be inferred from consumer behaviors in attaining product satisfaction. According to Adnan (2018), consumer behavior refers to the activities of individuals directly involved in acquiring and using goods and services, encompassing decision making processes and the determination of these activities. Factors such as Lifestyle, features, product quality, promotions, and prices influence consumer behavior. If marketers fail to grasp the factors affecting consumer needs and desires, this could lead to unfavorable buying decisions, and marketing efforts may prove unsuccessful.

Companies research on consumer behavior in smartphone Purchasing Decisiontends to favor Lifestyle over product features, or in other words, is influenced by the 'prestige' factor. Lifestyle plays a significant role in impacting consumer purchasing decisions. As per Liestiana (2014), there was a time when people purchased items not for their intrinsic value but for Lifestyle reasons or to project a certain image. Kotler 2002 in Mufarizzaturrizkiyah (2020),

define Lifestyle as a person's pattern of action and purchases made within the realm of activities, interests, and opinions.

A current real world example is the dominance of the iPhone brand in the smartphone market. It has managed to secure the top position in global market share, outperforming competitors like Samsung, which ranks second worldwide. This information is based on statistical data gathered by the International Data Corporation's (IDC) Worldwide quarterly mobile phone tracker survey. This data is illustrated in the following table:

Table 1. Top 5 Smartphone Companies, Worldwide shipments, Market share and Year-Over-Growth, 2020Q2 (Shipments in millions of units)

Company	2022Q4 Shipment Volumes	2022Q4 Market share	2021Q4 Shipment Volumes	2021Q4 Market share	Year-Over-Year Change
Apple	72,30	24.1%	85,00	23.1%	-14.9%
Samsung	58,20	19.4%	69,00	18.8%	-15.6%
Xiaomi	33,20	11.0%	45,00	12.2%	-26.3%
OPPO	25,30	8.4%	30,10	8.2%	-15.9%
Vivo	22,90	7.6%	28,30	7.7%	-18.9%
Others	88,30	29.4%	110,20	30.0%	-19.8%
TOTAL	**300,30**	**100.0%**	**367,60**	**100.0%**	**-18.3%**

Source : IDC Quarterly Mobile Phone Tracker, January 25th, 2023

In addition to Lifestyle, product features also play a crucial role in purchase decisions. If the product selected by the consumer fails to meet a high-quality standard, the consumer is likely to opt for a different product whose quality better matches their expectations. The iPhone, with its unique features compared to other smartphones, attracts potential buyers even though it carries a hefty price tag. Nonetheless, the iPhone's dominance in market share can't be divorced from its inherent brand value. Many people believe that using renowned, premium products like the iPhone can reflect their social status and style. Despite other brands offering quality features that are highly competitive or even superior to those of the iPhone, the latter still retains a loyal consumer base.

For instance, in 2021, Samsung launched a new cell phone model boasting a camera with a zoom feature that allows users to capture high-quality photos from a distance, a feature the iPhone did not have at that time. Yet, the iPhone continues to enjoy a broad fan base, even with the availability of other brands that offer top-tier features at relatively affordable prices. This can be attributed to the pervasive consumer perception that owning an iPhone is an indicator of social status.

Given the context outlined above, The Author are intrigued to explore the relationship between Lifestyle and product features as driving factors for purchasing iPhone products. Therefore, a study was initiated on **"The Influence of Lifestyle and Product Features on Purchase Decisions for iPhone Products (Study at State Polytechnic of Bengkalis)"**

2. THEORETICAL STUDY

Lifestyle

According to Kotler in (Mufarizzaturrizkiyah,2020) Lifestyle is a person's lifestyle which is expressed through activities, interests and opinions, in the general sense that a person's lifestyle can be seen from the routine activities carry out, what do think about everything around and how much care about it and also what them think about themselves and the outside world. With indicators of Lifestyle are Activity dimension, Interest dimension and Opinion Dimension. Research entitled "The Effect of Brand Image, Product Quality and Lifestyle on iPhone purchasing decisions" with the results of the study showing that lifestyle significantly influences iPhone purchasing decisions in Sampit City (Didid Pujianto, 2022).

Product Features

According to Schiffman in (Nadir 2021) Product Features are defined as characteristics that add value basic function an item, therefore for Feature marketers are the key that define their Product with competitors Products Dengan indikator variabel Diversity of Features, Quality of Features, Feature importance and Complete Features. Previous research entitled Research by Nadir Alamsyah, Saino (2021) entitled "The Effect of Product Features and Cashback Promotion on Purchasing Decisions" revealed that product features have a significant effect on purchasing decisions. Likewise with cashback promotions which also have a significant effect on these decisions. Product features and cashback promotions simultaneously have a significant effect on Purchasing Decisions in the Tokopedia marketplace.

Purchase Decision

Purchasing Decisions according to Philip Kotler in (IBN Udayana 2022) are steps taken by consumers before making a decision to buy a product or service. Tjiptono in (Devita et al., 2022) defines Purchasing Decisions as consumers deciding which products to consume, which involves several processes and stages. indicators of purchasing decision variables, namely

Determination of Needs, Information search, Evaluation of alternatives, Purchase decisions and Post-purchase behavior.

Based on this background, the description of the hypothesis prepared by the author to support the research is as follows:

H1 : Lifestyle has a positive and significant effect on purchasing decisions for iphone products

H2 : Product features have a positive and significant effect on purchasing decisions for iphone products

H3 : Lifestyle and Product Features have a significant effect on Purchasing Decisions simultaneously on iphone products

3. RESEARCH METHODS

The location of this research is Politeknik Negeri Bengkalis which is located in Bengkalis District, Bengkalis Regency. The object of research is all members in the Bengkalis State Polytechnic environment. In this study, the type of data used is Quantitative Data. the data sources used for this research are primary data and secondary data sources. The population in this study were all members in the Bengkalis State Polytechnic environment. The research population consisted of 100 respondents or samples of iPhone users at the Bengkalis State Polytechnic. sampling techniques in this case this study used non probability sampling techniques. This study uses questionnaire data collection techniques. The data collected will be processed in IBM SPSS software version 26. This study uses a Likert scale as a measuring instrument scale. Data analysis methods are Descriptive Statistics, Validity Test, Reliability Test, Classical Assumptions, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Regression Analysis, T Test, F Test, and Coefficient of Determination Test. This research model uses two independent variables X1 and X2 with one dependent variable Y.

4. RESULTS AND DISCUSSION

Data Quality Test

a. Validity test

All variable test indicators are tested in terms of validity and reliability. The following are the results of the validity and reliability tests, namely:

Table 2 Validity Test Result

Variabel		Indicator	Rcount	Simbol	Rtable	Information
Lifestyle	Activity dimension	X1.1	0,720	>	0,196	Valid
		X1.2	0,669		0,196	
	Interest dimension	X1.3	0,679		0,196	
		X1.4	0,664		0,196	
	Opini dimension	X1.5	0,688		0,196	
		X1.6	0,515		0,196	
Product Features	Diversity of Features	X2.1	0,751	>	0,196	Valid
	Quality of Features	X2.2	0,728		0,196	
		X2.3	0,795		0,196	
	Features Importance	X2.4	0,771		0,196	
	Complete Features	X2.5	0,808		0,196	
		X2.6	0,765		0,196	
Purchase Decision	Determine of needs	Y.1	0,770	>	0,196	Valid
	Information search	Y.2	0,851		0,196	
		Y.3	0,855		0,196	
	Evaluation of altrnatives	Y.4	0.831		0,196	
	Purchase decision	Y.5	0.788		0,196	
	Post purchase behavior	Y.6	0,826		0,196	
		Y.7	0,823		0,196	

Source : Processed Data 2023 of SPSS 26

Based on table 2, the results of the validity test of variable X and variable Y above show that all the question items are declared valid because $r_{count} > r_{table}$ which means that each question item above can actually measure the variable in question.

b. Reliability Test

Table 3. Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	Lifestyle	0,736	Reliable
2	Product Features	0,859	Reliable
3	Purchase Decision	0,919	Reliable

Source : Processed Data 2023 of SPSS 26

Based on the results of the reliability test, it can be found that each variable has a Cronbach's alpha value greater than 0.70, meaning that all variables are said to be reliable and can be used.

Classical Assumption Test

a. Normality Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	3,25419199
Most Extreme Differences	Absolute	0.082
	Positive	0.082
	Negative	-0.070
Test Statistic		0.082
Asymp. Sig. (2-tailed)		.090[c]
a. Test distribution is Normal		
b. Calculated from data.		
c. Lilliefors Significance Correction		

Source : Processed Data 2023 of SPSS 26

The results of the normality test showed that all research variables had a significance value greater than 0.05 (0.090 > 0.05). Therefore, it could be concluded that the research data were normally distributed.

b. Multicollinearity test

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	0,952	1,050
Product Features	0,952	1,050
a. Dependent Variable: Purchase Decision		

Source : Processed Data 2023 of SPSS 26

The results of the multicollinearity test in table 5 show that the Variance Inflation Factor (VIF) value of each variable is < 10 and the Tolerance value of each variable is > 0.10. This shows that there is no multicollinearity problem in the model.

c. Heteroscedasticity Test

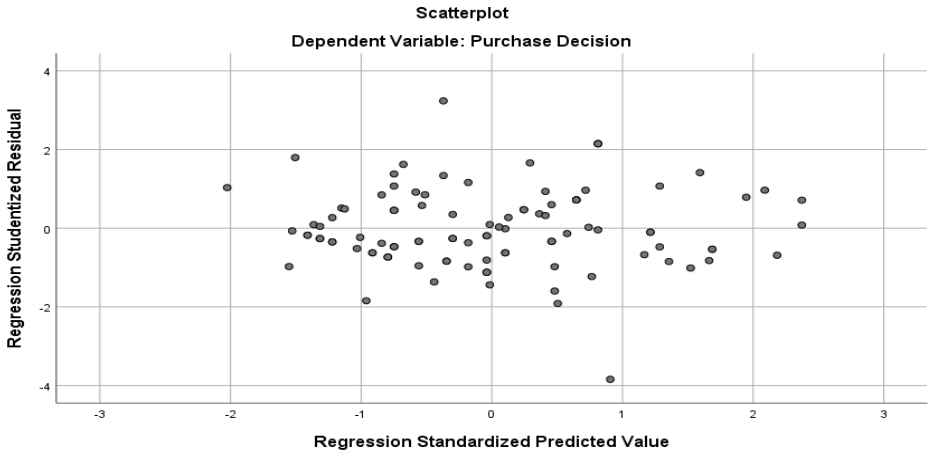

Figure 1. Heteroscedasticity Test Chart

Source: Processed Data 2023 of SPSS 26

Based on the Heteroscedasticity test results and the scatterplot graph depicted in the figure, it is evident that the randomly scattered points lack a discernible pattern. Consequently, one can infer the absence of heteroscedasticity symptoms.

d. Autocorrelation Test

Table 6. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	.672[a]	0.452	0.441	3.288	1.839
a. Predictors: (Constant), Product Features, Lifestyle					
b. Dependent Variable: Purchase Decision					

Source: Processed Data 2023 of SPSS 26

Based on Table 6 above, it is known that the Durbin-Watson value is 1.839 and the upper limit value from the Durbin Watson table can be explained as a DU value of 1.7152 and a DL value of 1.6337. This value can be seen from the Durbin Watson table with n = 100 where k = 2 is the number of predictor variables. Therefore, based on the decision making provisions of the autocorrelation test, the Durbin Watson value of 1.839 is greater than the upper limit of the DU value of 1.7152. The Durbin Watson value of 1.839 is more minor than (4-DU) 4 - 1.7152 = 2.284 (DW > DU and DW < (4 –DU)). Thus, it can be concluded that there are no autocorrelation symptoms in this research's regression model.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Coefficients[a]								
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	5,500	2,488		2,211	0,029		
	Lifestyle	0,279	0,093	0,232	3,012	0,003	0,952	1,050
	Product Features	0,629	0,083	0,583	7,564	0,000	0,952	1,050
a. Dependent Variable: Purchase Decisions								

Source: Processed Data 2022 of SPSS 26

$$Y = 5{,}500 + 0.279\ X1 + 0.629\ X2 + e$$

The regression equation above shows the relationship between the independentvariable and the dependent variable partially, from this equation it can be concluded that:

a. The constant value of 5,500 means that if there is no change in Lifestyle variables and Product Features (X1 and X2 values are 0) then the Purchasing Decision is 5,500%.
b. The regression coefficient value of Lifestyle (X1) is 0.279, meaning that if the Lifestyle variable (X1) increases by 1%, assuming the Product Features variable (X2) and constant (a) is 0 (zero), then Purchasing Decision increase by 0.279 %. This shows that Lifestyle variables have a positive influence on purchasing decisions. The higher the Lifestyle given, the higher the level of Purchase Decision of iPhone products.
c. The regression coefficient for Product Features (X2) is 0.629, meaning that if the Product Features variable (X2) increases by 1% with the assumption the Lifestyle variable (X1) and constant (a) is 0 (zero), then Purchasing Decision increase by 0.629%. This shows that the Product Features variable has a positive effect on Purchasing Decisions.

Hypothesis Test

a. T Test

1) T-Test Results of Lifestyle Variables

Table 8. T-Test Results of Lifestyle Variables

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,008	2,589		6,183	0,000
	Lifestyle	0,432	0,114	0,359	3,807	0,000
a. Dependent Variable: Purchase Decisions						

Source: Processed Data 2023 of SPSS 26

Based on Table 8, upon examining the row, column t, and significance (sig) of the Lifestyle variable, the impact of the Lifestyle variable on Purchase Decisions (H1) becomes evident. The Lifestyle variable (X1) exhibits a positive and statistically significant effect on Purchase Decisions. Notably, the Lifestyle variable is statistically significant (X1) with a sig value of 0.000, which is less than the significance level of 0.05. Additionally, comparing the tcount value to the ttable value (t (á / 2; n-k-1 = t (0.05 / 2; 100-2-1) = (0.025; 97)) with a ttable value of 1.98472, it is observed that the tcount value (3.807) surpasses the ttable value. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that the hypothesis suggests an influence of Lifestyle on Purchase Decisions.

2) T-Test Results of Product Features Variables

Table 9. T-Test Results of Variables Product Features

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.577	1.904		5.556	0.000
	Product Features	0.684	0.084	0.633	8.096	0.000
a. Dependent Variable: Purchase Decision						

Source: Processed Data 2023 of SPSS 26

Based on Table 9, upon examining the row, column t, and significance (sig) of the Product Features variable, the impact of the Product Features variable on Purchase Decisions (H2) becomes apparent. The Product Features variable (X2) demonstrates a positive and statistically significant effect on Purchase Decisions. Notably, the Product Features variable is statistically significant (X2) with a sigvalue of 0.000, which is less than the significance level of 0.05. Additionally, comparing the t_{count} value to the t_{table} value (t (á / 2; nk-1 = t (0.05 / 2; 100-2-1) = (0.025; 97)) with a t_{table} value of 1.98472, it is observed that the t_{count} value (8.096) surpasses the ttable value. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H2) is accepted. Therefore, it can be concluded that the hypothesis suggesting an influence of Product Features on Purchase Decisions is partially supported.

b. F Test

Table 10. F Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	864,853	2	432,427	40,009	,000[b]
	Residual	1,048,387	97	10,808		
	Total	1,913,240	99			
a. Dependent Variable: Purchase Decisions						
b. Predictors: (Constant), Product Features , Lifestyle						

Source: Processed Data 2023 of SPSS 26

Based on the test results in the table 10, it can be seen that the F_{count} value is 40.009 with a F_{table} value of 3.09 but $F_{count} > F_{table}$ or 40.009 > 3.09, and the significance level is 0.000 < 0.05, Since H0 is rejected and H3 is accepted, it can be inferred that the Lifestyle variable (X1) and Product Features

c. Coefficient of Determination (R2)

Table 11. Coefficient of Determination of Lifestyle and Product Features on Purchase Decision

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,672[a]	0,452	0,441	3,288	1,839
a. Predictors: (Constant), Product Features , Lifestyle					
b. Dependent Variable: Purchase Decisions					

Source: Processed Data 2023 of SPSS 26

The magnitude of the influence between the Lifestyle variables (X1) and Product Features (X2) on Purchasing Decision(Y) simultaneously can be seen from the magnitude of the correlation between the Lifestyle variables and product features and the square (R Square) of the purchase decision variable. The coefficient of determination is defined as the square of the correlation coefficient squared and then multiplied by 100%. Based on the results, the R Square value is 0.452, which means that the Lifestyle and Product Feature variables can influence the Purchasing Decision variable by 45.2% and the remaining 54.8% is explained by other variables that influence Purchasing Decision outside of this research.

Discussion

a. Influence of Lifestyle on Purchasing Decisions

From the results of the tests that have been carried out, it is known that the Lifestyle variable has a positive and significant effect on the Purchasing Decision variable, this can be seen in the table. $t_{count} > t_{table}$ (3.807> 1.98472) and significance value (0.000 <0.05). therefore, it can be concluded that a high Lifestyle in a person tends to have a positive effect on the decision to purchase an iPhone product. This correlation arises from the premium nature of the iPhone so that it is in great demand by those who have a high-value lifestyle.

b. The influence of Lifestyle and product features on purchasing decisions

From the results of the tests that have been carried out, it is known that the Product Feature variable has a positive and significant effect on the Purchasing Decision variable, this can be seen in the table. $t_{count} > t_{table}$ (8.096> 1.98472) and significance value (0.000 <0.05). therefore, it can be concluded that if the Product Features provided are getting better, it will encourage consumer Purchasing Decisions for iPhone products. This is because the product features on the iPhone product are very complete and up-to-date compared to other smartphones.

5. CONCLUSIONS AND SUGGESTION

Based on the results of the study, it is concluded that the variables of Lifestyle and Product Features have a significant positive effect on purchasing decisions for iPhone products (Study at State Polytechnic of Bengkalis). Based on these conclusions, the suggestion for this research is that the Apple company that creates iPhone products must continue to innovate and develop additional, more in-depth products based on consumer lifestyles and pay attention to and improve the functionality of its products so that the level of consumer purchasing decisions for iPhone products continues to increase, and

suggestions for future researchers to be able to add other variables that are not included in this study to get more comprehensive results regarding purchasing decisions.

REFERENCES

Adnan. (2018) Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe, Jurnal Visioner & Strategis 7.2

Alamsyah, N., & Saino. (2021) Pengaruh fitur produk dan promosi cashback terhadap keputusan pembelian, journal.feb.unmul, akuntabel 18 (4), 624 – 634.

Aprilia, R, D., Mustofa, H, R. (2022) The Influence of Lifestyle and Product Attractiveness on Purchasing Decisions at Coffee Shop in Blora Regency, Atlantis Press International B.V. Advances in Economics, Business and Management Research, volume 655.

Liestiana. (2014), Representasi Nilai Tanda Produk Apple (Studi Etnografi pada Komunitas iPhonesia Malang). Jurnal Ilmiah Universitas Brawijaya, 3(1), 5-13.

Mufarizzaturrizkiyah., Aziz, A., & Leliya. (2020) E – Commerce Perilaku Gaya Hidup Konsumtif Mahasiswa muslim, Cv. Elsi Pro, Cirebon.

Pujianto, Didid. (2022) Pengaruh Brand Image Kualitas Produk dan Gaya Hidup Terhadap Keputusan Pembalian IPhone, Jurnal Ekonomi dan Bisnis, Vol. 1. No. 3.

Udayana, I.B.N., Cahya, D, A., & Fendal, D, N. (2022) Influence Lifestyle, Product Quality And Price Perceptions On Purchase Decisions In The Company Junk Food In Labuan Bajo (Kfc), Jurnal Ekonomi Manajemen Dan Bisnis, Vol 23, 21- 32.