

**THE INFLUENCE OF LIFESTYLE, FEAR OF MISSING OUT (FOMO),
AND PRODUCT QUALITY ON THE PURCHASE DECISION OF
IPHONE SMARTPHONES (CASE STUDY ON STUDENTS OF THE
ISLAMIC UNIVERSITY OF LAMONGAN)**

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Article Info	ABSTRACT
Keyword: Lifestyle, Fear of missing out, Product Quality, Purchase Decision, iPhone	This study aims to analyze the influence of lifestyle, fear of missing out (FOMO), and product quality on the purchase decision of iPhones among students of Universitas Islam Lamongan. This research employs a quantitative approach. The population consists of Universitas Islam Lamongan students from the 2022, 2023, and 2024 cohorts who use iPhones, with a sample size of 100 respondents. Data analysis was conducted using SPSS version 26, including instrument testing, classical assumption tests, multiple linear regression analysis, hypothesis testing, and the coefficient of determination test. The resulting mathematical model is: $Y = 0,887 + 0,229X_1 + 0,280X_2 + 0,444X_3$ representing the influence of lifestyle, FOMO, and product quality on purchase decisions. The findings indicate that lifestyle, fear of missing out, and product quality have a positive influence on purchase decisions. The results of the t-test show that $t_{count} > t_{table}$. Simultaneously, lifestyle, fear of missing out, and product quality significantly affect purchase decisions, as evidenced by the F-test results indicating $F_{count} > F_{table}$. Among the variables, product quality has the most dominant influence on iPhone purchase decisions.

INTRODUCTION

In the current technological era, mobile phones have become a common communication tool. This evolution can be observed from the transformation of landline phones, which were previously cumbersome to carry, into mobile phones that allow users to communicate more flexibly from virtually anywhere. Over time, mobile phones have transcended their initial role as simple communication devices, evolving into sophisticated gadgets based on wireless technology, commonly referred to as smartphones. This advancement has contributed to an increase in the number of mobile

phone users as well as a broader variety of devices available on the market. Reasons for individual ownership of mobile phones vary, ranging from fulfilling basic communication needs to serving as a status symbol and a means to enhance prestige (Hidayanti & Rejeki, 2023).

According to data from goodstats.id (2024), the number of active smartphone users in Indonesia has experienced a significant annual increase. In 2015, the number of active users was recorded at approximately 54 million, which skyrocketed to 209.3 million by 2023. This rapid growth has prompted companies in the smartphone industry to compete for consumer attention by introducing various innovations and unique features in their offerings.

Apple, an American technology company, is a leading manufacturer of iPhones and has developed devices based on the iOS operating system. According to data released by the International Data Corporation in 2021, Apple Inc. achieved the largest market share among smartphone brands globally. Meanwhile, a report from Business of Apps (2024) indicates that the number of active iPhones worldwide reached 1.38 billion units in 2023, reflecting an increase of 3.6% compared to the previous year's count of 1.33 billion units. The continuous growth in the number of iPhone users is undoubtedly influenced by various factors that impact consumer decisions in purchasing iPhones.

Before deciding to purchase a product, consumers are confronted with various factors that influence their purchasing decisions. This process involves several stages, including identifying needs, seeking information related to the product, evaluating the various alternatives available, and ultimately making a purchasing decision that aligns with their preferences. According to Yudha & Yulianthini (2022), decision-making is a process of assessing and selecting among the available options based on specific interests, with the aim of establishing a decision deemed most beneficial.

Lifestyle often serves as a primary factor that influences consumers' decisions when choosing a product. This aligns with the viewpoint expressed by Kotler and Keller (2016:186), which states that lifestyle is a pattern of living reflected through activities, interests, and opinions, collectively representing how individuals interact with their environment. As a premium product, the iPhone serves not only as a communication device but also as a symbol for the Indonesian society that desires to showcase a lifestyle that is always trendy and a wish to own high-value products (Aulia & Wati, 2024).

In addition to lifestyle, the phenomenon of Fear of Missing Out (FOMO) also plays a significant role in influencing consumers' purchasing decisions. In recent years, the occurrence of FOMO has seen a notable increase (Maghfiroh et al., 2024). FOMO arises when an individual feels compelled to participate in trends or activities that are currently popular within their environment. This phenomenon refers to the fear of missing out on opportunities to engage in activities or possess items that are considered important by one's social milieu (Soewarno et al., 2024). FOMO has become a common phenomenon among students. In the context of purchasing an iPhone, students often feel compelled to buy the product so as not to fall behind their peers who have already acquired it. A similar situation can be observed among students at Universitas Islam Lamongan, where their decision to use an iPhone is often influenced by the number of peers who already own the device, prompting them to follow the trend to remain integrated within their social environment and not to lag behind ongoing technological advancements.

Product quality is also a critical factor influencing consumers' purchasing decisions. Attention to product quality is essential to ensure that consumers remain loyal and do not switch to other products that may better meet their needs and preferences. Currently, consumers are becoming increasingly selective in choosing products, with purchasing decisions being heavily influenced by their assessments of product quality (Musnaini & Wijoyo, 2021). Additionally, various exclusive features offered by the iPhone, such as early access to applications on iOS, rapid software updates, the use of premium materials like metal and glass, and stable and fast internet access, further attract attention across various demographics, including students.

Discrepancies in findings from previous research have prompted this study. Furthermore, the limited number of studies comprehensively addressing how lifestyle, FOMO, and product quality influence purchasing decisions enhances the urgency of this research. Therefore, this study aims to determine whether lifestyle, FOMO, and product quality significantly impact the purchasing decisions

of students at Universitas Islam Lamongan when buying an iPhone smartphone. The results of this research are expected to provide insights for companies in developing more effective marketing strategies.

RESEARCH METHODS

The research employed a quantitative research method. The data utilized is primary data, collected through the distribution of questionnaires via Google Forms. The population in this research consists of students from Universitas Islam Lamongan registered in the 2022, 2023, and 2024 cohorts who use iPhone smartphones, totaling 2,381 students. The sample size was determined using the Slovin formula, resulting in 100 respondents. The sampling technique employed is non-probability sampling with a purposive sampling approach, as the sample was selected based on specific criteria: active students of Universitas Islam Lamongan from the 2022-2024 cohorts who utilize iPhone smartphones. Data analysis was performed using SPSS 26, encompassing instrument testing, classical assumption testing, multiple linear regression analysis, correlation coefficient testing, hypothesis testing, and coefficient of determination testing.

RESULTS AND DISCUSSION

Data Analysis Results

Validity Test

This validity test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Table 1 Validity Test

Variable	Indicator	r _{count}	r _{table}	Sig.	Information
Lifestyle (X ₁)	X1.1	0,753	0,1966	0,000	Valid
	X1.2	0,783	0,1966	0,000	Valid
	X1.3	0,725	0,1966	0,000	Valid
FOMO (X ₂)	X2.1	0,720	0,1966	0,000	Valid
	X2.2	0,792	0,1966	0,000	Valid
	X2.3	0,746	0,1966	0,000	Valid
Product Quality (X ₃)	X3.1	0,572	0,1966	0,000	Valid
	X3.2	0,738	0,1966	0,000	Valid
	X3.3	0,746	0,1966	0,000	Valid
	X3.4	0,624	0,1966	0,000	Valid
	X3.5	0,417	0,1966	0,000	Valid
Purchase Decision (Y)	Y1	0,714	0,1966	0,000	Valid
	Y2	0,719	0,1966	0,000	Valid
	Y3	0,734	0,1966	0,000	Valid
	Y4	0,711	0,1966	0,000	Valid

Based on the results of the validity test conducted above, it can be observed that all indicators used to measure the variables in this study have r-count values greater than the r-table value (0,1966). Therefore, it can be concluded that all questionnaire items are valid.

Reliability Test

Reliability is expressed using the Cronbach's Alpha coefficient, with the minimum reliability threshold set at 0,6. This reliability test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Table 2 Reliability Test

Variable	Cronbach's Alpha	Reliability Limits	Information
Lifestyle (X ₁)	0,620	0,60	Reliabel
FOMO (X ₂)	0,617	0,60	Reliabel
Product Quality (X ₃)	0,611	0,60	Reliabel
Purchase Decision (Y)	0,688	0,60	Reliabel

Based on the results of the reliability test above, it can be seen that the Cronbach's Alpha values for the lifestyle variable (X1), FOMO (X2), product quality (X3), and purchase decision (Y) are all greater than 0,60. This indicates that all variables can be considered reliable and are suitable for use as measurement tools.

Classical Assumption Test

Normality Test

This normality test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,1051000
	Std. Deviation	1,35110374
Most Extreme Differences	Absolute	,076
	Positive	,074
	Negative	-,076
Test Statistic		,076
Asymp. Sig. (2-tailed)		,159 ^c

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the analysis, the Sig. (2-tailed) value shows a result of 0,159, which means that $0,159 > 0,05$. This result indicates that the data are normally distributed. Additionally, this finding is supported by the graphical analysis, specifically the normal probability plot, as shown below:

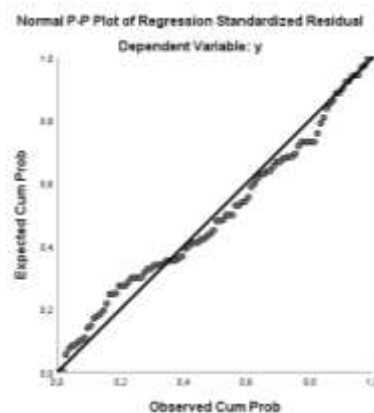


Figure 1 Normality Test - Scatter Plot

Based on the appearance of the normal probability plot, it can be observed that the points are close to the normal line, allowing us to conclude that the residual values are normally distributed.

Multicollinearity Test

This multicollinearity test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Table 4 Multicollinearity Test

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	,887	2,037		,436	,664	
	Lifestyle	,229	,100	,190	2,282	,025	,867 1,153
	FOMO	,280	,095	,231	2,949	,004	,982 1,018
	Product Quality	,444	,077	,483	5,739	,000	,853 1,173

a. Dependent Variable: purchase decision

Based on the research findings, it is known that the tolerance values of each independent variable are greater than 0,10, and the VIF values are less than 10. Therefore, it can be concluded that multicollinearity does not occur, and this study is deemed valid for use.

Heteroscedasticity Test

This heteroscedasticity test was conducted with the aid of SPSS 26, and the results are presented in the following table:

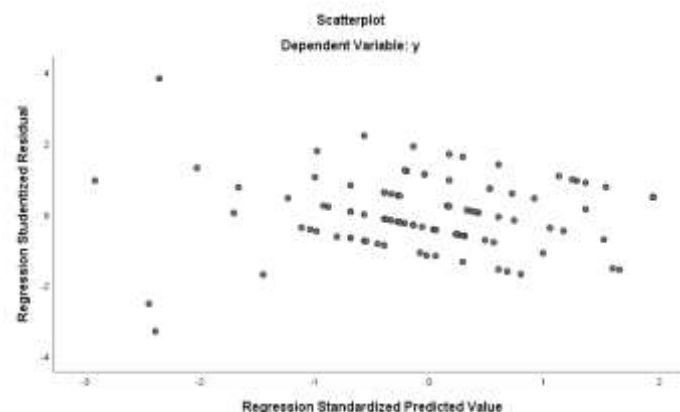


Figure 2 Heteroscedasticity Test

Based on the results above, it can be observed that the points are randomly scattered both above and below the zero mark on the Studentized Residual Regression axis. Therefore, according to the heteroscedasticity test using graphical analysis, the regression model formed is stated to show no signs of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used as a statistical method to examine how several independent variables influence a dependent variable (Ghozali, 2018:8).

Table 5 Multiple Linear Regression

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,887	2,037		,436	,664
	Lifestyle	,229	,100	,190	2,282	,025
	FOMO	,280	,095	,231	2,949	,004

Product Quality	,444	,077	,483	5,739	,000
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a. Dependent Variable: purchase decision

Based on the analysis results above, the regression equation obtained is as follows:

$$Y = 0,887 + 0,229X_1 + 0,280X_2 + 0,444X_3 + e$$

The coefficients of the independent variables listed above are positive. This indicates that there is a direct relationship in the changes with the dependent variable. The regression coefficient for the product quality variable, which is 0.444, is the largest compared to the lifestyle variable and the FOMO variable. Therefore, it can be concluded that the most dominant factor influencing purchasing decisions is product quality.

Correlation Coefficient Test

This correlation coefficient test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Table 6 Correlation Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649 ^a	,421	,403	1,41833

a. Predictors: (Constant), product quality, FOMO, lifestyle

b. Dependent Variable: purchase decision

Based on the results of the correlation coefficient test, a correlation coefficient (R) of 0,649 was obtained, which falls within the interval of 0,600-0,799. According to this result, it can be interpreted that there is a strong relationship between the lifestyle variable, fear of missing out (FOMO), and product quality towards purchasing decisions.

Coefficient of Determination Test (R²)

The analysis results indicate that the R Square value is 0,421, which indicates that lifestyle (X₁), fear of missing out (X₂), and product quality (X₃) affect purchasing decisions (Y) by 42,1%. The remaining 57,9% is influenced by other factors not examined in this study.

Partial Test (t-test)

The t-test is used to analyze the extent to which each independent variable affects the dependent variable in a study (Ghozali, 2018:179).

Table 7 Results of the t-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,887	2,037		,436
	Lifestyle	,229	,100	,190	2,282
	FOMO	,280	,095	,231	2,949
	Product quality	,444	,077	,483	5,739

a. Dependent Variable: purchase decision

1) Lifestyle (X1)

The t-test result show a t-value of 2,282 and a t-table value of 1,984. Therefore, it is stated that $2,282 > 1,984$. In addition, the significance value obtained is 0,025, which is less than 0,05, indicating that H1 is accepted. It can be concluded that there is a positive and significant influence of lifestyle (X1) on purchase decisions (Y) of iPhone smartphones among students at Universitas Islam Lamongan.

2) Fear of missing out (X2)

The t-test result show a t-value is 2,949 and a t-table value is 1,984. Therefore, it is stated that $2,949 > 1,984$. The significance value is 0,004, which is less than 0,05, indicating that H1 is accepted. These results show that there is a positive and significant influence of fear of missing out (X2) on purchase decisions (Y) of iPhone smartphones among students at Universitas Islam Lamongan.

3) Kualitas Produk

The t-test results show a t-value of 5,739 and a t-table value of 1,984. Therefore, it is stated that $5,739 > 1,984$. The significance value is 0,000, which is less than 0,05, indicating that H1 is accepted. These findings demonstrate that there is a positive and significant influence of product quality (X3) on purchase decisions (Y) of iPhone smartphones among students at Universitas Islam Lamongan.

Simultaneous Test (F-Test)

This F-test was conducted with the aid of SPSS 26, and the results are presented in the following table:

Tabel 8 Results of the F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140,440	3	46,813	23,271	,000 ^b
	Residual	193,120	96	2,012		
	Total	333,560	99			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), product quality, FOMO, lifestyle

Based on the results of the F-test, the F-count value is 23,271, while the F-table value is 2,70. Therefore, it can be stated that the F-count value is greater than the F-table value ($23,271 > 2,70$). The significance value obtained is $0,000 < 0,05$, indicating that H2 is accepted. From these results, it can be concluded that lifestyle (X1), fear of missing out (X2), and product quality (X3) have a simultaneous positive and significant influence on purchase decisions (Y) of iPhone smartphones among students at Universitas Islam Lamongan.

DISCUSSION

The Influence of Lifestyle Variable on Purchasing Decisions

Based on the research results and data analysis, it is shown that the lifestyle variable has an influence on purchase decisions. This is evidenced by the results of the t-test, in which the t-count value is greater than the t-table value, namely $2,282 > 1,984$. Additionally, the significance value obtained is smaller than the significance level of the study, $0,025 < 0,05$. Therefore, it can be concluded that lifestyle has a positive and significant partial influence on the purchase decisions of iPhone smartphones among students at Universitas Islam Lamongan. This means that an increase in consumer lifestyle is likely to lead to an increase in purchase decisions. This finding is in line with previous research conducted by Agustin et al., (2021), which stated that lifestyle has a significant effect on purchase decisions. Similarly, another study by Mariah & Nur (2022) also showed consistent results, indicating that lifestyle has a positive and significant influence on purchase decisions.

The Influence of the Fear of Missing Out (FOMO) Variable on Purchasing Decisions

Based on the research findings and data analysis, the fear of missing out (FOMO) variable is shown to have an influence on purchase decisions. This is evidenced by the results of the t-test, where the t-count value is greater than the t-table value, namely $2,949 > 1,984$. Furthermore, the obtained significance value is lower than the predetermined level of significance, $0,004 < 0,05$. Thus, it can be concluded that fear of missing out has a positive and significant partial effect on the purchase decisions of iPhone smartphones among students at Universitas Islam Lamongan. This indicates that the higher the level of FOMO experienced by students, the greater its influence on purchase decisions. These findings are consistent with previous research conducted by Ardiansyah and Dermawan (2024), which stated that fear of missing out has a significant effect on purchase decisions. Similarly, a study conducted by Wachyuni et al., (2023) also revealed comparable results, indicating that fear of missing out has a positive and significant influence on purchase decisions.

The Influence of Product Quality Variable on Purchasing Decisions

Based on the research results and data analysis, it is shown that the product quality variable has an influence on purchase decisions. This is evidenced by the results of the t-test, in which the t-count value is greater than the t-table value, namely $5,739 > 1,984$. Additionally, the obtained significance value is lower than the study's significance level, $0,000 < 0,05$. Therefore, it can be concluded that product quality has a positive and significant partial influence on the purchase decisions of iPhone smartphones among students at Universitas Islam Lamongan. This finding suggests that the higher the quality of a product, the stronger the consumer's desire to make a purchase. The results align with prior research by Muliasari (2020), which confirmed that product quality has a positive impact on purchase decisions. In addition, a study by Suryani & Batu (2021) showed similar results, indicating that product quality positively and significantly influences purchase decisions.

The Influence of Lifestyle, Fear of Missing Out, and Product Quality on Purchasing Decisions

Based on the research results and data analysis, it is shown that the variables of lifestyle, fear of missing out, and product quality simultaneously influence purchase decisions. This is evidenced by the results of the F-test, which indicate that the F-count value is greater than the F-table value ($23,271 > 2,71$). In addition, the significance value obtained is lower than the research significance level ($0,000 < 0,05$). Thus, it can be concluded that lifestyle, fear of missing out, and product quality have a simultaneous positive and significant influence on purchase decisions. This finding indicates that students at Universitas Islam Lamongan take these three variables into consideration before deciding to purchase an iPhone. The stronger these three factors are perceived, the more likely students are to make a purchase decision.

CONCLUSION

Based on the research results and discussions outlined previously, the following conclusions can be drawn. (1) Based on the results of the t-test, lifestyle, fear of missing out, and product quality have a positive and significant partial effect on purchase decisions for iPhone smartphones among students at Universitas Islam Lamongan. The test results show that the calculated t-count values are greater than the t-table values, for variable X1, t-count ($2,282$) > t-table ($1,984$); for variable X2, t-count ($2,949$) > t-table ($1,984$); and for variable X3, t-count ($5,739$) > t-table ($1,984$). This proves that lifestyle, fear of missing out, and product quality have a positive and significant partial effect on purchase decisions. (2) Lifestyle, fear of missing out, and product quality have a positive and significant simultaneous effect on purchase decisions for iPhone smartphones among students at Universitas Islam Lamongan. This is evidenced by the F-test results, where the F-count value ($23,271$) is greater than the F-table value ($2,71$). (3) The product quality variable (X3) has the most dominant influence on purchase decisions for iPhone smartphones among students at Universitas Islam Lamongan. This is evidenced by the results of the multiple linear regression analysis, which show that

the coefficient value for the product quality variable (X3) is the highest compared to the coefficient values for variables X1 and X2.

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