

ABSTRACT

THE INFLUENCE OF LIFESTYLE AND PRODUCT FEATURES ON PURCHASE DECISION FOR IPHONE PRODUCTS (Study at State Polytechnic of Bengkalis)

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The increasingly significant development of globalization in human life includes the field of communication technology, particularly in the context of smartphones. Smartphones have transformed the paradigm of information access and influenced changes in consumer behavior. Factors such as Lifestyle, brand value, and product features play a crucial role in purchasing decisions, with the dominance of the iPhone brand as a tangible example. While product features remain relevant, Lifestyle becomes the primary determinant, requiring marketers to deeply understand consumer needs and desires. This research employs a quantitative method using nonprobability purposive sampling. The sample size consists of 100 respondents, and data processing utilizes IBM SPSS version 26 with multiple linear regression analysis, including validity testing, reliability testing, T-test, F-test, and the coefficient of determination (R²). The results of this study indicate that : 1) Lifestyle has a positive and significant influence on iPhone purchasing decisions (a case study at Politeknik Negeri Bengkalis), 2) Product Features have a positive and significant impact on the Purchase Decision of iPhone products (a case study at Politeknik Negeri Bengkalis), 3) the coefficient of determination (R²) is 0.452. This means that Lifestyle and Product Features jointly affect iPhone purchase decisions (a case study at Politeknik Negeri Bengkalis) by 45.2%, while the remaining 54.8% is influenced by other variables not examined in this research

Keywords: *Lifestyle, Features Product, Purchase Decision*