

The Role of Trust as a Mediator in Enhancing Purchase Decisions for iPhone

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Abstract

This study aims to examine the influence of brand image, product quality, and lifestyle on iPhone purchase decisions in Tangerang, with trust as a mediating variable. The study is motivated by the significant increase in iPhone usage in Indonesia, despite a decline in sales observed in 2023. The sample consists of 180 iPhone users selected through non-probability sampling. Data were collected using Likert-scale questionnaires and analyzed using the SEM approach with SmartPLS 3.0. The results show that brand image, lifestyle, and trust significantly influence purchase decisions, while product quality requires trust mediation to impact purchase decisions. These findings emphasize the importance of integrating trust into marketing strategies to enhance purchase decisions.

Keywords:

Purchase Decision,
Brand Image,
Product Quality,
Lifestyle, iPhone

INTRODUCTION

The rapid advancement of technology has significantly driven the development of the smartphone industry in Indonesia. Various telecommunication companies compete intensely to offer innovative products that attract consumer interest. For instance, a study by Rangga et al., (2024), demonstrates how the adoption of advanced technologies, such as Mobile Journalism (MoJo), fosters a creative work culture within technology-based media ecosystems (Rangga et al., 2024). Another study highlights that significant shifts in Indonesian consumer culture, including the use of smartphones across various aspects of life such as entertainment and digital shopping, are driven by recent technological advancements (A. F. Lestari & Irwansyah, 2020).

The iPhone, a flagship product of Apple Inc., has become one of the most prominent smartphones in Indonesia. As a global technology company based in California, Apple continues to drive innovation by blending functionality and style in its products. Research indicates that brand image and lifestyle significantly influence iPhone purchase decisions in Indonesia (Marsyaf et al., 2023).

iPhone sales in Indonesia surged by 84.28% in 2022 compared to 2021, with over 257 million units sold. However, in 2023, sales declined to 234 million units (Annur, 2023). This fluctuation reflects market dynamics that require further analysis to understand their implications for Apple's strategies in Indonesia.

Purchase decisions involve consumers analyzing problems, researching products or brands, and evaluating alternatives based on their ability to meet needs. Studies show that variables such as brand image, product quality, lifestyle, and trust significantly impact purchase decisions. Research by García-Salirrosas et al., (2024) highlights that brand image and product quality enhance trust and consumer loyalty, although they do not always directly correlate with purchase intention (García-Salirrosas et al., 2024). Additionally, other studies reveal that brand trust, customer

satisfaction, and lifestyle play critical roles in purchase decisions across various sectors, including healthy foods and premium products (Bukhari et al., 2023).

The iPhone has established a strong brand image in the minds of consumers, positioning it as a leading competitor in the smartphone market (Yudhistira, 2024). Its popularity is bolstered by marketing strategies that emphasize brand image, though it is tempered by negative perceptions, such as high prices and specific policies. Studies have shown that brand image, product quality, and price significantly influence iPhone purchase decisions in various Indonesian cities, including Bandar Lampung and Malang (Alkemega & Ramadhan, 2023), (Pratiwi et al., 2022). Additionally, lifestyle and brand loyalty play crucial roles in strengthening purchase decisions, indicating that factors beyond brand image should be considered by both consumers and marketers (Marsyaf et al., 2023).

The iPhone 15 Pro Max, despite being priced higher than the Samsung Galaxy S24 Ultra, lags in areas such as RAM, camera, and battery performance. Furthermore, limitations in Bluetooth connectivity present significant drawbacks for users requiring high connectivity for audio and wearable devices (Pratama, 2024). Similar comparisons in technological device studies reveal that while Apple products offer certain advantages, Samsung demonstrates more consistent performance in specific applications (Hong et al., 2024). Moreover, Apple's reliance on paid services like iCloud contrasts with Android's free applications and external memory card support, which have been identified as factors shaping consumer preferences for the Android ecosystem (Ravindra Dissanayake, Amarasuriya, 2015).

Interviews with office workers, entrepreneurs, and young iPhone users reveal that many perceive the device as enhancing confidence and social status. This aligns with research by Nugraha et al., (2022), which shows that consumption decisions, including smartphone choices, are often influenced by lifestyles tied to social status and personal identity (Nugraha et al., 2022).

Research by Welsa, (2024) states that brand image significantly impacts purchase decisions, while Siregar et al., (2023) found no such influence. These inconsistencies suggest variations in research outcomes that may be influenced by context or measurement variables. For instance, Akbarullah & Silitonga, (2024) found that brand image mediates the effect of product quality on purchase decisions, while factors like product design can produce different results (Akbarullah & Silitonga, 2024).

Research by Hasmawati et al., (2024) shows that product quality significantly influences iPhone purchase decisions in Makassar. Conversely, Pardede et al., (2020) found no significant relationship between product quality and purchase decisions. Such discrepancies might stem from differences in research contexts, such as respondent demographics or other factors like price and brand perception, which also affect purchase decisions.

Additionally, S. Lestari, (2024) reported that lifestyle does not significantly influence the purchase of secondhand iPhones in Sampit, unlike Febrianty et al., (2024), who found a positive and significant influence among students at UPN "Veteran" Jawa Timur. These differences may be attributed to variations in research contexts, such as demographic preferences or local economic conditions, warranting further investigation.

The key novelty of this study lies in examining the role of trust as a mediating variable in the relationship between brand image, product quality, lifestyle, and iPhone purchase decisions in Tangerang. This approach provides a fresh perspective

compared to previous studies focusing on direct effects, utilizing SmartPLS 3.0 for more accurate mediation analysis.

1. Purchase Decision

Consumer purchase decisions result from a complex process involving the evaluation of needs, product information, and external influences such as market conditions and brand image. This process includes problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior (Amrullah et al., 2021). Consumers' understanding of a product plays a critical role in decision-making, especially when they have sufficient and complete information (Prayoga et al., 2020). Key indicators such as confidence in the product, purchasing habits, need compatibility, and brand awareness significantly influence consumer decisions (et al., 2020).

Furthermore, social factors like online reviews and brand image have been shown to strengthen consumer trust, serving as a crucial mediator in purchases (Sa'adah et al., 2024). This research underscores that purchase decisions are an integration of internal and external factors working in tandem.

2. Brand Image

Brand image refers to the perceptions and emotional connections consumers have with a brand, encompassing associations, beliefs, and impressions that shape their preferences for specific products or services (Gupta et al., 2020). Building a positive brand image is a vital investment, as it can enhance sales, consumer loyalty, and a company's reputation in competitive markets (Munawar & Siddiqui, 2020). Other studies suggest that brand image serves as a critical mediator between sustainable marketing strategies and consumer behavior, strengthening the link between positive perceptions and purchase decisions (Jia et al., 2023). With a strong brand reputation, companies can project a compelling image that attracts and retains customers in global markets (M. Guliyev, 2023).

The key indicators of brand image can be measured through three main dimensions: strength, uniqueness, and favorability. Strength encompasses product advantages such as functionality, price, and quality compared to competitors, which play a crucial role in influencing consumer purchase decisions (Ristanti & Iriani, 2020). Uniqueness reflects brand differentiation through innovations and attributes absent in competitors, significantly enhancing brand appeal (Gupta et al., 2020). Favorability refers to emotional aspects, such as memorability and positive impressions, which impact customer loyalty to the brand (Ranfagni et al., 2023). Using these indicators, companies can evaluate the effectiveness of their marketing strategies in creating a memorable brand image in the minds of consumers.

3. Product Quality

Product quality refers to a product's ability to perform its functions effectively, including aspects such as reliability, durability, performance, and other value-added features relevant to consumer needs (Tussifah & Navitsha, 2021). Research indicates that high-quality products enhance customer satisfaction, which in turn strengthens loyalty and encourages repeat purchases (Gunawan et al., 2024). Furthermore, prioritizing product quality not only creates value for customers but also serves as a strategic investment for companies to achieve business sustainability and improve competitive advantage in the market (Aprila & Heri, 2024).

Product quality can be measured through five key indicators: Product performance, which reflects the product's ability to fulfill its intended functions; Product

features, encompassing additional attributes that enhance the product's value; Durability, indicating the extent to which the product can be used over a long period; Ease of use, assessing consumer convenience in operating the product; and Aesthetics, which includes the product's appearance and visual appeal (Pacana & Siwiec, 2024).

4. Lifestyle

Lifestyle encompasses a person's patterns of activities, interests, and opinions, influenced by factors such as work, hobbies, shopping, and sports. These elements shape purchasing decisions by reflecting consumers' values and preferences (Haristiyanti et al., 2023). Lifestyle not only mirrors trends but also reveals individuals' mindsets and behaviors in interacting with the world around them (Šapić et al., 2021). Recent research highlights that lifestyle contributes to raising consumer awareness of environmental issues and fostering more responsible consumption behaviors, especially among younger generations (Baek & Lee, 2024).

According to L. F. Lestari & Baidlowi, (2023), a person's lifestyle can be measured through three main dimensions: Activity, which includes daily routines such as work and recreation; Interest, which reflects individual preferences for certain topics or things; and Opinion, which captures individual views or attitudes toward specific issues (Lim et al., 2023). This model, known as AIO (Activity, Interest, Opinion), is often used to understand consumer behavior and enable effective market segmentation (Šapić et al., 2021).

5. Trust

Trust in business relationships involves the willingness to rely on partners based on factors such as competence, integrity, honesty, and goodwill. These components are proven to be crucial elements in establishing effective and sustainable relationships between organizations, particularly in contexts requiring intensive cooperation and communication (Cheung & Lai, 2022). Studies also indicate that trust plays a significant role in fostering high-quality interactions, strengthening relationships among business partners, and enhancing the effectiveness of joint decision-making (Son & Lee, 2019).

According to Santoso & Mahargiono, (2023), there are three key indicators of trust: Integrity, which includes the consistency of a company in keeping promises, demonstrating honesty, and maintaining transparency, thereby building consumer trust through ethical conduct; Benevolence, which reflects a company's goodwill in providing responsive and satisfying services, fostering positive relationships with consumers; and Competence, which signifies a company's ability to deliver high-quality products or services through adequate resources and skilled personnel. These indicators complement each other in building robust trust between companies and consumers (Cheung & Lai, 2022).

6. Framework of Thought

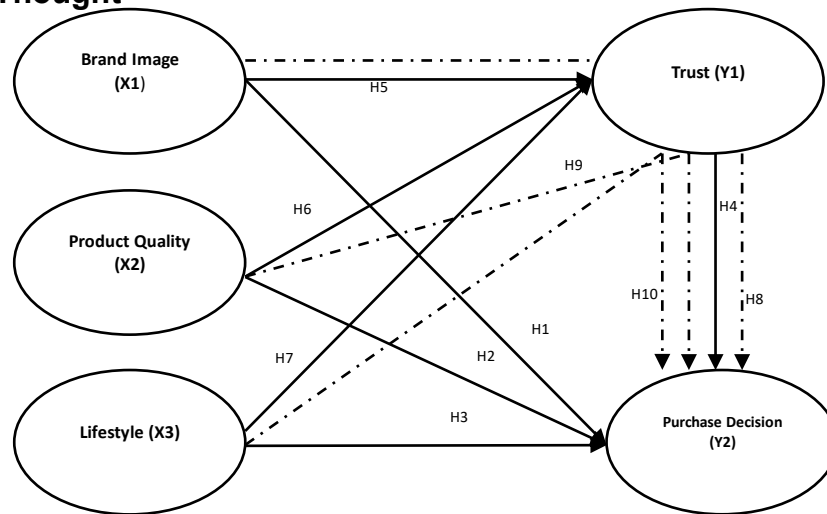


Figure 1. Framework of Thought

The research hypotheses are as follows:

H1: Brand image influences the purchasing decision of iPhone.

H2: Product quality influences the purchasing decision of iPhone.

H3: Lifestyle influences the purchasing decision of iPhone.

H4: Trust influences the purchasing decision of iPhone.

H5: Brand image influences trust in iPhone.

H6: Product quality influences trust in iPhone.

H7: Lifestyle influences trust in iPhone.

H8: Brand image influences the purchasing decision of iPhone through trust as a mediating variable.

H9: Product quality influences the purchasing decision of iPhone through trust as a mediating variable.

H10: Lifestyle influences the purchasing decision of iPhone through trust as a mediating variable.

METHOD

This study employs a quantitative approach with a causal associative design. The population consists of iPhone users in Tangerang, with an unknown total number (infinite population). Therefore, the sample size was determined using the Rule of Thumb method from Hair et al., by multiplying the number of research indicators by 10 (Djaenudin & Prastowo, 2024). With 18 indicators, the sample size was set at 180 respondents.

Primary data were collected through a Likert scale (1-5) questionnaire distributed via Google Forms to respondents meeting the criteria. The sampling technique used was non-probability sampling with an accidental sampling approach, targeting iPhone users in Tangerang. Data analysis was performed using descriptive and inferential statistical analyses, employing Structural Equation Modeling (SEM) processed with Smart-PLS version 3.0 software.

RESEARCH RESULTS AND DISCUSSION

Descriptive statistical analysis is a method used to process, summarize, and present research data from various sources, such as observations, questionnaires, or experiments. The primary goal of this method is to provide a comprehensive overview of the data's characteristics, thereby assisting researchers in understanding and interpreting the data more effectively (Prastowo, 2021).

Table 1. Descriptive Analysis

Question item	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
X1.1	0.000	4.389	5.000	1.000	5.000	0.770	2.291	-1.388
X1.2	0.000	4.572	5.000	1.000	5.000	0.715	8.629	-2.462
X1.3	0.000	4.339	4.000	2.000	5.000	0.724	0.378	-0.885
X1.4	0.000	4.406	5.000	1.000	5.000	0.743	2.559	-1.392
X1.5	0.000	4.433	5.000	1.000	5.000	0.731	3.010	-1.487
X2.1	0.000	4.322	4.000	2.000	5.000	0.712	0.876	-0.935
X2.2	0.000	4.356	4.000	1.000	5.000	0.757	2.335	-1.318
X2.3	0.000	3.656	4.000	1.000	5.000	1.092	-0.295	-0.546
X2.4	0.000	4.106	4.000	1.000	5.000	0.922	-0.123	-0.770
X2.5	0.000	4.294	4.000	1.000	5.000	0.743	1.572	-1.029
X3.1	0.000	4.189	4.000	1.000	5.000	0.842	2.138	-1.216
X3.2	0.000	4.233	4.000	2.000	5.000	0.810	0.291	-0.895
X3.3	0.000	4.011	4.000	1.000	5.000	1.005	0.423	-0.948
X3.4	0.000	4.111	4.000	1.000	5.000	0.924	1.165	-1.117
X3.5	0.000	4.144	4.000	1.000	5.000	0.895	1.550	-1.180
Y1.1	0.000	4.350	4.000	1.000	5.000	0.741	1.479	-1.081
Y1.2	0.000	4.250	4.000	2.000	5.000	0.714	0.611	-0.779
Y1.3	0.000	4.217	4.000	2.000	5.000	0.818	-0.295	-0.728
Y1.4	0.000	4.306	4.000	2.000	5.000	0.716	-0.072	-0.713
Y2.1	0.000	4.411	5.000	1.000	5.000	0.808	2.646	-1.587
Y2.2	0.000	4.300	4.000	1.000	5.000	0.802	1.252	-1.119
Y2.3	0.000	4.233	4.000	1.000	5.000	0.803	1.664	-1.162
Y2.4	0.000	4.078	4.000	1.000	5.000	0.897	0.378	-0.806
Y2.5	0.000	4.022	4.000	1.000	5.000	1.011	0.734	-0.989

The analysis results indicate that most items have a mean above 4, suggesting that respondents tend to provide positive ratings on the 1-5 Likert scale. The median values, predominantly 4 or 5, support this finding, showing a distribution skewed toward higher values. Standard deviations range between 0.7 and 1.1, reflecting relatively low to moderate variability in the data. Regarding skewness, all items exhibit negative values, indicating that the data distribution leans to the right, with respondents more frequently giving higher scores. Additionally, most items show positive kurtosis, particularly items like X1.2 and Y2.1, indicating a sharper distribution compared to a normal distribution. Overall, respondents tend to provide consistently positive evaluations with minimal variability in their responses.

1. Measurement Model Evaluation (Outer Model)

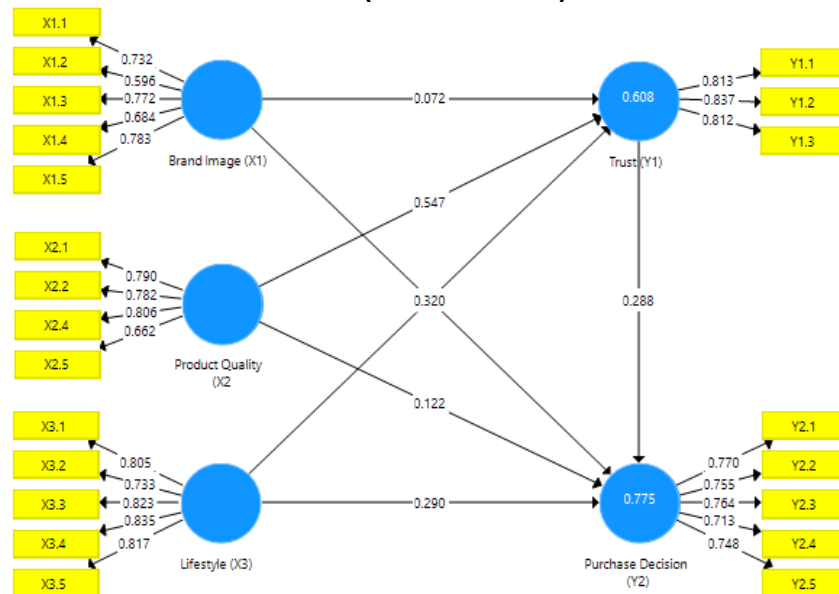


Figure 2. PLS Logarithm Output

2. Validity and Reliability Testing

Construct reliability can be evaluated through two main indicators: Cronbach's Alpha and Composite Reliability for each construct. The recommended threshold for both indicators is above 0.7, although in certain conditions, values below 0.7 may still be acceptable (Kamar et al., 2020).

Table 2. Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (X1)	0,760	0,769	0,839	0,514
Lifestyle (X3)	0,862	0,863	0,901	0,645
Product Quality (X2)	0,758	0,766	0,847	0,581
Purchase Decision (Y2)	0,806	0,806	0,865	0,563
Trust (Y1)	0,758	0,758	0,861	0,673

The results of the validity and reliability tests indicate that all constructs meet the recommended criteria. Cronbach's Alpha and Composite Reliability (CR) values for all constructs exceed 0.7, demonstrating good internal reliability. The rho_A values consistently support these results, with values close to or above 0.7. Convergent validity is also achieved, as the Average Variance Extracted (AVE) exceeds 0.5 for all constructs, indicating that more than 50% of the variance in indicators is explained by their respective constructs.

Specifically, the constructs Brand Image (X1), Lifestyle (X3), Product Quality (X2), Purchase Decision (Y2), and Trust (Y1) exhibit high reliability (CR: 0.839–0.901) and strong validity (AVE: 0.514–0.673). These results confirm that all constructs are suitable for further analysis.

3. Heterotrait–Monotrait Ratio (HTMT)

Discriminant validity testing was conducted using the Heterotrait–Monotrait Ratio (HTMT) values. The recommended HTMT value for each variable is less than 1. If this

criterion is met, the research instrument can be deemed discriminantly valid, as each construct sufficiently distinguishes itself from other constructs (Ab Hamid et al., 2017).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Brand Image (X1)	Lifestyle (X3)	Product Quality (X2)	Purchase Decision (Y2)	Trust (Y1)
Brand Image (X1)					
Lifestyle (X3)	0,724				
Product Quality (X2)	0,999	0,766			
Purchase Decision (Y2)	0,972	0,878	0,973		
Trust (Y1)	0,828	0,768	0,982	0,976	

In the discriminant validity test, the HTMT values for each research variable were less than 1.000. This indicates that the items in the research instrument are discriminantly valid.

4. Collinearity Statistics (VIF)

The multicollinearity test aims to evaluate the presence of violations caused by high linear intercorrelation between exogenous variables. A VIF value of less than 10, or ideally less than 5, is recommended, indicating the absence of multicollinearity symptoms (Prastowo, 2023).

Table 4. Collinearity Statistics (VIF)

	Purchase Decision (Y2)	Trust (Y1)
Brand Image (X1)	2,550	2,537
Product Quality (X2)	3,439	2,677
Lifestyle (X3)	1,907	1,759
Trust (Y1)	2,549	
Purchase Decision (Y2)		

In detail, Brand Image (X1) has a VIF value of 2.550 for Purchase Decision (Y2) and 2.537 for Trust (Y1). Product Quality (X2) shows the highest VIF values but remains within the safe range, with 3.439 for Purchase Decision (Y2) and 2.677 for Trust (Y1). Meanwhile, Lifestyle (X3) has the lowest VIF values, with 1.907 for Purchase Decision (Y2) and 1.759 for Trust (Y1). Based on these results, the regression model is free from multicollinearity issues and can be interpreted validly.

5. Model Fit

Table 5. Model Fit

	Saturated Model	Estimated Model
SRMR	0,082	0,082
d_ ULS	1,689	1,689
d_ G	0,626	0,626
Chi-Square	619,549	619,549
NFI	0,724	0,724

The model fit analysis using Smart PLS indicates that the model exhibits an adequate fit with the empirical data. The SRMR value of 0.081 approaches the acceptable threshold (≤ 0.08), indicating an almost good model fit, while d_ ULS (1.689) and d_ G (0.626) fall within reasonable ranges. The Chi-Square value of 619.549 reflects the model's complexity in alignment with the number of variables and indicators used. However, the NFI value of 0.724 suggests a moderate level of fit (ideally closer to 1), indicating that while the model is sufficiently fitting, there remains room for improvement in certain aspects.

6. Coefficient of Determination (R Square)

The determination test results show that higher R Square values indicate that exogenous variables increasingly explain the variation in endogenous variables (Prastowo et al., 2023).

Table 6. Coefficient of Determination (R Square)

	R Square	R Square Adjusted
Purchase Decision (Y2)	0,775	0,769
Trust (Y1)	0,608	0,601

The R Square value of 0.775 for Purchase Decision (Y2) indicates that 77.5% of the variation in purchase decisions can be explained by the exogenous variables in the model, while the remaining 22.5% is influenced by factors outside the model. For Trust (Y1), an R Square value of 0.608 shows that 60.8% of the variation in trust is explained by the exogenous variables. The adjusted R Square values (0.769 for Y2 and 0.601 for Y1) confirm the model's stability, demonstrating consistent results even with changes in the number of variables or sample size. Overall, the model exhibits a strong reliability in explaining the relationships among variables.

7. Path Coefficient

The significance level in this study is determined using a two-tailed test with a significance threshold of 0.05, corresponding to a Z Score of 1.96.

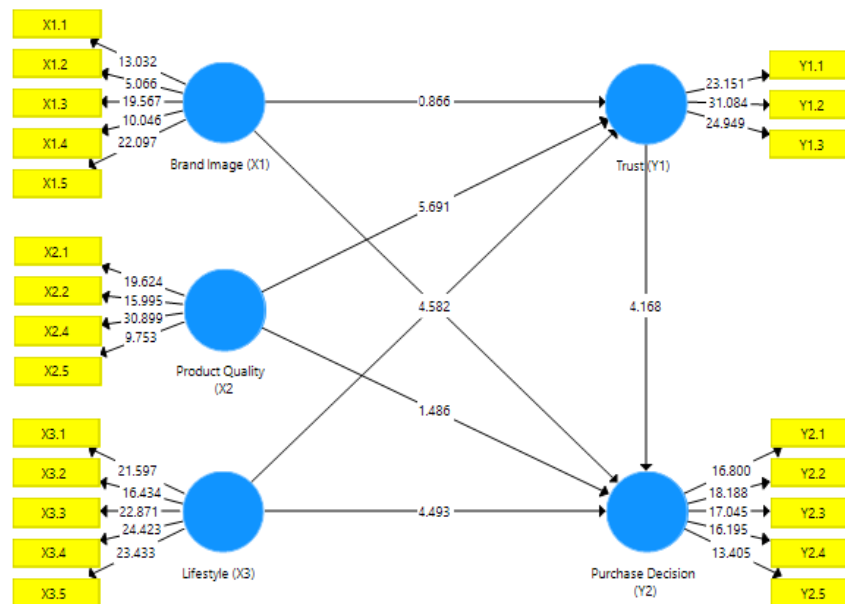


Figure 3. Bootstrapping Output

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Brand Image (X1) -> Purchase Decision (Y2)	0,320	0,324	0,070	4,582	0,000
Product Quality (X2) -> Purchase Decision (Y2)	0,122	0,126	0,082	1,486	0,137
Lifestyle (X3) -> Purchase Decision (Y2)	0,290	0,287	0,065	4,493	0,000
Trust (Y1) -> Purchase Decision (Y2)	0,288	0,283	0,069	4,168	0,000
Brand Image (X1) -> Trust (Y1)	0,072	0,077	0,083	0,866	0,386
Product Quality (X2) -> Trust (Y1)	0,547	0,547	0,096	5,691	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Lifestyle (X3) -> Trust (Y1)	0,240	0,236	0,089	2,702	0,007

8. Direct Effects

Sub-Structure 1:

The direct effect test results for Brand Image, Product Quality, Lifestyle, and Trust on Purchase Decision (Y2) partially indicate the following:

- a. Brand Image (X1) has a significant effect (coefficient 0.320; p=0.000), highlighting its importance in influencing Purchase Decision. This finding aligns with studies by Welsa, (2024), Hasmawati et al., (2024) and Febrianty et al., (2024), which also demonstrated a significant impact of Brand Image on Purchase Decision.
- b. Product Quality (X2) does not have a significant effect (coefficient 0.122; p=0.137), suggesting that Product Quality plays a limited direct role in influencing Purchase Decision. This result is consistent with studies by Marlius, (2022) and Pardede et al., (2020), which found no significant impact of Product Quality on Purchase Decision.
- c. Lifestyle (X3) has a significant effect (coefficient 0.290; p=0.000), indicating that Lifestyle is a key factor in Purchase Decision. This finding is supported by research from S. Lestari, (2024), Febrianty et al., (2024), and Mansur, (2023), which demonstrated a significant influence of Lifestyle on Purchase Decision.
- d. Trust (Y1) has a significant effect (coefficient 0.288; p=0.000), showing that consumer trust plays a substantial role in Purchase Decision. This finding is in line with studies by Purnamasari, (2023) and Nurmanah & Nugroho, (2021), which confirmed that Trust significantly affects Purchase Decision.

Overall, Brand Image, Lifestyle, and Trust are the main determinants, while Product Quality may require indirect mechanisms to impact Purchase Decision.

From the results of hypothesis testing on the direct effect in Sub-structure 1, the following equations can be formulated:

$$Y_2 = \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + \beta_4.Y_1 + \epsilon \dots\dots\dots (1)$$

$$\text{Purchase Decision} = \beta_1. \text{Brand image} + \beta_2. \text{Product Quality} + \beta_3. \text{Lifestyle} + \beta_4. \text{Trust} + \epsilon \dots\dots\dots (2)$$

$$\text{Purchase Decision} = 0,320. \text{Brand image} + 0,122. \text{Product Quality} + 0,290. \text{Lifestyle} + 0,288. \text{Trust} + \epsilon \dots\dots\dots (3)$$

$$Y_2 = 0,320. X_1 + 0,122.X_2 + 0,290.X_3 + 0,288. Y_2 + \epsilon \dots\dots\dots (4)$$

Sub-structure 2:

The results of hypothesis testing on the direct influence of Brand Image, Product Quality, and Lifestyle on Trust (Y1) are as follows:

- a. Brand Image (X1): No significant effect on Trust (Y1) (coefficient: 0.072; p=0.386). This finding aligns with studies by Aeni, (2021) and Jan et al., (2023), which also demonstrated that Brand Image does not influence Trust.
- b. Product Quality (X2): A significant and strong effect on Trust (Y1) (coefficient: 0.547; p=0.000), indicating that Product Quality plays a crucial role in building consumer Trust. This finding is consistent with studies by Simanjuntak & Kunci, (2023) and (Ryana & Haryanto, 2023), which also confirmed a significant and strong influence of Product Quality on Trust.
- c. Lifestyle (X3): A significant effect on Trust (Y1) (coefficient: 0.240; p=0.007), suggesting that Lifestyle contributes to the formation of Trust. This result is in line

with research Tanjung et al., (2024), which also demonstrated that Lifestyle significantly affects Trust.

In conclusion, Product Quality is the dominant factor, Lifestyle plays a moderate role, and Brand Image does not directly affect consumer Trust.

Based on the hypothesis testing results for direct influence in Sub-structure 2, the following equation can be formulated:

$$Y_1 = \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + \varepsilon \dots\dots\dots(5)$$

$$\text{Trust} = \beta_1. \text{Brand image} + \beta_2.\text{Product Quality} + \beta_3.\text{Lifestyle} + \varepsilon \dots\dots\dots(6)$$

$$\text{Trust} = 0,072. \text{Brand image} + 0,547.\text{Product Quality} + 0,240.\text{Lifestyle} + \varepsilon \dots\dots\dots(7)$$

$$Y_1 = 0,072.X_1 + 0,547. X_2 + 0,240.X_3 + \varepsilon \dots\dots\dots(8)$$

Table 8. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Trust (Y1) -> Purchase Decision (Y2)	0,021	0,022	0,024	0,842	0,400
Product Quality (X2) -> Trust (Y1) -> Purchase Decision (Y2)	0,157	0,153	0,043	3,679	0,000
Lifestyle (X3) -> Trust (Y1) -> Purchase Decision (Y2)	0,069	0,068	0,033	2,110	0,035

9. Indirect Influence:

The results of testing the indirect effect of Brand Image (X1), Product Quality (X2), and Lifestyle (X3) through Trust (Y1) on Purchase Decision (Y2) are as follows:

- a. Brand Image (X1): No significant indirect effect on Purchase Decision (Y2) through Trust (Y1) (coefficient: 0.021; p=0.400). This indicates that the iPhone's brand image in Tangerang does not significantly influence Purchase Decision through Trust.
- b. Product Quality (X2): A significant and strong indirect effect on Purchase Decision (Y2) through Trust (Y1) (coefficient: 0.157; p=0.000), highlighting the critical role of Trust as a mediator. It can be concluded that the iPhone's Product Quality in Tangerang significantly and positively impacts Purchase Decision through Trust.
- c. Lifestyle (X3): A significant but smaller indirect effect on Purchase Decision (Y2) through Trust (Y1) (coefficient: 0.069; p=0.035). This indicates that the Lifestyle of iPhone users in Tangerang has a positive and significant influence on Purchase Decision through Trust.

The data analysis concludes that Product Quality and Lifestyle indirectly affect Purchase Decision through Trust, with Product Quality serving as the dominant mediator.

CONCLUSION

This study found that Brand Image and Lifestyle directly influence the purchase decisions of iPhones, while Product Quality requires the mediation of Trust to have a significant impact. Trust emerged as a dominant mediating variable, emphasizing that the reliability and integrity of the brand play a central role in driving Purchase Decisions.

Based on these findings, companies are advised to prioritize strategies that build consumer trust by improving product quality, strengthening positive brand image, and

promoting lifestyles relevant to the target market. This approach can enhance customer loyalty and sustain business in competitive markets.

Future research could explore the influence of social media and e-word-of-mouth as external factors supporting Trust and Purchase Decisions. Additionally, more specific market segmentation, such as by age or lifestyle, and comparative studies with other brands could provide deeper insights into effective marketing strategies in competitive markets. Previous relevant studies have demonstrated that variables like consumer perception of value and emotional attachment to brands can enhance loyalty and purchase decisions, particularly in competitive markets with targeted segment-based strategies (Kim et al., 2021).

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