

## ABSTRACT

*In the era of technology that provides many conveniences, people can always access what they are looking for without being limited by space and time, this is something that natural because in approaching marketers and consumers they should use technology such as gadgets as an innovation. In Indonesia, based on data (IDC, 2021) regarding the smartphone market share in Indonesia, it can be shown that iPhone products are not even in the top 5 biggest sales, especially with the current pandemic conditions. This is a problem because other brands that rank at top also have variants of products that have prices that are close to or same as iPhone products. This is certainly a concern for researchers to use Iphone as an object of research.*

*The method used in this study is a quantitative method. This research uses cluster random sampling technique. The number of samples used in this study is based on the number of iPhone users in big cities in Indonesia, namely Jakarta, Bandung, Bali, Medan, Pontianak, Makassar, Palembang, Lampung, and Ambon. Based on the Lameshow formula used, it was identified that the minimum number of respondents was 105 respondents. However, in this study using 150 respondents in order to meet the minimum number of respondents if there are outliers in the data. The analytical technique used in this research is Structural Equation Modeling.*

*The results showed that the reference group variables had a significant influence on the iPhone product purchase decision variable, the lifestyle variable had a significant influence on the iPhone product purchase decision variable, and lifestyle variables could moderate the positive relationship between the reference group variable and the purchasing decision variable.*

*The results showed that the reference group had a significant influence on iPhone product purchasing decisions, lifestyle had a significant influence on iPhone product purchase decisions, and lifestyle could moderate the positive relationship between the reference group and purchasing decisions. In future research, it is expected to use other sampling techniques and use a more varied number of samples to obtain more comprehensive results.*

*The research is expected to be an evaluation for Apple Indonesia in promoting iPhone products to be able to target lifestyles that have not been served by Apple Indonesia, such as aspirers and successers. This is because in this type of lifestyle, succeders are consumers who are very capable of buying iPhone products but may not be interested because they focus more on self-improvement and education. On the other hand, the type of lifestyle aspirers is also a type of lifestyle that focuses more on purchasing property assets even though they have a high lifestyle. Further research can use other sampling techniques, such as stratified random sampling or also use systematic random sampling so as to produce more*

*varied respondents. For further research, it is also possible to add research samples, in order to produce more accurate solutions and add more diverse sampling locations so that they can describe customer conditions from more diverse characteristics. Further research can also consider pandemic conditions in smartphone product purchasing decisions.*

*Keywords : Reference Group; Lifestyle; Purchase decision; Structural Equation Modeling.*