



A Comparative Study Of Consumers As Users Of Ios And Android Smartphones In Jakarta

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Abstract.

Background. This study investigates the usage patterns of iOS and Android operating systems among users in Jakarta.

Aim. We aimed to analyze the roles of brand image and lifestyle as independent and mediating variables affecting users' repurchase intentions.

Methods. Our SPSS analysis surveyed 205 respondents (146 Android and 59 iOS users).

Result. That brand image does not significantly influence Android users' repurchase intentions, indicating that other factors may be more critical in their decision-making. Similarly, lifestyle had no significant effect on iOS users' repurchase intentions, suggesting that lifestyle choices may not drive brand loyalty in this demographic. Additionally, our mediation analysis showed that flagship products impact consumers differently based on their operating systems, highlighting the complexity of consumer behavior in the tech market.

Conclusion. This study underscores the nuanced interactions between brand image, lifestyle, and user intentions across different platforms.

Implication: These findings provide important insights into the Jakarta market. They also highlight the need for further research in diverse contexts to fully understand the dynamics of brand image and repurchase intention across different consumer segments and geographical areas.

Keywords: Smartphones, Android, IOS, Brand Image.

INTRODUCTION

The proliferation of smartphone usage in recent years has been remarkable, as evidenced by the consistent annual increase in smartphone sales (Teodorescu et al., 2023). These devices have evolved beyond their initial role as mere communication tools, now serving as indispensable instruments in everyday life, facilitating various activities such as professional tasks, online shopping, and entertainment. As technological advancements continue, users progressively embrace innovative features, including artificial intelligence, sophisticated camera systems, and enhanced internet speeds. This growing demographic of smartphone users has compelled the technology sector to innovate to meet these changing demands perpetually. Integrating artificial intelligence within smartphones significantly

enriches user experiences by enabling more tailored and efficient interactions (Kaperonis, 2023). Furthermore, improvements in camera technology empower users to capture important moments with greater clarity and detail. With the advent of faster internet connectivity, smartphone users enjoy the convenience of accessing information and engaging with individuals worldwide with ease. (Hafifah, et.al. 2021).

In recent years, the proliferation of smartphones has permeated various demographics within society. Engagement with these devices is no longer limited to the younger population; adults and senior citizens also increasingly utilize smartphones. This phenomenon highlights the essential role that smartphones play in contemporary life. As new features and improvements in quality are introduced, users can tailor their devices to enhance different facets of their daily activities. Projections indicate that smartphone users will continue to rise, prompting the technology sector to pursue further innovations and develop more attractive functionalities. Additionally, the declining costs associated with smartphones suggest that individuals from various socio-economic backgrounds will soon gain access to these devices. The expansion of smartphone usage in Indonesia has had a profoundly significant impact. According to data from Statista¹, smartphone adoption experienced a remarkable increase of 124.7% between early 2011 and 2012, with users rising from approximately 11.7 million to an impressive 26.7 million. This trend continued with a notable growth rate of 63.1% as the user base expanded from 27.4 million in 2013 to 44.7 million in 2014. Furthermore, the period from 2020 to 2022 saw a recorded increase in smartphone users of 9.75%. Cumulatively, the growth of smartphone users in Indonesia over the span of more than a decade (2011-2022) amounted to an extraordinary 668.03%. As smartphones become more embedded in everyday practices, their influence on communication, information retrieval, and entertainment is expected to grow. The ongoing advancements in technology promise users a more enriched experience, designed to adapt to the needs of an ever-evolving environment. In this light, smartphones transcend their role as mere tools, emerging as essential elements of modern existence and paving the way for future developments in connectivity and functionality.

The challenges faced by consumers of smartphones are escalating in tandem with the rapid advancement of technology. Common issues include inadequate battery life, unstable signal quality, and limited storage capacity. Users express a desire for manufacturers to

¹ "Number of smartphone users in Indonesia from 2018 to 2028" <https://www.statista.com/forecasts/266729/smartphone-users-in-indonesia>

enhance signal quality and provide solutions to the problems of battery longevity and storage limitations. Smartphone producers have been striving to develop innovative solutions in response to these consumer concerns.

Apple's products featuring iOS have garnered a substantial following for several reasons (Prasetyo, 2021). Firstly, iOS provides a seamless and intuitive user experience, facilitating easy navigation and device operation. Furthermore, Apple's commitment to privacy and security has earned the trust of many users who value the protection of their personal information. Lastly, integrating Apple's hardware and software fosters a cohesive ecosystem where devices work harmoniously together, enhancing the overall user experience. In contrast, Android's advantages include its compatibility with a wide range of devices. Android can be used on smartphones, tablets, smart TVs, and even wearable devices. This versatility allows users to enjoy a consistent Android experience across various devices. Unlike some other operating systems restricted to specific devices, Android allows users to select devices that align with their needs and preferences, enabling a smooth transition from one Android device to another (Peter. et al., 2021).

In discussing the popularity of Android, it is essential to compare it with its competitor, iOS. Android and iOS represent the two most dominant platforms in the smartphone market, each with advantages and disadvantages. Android is distinguished by its freedom and flexibility, while iOS is recognized for its stability and security. Furthermore, Android provides various devices at various price points, whereas iOS is known for its exclusive range of products (Sahani 2017). The choice between Android and iOS ultimately hinges on individual preferences and requirements. This study, grounded in empirical data collection, reveals notable differences in consumer behavior regarding smartphones, indicating that smartphone usage can be perceived as a lifestyle attribute. The research aims to uncover and investigate the underlying reasons for consumer behavior associated with the two operating systems.

LITERATURE

Brand Image

Brand image refers to the consumer's perception of a brand, which is shaped by product quality, brand reputation, consumer experiences, and marketing strategies. Establishing a positive brand image is crucial for influencing purchasing decisions and fostering consumer brand loyalty, as noted by Kala & Chaubey (2018). Consumers'

perception of a brand is significantly affected by the quality of the product, the brand's overall quality, customer experiences, and the effectiveness of marketing strategies. High product quality and a strong brand reputation contribute to a favorable brand image. To cultivate a positive brand image, it is essential to consistently deliver high-quality products, maintain a good reputation, provide exceptional customer experiences, and implement effective marketing strategies. When consumers view a brand as trustworthy and reliable, they are more likely to purchase that Favor that brand. Furthermore, a robust brand image can enhance brand loyalty and customer support, as satisfied customers are inclined to recommend the brand to others.

Consumer experience and marketing strategies are crucial in shaping brand image. Positive consumer experiences enhance brand perception and foster loyalty. Effective marketing strategies generate awareness and create positive associations with the brand. In the current digital era, technology also plays a significant role in brand image formation. Companies that provide innovative consumer experiences through user-friendly mobile applications, accessible e-commerce platforms, or other interactive features can establish a modern and relevant brand image. Furthermore, marketing strategies incorporating technology, such as content personalization or data analytics, can offer a more tailored experience and strengthen the brand's and its consumers' relationship.

Establishing and maintaining a positive brand image is crucial for companies as it directly influences consumer purchasing decisions (Nasri. et. al., 2023). A robust brand image aids in differentiating a company in a crowded marketplace and attracting and retaining customers, which ultimately enhances sales and market share. Furthermore, a favorable brand image fosters long-term customer relationships, leading to repeat purchases and advocacy. By cultivating brand loyalty, companies can develop a sustainable customer base and achieve long-term success.

Lifestyle

In the current digital era, consumer lifestyles are significantly influenced by technology and social media. These platforms are crucial in how consumers gather information and engage with brands. With just a few clicks, consumers can access a wealth of information regarding products and services, read reviews, and even interact directly with brands through social media channels. This connectivity level has transformed how consumers make purchasing decisions and engage with brands. Furthermore, the rise of e-

commerce has further facilitated consumers' ability to shop from the comfort of their own homes. Online marketplaces provide various products, often at competitive prices, making it easier for consumers to find what they need without leaving their residences. This accessibility has opened new possibilities for consumers, allowing them to explore a broader range of options and make informed choices.

In conclusion, consumer lifestyles exhibit significant diversity and are shaped by many factors, including personal values, technological advancements, and the rise of e-commerce. Businesses must comprehend these factors to effectively address their target audience's needs and preferences. By staying attuned to consumer trends and adapting their strategies accordingly, companies can ensure their relevance and success in today's ever-evolving market.

Loyalty

According to Griffin (2003), brand loyalty is a behavior driven by satisfaction, resulting in the continuous purchase of goods or services from a chosen company. This implies that loyal customers are committed to consistently repurchasing or subscribing to a product or service in the future, regardless of situational influences or marketing efforts that may entice them to switch brands (Haryanti & Baqi, 2019). Brand loyalty transcends the notion of being a one-time customer; it encompasses a profound commitment and dedication to a specific brand or company. It is a behavioral trait that reflects customers' satisfaction and trust in the products or services provided by their selected company. The commitment to repurchase or subscribe to a product or service in the future indicates the customers' trust in the quality and value offered by that brand. Even when confronted with external factors that could impact their decisions, loyal customers remain steadfast in their support and continue to choose the same company. This unwavering brand loyalty is not easily swayed by situational factors or marketing strategies to attract customers to switch brands.

The concept of brand loyalty is intricate and multifaceted, encompassing both emotional and rational dimensions. It is influenced not only by customer satisfaction but also by trust, familiarity, and overall positive experiences with the brand. Consequently, brand loyalty is a critical element that businesses must consider when formulating marketing strategies and fostering long-term customer relationships. By comprehending the factors that contribute to brand loyalty and implementing effective loyalty programs, companies can

cultivate a dedicated customer base that will continue to support their brand and act as advocates, disseminating positive word-of-mouth and attracting new customers.

Repurchase Intention

The inclination for repeat purchases refers to the tendency of consumers to acquire the same products or services from a particular brand or company Rane et al. (2023). This phenomenon reflects consumer satisfaction and brand loyalty towards the respective offerings. Several factors can influence this inclination for repeat purchases, including product quality, competitive pricing, positive customer experiences, and the trust established in the brand or company. High product quality is a crucial element that can significantly impact consumers' willingness to repurchase. Consumers are more likely to return to products that meet their expectations and provide satisfactory quality. When consumers experience high-quality products, it enhances their satisfaction and reinforces their positive feelings about previous purchases. Additionally, competitive pricing is vital in influencing the likelihood of repeat purchases. Consumers often evaluate the price of a product before deciding to repurchase from a specific brand or company. If the pricing is competitive and aligns with the perceived value of the product or service, consumers are more inclined to make repeat purchases.

A positive customer experience is a crucial element influencing the likelihood of repeat purchases. Consumers are more inclined to repurchase from brands or companies that provide a satisfactory customer experience. Such experiences may include friendly service, a seamless purchasing process, and prompt responses to complaints or issues. Furthermore, trust in a brand or company significantly impacts the propensity for repeat purchases. Consumers are likely to return to brands that have established their trust. This trust can be cultivated through prior positive experiences, a strong reputation, or recommendations from others. In conclusion, the interest in repeat purchases is an important indicator of consumer satisfaction and brand loyalty. Factors such as product quality, competitive pricing, positive customer experiences, and brand trust can all influence this inclination to repurchase. Therefore, companies need to focus on and enhance these factors to maintain and boost consumer interest in repeat purchases.

Conceptual Framework

This research aims to systematically explore the interplay between brand image and lifestyle, which may also act as mediating variables. The selection of these variables is based

on insights from previous studies by Chandrawati et al. (2023) and Nainggolan and Amidiola (2021) that highlight their significant influence on consumer behavior. The brand image reflects consumers' perceptions of a brand, impacting decision-making and fostering loyalty, while lifestyle encompasses consumers' behaviors and preferences that affect brand interactions. This study investigates how these variables collectively influence two key dependent variables: customer loyalty and intention to repurchase.

Customer loyalty indicates a consumer's commitment to a brand, while intention to repurchase denotes their likelihood of choosing the same brand again. We suggest purchasing interest is a critical indicator of loyalty, linking a consumer's satisfaction and emotional connection with a brand. This aligns with findings from the study Aquinia et al. (2021), which reinforces the relationship between loyalty and purchasing intention. Thus, our framework emphasizes the interconnected roles of brand image and lifestyle.

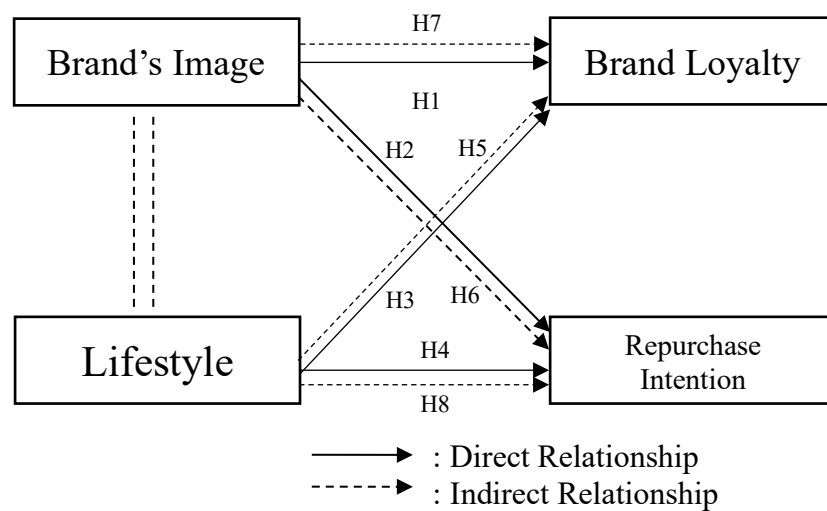


Figure 1. Conceptual Model

This outlines the relationships among various variables: Brand Image significantly influences Brand Loyalty and Repurchase Intention. Lifestyle also significantly affects Brand Loyalty and Repurchase Intention, serving as a mediator between Brand Image and these factors. Additionally, Brand Image mediates the relationship between Lifestyle and Brand Loyalty and Repurchase Intention. The framework establishes meaningful connections among these variables, allowing for a nuanced understanding of how lifestyle and brand image influence brand loyalty and repurchase intention and serve as mediating factors. This structure captures the complexity of consumer behavior and its various influences, facilitating a comprehensive exploration of how lifestyle choices and brand

perceptions drive consumer loyalty and repeat purchases. Overall, the framework provides a solid foundation for investigating the intricate relationships among these key variables, enriching our understanding of consumer decision-making in the marketplace.

METHOD

The research to be conducted is explanatory and aimed at investigating the relationship between the variables of brand image and lifestyle in relation to brand loyalty and repurchase intention. This study will employ a quantitative approach, utilizing a questionnaire distributed to randomly selected respondents. This methodological choice facilitates a deeper understanding of the interconnections among the variables under examination. In this research, the investigator will adopt a quantitative framework to gather data that can be ranked according to its significance. The measurement of the variables will utilize an ordinal scale, which allows for data collection that can be organized based on levels of importance. By employing an ordinal scale, the researcher can more comprehensively illustrate the relationships between brand image, lifestyle, brand loyalty, and repurchase intention.

This study will be conducted through field surveys to gather accurate and representative data. The surveys will engage respondents who are consumers of various brands pertinent to this research. By including respondents from diverse brands, the study aims to provide a more comprehensive understanding of the relationships among the variables under investigation. Consequently, this research is expected to yield more profound insights into the connections between brand image, lifestyle, brand loyalty, and repurchase intention. It is anticipated that the findings will significantly contribute to the existing body of knowledge regarding the factors influencing brand loyalty and repurchase intention.

The sampling method employed in this study is probability sampling, which is essential for gathering responses from smartphone users in DKI Jakarta. According to Jakarta Smart City, in 2023, DKI Jakarta, as the capital of Indonesia, will serve as a prime source of contemporary information, making it an ideal population for this research². By utilizing probability sampling techniques, this study ensures that all respondents have an equal and fair opportunity to participate in the questionnaire. This approach is justified by the fact that individuals across various demographics, particularly those of purchasing age,

² *The Annual Report; Jakarta Smart City 2024.* <https://smartcity.jakarta.go.id/docs/Laporan-Tahunan-Jakarta-Smart-City-2023.pdf>

are likely to own smartphones in Jakarta by 2024. Furthermore, this research incorporates both primary and secondary data. The primary data is collected through surveys, interviews, and the distribution of questionnaires in the field, while the secondary data is sourced from previous studies, journal publications, magazines, and websites. The population for this study consists of residents of DKI Jakarta, while the sample comprises smartphone users operating on either the Android or iOS platforms. Drawing from previous research conducted by Abdul et al. (2021), the sample size was determined using Morgan's formula, resulting in a final sample of 384 respondents. This study aims to target respondents across a diverse age range, ensuring representation from both iOS and Android user groups. This approach is intended to enhance the robustness of the findings obtained.

DISCUSSION

This section thoroughly analyzes the outcomes from the raw data, processed using SPSS version 25. This software enabled various statistical tests, revealing key insights and patterns. We used descriptive statistics to characterize the sample, including means, medians, modes, and standard deviations. Inferential tests helped us generalize our findings to the larger population, supporting hypothesis testing and assessing statistical significance. The results have implications beyond numerical data, enhancing our understanding of the original research questions. By situating these findings within existing literature, we can draw meaningful conclusions about the subject.

Table 1. Respondent’s profile.

No.	Categories	Component	Summarize	Percentages
1	Ages	17 – 20 years old	76	37.43%
		21 - 24 years old	48	23.64%
		25 – 30 years old	31	15,3%
		35 – 40 years old	21	10,3%
		41 – 50 years old	7	3,5%
		51- 55 years old	19	9,4%
2	User’s Type	Android	146	70,9%
		IOS	59	29,1%
3	Brand Loyalty	Loyal	109	53,7%
		Not Loyal	42	20,7%
		Neutral	52	25,6%

The results derived from the aforementioned profile provide a concise overview of this research. The descriptive analysis of age indicates that the younger demographic, referred to as Generation Z, has predominantly influenced the responses to the research questionnaire. Their significant participation in this study can be attributed to their perception of smartphones as essential tools in their daily lives. Furthermore, the user profile reveals that most respondents own two smartphones operating on different systems. A primary reason for this trend is the necessity to separate personal and professional lives. Individuals can effectively manage work-related communications using two devices without disrupting social interactions. Due to several interconnected factors, smartphone users often show strong loyalty to their operating systems (OS). Familiarity plays a key role; users comfortable with the features of a specific OS, like iOS or Android, are reluctant to switch due to the learning curve associated with new interfaces. The ecosystem linked to an OS also influences loyalty. Users often integrate their devices with apps and services tailored to their OS, such as Apple’s seamless integration across its products or Android’s compatibility with smart home devices, making switching hard. Emotional bonds with devices further strengthen this loyalty. Smartphones often reflect users' identities, and pride in a specific brand can deter them from considering alternatives despite potential benefits. Brand loyalty is another crucial factor. Companies like Apple and Google cultivate strong brand identities through effective marketing and community engagement, fostering a sense of belonging that discourages users from switching to competitors. Positive customer service experiences also reinforce this loyalty.

Table 2. Analysis Result

Variable	Items	Factor's Loading	Cronbach's Alpha	AVE
BI	1	.755	.790	.742
	2	.641		.751
	3	.785		.899
	4	.766		.751
LS	1	.687	.837	.850
	2	.748		.940
	3	.690		.872
	4	.688		.880
BL	1	.633	.803	.757
	2	.792		.739
	3	.587		.780
	4	.589		.785
RI	1	.617	.845	.928
	2	.768		.907
	3	.739		.955
	4	.785		.894

The analysis yielded strong and reliable results, with factor loadings exceeding the critical threshold of 0.5, indicating well-defined constructs. We also assessed reliability using Cronbach's alpha, setting a minimum acceptable level of 0.7. All values surpassed this criterion, confirming the instruments' validity. Overall, the findings from both factor loadings and reliability tests demonstrate that the measures used are reliable and valid, enhancing the credibility of the study's conclusions and supporting the integrity of the research framework.

Android Users

This study evaluates eight hypotheses regarding the relationships among various variables, focusing on brand image and lifestyle as both independent and mediating factors. These roles provide insights into how they influence consumer behavior and perceptions. A table summarizes the findings, highlighting the strength and significance of direct relationships and the mediating effects of brand image and lifestyle. Some hypotheses were supported, showing significant direct relationships, while others revealed complex interactions that emphasize the role of mediating variables.

Table 3. T Test's Result of Android Users

Hypothesis	Relationship	T Score	Identification
H1	<i>Brand Image</i> → <i>Brand Loyalty</i>	4.321	<i>Accepted</i>
H2	<i>Brand Image</i> → <i>Repurchase Intention</i>	1.749	<i>Rejected</i>
H3	<i>Life Style</i> → <i>Brand Loyalty</i>	5.345	<i>Accepted</i>
H4	<i>Life Style</i> → <i>Repurchase Intention</i>	3.616	<i>Accepted</i>

The results of our partial tests indicate that all direct effects are significantly impactful, shedding light on the intricate dynamics between brand image, brand loyalty, and repurchase intention. Through our analysis, we have uncovered that brand image plays a substantial role in shaping consumer perceptions and behaviors. Notably, among the various relationships we examined, the influence of brand image on brand loyalty emerged as the most pronounced. This suggests that a strong and positive brand image is crucial in fostering consumer loyalty towards a brand. In the context of Android devices, our findings reveal that a favorable brand image significantly enhances consumer loyalty towards the Android smartphone brand. Consumers who perceive the brand positively are more likely to develop a sense of attachment and allegiance to it, which is a critical factor in building long-term relationships with customers. However, despite this strong loyalty, our research also highlights a significant caveat: the reluctance of respondents to repurchase Android smartphones. This reluctance is particularly noteworthy and leads us to conclude that our second hypothesis cannot be accepted. While consumers may feel a sense of loyalty towards the Android brand, many expressed a desire to switch or explore new options beyond their current

devices. This indicates a complex consumer behavior where loyalty does not necessarily equate to a commitment to repurchase the same product. Instead, it reflects a broader trend of consumers seeking variety and innovation in their technology choices.

IOS’s Users

Table 4. T Test Result of IOS Users

Hypothesis	Relationship	T Score	Identification
H1	<i>Brand Image</i> → <i>Brand Loyalty</i>	5.331	<i>Accepted</i>
H2	<i>Brand Image</i> → <i>Repurchase Intention</i>	-1.777	<i>Rejected</i>
H3	<i>Life Style</i> → <i>Brand Loyalty</i>	14.395	<i>Accepted</i>
H4	<i>Life Style</i> → <i>Repurchase Intention</i>	0.977	<i>Rejected</i>

The study’s findings reveal significant differences in consumer behavior between iOS and Android users, highlighting unique characteristics and preferences associated with each group. iOS users, for example, show a tendency to be less likely to make repeat purchases of Apple products or upgrade their smartphones to newer models running on the same iOS platform. This behavior can be largely attributed to the premium pricing of Apple devices, which often places them at a higher price point compared to the wide range of Android smartphones available on the market. The high cost of Apple products may cause consumers to be more cautious about their purchasing decisions, resulting in a reluctance to invest in a new device unless they see significant value or improvement. In contrast, Android users benefit from a wider range of choices at different price points, which can encourage more frequent upgrades and repeat purchases within the Android ecosystem. Additionally, the brand identity associated with iOS plays a significant role in shaping user loyalty. Apple has developed a strong and distinctive brand image that resonates with its users, fostering a sense of community and ownership. This unique brand identity not only increases customer loyalty but also creates an emotional connection that can influence buying decisions. iOS users may feel a strong attachment to the Apple brand, which may lead to a preference for switching to other Apple products, such as tablets or laptops, rather than replacing their smartphone with another iOS device. In summary, the differences in purchasing behavior between iOS and Android users can be attributed to a combination of factors, including the higher price of Apple products and the strong brand loyalty that Apple has built. These elements contribute to a different consumer landscape, with iOS users exhibiting more deliberate purchasing habits, while Android users enjoy greater flexibility and variety in their smartphone choices.

Path Analysis

The path analysis conducted in this study involves a comprehensive and comparative examination of each relationship among the variables under consideration. By employing a robust design for the path analysis, we allow the independent variable to take on dual roles, functioning not only as a predictor but also as a mediating variable. This dual functionality is particularly advantageous, enabling us to explore the intricate dynamics between the variables with greater flexibility and depth. Our path analysis examines both direct and indirect relationships among the variables. By comparing these relationships, we aim to uncover the complex dynamics within the data. Direct relationships show straightforward connections, while indirect relationships reveal interactions through mediating variables. The analysis will provide insights into how these mediating effects influence the primary variables. Understanding these mediators is essential for revealing underlying mechanisms that contribute to the observed outcomes. Ultimately, this analysis will enhance our understanding of variable relationships and inform future research and practical applications by identifying key mediators for intervention or exploration. By clarifying these complexities, we can better understand the broader implications of our findings.

Table 5. Path Analysis Results (Android Users)

Hypothesis	Direct Relationship	Indirect Relationship	Result
H5	<i>Brand Image – Brand Loyalty</i> (0.129)	<i>Brand image – Lifestyle – Brand Loyalty</i> (0.343)	<i>Mediated</i>
H6	<i>Lifestyle – Repurchase Intention</i> (0.341)	<i>Lifestyle - Brand Image – Repurchase Intention</i> (0.275)	<i>Unmediated</i>
H7	<i>Lifestyle – Brand Loyalty</i> (0.327)	<i>Lifestyle – Brand Image – Brand Loyalty</i> (0.411)	<i>Mediated</i>
H8	<i>Brand Image – Repurchase Intention</i> (-0,100)	<i>Brand Image – lifestyle – Repurchase Intention</i> (0.123)	<i>Mediated</i>

The mediation analysis results conducted through path analysis on Android users have revealed significant insights. Several hypotheses regarding the mediation effects of brand image and lifestyle have been validated, highlighting their persistent impact. However, an interesting finding was the rejection of hypothesis 6, which indicates that the smartphone brand using the Android operating system does not mediate the relationship between brand images and repurchase intention. This implies that the Android platform does not substantially influence an individual's lifestyle. It is possible that the Android brand, known

for its focus on performance, offers enhanced multitasking capabilities and prioritizes innovative features over those of its competitors. As a result, this emphasis on performance may lead to a perception of being less conspicuous, suggesting that Android users do not necessarily stand out in a significant way.

Table 6. Path Analysis Results (IOS Users)

Hypothesis	Direct Relationship	Indirect Relationship	Result
H5	<i>Brand Image – Brand Loyalty</i> (1.166)	<i>Brand image – Lifestyle – Brand Loyalty</i> (0.800)	<i>Unmediated</i>
H6	<i>Lifestyle – Repurchase Intention</i> (0.121)	<i>Lifestyle - Brand Image – Repurchase Intention</i> (0.679)	<i>Mediated</i>
H7	<i>Lifestyle – Brand Loyalty</i> (-0.401)	<i>Lifestyle – Brand Image – Brand Loyalty</i> (0.622)	<i>Mediated</i>
H8	<i>Brand Image – Repurchase Intention</i> (0.121)	<i>Brand Image – lifestyle – Repurchase Intention</i> (0.679)	<i>Mediated</i>

Our research highlights the practicality of iOS within the Apple ecosystem as a key differentiator unmatched by Android. This practicality fosters strong loyalty among iOS users, making switching to other platforms difficult. Factors contributing to this loyalty include seamless hardware-software integration, a user-friendly interface, and overall reliability. However, our findings suggest that lifestyle choices do not mediate this loyalty; instead, they stem from the strength of the Apple brand, known for quality, innovation, and customer service. The consistent user experience across Apple devices creates a cohesive ecosystem that users find hard to leave, while the emotional connection to the brand further solidifies their allegiance to iOS. Thus, the robust Apple brand, rather than lifestyle factors, shapes user loyalty. This insight underscores the importance of brand strength in consumer technology and suggests that companies should focus on building a strong, cohesive brand identity to foster similar loyalty.

CONCLUSION

The findings of this study provide valuable insights into the relationship between brand image and repurchase intention for Android and iOS devices. Specifically, the linear results indicate that brand image does not significantly influence consumers' intentions to repurchase Android devices. This suggests that, for Android users, factors other than brand

perception play a more critical role in their decision-making process when considering a repeat purchase.

Similarly, the results reveal a comparable trend when examining the impact of lifestyle factors on repurchase intention for iOS devices. The analysis shows that lifestyle factors do not significantly affect the likelihood of consumers repurchasing iOS devices. This finding implies that, regardless of the lifestyle attributes of iOS users, these factors do not translate into a stronger intention to repurchase the same brand. Moreover, the study delves into the concept of mediation, where the outcomes differ for each case. This variation underscores a fundamental lesson in consumer behavior: flagship products, often marketed as premium offerings, exert different influences on their respective consumer bases. For instance, the motivations and perceptions surrounding flagship Android devices may differ markedly from those of flagship iOS devices, leading to distinct consumer behaviors and preferences. It is also crucial to contextualize these findings within the study's specific demographic and geographic framework. The results reflect consumer behavior in Jakarta, a city known for its vibrant technology landscape and diverse consumer base. The unique characteristics of this market may significantly shape how brand image and lifestyle factors influence repurchase intentions. Furthermore, it is essential to consider that the outcomes of this research might not be universally applicable. The results could vary significantly if the study were to be conducted in a different location or with a different sample distribution. Factors such as cultural differences, economic conditions, and varying levels of brand loyalty could all contribute to different consumer behaviors in other regions.

IMPLICATION

Therefore, while these findings provide important insights into the Jakarta market, they also highlight the need for further research in diverse contexts to fully understand the dynamics of brand image and repurchase intention across different consumer segments and geographical areas.

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