MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Lifestyle, Price Perception, and Product Quality on Mobile Phone Purchase Decision

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ABSTRACT
This study aims to determine the contribution of lifestyle, price perception, and product quality to purchasing Oppo mobile phones at the Mulia Cell Store, Palopo City, Indonesia. The study population includes all Oppo consumers at the store, with a sample of 30 respondents selected using purposive sampling techniques. This study uses a quantitative approach, with data collection techniques through observation, questionnaire distribution, and documentation. Data analysis was carried out using SPSS version 26. The results of the study indicate that, (1) lifestyle has a positive and significant effect on purchasing decisions, (2) product quality does not have a significant effect, (3) price perception has a significant positive effect on purchasing decisions, and (4) simultaneously, the three variables have a joint effect on purchasing decisions. This study provides a practical contribution for business actors, especially Mulia Cell Store owners, in developing marketing strategies adjusted to consumer lifestyles, price perceptions, and product quality to improve purchasing decisions.

Keywords: Lifestyle, Price Perception, Product Quality, Purchasing Decision, Oppo Mobile Phones.

I.   Introduction

Globalization and technological advancements have brought many changes to human life. Previously, information could only be obtained from print media or radio, but now information is easily accessible through the internet and various technological devices. The rapid development of communication technology is also driven by the human need to complete various tasks more quickly and easily. (Exstrada, 2020) . This progress also impacts people's lifestyles. Increasingly dynamic lifestyles create diverse consumer desires, requiring businesses to adapt products and services to their tastes. Today, lifestyle choices, such as clothing, music choices, and even daily activities, have become crucial in demonstrating a person's identity and personality. (Ginting & Br.Bangun, 2022) .

Price is one of the buyers' most important aspects when choosing a product. While high product quality can be a significant draw, consumer purchasing power remains crucial. A price that is too high, even if the product is of good quality, can discourage consumers from purchasing, potentially making it unaffordable

(Sitinjak, 2024). Due to intense competition, buyers are now more careful when comparing products, especially regarding features and quality. The advantages of a product also differ from person to person. For example, some people buy an older iPhone model when a new model is launched because the price is cheaper. (Pratama, 2022) . Many companies compete to offer mobile phones with comprehensive features and competitive prices to attract consumer interest.

The meaning of a product is important for entrepreneurs because without a product, they cannot do anything for their company. High-quality products tend to increase customer satisfaction and trust in the brand. Manufacturers need to consider the quality of their products. A product quality level that meets customer requirements, desires, and expectations will result in repeat business or stable and rapid loyalty (Martini, 2021). To attract customers, a business must prioritize product quality when developing new products. The general public will accept a high-quality mobile phone. The cost of quality also affects product quality. The quality of goods produced by an organization will improve with effective material quality control. Therefore, by offering goods tailored to company criteria, this quality control operation can be carried out (Zendrato et al., 2024).

Consumer behavior is vital in determining the purchasing decision-making process, and current information technology significantly impacts consumer behavior. If the market response to consumer stimuli when purchasing products from the market is positive, then the company will continue to grow. Consumer purchasing choices determine the company's ability to continue (Hertanto, 2024). Customers are crucial to manufacturers' products because they cannot be used optimally without them. Consumer behavior refers to actions related to the decision-making process carried out by companies, groups, or individuals regarding decisions that can be influenced by the environment, such as owning and utilizing cost-effective goods or services. (Aghitsni & Busyra, 2022) . Customer decisions are heavily influenced by the speed and ease of contacting retail outlets; as a result, many customers are turning to the Internet to reduce the stress associated with decision-making (Pradana et al., 2021). A preliminary survey conducted by researchers at the Mulia Cell Store in Palopo City on November 20, 2024, found that behavioral or lifestyle factors, price, and the quality of the familiar Oppo cellphones influenced consumers' decisions to purchase Oppo cellphones. Research conducted by Arifiyani et al. (2024) showed that Product Quality, Price Perception, and Lifestyle on iPhone Purchasing Decisions in Indonesia. The results of this study are in line with previous findings that stated that product quality has a positive influence on purchasing decisions. Based on this description, this study aims to analyze the influence of lifestyle, price perception, and product quality on Oppo cellphone purchasing decisions at the Mulia Cell Store in Palopo City. This research is expected to provide an empirical overview of the factors influencing consumer purchasing decisions, particularly in the cellphone retail sector in Palopo City.

II.   Literature Review and Hypothesis Development

The literature review in this research will discuss lifestyle, price perception, product quality, and purchasing decisions.

2.1.   Literature Review

2.1.1.   Lifestyle

Lifestyle is how a person lives, as reflected in their activities, interests, and opinions. (Wahyuni, 2021) . Lifestyle is influenced by various factors such as occupation, social class, and subculture. Consumers with a modern or consumerist lifestyle tend to have specific product preferences, including mobile phones. Lifestyle also influences how consumers assess the price and quality of products offered. A person's lifestyle influences their feelings about a product, which may lead to a desire to purchase it, which will undoubtedly be a factor in purchasing decisions. Lifestyle reflects existing issues in customer behavior that are consistently related to

a person's emotions and psychology. The concept of self-concept is related to this. (Haq et al., 2024) . There are several lifestyle indicators, namely activities, interests, and opinions.

2.1.2. Price Perception

Price perception is a consumer's assessment of whether a product's price matches the benefits and quality they receive. Consumers assess price in terms of nominal value and consider affordability, competitiveness, and suitability to the product's quality. A consumptive or prestigious lifestyle often makes consumers more tolerant of high prices, as long as the product is perceived as high quality and in line with their self-image. (Rumengan et al., 2022) . Several indicators of price perception are affordability, price-to-quality ratio, and price-to-benefit ratio.

2.1.3. Product Quality

Product quality encompasses the product's ability to meet consumer functions and needs, including durability, comfort, and performance. Good quality products not only increase satisfaction but also build consumer trust. Perceptions of product quality are often influenced by consumer lifestyles, where they have certain expectations of the products they consume, including aspects of price and product superiority. The following are dimensions of product quality: perceived quality, durability, conformance, and performance (Tjiptono, 2009; Martini, 2021). Several indicators of product quality are performance, features, conformance to specifications, aesthetics, and durability.

2.1.4. Buying decision

Purchasing decisions result from a series of processes in which consumers decide to buy a product based on various considerations, such as needs, experience, price, quality, and environmental factors. Lifestyle, price perception, and product quality are important in shaping this decision. Consumers with certain lifestyles tend to choose products that match their self-image, pay attention to product quality, and adjust the price perception they consider appropriate. Several factors influence purchasing decisions, including: consumer goals when purchasing products, information management methods used to choose brands, product quality, repeat purchases, and recommending goods to others. (Miftahudin et al., 2024) . There are several indicators of purchasing decisions, namely need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior of the product.

2.1.5. Previous Research

Ramadhan (2021), entitled "The Influence of Lifestyle, Brand Image, and Price on Oppo Smartphone Purchasing Decisions (Case Study on Unisma Management Students, FEB, Oppo Smartphone Users)" used a quantitative method. The study population was Unisma students who used Oppo smartphones. The results showed that lifestyle had a significant influence on purchasing decisions. Riswanto et al. (2023), entitled "The Influence of Lifestyle and Word of Mouth Communication on Purchasing Decisions of Oppo Brand Mobile Phones in Mamuju District, Mamuju Regency," used a quantitative method with primary data through a questionnaire. The sample was determined using probability sampling techniques and the Rescoe formula. Data analysis used validity and reliability tests, multiple linear regression, t-tests, and F-tests. The results showed that lifestyle had a significant influence on purchasing decisions. Ramadhan et al (2023). The study, "The Effect of Product Quality and Service Quality on Customer Satisfaction at Aroma Malaja Restaurant," aims to analyze the influence of product quality and service quality on customer satisfaction. This study used a quantitative descriptive method with 100 respondents selected through non-probability sampling. The

results indicate that product quality and service positively affect customer satisfaction, which is consistent with previous research that has found similar findings.

Pratama et al (2023). The study, "The Influence of Price Perception, Sales Promotion, and Brand Image on Customer Loyalty of Pluto Mineral Crystal Ice in Palopo City," aims to analyze the influence of these three factors on customer loyalty. This study used a quantitative method with multiple linear regression analysis and data collection through questionnaires. The results showed that price perception and sales promotion did not significantly affect customer loyalty.

2.1.6. Analysis of the Relationship between Previous Research and Current Research Position

Previous research has shown that lifestyle, price perception, and product quality influence purchasing decisions. However, most studies have examined these factors separately or across different products and regions. The results have been inconsistent, with some suggesting product quality is influential, while others say it is not. Therefore, this study examined these three factors simultaneously on Oppo mobile phones in Palopo City to gain a clearer picture of consumer behavior in this region.

2.1.7. Critical Evaluation and Gaps in Previous Research

Previous research has shown that lifestyle, price perception, and product quality influence purchasing decisions. However, the results are inconsistent due to the influence of product type and research location. Furthermore, most studies were conducted outside Palopo City or on different products, making them irrelevant to Oppo mobile phones in Palopo City. Therefore, this study was conducted to address this gap by simultaneously examining these three factors in the local context of Palopo City. It is hoped that the results of this study will provide a more accurate and beneficial picture for businesses in this area.

2.1.8. Theoretical Framework

This research is based on the consumer behavior theory, which states that internal and external factors like lifestyle, price perception, and product quality influence purchasing decisions.

1. Lifestyle describes consumers' living patterns, interests, and opinions that influence product preferences.
2. Price perception reflects consumers' assessment of price suitability to the benefits received.
3. Product quality is related to the product's ability to meet consumer expectations.

Based on this theory, it can be assumed that these three factors are interrelated and collectively influence consumer purchasing decisions, particularly for Oppo mobile phones in Palopo City. This theoretical framework serves as the basis for formulating the research hypothesis.

2.1.9. Conceptual Framework

Mulia Cell Store in Palopo City is a store specializing in the sale of mobile phones. This study focuses on analyzing purchasing decisions related to Oppo mobile phones. Researchers highlight lifestyle, price perception, and product quality influencing Oppo mobile phone purchasing decisions. The conceptual framework for this study can be explained as follows:
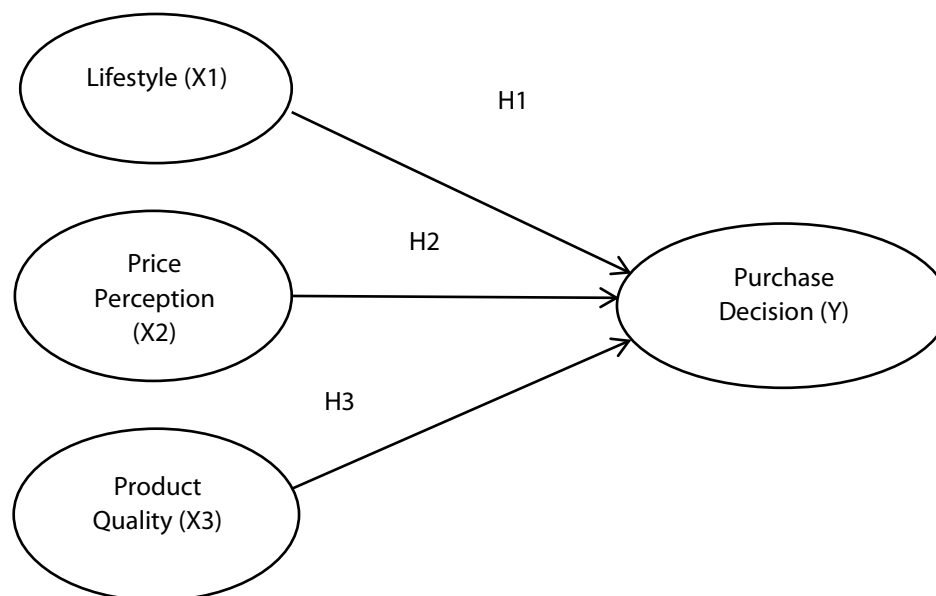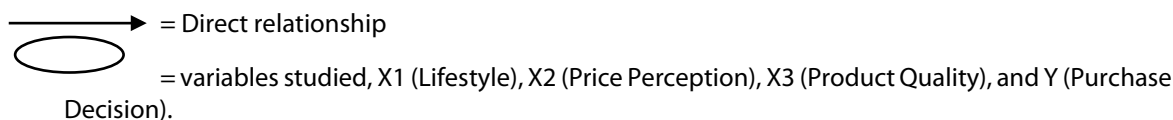
Figure 1. Conceptual Framework

Information:

= Direct relationship

= variables studied, X1 (Lifestyle), X2 (Price Perception), X3 (Product Quality), and Y (Purchase Decision).

H1:   It is suspected that lifestyle positively and significantly influences the decision to purchase an Oppo cellphone at the Mulia Cell store in Palopo City.

H2:   It is suspected that price perception positively and significantly influences purchasing an Oppo cellphone at the Mulia Cell store in Palopo City.

H3:   It is suspected that product quality has a positive and significant influence on the decision to purchase an Oppo cellphone at the Mulia Cell store in Palopo City.

2.2.   Hypothesis Development

The hypothesis in this study was developed based on consumer behavior theory and previous research results, which show that lifestyle, price perception, and product quality can influence purchasing decisions.

H1: Lifestyle has a positive and significant influence on purchasing decisions.

This hypothesis is proposed because lifestyle reflects consumers' activity patterns, interests, and opinions, which can influence product choices. Consumers tend to purchase products that align with their self-image. This is supported by previous research, such as that by Exstrada (2020) and Wahyuni (2021), which stated that lifestyle influences purchasing decisions.

H2: Price perception has a positive and significant effect on purchasing decisions.

Price perception is a consumer's assessment of the appropriateness of price relative to a product's benefits or quality. Consumers are more likely to purchase a product if they perceive the price as appropriate. Several studies, such as those by Rumengan et al. (2022) and Sitinjak (2024), also demonstrate a relationship between price perception and purchasing decisions.

H3: Product quality has a positive and significant effect on purchasing decisions.

Product quality relates to a product's ability to meet consumer needs and expectations, such as durability, performance, and features. Consumers who believe in a product's quality are likelier to purchase it. This finding is supported by research by Martini (2021) and Zendrato et al. (2024), which shows that product quality significantly influences purchasing decisions.

III. Research Methods

Before explaining the research method, it is important to emphasize that this study's design, approach, and instruments refer to and reference relevant previous studies. Some of these include research by Ramadhan (2021), Riswanto et al. (2023), and Nadiya & Wahyuningsih (2020), who used a quantitative approach and a questionnaire as an instrument with multiple linear regression analysis techniques. By adopting a similar method, this study not only ensures contextual alignment with previous studies but also facilitates comparison of results and provides a new contribution to the underexplored local context of Palopo City.

3.1. Research Approach and Type

This study uses a quantitative approach to evaluate the influence of lifestyle, price perception, and product quality on Oppo mobile phone purchasing decisions at the Mulia Cell Palopo store. The quantitative approach was chosen because it can measure the relationship between variables through numerical data collection and statistical analysis.

3.2. Location and Time of Research

This research was conducted at the Mulia Cell Store, located in Palopo City. The research was conducted over a period determined by the researcher.

3.3. Population and Research Sample

The population in this study was all consumers who purchased Oppo mobile phones at the Mulia Cell Palopo Store during the research period, a total of 30 people. Because the number was only 30, the entire population was sampled (saturated sampling). Although the sample size is small, this is not a problem because it covers the entire population. However, it is important to understand that the limited sample size may limit the generalizability of the research results to a broader population.

3.4. Sampling Method

This study used a purposive sampling method, which selects respondents based on specific criteria determined by the researcher. This method was chosen because not all Oppo consumers at the Mulia Cell Store are suitable respondents. The respondent criteria are:

1. Consumers who buy Oppo cellphones at Mulia Cell Store.
2. Purchases were made during the research period.
3. Willing to fill out the questionnaire completely and honestly.

Because the number of consumers who met the criteria was only 30, the researcher used total sampling, namely, all consumers were used as samples. This method is considered appropriate because the numbers are small and researchers want to get as much data as possible from the population. To ensure

accuracy, researchers verified purchase data directly with the store, then distributed questionnaires only to eligible consumers. However, the researchers also realized that the results of this study only apply to consumers at the Mulia Cell Palopo Store, so they cannot be generalized to other places.

3.5. Data Collection Techniques

The data in this study were obtained from primary sources by distributing questionnaires to respondents. The questionnaires were structured using a Likert scale, which allows respondents to rate statements based on their level of agreement.

3.6. Research Variables and Indicators

This study uses two types of variables, namely:

3.6.1. Independent Variables

1. Lifestyle (X1): Measured by indicators of activities, interests, and opinions (Rehansyah, 2023).
2. Price Perception (X2): Measured by indicators of price acceptance, suitability of price to benefits, and price to product quality (Yuliantie, 2021).
3. Product Quality (X3): Measured by performance indicators, special features, conformity to specifications, aesthetics, and durability (Noorhayati, 2018).

3.6.2. Dependent Variable

1. Purchase Decision (Y): Measured based on indicators of needs identification, information search, alternative evaluation, purchase decision, and post-purchase behavior (Andrian, 2022).

3.7. Data Analysis Techniques

This study used multiple linear regression analysis as the data analysis method. This technique was used to determine the extent to which independent variables (lifestyle, price perception, and product quality) simultaneously and partially influence the dependent variable (purchase decisions).

3.8. Basic Equation of Multiple Linear Regression

The general equation of multiple linear regression used in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Information:

Y = Purchase Decision (dependent variable)

α = Constant, namely the value of Y when all X = 0

$\beta_1, \beta_2, \beta_3$ = Regression coefficient of each independent variable

X1 = Lifestyle

X2 = Price Perception

X3 = Product Quality

ε = Error or regression residual

Data Recording and Measurement

Data was collected using a questionnaire instrument based on predetermined indicators for each variable. This instrument consists of 24 questions, covering:

1. Lifestyle (X1): 5 items
2. Price Perception (X2): 3 items
3. Product Quality (X3): 9 items
4. Purchase Decision (Y): 8 items

Each item is measured using a 5-point Likert scale, namely:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

The questionnaire was distributed directly to 30 respondents who met the purposive sampling criteria, and respondents were asked to complete it independently without researcher intervention. The collected data were then recorded in SPSS software version 26. The data entry process was carried out manually using the double-entry method to ensure accuracy, where two data entries were carried out separately and the results were matched to avoid input errors.

3.8.1.   Purpose of Regression Analysis

The purpose of this regression analysis is to:

1. Knowing the direction of the relationship between each independent variable and purchasing decisions (whether it has a positive or negative effect).
2. Knowing the magnitude of each independent variable's influence (regression coefficient) on purchasing decisions.
3. To find out whether these variables simultaneously (together) significantly influence purchasing decisions.

3.8.2.   Statistical Tests Used:

*   F Test (Simultaneous):

Used to test whether variables X1, X2, and X3 significantly affect Y. If the significance value (Sig.) < 0.05, then the three independent variables together affect purchasing decisions.

*   t-Test (Partial):

Used to test the influence of each variable X on Y. If the Sig. Value is < 0.05, then the variable significantly influences purchasing decisions.

- R² (Coefficient of Determination) Test:

Measures how much of the variation in purchasing decisions can be explained by the three independent variables. The R^2 value ranges from 0 to 1. The closer it is to 1, the better the model explains the relationship between the variables.

3.9. Reasons for Selecting Statistical Methods and Their Suitability to the Data

This research uses multiple linear regression because it is appropriate for the objectives and data type. The reasons are:

1. Quantitative data, all variables are measured using a Likert scale, which is considered interval data, so it is suitable for analysis with linear regression.
2. Want to Measure the Influence of Several Factors? Multiple linear regression can measure the influence of each variable, such as lifestyle, price perception, and product quality, separately (t-test) and together (F-test).
3. Can Create Prediction Models. The regression results produce a formula that can be used to predict purchasing decisions based on these three factors.
4. Can Test Statistical Assumptions. This method allows checking important assumptions such as normality, multicollinearity, and heteroscedasticity to ensure valid results.

By the type of research, because this research aims to explain the relationship between variables (explanatory), multiple linear regression is the appropriate method.

3.10. Data Processing

Data processing is performed using statistical software such as specific versions of SPSS (Statistical Package for the Social Sciences). Data from the questionnaire will be inputted, then validity and reliability tests and regression analysis will be performed to test the hypotheses.

3.11. Research Originality and Contribution

This research provides an empirical contribution that has not been widely explored locally, particularly regarding consumer behavior towards the Oppo brand in Palopo. This research also enriches the marketing literature by integrating three main factors (lifestyle, price perception, and product quality) in one purchasing decision analysis model. In addition, this research is expected to provide practical insights for retail businesses in formulating more targeted marketing strategies in the area.

3.12. Mitigating Potential Bias

Researchers take several steps to reduce the possibility of bias or data inaccuracy.

1. The questionnaire was created based on indicators tested from previous research and had been pre-tested to make it easy to understand.
2. The researcher explained to the respondents that the answers were confidential and anonymous, so they were expected to answer honestly.
3. During the data collection process, the researcher maintained a neutral stance and did not influence respondents' answers. Respondents were also asked to complete the questionnaire independently without coercion.

4. Respondent selection was carried out with clear criteria, namely only for consumers who purchased a cellphone during the research period, so the results were more accurate and relevant.

These steps ensure that the data collected is accurate and reliable.

3.13. Methodological Limitations

This research has several limitations that need to be considered so that the results are not misinterpreted:

1. Small Number of Respondents, The research only involved 30 Oppo consumers at the Mulia Cell Palopo Store, so the results may not necessarily represent all Oppo consumers elsewhere.
2. Non-Random Respondent Selection: Respondents were selected based on specific criteria (purposive sampling), so not all consumers had an equal opportunity to participate. This could affect the accuracy of the results.
3. Closed Questionnaire, The questions in the questionnaire are predetermined and use a Likert scale, so there is no room for respondents to explain their answers in more depth.
4. Limited Research Variables: This study only addresses lifestyle, price perception, and product quality. Other factors that may also be influential, such as promotion or brand image, were not examined.
5. Valid only at the Mulia Cell Palopo Store. The results of this study reflect the situation at the Mulia Cell Palopo Store. Results may differ if conducted in other locations or cities.

IV. Results and Discussion

Before discussing further, it is necessary to clarify several key terms in this research. Lifestyle is a person's pattern of behavior, activities, and opinions that reflect their way of life. Price perception is a consumer's assessment of a product's worth. Product quality indicates the extent to which a product meets consumer standards and expectations. Meanwhile, a purchasing decision is the consumer's final action in selecting and purchasing a product based on specific considerations.

4.1. Questionnaire Validity and Reliability Test

In quantitative research, instrument quality is a critical factor in determining the accuracy and consistency of the collected data. Therefore, the validity and reliability of the questionnaires used were tested.

4.1.1. Validity Test

Validity measures the extent to which an instrument measures what it is supposed to measure. The validity commonly used in quantitative research is construct validity, which is tested by analyzing the correlation between items and the total score (item-total correlation).

Validity test steps :

1. Using the Pearson Product-Moment correlation technique between item and total scores.
2. The instrument is valid if the calculated r value > r table is at a particular significance level (5% or 0.05).

3. If there are items whose correlation values are below the r table, these items can be considered for revision or deletion.

The results of the validity test of the research instrument are shown in Table 1.

Table 1. Validity Test Results

No	Variables	Item	r table	r count	Information
1	X1 Lifestyle	X1.1	0.807	0.374	Valid
		X1.2	0.911	0.374	Valid
		X1.3	0.956	0.374	Valid
		X1.4	0.943	0.374	Valid
		X1.5	0.566	0.374	Valid
2	Price Perception X2	X2.1	0.960	0.374	Valid
		X2.2	0.972	0.374	Valid
		X2.3	0.955	0.374	Valid
3	Product Quality X3	X3.1	0.975	0.374	Valid
		X3.2	0.972	0.374	Valid
		X3.3	0.980	0.374	Valid
		X3.4	0.608	0.374	Valid
		X3.5	0.975	0.374	Valid
		X3.6	0.972	0.374	Valid
		X3.7	0.980	0.374	Valid
		X3.8	0.608	0.374	Valid
		X3.9	0.972	0.374	Valid
4	Decision Purchase Y	X4.1	0.950	0.374	Valid
		X4.2	0.958	0.374	Valid
		X4.3	0.590	0.374	Valid
		X4.4	0.951	0.374	Valid
		X4.5	0.963	0.374	Valid
		X4.6	0.629	0.374	Valid
		X4.7	0.950	0.374	Valid
		X4.8	0.958	0.374	Valid

Table 1 shows that all items in the variables Lifestyle**,** Price Perception**,** Product Quality**,** and Purchase Decisions have a calculated R-squared value above 0.374, so they are declared valid.

4.1.2. Reliability Test

Reliability indicates how an instrument can provide consistent results when measured again under the same conditions. Reliability test steps:

1. The test was conducted using the Cronbach's Alpha formula.
2. A good reliability value is generally indicated if the Cronbach's Alpha value is ≥ 0.70, although a value of ≥ 0.60 is still acceptable in some exploratory contexts.
3. The closer the value is to 1, the higher the consistency between items in the questionnaire.

Table 2: Reliability Test Results

Variables	Cronbach's Alpha	Limit Critical	Information
Lifestyle	0.943	0.7	
Price Perception	0.978	0.7	Reliable
Product Quality	0.994	0.7	
Buying decision	0.920	0.7	

All variables show a Cronbach's Alpha value above 0.70, so the instrument is declared **reliable**, meaning it is consistent and can be trusted for use in research.

4.2. Multiple Linear Regression Test

The results of the multiple linear regression analysis are shown in Table 1.3

Table 3. Multiple Linear Regression Test Results

Coefficients [a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	43,737	.335		2,198	.537
Lifestyle	.768	.120	.819	5,463	.023
Price Perception	.013	.172	.010	.073	.943
Product Quality	.817	.123	.919	6,642	.000

Based on Table 3, the regression equation is obtained: Y = 43.737 + 0.768X1 + 0.013X2 + 0.817X3, where Y is the Purchase Decision. The constant value of 43.737 indicates that if all independent variables are zero, the purchase decision remains at 43.737. Every 1 unit increase in lifestyle will increase the purchase decision by 0.768. A 1 unit increase in price perception only increases the purchase decision by 0.013. Meanwhile, a 1 unit increase in product quality will increase the purchase decision by 0.817, assuming other variables remain constant. The test results in this study are derived from questionnaire data that have been tested for validity and reliability and analyzed using multiple linear regression according to the methods described above. Therefore, the results of this study can be scientifically justified.

4.3. T-Test (Partial Testing)

The researcher first looks for the T table value to analyze the influence of X1, X2, and X3 on Y. To calculate the t-table value, the following formula is used:

T table =t(a/2.nk-1
Ttable = t (0.025.25) = 2.059
T Table = 2.059
Details of the t-test results for each variable are presented in Table 4

Table 4. Results of the t-Test (Partial)

Independent Variable	T count	Probability (sig)	Information
Lifestyle (X1)	5,463	0.023	Significant
Price Perception (X2)	0.073	0.943	Not Significant
Product Quality (X3)	6,642	0.000	Significant
T table = 2.059			

Based on the data processing results, it was found that Lifestyle significantly affects Purchasing Decisions because the significance value is 0.023 < 0.05 and t count is 5.463 > t table 2.059. Price Perception does not have a significant effect because the significance value is 0.943 > 0.05 and t count is 0.073 < t table 2.059. While Product Quality has a significant effect because the significance value is 0.000 < 0.05 and t count is 6.642 > t table 2.059.

4.4. F-Test (Simultaneous Testing)

The results of the F test for simultaneous testing can be seen in Table 5

Table 5. F-Test Results (Simultaneous)

ANOVA [a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,221	2	11,611	83,694	.000 [b]
	Residual	3,746	27	.139		
	Total	26,967	29			

Predictors: (Constant), Product Quality, Price Perception

Based on the results of the data analysis in Table 5, the significance value for the influence of X1, X2, and X3 simultaneously on Y was 0.000, which is smaller than 0.05, and the calculated F value was 83.694, which is greater than the F table of 2.930. This shows that X1 (Lifestyle), X2 (Price Perception), and X3 (Product Quality) simultaneously influence Y (Purchase Decision).

4.5. Determination Analysis (R^2)

The R^2 test measures how much an independent variable influences the dependent variable as a percentage. The results of the determination test in this study, calculated using SPSS, can be seen in the following table. The coefficient of determination values are shown in Table 1.6.

Table 6. Results of the Determination Coefficient (R^2) Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.928 [a]	.861	.851	.372

a.   Predictors: (Constant), Lifestyle, Product Quality, Price Perception
b.   Dependent Variable: Purchase Decision

Based on Table 6, the coefficient of determination (R^2) is 0.861, indicating that the influence of the independent variables X1 (Lifestyle), X2 (Price Perception), and X3 (Product Quality) on Y (Purchase Decision) reaches 86.1%. Meanwhile, the remaining 13.9% is influenced by other factors not analyzed in this study. These findings directly address the research question regarding consumer behavior of Oppo mobile phone buyers at the Mulia Cell Store in Palopo City. This topic has not been extensively researched empirically at the local level. Using a quantitative approach and multiple linear regression analysis, this study provides scientific evidence that is accountable and relevant to the research context.

4.6. Discussion

This section discusses and relates the research findings to theory and previous research. Multiple linear regression analysis shows that lifestyle and product quality significantly influence the decision to purchase Oppo mobile phones at the Mulia Cell Store in Palopo City. At the same time, price perception does not have a significant partial effect. However, all three variables together have a significant effect. This finding answers the research question and provides a new contribution regarding consumer behavior in Palopo City. The explanation of each variable is presented as follows:

Table 6: Summary of Test Results of the Influence of Lifestyle, Price Perception, and Product Quality on Purchasing Decisions

	Variables	Testing	Test Results	Information
1.	Lifestyle (X1)	Partial t-test	Sig. = 0.023 t count = 5.463 > t table = 2.059	Influential significant positive
2.	Price Perception (X2)	Partial t-test	Sig. = 0.943 t count = 0.073 < table = 2,059	No effect significant
3.	Product Quality (X3)	Partial t-test	Sig. = 0.000 t count = 6.642 > t table = 2.059	Influential significant positive
4.	Lifestyle, Perception of Price and Product Quality	f test (simultaneous)	Sig. = 0.000 F count = 83.694 > F table = 2.930	Influential simultaneous significance
5.	Coefficient Determination (R^2)	-	R^2 = 0.861 (86.1%)	Capable model explains 86.1% decision variation purchase

A detailed analysis of each variable is described as follows:

4.6.1. The Influence of Lifestyle on Purchasing Decisions

The results of a simple regression test show that lifestyle significantly and positively influences the decision to purchase an Oppo cellphone at the Mulia Cell Store in Palopo City. This means that the more a consumer's lifestyle, such as following technology trends, prioritizing appearance, and being active on social media, the more likely they are to purchase an Oppo cellphone. This finding aligns with research conducted in Indonesia. Sahetapy (2019) Research shows that lifestyle can influence smartphone purchasing decisions, particularly among the younger generation. In the context of this study, this tendency was seen in respondents who were predominantly students, college students, and young workers in Palopo City. These findings align with the results of multiple linear regression analysis using standardized data that has been tested for validity and reliability. Thus, it can be confirmed that the influence of lifestyle on purchasing decisions is not a statistical fluke, but rather the result of a valid scientific procedure.

4.6.2. The Influence of Price Perception on Purchasing Decisions

A simple regression test showed that price perception did not significantly influence Oppo cellphone purchasing decisions at the Mulia Cell store in Palopo City. It is suspected that some consumers at the store perceive the price of Oppo phones as commensurate with the quality, features, and design offered, making price a less important factor. This finding is in line with the research results of Mendur et al. (2021). This suggests that price is not always the primary factor in purchasing decisions in certain situations. However, these results apply specifically to respondents in this research location and cannot be generalized to all consumers. Although price perception did not show a significant effect, it remains scientifically valid because the test used multiple linear regression, which is appropriate for this data type. Researchers ensured the authenticity of these results through analytical procedures that adhered to statistical principles.

4.6.3. The Influence of Product Quality on Purchasing Decisions

Simple regression results show that product quality significantly influences purchasing decisions. The more consumers perceive Oppo's quality, such as its elegant design, durability, high-quality camera, and strong operating system performance, the more likely they will purchase the product. This finding aligns with research. Oktavenia & Ardani (2019) showed that product quality contributes to building a strong brand image. This indicates that improving product quality, such as in Nokia mobile phones, can significantly improve brand perception in the minds of consumers. Sahati et al. (2024) also conducted a similar study, which found that product quality variables impact purchasing decisions at UD. The significant influence of product quality on purchasing decisions was obtained through analysis consistent with quantitative research methods. The data used has undergone rigorous instrument testing, so these results are reliable and reflect actual conditions in the field.

4.6.4. The Influence of Lifestyle, Price Perception, and Product Quality on Purchasing Decisions

The results of the multiple regression test show that lifestyle, price perception, and product quality collectively significantly influence the purchase decision for Oppo mobile phones. Although price perception has no effect partially, these three variables simultaneously influence the purchase decision. This finding aligns with research by Widodo et al. (2023), which shows that product quality, price perception, and lifestyle simultaneously impact the increase in purchasing decisions for iPhone brand smartphones. These findings strengthen the conceptual model that has been built and are supported by statistical analysis using the quantitative approach described in the research methods. These results provide scientific answers to how these three factors influence Oppo consumers' purchasing decisions in Palopo City, while enriching the limited local marketing literature.

Based on practical implications, this study offers practical insights for the owners of Mulia Cell Store to enhance consumer purchasing decisions. One recommended strategy is to implement lifestyle-based marketing. Consumer segmentation should be reinforced by identifying groups such as students, university attendees, and young professionals. Trend-driven Oppo products—particularly those with superior camera quality and stylish designs—should be prioritized in promotional efforts. Furthermore, it is essential to ensure that only original Oppo products with official warranties are sold, and that consumers are educated about product advantages through in-store displays, social media platforms, and direct promotional activities. Pricing strategies should reflect product value rather than focusing solely on affordability. Offering bundled deals, installment payment options, or bonus accessories can significantly enhance consumers' perceived value of the products. Additionally, customer experience must be improved through enhanced after-sales service, clear product consultations, transparent warranty information, and friendly customer interactions. Sales staff should be adequately trained to understand and address consumer needs based on their lifestyles. Social media must also be optimized for promotional purposes and as a platform for consumer education and engagement, with content tailored to match the target market's lifestyle. Based on theoretical Implications, this study supports existing marketing theories related to lifestyle, price perception, product quality, and purchasing decisions, particularly within the local context of Palopo City. The findings demonstrate that emotional factors (such as lifestyle alignment) and functional aspects (such as product quality) are more substantial in influencing purchasing decisions for technology products than price considerations.

This research opens avenues for further exploration. Given that price perception did not have a significant partial effect, exploring other psychological variables such as brand image, brand loyalty, or consumer trust becomes relevant. Future studies may also consider incorporating additional factors such as promotional strategies, word of mouth, customer satisfaction, and brand image to provide a more comprehensive understanding. Expanding the scope of the research to include respondents from other stores or cities with diverse market characteristics would help improve the generalizability of the findings. Moreover, adopting a qualitative or mixed-methods approach would allow deeper exploration into consumer

motivations and perceptions, offering richer insights beyond what quantitative data alone can reveal. Longitudinal studies are also recommended to track shifts in consumer behavior over time as technology and market dynamics evolve. Through this critical reflection, future research is expected to make broader contributions—both theoretically, in developing consumer behavior models, and practically, in formulating more effective and context-relevant marketing strategies.

V.   Conclusions

The timing of research plays a critical role in influencing the validity and accuracy of results. The findings may not accurately reflect the actual situation if data is collected during quiet periods in the store or when respondents are challenging to reach. Additionally, time constraints may cause researchers to rush the data processing stage, potentially leading to inaccuracies. Therefore, appropriate timing is essential to ensure data validity and support the practical application of research outcomes. The conclusions of this study are based on multiple linear regression analysis of data obtained from questionnaires that met validity and reliability standards, using quantitative research methods. Hence, the results can be considered authentic and valid. Based on the results of the research, several conclusions can be drawn. First, lifestyle significantly influences purchasing an Oppo cellphone at the Mulia Cell Store in Palopo City. Second, price perception does not have a significant partial effect, although it still contributes when analyzed simultaneously with other variables. Third, product quality emerges as the most dominant factor influencing purchasing decisions. Finally, when considered simultaneously, all three variables—lifestyle, price perception, and product quality—significantly influence consumer purchasing decisions. These findings answer the research questions empirically and contribute new scientific insights into consumer purchasing behavior for Oppo mobile phones, particularly within the unique regional context of Palopo City. Based on these findings, several suggestions are proposed. For the owner of the Mulia Cell Store, it is advisable to enhance product quality, offer a wider variety of Oppo models that align with different consumer lifestyles, and develop more personalized promotional strategies. While maintaining competitive pricing, it is also important to ensure that the price reflects the product's perceived quality. Future researchers should incorporate additional variables such as promotion, brand image, and consumer satisfaction to enrich the analysis. Moreover, expanding the geographical scope of the research to include other regions could provide a broader understanding of consumer behavior and improve the generalizability of the findings.

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