

The Influence of Money Attitude, Lifestyle, and Personal Values on Purchase Decision of Exclusive Gadgets in Aceh

Hendra Halim¹, Dinaroe²

¹ Prodi Ekonomi Syariah, Pascasarjana UIN Ar-Raniry, Aceh, Indonesia

² Fakultas Ekonomi dan Bisnis, Universitas Syiah Kuala, Aceh, Indonesia

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ABSTRACT

The research aims to measure the influence of lifestyle, money attitude, personal value, toward purchase decision of Apple products by Syiah Kuala University's students. Purposive sampling method is used to collect primer data by sampling the students who using Apple gadgets in the University. 97 out of 120 distributed questionnaires are being collected and Moderated Regression Analysis is used to test the hypothesis. The result shows that lifestyle, money attitude and personal value affects significantly towards the purchase decision of Apple products. Nevertheless, due to the negative result of regression coefficient, then personal value has not given any moderating effect of lifestyle and money attitude toward purchase decision of Apple products.

SARI PATI

Penelitian ini bertujuan untuk mengukur pengaruh gaya hidup, tingkah laku uang dan nilai personal terhadap keputusan pembelian produk Apple oleh mahasiswa Universitas Syiah Kuala. Metode purposive sampling digunakan untuk mengumpulkan data primer dengan mengambil sampel mahasiswa yang menggunakan gadget merek Apple di Universitas ini. 97 dari 120 kuisioner yang disebarkan berhasil dikumpulkan kembali dan analisis moderated regression digunakan untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan seluruh variabel independen berpengaruh secara signifikan terhadap keputusan pembelian produk Apple. Meskipun demikian, karena hasil koefisien yang negatif, maka nilai personal tidak memberikan efek moderating kepada gaya hidup dan tingkah laku uang terhadap keputusan pembelian produk Apple.

Corresponding author:
dinaroe@unsyiah.ac.id

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INTRODUCTION

In an era of globalization, the rapid development of mankind and its livelihood results in a variety of activities. Consumption that was merely seen as an activity to fulfill needs by the society eventually has turned into an activity that through culture, lifestyle and social interaction contributes to shaping consumer behavior.

Lifestyle has become an important variable as far as developing a marketing strategy. Each product has a different target market resulting in a differentiation of market segments, which is needed to shape the preferences and tendencies of potential consumers. Thus, when it comes to the market, lifestyle functions as a reasonably good segmentation variable (Li, 2009) because the lifestyle of an individual or a community encompasses social interaction, consumption, entertainment, and clothing style. Lifestyle usually identifies one's attitude, values or how one sees the world, and reflects one's personal taste (Hung, 2009).

The majority of students nowadays are relatively too dependent on their parents. Their lives are constantly filled with material sufficiency from their parents leading to money attitude and a different lifestyle. As Burgess (2007) stated, money attitude is considered as an expression of belief intertwined with interpersonal relations, individual attitude and conceptual values, which serves as an important tool in shaping one's actions and as a media that people use to facilitate trade. According to Blackwell, Miniard, and Engel (2001), lifestyle is a basic concept to understand consumer behavior because it depicts a more modern personal characteristic and is more comprehensive than personal values. Lifestyle is based on events taking place in one's surroundings and how one would adjust to such events according to his personal values.

Apple Inc. is one of the companies producing gadgets that uses differentiation through market segmentation for middle and high-income groups as its marketing strategy. This results in an exclusive community of Apple users that is relatively loyal. Such loyalty was built and shaped by Apple through user-friendly applications, comprehensiveness, unique design features that differentiate them from any other gadgets in the market. The love of Apple users is materialized in communities full of Apple enthusiasts across the globe. It is highly unlikely for an Apple user to switch to a different brand.

This study aims to (1) figure out to what extent the lifestyle of Universitas Syiah Kuala students influence their purchase decision of Apple products, (2) find to what degree money attitude influence their purchase decision of Apple products, (3) figure out to what magnitude personal values influence their purchase decision of Apple products, (4) find out to what extent personal values moderate the influence of lifestyle on their purchase decision of Apple products, and (5) figure out to what degree personal values moderate money attitude on their purchase decision of Apple products.

LITERATURE REVIEW

Lifestyle

The terminology of 'lifestyle' originated from the field of psychology and sociology, which refers to one's way of life, and it has been used to examine the life and mobility patterns of different social classes (Bei, 2000). Lazer (1963) defines lifestyle as a systemic concept and connects this particular model to look at people and their development in a dynamic society. Moreover, lifestyle puts more emphasis on values and actions in a sociocultural setting and is normally used to describe the way of life of consumers (Well & Prensky, 1996). Plummer (1974) argued that in a systematic cycle, lifestyle is divided into two concepts, where it can be

defined as the model of the lifestyle, while the other being a market segmentation. Thus, in order to understand the lifestyle segmentation, each element under the system, for instance: activities, interests, opinion, and demographic variables, might be used to comprehend the overall market.

Bei (2000) shows that there are two study methods for examining a lifestyle in existing market segmentation: by viewing the lifestyle in a general sense and in a particular sense. The first focus on personal activities, consumers' interest and opinion on their daily lives, while the latter zooms in on consumers' response related to certain products. Hawkins, Best & Coney (2000) considers lifestyle as a manifestation of personal concept collectively formed by past experiences, intrinsic features, and the conditions at a particular time referring to how people live their lives and in doing so results in different lifestyles depending on their ways of life.

The most commonly used method to measure lifestyle is the AIO scale, which consists of activities, interests, and opinions. Psychographics is a qualitative method for measuring lifestyle to describe market segmentation through focus groups and in-depth interviews (Blackwell, Miniard & Engel, 2005). Today, the most commonly used system of measurement is the Value and Lifestyle Survey (VALS) designed and developed by the Stanford Research Institute (SRI) (Assael, 2004). VALS classifies individuals into eight categories: thinkers, believers, innovators, achievers, strivers, survivors, experiences, and makers. Another method for understanding lifestyle is the List of Values (LOV), which asks consumers to weigh the seven items originating from Rokeach Value Survey (RVS) and is more effective than VALS in describing consumer behavior and measuring primarily general values (Blackwell et al, 2005). According to Ristiyo Prasetijo and John J.O.I

Ihalauw, Ph.D. (2005;56), lifestyle is how one lives, which includes how one allocates money and time. According to Sutisna (2001), lifestyle is one's life pattern of behavior towards how one spends their time (activities), what one considers important in one's domain (interests) and what one thinks about oneself and the surrounding world. It can be concluded that, based on the above definitions, lifestyle is how a person lives inferred from time and money allocation, and activities.

Money Attitude

Furnham (1984) shows that money attitude is basically interwoven with earnings. Burgess (2007) states that money attitude is regarded as an expression of belief intertwined with interpersonal relations, individual attitude, and conceptual values, which serves as an important tool in shaping one's actions and as a media that people use to facilitate trade.

Mitchell & Mickel (1999) states that in management research, although money is perceived differently according to each individual, it is still considered valuable and essential because it often relates to behavior, belief, and attitude. That study also tries to define money attitude through social sciences, such as economics, sociology, and psychology. Money is an important element in our daily life. Money can motivate and influence one's decision making. Not only do people associate value, utility and wealth with money, but with meaning and emotions (Belk & Wallendorf, 1990; Yamauchi & Templer, 1982). Economists regard each individual as a rational decision maker and as a result, he will always make an effort to increase his wealth and maximize the utility of money (Finn, 1992). However, there are other goals important respectively to each individual than just accumulating wealth, such as attaining power and enjoyments in life. Such goals influence the individual's attitude towards money, decision and behavior

pertaining to money. Thus, the symbolic value of money becomes an important aspect exceeding its economic value (Medina et al., 1996).

The literature on money attitude is multidimensional and individuals associate a different symbolic value with money (Medina et al., 1996). Researchers have developed different scales to measure individual money attitude (Furnham, 1984; Yamauchi & Templer, 1982). The Money Attitude Scale (MAS) developed by Yamauchi and Templer applies money attitude in a broad sense and is proven reliable to be used in different cultures (Roberst & Jones, 2001). Therefore, an adapted version of MAS by Gresham and Fontenot (1989) is used in this study. The three main dimensions of money on the scale are power-prestige, retention-time (Yamauchi dan Templer, 1982) and quality (Gresham & Fontenot, 1989).

Power-prestige dimension shows an individual believes that money is a symbol of success. An individual who resonates strongly with such belief will treat money as a means for impressing others and gaining social recognition (Tamauchi & Templer, 1982). Retention-time dimension shows an individual believes that money is a means for planning and preparing oneself for the future (Yamauchi & Templer, 1982). An individual who resonates strongly with such belief will engage in financial planning and saving for the future. Quality dimension shows an individual believes that money is a means for purchasing products and services of high quality (Gresham & Fontenot, 1989). An individual who resonates strongly with such belief will choose to acquire products of high quality, regardless of earnings. Research has shown that these dimensions of money attitude can be influenced by age, gender, education, income, and ethnicity. Younger age, lower income or education tend to lead to money as a means for gaining power

(Furnham, 1984). Males tend to view money as a symbol of success and a means for purchasing high-quality products compared to females (Gresham & Fontenot, 1989).

Personal Values

Blackwell et al. (2005) argues that values are permanent, a lasting belief, and are the final state and approach favored by an individual and the society. This indicates longevity and sustainability. Wang (2006) believes that personal values are the values that are picked from social values, refer to the normal behavior of an individual, reflect personal preferences towards a set of values or a variety of social values that shape certain individual behavior. Assael (2004) indicates that values have five main characteristics: received values, guiding values, permanent values, dynamic values, and widely accepted values.

Classification of values differs among academicians. They introduced broadly diverse criteria for classification. Initially, Allport (1951) developed a set of criteria that categorized values into six types: theoretical, economic, aesthetic, social, political and religious. Adopting a more historical approach, Perry (1926) categorizes values into cognitive, ethics, economic, political, aesthetic and religious.

Schwartz & Bilsky (1987) shows that the Schwartz Value Scale (SVS) is useful in identifying a set of universal values. It theoretically explains the objective of an individual or group in changing situations by using 10 categories to represent values. In the means-end chain model, consumer values are determined by figuring out the attribute deemed important by consumers. This approach allows consumers to show an attribute considered important, further explains the benefits that the attribute brings in particular, and also allows consumers to show the instrumental value that makes such benefits important. This approach is

also known as laddering because it allows consumers to perform a hierarchical analysis, from top to bottom (Wang, 2006).

Rokeach (1973) sees values as the objective or the end state and as a means for achieving goals (code of conduct or instrumental values) and considers values as a permanent belief, which is preferred terminal values and means of the use of an individual or the societies. The LOV scale consists of nine items, which can be further grouped into three value dimensions: intrinsic individual values, extrinsic individual values, and interpersonal values (Lin, 2010; Wells dan Prensky, 1996).

In addition, professional marketers can use this approach to cope with a marketing strategy with the following aspects in mind. Text: allow consumers to understand product's attributes through ad; benefit for consumers: positive outcome experienced by consumers after product usage; and leverage point: related to ad and value, which is useful for evaluating relevancy and effect (Assael, 2004).

Purchase Decision

Rong (1999) sees purchase decision as a choice made by consumers after careful considerations based on the available options and information collected from many sources after narrowing down to a particular option. According to Kotler (2001), the purchase decision is a phase in the consumer decision-making process where the consumers actually buy the product.

Assael (2004) suggests that there are five phases in a decision-making process: problem identification, information gathering, evaluation of alternatives, the decision on an option, and result. Peter & Olson (2004) shows that consumers' decision is target-oriented and that consumers need to eventually choose a decision, among many, throughout the problem-solving process.

Blackwell et al. (2005) show that purchase decision making is influenced by numerous factors, including store promotion, ambiance, hygiene level, hospitality, price, offered value, comfort, and selling experience. Best & Coney (2001) states that the categories of decision making are nominal, limited and broad. Howard (1989) considers consumer decision making as a model comprising six interrelated variables: message, brand introduction, brand attitude, confidence and buying intention. Brand introduction, attitude, and confidence are the three main factors that shape an image in the minds of customers of a brand (Vatjanasaregagul dan Wang, 2007).

The model for consumer decision making proposed by Nicosia (1996) comprises four main parts. The first part: businesses' message is forwarded to consumers via the media. The second part: consumers choose a product after a selection process. The third part: consumers turn motivation into practical action. And finally, the fourth part is related to consumer behavior after the purchase and satisfaction as the underlying factor in repurchasing.

There is a consumer decision model that was initially developed by Engel, Blackwell, and Kollat and has been modified and evolved from time to time later known as the EMB after Miniard joined the research team. This model is used for sorting influential people, events and objects, and it further formulates logical and appropriate decisions that involve seven main stages: problem recognition, information search, pre-purchase evaluation of alternatives, purchase, consumption, post-purchase evaluation, and disposal.

Conceptual Framework

The conceptual framework of this study illustrates the relationships among the following independent variables: lifestyle (X_1)

and money attitude (X_2), and the following dependent variables: purchase (Y), along with a moderator variable: personal values (Z).

The conceptual framework is shown in Diagram 1.

The relationships among Variables

The influence of lifestyle on purchase decision

Rao, Kim & Cho (2000) illustrates that for consumers that value price, networks and time-oriented lifestyle, the online shopping brings about positive impacts on their purchase decision making despite the associated risks that become a negative impact. Lin (2010) indicates that while some researchers focus on purchase decision by analyzing certain personality traits, there are other researchers who examine lifestyle to predict consumer behavior. Hu (2007) shows that variables like demography, purchasing power, part-time job, and lifestyle have a significant influence on purchase decision pattern on university students.

Lifestyle differences will lead to a variety of behavior and way of thinking, which result in

diversity in terms of preference and behavior during purchase decision making. Considering the above research findings, the first hypothesis of this study can be concluded as follows.

H₁: Lifestyle has an influence on the purchase decision.

The influence of money attitude on purchase decision

The study results of Tsai (2008) show that different personal and family backgrounds have different effects on money attitude and purchase behavior of adolescents. This indicates the relationships among peers, money attitude and purchase behavior of adolescents. Consumer behavior helps in depicting the basic factors such as personal and family backgrounds, peer relations and money attitude. Therefore, the differences in money attitude are a product of influence from family, peers and the environment. Different backgrounds will also result in different views about money, and to an extent will have a certain influence on personal development. In conclusion, as regards purchase decision making, people show the diversity that roots

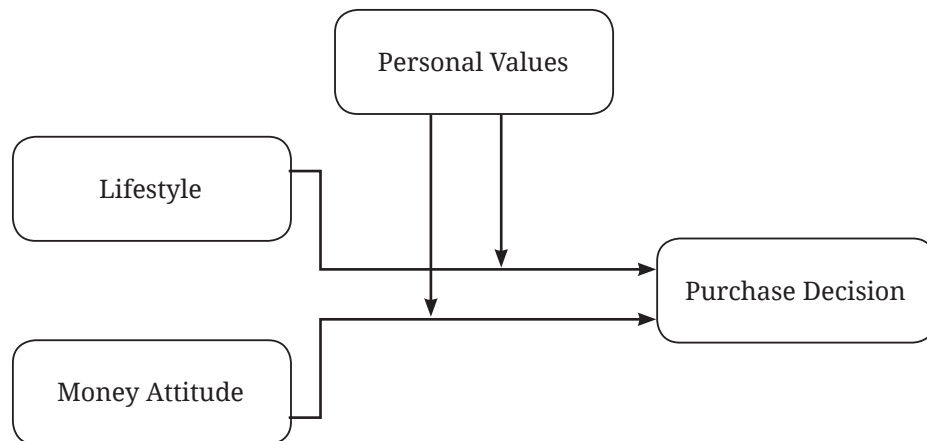


Diagram 1. The conceptual framework adopted from (Lin dan Shih, 2012)

from each own money attitude. Based on the above research findings, the second hypothesis of this study can be laid out as follows:

H₂: Money attitude has an influence on the purchase decision.

The influence of personal values on purchase decision

Solomon (2004) argues that values influence consumer behavior. For that reason, this study applies some assessments and value measurement on consumers to show that personal values have an influence on their decision making and that the differences in their decisions are a product of lifestyle differences.

Lin (2004) scrutinizes the relationships among lifestyle, personal values and consumer behavior of customers of billiard halls in the city of Taipei and finds that their lifestyles have a significant impact on four types of consumer behavior: play time, consumption frequency, consumption amount and willingness to recommend the place to other people. This indicates that their personal values have resulted in a significant influence on their consumer behavior. By referring to the above research findings, the fourth hypothesis of this study can be concluded as follows.

H₃: Personal values have an influence on purchase decision.

The moderation effect of personal values on lifestyle towards a purchase decision

Blackwell et al. (2005) argue that a comparison between values and lifestyle should be observed because while values normally last in nature, changes in lifestyle take place more rapidly in life. In addition, the framework of lifestyle is personalized, that alters with environmental changes in the ways that reflect individual needs, so that coherence can be achieved

between personality and personal values. Rong (1999) shows that analyses on the environment and marketing research can assist professional marketer in understanding changes in social values. Therefore, businesses can explore and observe the lifestyle of the people and their purchase decision to see whether differences in behavior represent differences in value and whether differences in value have an impact on lifestyle and purchase decision making.

Lin (2004) scrutinizes the relationships among lifestyle, personal values and consumer behavior of customers of billiard halls in the city of Taipei and finds that their lifestyles have a significant impact on four types of consumer behavior: play time, consumption frequency, consumption amount and willingness to recommend the place to other people. This indicates that their personal values have resulted in a significant influence on their consumer behavior. By referring to the above research findings, the fifth hypothesis of this study can be concluded as follows.

H₄: Personal values have a moderating effect on lifestyle towards a purchase decision.

The moderation effect of personal values on money attitude towards a purchase decision

Rong (1999) shows that values play an important role in consumer behavior as insights into one's perception, attitude, and motivation. One can differentiate between right and wrong in certain consumer behavior and that is an indication of personal values influencing one's money attitude, and eventually one's behavior as a consumer. Tsai (2008) shows that factors like personal and family backgrounds, peer relations and money attitude of adolescents are the indicators to predict their behavior as consumers.

Lu (2010) examines money attitude and purchase decision making pattern of senior

high school students and finds that demography, as a variable, can cause a significant amplifying difference in their money attitude and purchase decision-making pattern. Considering the above research findings, the sixth hypothesis of this study can be laid out as follows.

H₅: Personal values have a moderating effect on money attitude towards a purchase decision.

METHODS

Population and Sampling

According to Simamora (2004), the population is a group of units, on which analysis can be performed, that contains the information expected to be found. The population can be classified into a definite population and indefinite population. The population in this study is the students of Universitas Syiah Kuala who are users of iPhone, iMac, and iPad, as since the three products are the most used gadgets at the university. Because of the total number of Apple users at the university was unknown, Non-probability sampling—a sampling technique that exempts an equal chance or opportunity for every element or member of the population to become a sample—was used. Purposive sampling method was used in this study in which every respondent meeting the sampling criteria were included at a set time (Nursalam, 2007).

The sampling criteria are:

1. Students of Universitas Syiah Kuala who are Apple users (iPad, iMac, and iPhone)
2. Have become iPad, iMac, dan iPhone users for at least one year.
3. Willing to become respondents.

Considering the unknown population size based on the above conditions, a minimum number of 100 samples was set as it is the least amount to be met in a study that applies discriminant analysis (Hair et al, 2010). According to Sugiarto (2001), samples are

the members of a population, chosen based on certain procedures, that are expected to represent the entire population.

Tools for Data Analysis

Test and analysis of the primary data were performed with the Statistic Package for Social Science (SPSS) by using the moderated regression analysis (MRA) with two-way interactions.

The formula is as follows.

$$Y = a_1 + b_1 X_1 + b_2 X_2 + b_3 Z + e$$

$$Y = a_2 + b_1 X_1 + b_2 X_2 + b_3 Z + b_4 X_1 Z + b_5 X_2 Z + e$$

Source: (Sharma, 1981)

Where:

Y	= purchase decision
a	= a constant
b	= regression coefficient
X	= lifestyle
X ¹	= money attitude
Z ²	= personal values
e	= error term

Validity testing was performed to test whether the items in the questioner are already appropriate for measuring the concept being discussed using Pearson correlation test. Reliability testing was performed to test the stability and consistency of the instrument for measuring the concept using the Cronbach's Alpha. To check whether the data is useful and insightful, assumption requirement analysis testing was done before performing the MRA (Ghozali, 2005) using a classic assumption testing with normality and autocorrelation tests.

RESULTS AND DISCUSSIONS

Data Analysis

No less than 100 Apple users among students of Universitas Syiah Kuala were profiled to be potential respondents in this study. However, only 97 questionnaires were received back out

of 100 that were sent out in total. Characteristic differences such as age, gender, and occupation of parents were observed, which can be seen in Table 1.

eliability Testing

Reliability test serves as a tool to measure whether an instrument or questionnaire can be trusted to produce good study results (Arikunto, 2006). The test was performed statistically by calculating the Cronbach's Alpha value. A constructor for the variable is considered reliable if the value of Cronbach's Alpha > 0.60 according to Malhotra (2005). SPSS

16.0 for Windows was used for the testing and the results can be seen in Table 2.

Based on Table 2, all of the Alpha values for all variables are above 0.60, so it can be concluded that the questionnaire used in this study is appropriate as a measuring tool.

Moderated Regression Analysis (MRA) Results

This study uses the regression formula from interaction test or known as the moderated regression analysis (MRA). MRA is a particular application of multiple linear regression where

Table 1. Characteristics of Respondents

No.	Variable	Frequency	Percentage
1.	Age:		
	• <17 years	24	24.7%
	• 18-20 years	35	36%
	• 21-23 years	25	25.8%
	• > 23 years	13	13.4%
	Total	97	100%
2.	Gender:		
	• Male	48	49.5%
	• Female	49	50.5%
	Total	97	100%
3.	Occupation of Parents:		
	• Entrepreneur	24	24.7%
	• Civil Servant	36	37.1%
	• Private Sector Employee	21	21.6%
	• Others	16	16.5%
	Total	97	100%

Table 2. Reliability of Study Variables (Alpha)

No	Variable	Average	Variable Item	Alpha Value	Reliability
1.	Lifestyle	3.4	9	0.802	Reliable
2.	Money Attitude	3.8	6	0.762	Reliable
3.	Purchase Decision	3.4	10	0.851	Reliable
4.	Personal Values	3.4	5	0.617	Reliable

Source: Primary Data (processed)

the regression formula contains the element of interaction gained from the absolute difference value of the independent variables (Ghozali, 2006). The results of the regression test are presented in Table 3.

Based on the regression calculation results in Table 3, the multiple linear regression formula found using SPSS 16.0 is as follows.

$$Y = a_1 + b_1 X_1 + b_2 X_2 + b_3 Z + e$$

From the regression formula above, we can see that the constant value from the table above is 0.042, which is the value of the purchase decision of Apple products by the students. So when lifestyle and money attitude serve as the independent variables and personal values as a moderator variable is considered constant, the purchase decision value obtained is 0.042.

The regression coefficient for lifestyle (X_1) is 0.601 at a significance level of 0.000 that is smaller than 0.10, which means that a 100%

change in lifestyle variable will relatively influence an increase of 60.1% in a purchase decision. Therefore, it can be said that the lifestyle of the students has a significant influence on their purchase decision of Apple products.

The regression coefficient for money attitude (X_2) is 0.129 at a significance level of 0.088 that is smaller than 0.10, which means that a 100% change in the money attitude variable will relatively influence an increase of 12.9% in a purchase decision. Therefore, it can be said that the money attitude of the students has a significant influence on their purchase decision of Apple products.

The regression coefficient for personal values (Z) is 0.173 at a significance level of 0.030 that is smaller than 0.10, which means that a 100% change in the personal values variable will relatively influence an increase of 17.3% in a purchase decision. Therefore, it can be said that the personal values of the students have a

Table 3. MRA Test Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.042	.432		.098	.922		
	Lifestyle	.656	.087	.601	7.578	.000	.860	1.163
	Money Attitude	.136	.079	.129	1.723	.088	.957	1.045
	Personal Values	.181	.082	.173	2.207	.030	.876	1.142
2	(Constant)	-.949	1.693		-.561	.576		
	Lifestyle	1.473	.411	1.349	3.587	.001	.037	26.934
	Money Attitude	-.324	.392	-.310	-.828	.410	.038	26.611
	Personal Values	.519	.468	.498	1.108	.271	.026	38.470
	X1Z1	-.247	.120	-1.250	-2.057	.043	.014	70.302
	X2Z2	.132	.107	.615	1.232	.221	.021	47.492

a. Dependent Variable: Purchase Decision

Source: Processed primary data

significant influence on their purchase decision of Apple products.

Based on the analysis results above, it is known that, among the three variables, the lifestyle variable (X_1) has a dominant influence on the students' purchase decision of Apple products, with a coefficient of 0.601.

$$Y = a_2 + b_1 X_1 + b_2 X_2 + b_3 Z + b_4 X_1 Z + b_5 X_2 Z + e$$

The regression coefficient for interaction between lifestyle (X_1) and personal values (Z) is -1.250 at a significance level of 0.043 that is smaller than 0.10, which means that personal values (Z) as a variable weakens the interaction between the lifestyle (X_1) and purchase decision (Y) by 125%.

The regression coefficient for interaction between money attitude (X_2) and personal values (Z) is 0.615 at a significance level of 0.221 that is larger than 0.10, which means that personal values (Z) as a variable strengthens the interaction between the lifestyle (X_1) and purchase decision (Y) by 61.5%.

Correlation and Determination Testing

The extent of relationships and influence among the independent variables and the moderator variable on students' purchase

decision of Apple products based on correlation and determination can be examined from the Table 4.

According to Table 4, the correlation coefficient is 0.705, which shows a positive correlation between the relationships among lifestyle, money attitude and personal values variables, and purchase decision. The correlation value of 70.5% tells that lifestyle, money attitude, and personal values have a significant relationship with the purchase decision. Therefore, If lifestyle, money attitude and personal values increase by 100%, it will drive an increasing degree of purchase decision of Apple products by the students.

According to Table 4, the correlation coefficient is 0.723, which shows a positive correlation between the relationships among lifestyle, money attitude, personal values, X_2Z interaction, and X_1Z interaction, and purchase decision. The correlation value of 72.3% tells that lifestyle, money attitude, personal values, X_2Z interaction, and X_1Z interaction have a significant relationship with the purchase decision. Thus, if lifestyle, money attitude, personal values, X_2Z interaction and X_1Z interaction increase by 100%, it will drive an increasing degree of purchase decision of Apple products by the students.

Table 4. Correlation and Determination Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.705 ^a	.497	.481	.49703
2	.723 ^b	.522	.496	.48975

a. Predictors: (Constant), Personal Values, Money Attitude, Lifestyle

b. Predictors: (Constant), Personal Values, Money Attitude, Lifestyle, X_2Z , X_1Z

c. Dependent Variable: Purchase Decision

Source: Primary Data (processed)

In the meantime, according on Table 4, the determination coefficient (R^2) is 0.497, which means that a 49.7% change in the dependent variable (purchase decision) can be explained from changes in the independent variables (lifestyles [X_1] and money attitude [X_2]) and the moderator variable (personal values [Z]). Meanwhile, the other 50.3% can be explained from other factors outside the indicating variables used in this study, which means that a 50.3% change in the students' purchase decision of Apple products is influenced by factors other than lifestyle, money attitude and personal values researched in this study.

Hypothesis Testing

Simultaneous Testing (F-test)

This study uses ANOVA test to see the extent of influences of the independent and moderator variables comprehensively on the dependent variable, which can be explained in the Table 5.

The simultaneous testing results in a $F_{\text{calculated}}$ value of 30.628, while the F_{table} is 2.13 at a significance level $\alpha = 10\%$. This shows that $F_{\text{calculated}} > F_{\text{table}}$ with probability level 0.000. Therefore, a decision can be made based on this calculation that the alternative hypothesis is accepted and the zero hypothesis is rejected, which means that lifestyle (X_1), money attitude

(X_2) and personal values (Z) can simultaneously have a significant influence on the students' purchase decision of Apple products.

The simultaneous testing also results in a $F_{\text{calculated}}$ value of 19.889, while the F_{table} is 2.13 at a significance level $\alpha = 10\%$. This shows that $F_{\text{calculated}} > F_{\text{table}}$ with probability level 0.000. Therefore, a decision can be made based on this calculation that the alternative hypothesis is accepted and the zero hypothesis is rejected, which means that lifestyle (X_1), money attitude (X_2), personal values (Z), X_1Z interaction and X_2Z interaction can simultaneously have a significant influence on the students' purchase decision of Apple products.

Therefore, it is proven that there is a significant influence between lifestyle (X_1), money attitude (X_2) and personal values (Z), and the influence of lifestyle (X_1), money attitude (X_2), personal values (Z), X_1Z interaction and X_2Z interaction. Thus, the proposed alternative hypothesis (H_a) was accepted and conversely, zero hypotheses (H_0) is rejected. This is because of the resulting $F_{\text{calculated}} > F_{\text{table}}$, with a probability level of 0.000.

Partial Testing (t-test)

To find out the extent of influence of lifestyle (X_1), money attitude (X_2), personal values (Z), X_1Z

Table 5. Simultaneous Testing (F-test)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.699	3	7.566	30.628	.000 ^a
	Residual	22.975	93	.247		
	Total	45.673	96			
2	Regression	23.847	5	4.769	19.884	.000 ^b
	Residual	21.827	91	.240		
	Total	45.673	96			

a. Predictors: (Constant), Personal Values, Money Attitude, Lifestyle

b. Predictors: (Constant), Personal Values, Money Attitude, Lifestyle, X2Z2, X1Z1

c. Dependent Variable: Purchase Decision

Source: Primary Data (processed)

interaction and X_2Z interaction simultaneously on the students' purchase decision of Apple products, we can refer to Table 6.

Based on Table 6, it is known that the $t_{\text{calculated}}$ for lifestyle is 7.578, with significance level 0.000 or $<0,10$. It can be concluded that the students' lifestyle has a significant influence on their purchase decision of Apple products.

Based on Table 6, it is known that the $t_{\text{calculated}}$ for money attitude is 1.723, with significance level 0.088 or $<0,10$. It can be concluded that the students' money attitude has a significant influence on their purchase decision of Apple products.

Based on Table 6, it is known that the $t_{\text{calculated}}$ for personal values is 2.207, with significance level of 0.030 or $<0,10$. It can be concluded that the students' personal values have a significant influence on their purchase decision of Apple products.

Based on Table 4.6, it is known that the $t_{\text{calculated}}$ for X_1Z interaction is -2.057, with significance level 0.043 or $<0,10$. It can be concluded that the students' personal values moderate the influence of lifestyle on their purchase decision of Apple products. However, because of the regression coefficient shows a negative direction, that means their personal values weaken the influence of lifestyle on their purchase decision of Apple products.

Based on Table 4.6, it is known that the $t_{\text{calculated}}$ for X_2Z interaction is 1.232, with significance level 0.221. It can be concluded that the students' personal values do not moderate the influence of money attitude on their purchase decision of Apple products.

CONCLUSION AND RECOMMENDATION

The study results show that lifestyle has a significant influence on the purchase decision of Apple products by the students of Universitas Syiah Kuala, and (H_1) is therefore accepted.

Table 6. Partial Testing (t-test)

		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics
Model		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	.042	.432		.098	.922	
	Lifestyle	.656	.087	.601	7.578	.000	.860 1.163
	Money Attitude	.136	.079	.129	1.723	.088	.957 1.045
	Personal Values	.181	.082	.173	2.207	.030	.876 1.142
2	(Constant)	-.949	1.693		-.561	.576	
	Lifestyle	1.473	.411	1.349	3.587	.001	.037 26.934
	Money Attitude	-.324	.392	-.310	-.828	.410	.038 26.611
	Personal Values	.519	.468	.498	1.108	.271	.026 38.470
	X_1Z_1	-.247	.120	-1.250	-2.057	.043	.014 70.302
	X_2Z_2	.132	.107	.615	1.232	.221	.021 47.492

a. Dependent Variable: Purchase Decision

Source: Primary Data (processed)

This is in line with the theory proposed by Hu (2007) showing that variables like demography, purchase power, part-time job, and lifestyle significantly impact the students' purchase decision pattern. Rao, Kim & Cho (2000) points out that for consumers that value price, networks and time-oriented lifestyle, the online shopping brings about positive impacts on their purchase decision making despite the associated risks that become a negative impact. Money attitude has a significant influence on the purchase decision of Apple products by the students of Universitas Syiah Kuala, and (H_2) is therefore accepted. The results of Tsai (2008) show that differences in individual and family backgrounds will lead to different degrees of influence and purchase decision in adolescents, which also show the correlations of peer relations and money attitude with the purchase decision. Thus, it can be concluded that when purchasing, one would show a difference in decision making as a result of one's own money attitude.

Personal values have a significant influence on the purchase decision of Apple products by the students of Universitas Syiah Kuala, and (H_3) is therefore accepted. The results are in line with the theory proposed by Solomon (2004) showing that values affect consumer behavior. Therefore, consumer research involves some degree of assessment and value measurement and shows that personal values will impact consumer decision making, and that differences in it are a product of differences in lifestyle.

The results of this study has shown that personal values moderate the influence of lifestyle on purchase decision of Apple products by the students of Universitas Syiah Kuala, and therefore (H_4) is accepted, which is in line with the theory proposed by Blackwell et al. (2005) showing that values and lifestyle must be compared since values normally last in nature,

while lifestyle changes take place more rapidly, and the framework of lifestyle is personalized, that alters with environmental changes in the ways that reflect individual needs, so that coherence can be achieved between personality and personal values.= Rong (1999) shows that analyses on the environment and marketing research can assist professional marketer in understanding changes in social values. Therefore, businesses can explore and observe the lifestyle of the people and their purchase decision to see whether differences in behavior represent differences in value, and whether differences in value have an impact on lifestyle and purchase decision making. Lin (2004) scrutinizes the relationships among lifestyle, personal values and consumer behavior of customers of billiard halls in the city of Taipei and finds that their lifestyles have a significant impact on four types of consumer behavior: play time, consumption frequency, consumption amount and willingness to recommend the place to other people. This indicates that their personal values have resulted in a significant influence on their consumer behavior.

The study results show that personal values do not moderate the influence of money attitude on purchase decision of Apple products by the students of Universitas Syiah Kuala, and therefore (H_5) is not accepted, which is in line Sharma et al. (1981) in Ghozali (2011) arguing that the moderator variable (Z) correlate with criterion (Y) and/or predictor (X), but the moderator variable (Z) does not interact with predictor (X) as seen in quadrant I. Thus, the variable Z is not a moderator, but an intervening variable, exogenous, antecedent, or predictor (independent). In addition, this study proves that the variable Z is an independent variable as opposed to being a moderator variable, which is in line with the theory by Solomon (2004) showing that values influence consumer behavior, and some assessments

and value measurement on consumers are included to show that personal values have an influence on their decision making and that the differences in their decisions are a product of lifestyle differences.

Recommendations

Based on this study findings, some recommendations can be made as follows.

1. The results show that lifestyle is the most dominantly influential on university students' purchase decision of Apple

product. Therefore, companies should consider lifestyle an integral variable in marketing strategy development. Each product has a different target market, so differentiation through market segmentation is needed to anticipate the preferences and tendencies of potential Apple consumers.

2. Apple Inc. can show more commitment to the development of feature, design, and quality to keep their already existing customers. ▴

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