The Influence of Brand Trust, Brand Image and Lifestyle on Buying Interest in Samsung Galaxy A Series Smartphones in National University Students

Umi Fadillah Rahmawati[1], Elwisam[2], Kumba Digdowiseiso[3]*

[1,2,3]Faculty of Economics and Business, Universitas National, Indonesia

Email: [1]umifadillahr@gmail.com, [2]elwisam@civitas.unas.ac.id, [3]kumba.digdo@civitas.unas.ac.id*

Abstract:

This study aims to analyze how much influence brand trust, brand image, and lifestyle have on purchase intention. This type of research uses descriptive quantitative methods and data analysis techniques using inferential analysis data and using primary data formed closed questionnaires to 100 respondents and assisted by using the SPSS version 23 program. To obtain results from consumer buying interest in the Samsung Galaxy A smartphone Series. The results of this study reveal that brand trust, brand image, and lifestyle variables have a positive and significant effect on purchase intention. This can be seen in the coefficient table in the regression equation $Y = 0.308 X1 + 0.324 X2 + 0.280 X3$. The conclusion is that the independent variable has a positive and significant influence on purchase intention.

Keywords: Brand Trust, Brand image, lifestayl, interest in buying.

INTRODUCTION

The development of communication in the current modrn era is very rapid One of these communication aids is a smartphone (smartphone). Smartphone is a mobile phone that has a high level of capability that already uses the operating system to run the programs in it. Even some smartphones now have functions that resemble a computer. Almost all individual needs are helped by smartphones, ranging from daily activities to those related to work problems. Besides the main function to exchange information which is very broad in scope, with the internet network, smartphone users can access everything. Many smartphones offer a variety of advantages of all features and functions that are increasingly sophisticated such as cameras that are so sophisticated and good, attractive designs, long-lasting batteries and many more advantages of smartphones. The number of smartphone products that enter the market makes consumers make several considerations to choose a smartphone to help consumers in carrying out daily activities. The development of the smartphone world in Indonesia from year to year continues to experience a significant increase. People's need for smartphones is getting higher is one of the causes. In addition, the presence of various smartphone products in Indonesia has attracted a lot of public interest, one of which is the Samsung brand smartphone (Azhhari &; Yuliana, 2021).

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One smartphone that may be in great demand by the public today is a Samsung smartphone, Samsung smartphones are known for smartphones that have qualified quality even though they are sold at a higher price than other smartphones. And until now its development has many changes that are always increasing. Elcom (2011: 01) in Gun Gun Gumelar3) (2018: 1) said that smartphones (smartphones) are mobile phones that have a high level of capability, with functions that resemble computers. According to Chang (2008: 18) Samsung is a major phone manufacturer in Korea and ranked third in terms of world market share since 2002. (Prihartini &; Fauzi, 2020)

At this time public demand for smartphones is increasing, this is an opportunity for manufacturers to compete to create products by increasing new innovations. So as to attract consumers in choosing products. According to Kotler and Keller (2007: 39) explain that smart companies will try to fully understand the customer decision-making process, all their experiences in learning, selecting, using, and even adopting products. Between alternative processes and decision-making lies consumer buying interest. According to Kotler, Bowen and Makens (1999) in Antoni Adi Wiyoko2) (2018: 16) buying interest arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices about the product to be purchased on the basis of brand and interest. A product is said to have been consumed by a consumer if the product has been decided by the consumer to be purchased. If the benefits felt outweigh the sacrifices to get it, then the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifices, then usually buyers will refuse to buy and generally switch to evaluating other similar products.

Currently there are several competing smartphone brands in Indonesia, including Samsung, Oppo, Iphone, Xiomi, and others. Some smartphones that have sales have greatly increased in 2018 - 2020 with various smartphone brands that offer cheaper prices and good product quality. According to the results of Smartphone sales research in the global market in 2018 - 2020 which has been quoted by (www.topbrand-award.com).

Purchase intention is something related to consumers' plans to buy certain products/services, as well as how many units of products/services are needed in a certain period (Kumala, 2012). Rossiter and Percy in Kumala (2012) suggest that buying interest is a consumer's self-instruction to make a purchase of a product, plan, take relevant actions such as proposing, and finally making a decision to make a purchase. (Kumala, 2012)

The first thing that affects buying interest is brand trust, brand trust is believed to affect buying interest. As explained by Fatikhyaid, et al (2019: 97) who said that brand trust is a consumer's trust in a product because of a certain brand. Samsung dares to bear all risks because it has the assumption that the brand can meet the needs and will have a positive impact. (Liu, 2019)

Previous studies have examined brand trust in buying interest. Empirical research conducted by Lestari (2015) suggests that brand trust affects buying interest. The results suggest that brand trust has a positive and significant influence on buying interest. Research has also been conducted by Laksmana and Kusuma, (2015) the results of their research suggest that Brand Trust has a positive effect on Buying Interest. Similarly, research conducted by Desiarista and Triastuti

(2011) and Semuel, and Lianto, (2014), that brand trust has a positive effect on buying interest. (Lidyasuwanti, 2017)

It can be concluded that Brand Trust is a condition where consumers have a positive nature towards the brand, believe in the brand and there is a consumer perception that the brand is able to meet their needs and is able to provide satisfaction for consumers.

Kotler and Keller, (2016) have explained related to brand image as a name or symbol that represents what business actors do to convey their type of business to consumers or customers. Kenneth and Donald (2018) in their explanation have also mentioned that, brand image can also be assumed as something about what consumers want to meet the needs of what they want in a product both individually and in groups. Another opinion is also mentioned by Schiffman and Kanuk (2006) in Praweti (2016) where there are several elements in creating a brand image. Both from quality and quality that must be guaranteed can improve a product image in the eyes of consumers. This advantage will make the image of consumers can influence the development of the company to buy. (Indarto &; Farida, 2022)

The results of research related to brand image on consumer buying interest put forward positive results. Other studies have also examined brand image on buying interest carried out by Rosandi and Sudarwanto, (2014) the results suggest that brand image is the most important variable that affects consumer buying interest. Research by Pradipta and Mashariono, (2015) also has the same results, namely there is a positive influence on brand image with consumer buying interest. Adiahsari Lidyasuwanti, Handayani Rinuastuti and Lalu M Furkan (2017) suggest that brand image has a significant effect on buying interest. It can be concluded that Brand Image is a perception of the brand such as brand elements that are easy to remember and pronounce, Samsung Logo that may often be remembered because it often appears in various tv advertisements or billboards. And the reputation of the brand is good in the eyes of consumers.

Pre-survey results conducted by researchers through the distribution of questionnaires to National University students found that the tendency of students to show more desire to buy iPhone brand smartphones, with the most number of students amounting to 15 students with a percentage of 15% and followed by the Samsung brand as many as 8 students with a percentage of 26.7% then followed by Oppo Smartphones 5 students with a percentage of 16.7% and the smallest results are Xiomi is 2 people with a percentage of 6.7%.

Based on the results of the Pre-survey conducted before, it can be concluded that National University Students are more dominant or dominate having buying interest in the iPhone smartphone brand, therefore the Samsung brand is lower than the iPhone brand in terms of buying interest in National University Students.

Based on the description of the background problems that have been described through brand trust, brand image and lifestyle, researchers want to know the extent of the influence of these three factors on buying interest. Therefore, researchers are interested in conducting research with the title "The Influence Of Brand Trust, Brand Image, And Lifestyle On The Interest In Buying Samsung Galaxy A Series Smartphones In National University Students"

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RESEARCH METHODS

This study uses quantitative research methods with a focus on the influence of Brand Trust, Brand Image, and Lifestyle on the Buying Interest of Samsung Galaxy A Series smartphones. The object of research is the buying interest of National University students, with the population consisting of students who have a buying interest in the product. Data collection was carried out through questionnaires distributed to National University students as respondents.

The primary data source was obtained directly from respondents through questionnaires, while the secondary data was obtained from the weekly sales report of Sataichan Restaurant Surabaya. The sampling method uses nonprobability sampling techniques, namely purposive sampling with certain specific criteria to select respondents who are considered experts and have a relationship with this study. The number of samples taken was 100 respondents, according to calculations using the Slovin Formula.

The data collection technique in this study involves descriptive analysis per variable, using the Likert scale to measure respondents' level of trust in Brand Trust, Brand Image, Lifestyle, and Buying Interest. Data processing was carried out using IBM SPSS 23 statistical software.

The variables used in this study consist of independent variables, namely Brand Trust, Brand Image, and Lifestyle, as well as dependent variables, namely Buying Interest. Each variable has indicators that are operationalized to measure the concept represented.

The data analysis process includes validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, autocorrelation tests, F tests to test model feasibility, determination coefficient (R^2) tests, and multiple linear regression analysis. The hypothesis test (t-test) is used to assess the significance of the influence of each independent variable on the dependent variable.

The results of this study are expected to contribute to the understanding of the factors that influence students' buying interest in Samsung Galaxy A Series smartphones, as well as provide recommendations for related parties to improve the product's marketing strategy.

RESULTS AND DISCUSSION

A. Test Instruments

1. Validity Test

This study used 100 respondents to test questions on the questionnaire studied and can be said to be suitable for use for research. Test Validity using the help of SPSS computer program version 23. With the criteria of validity test research is If r count (positive) > r table then the item or variable is valid. If r count (negative) < r table then the item or variable is invalid.

Table 1. Validity Test Output

Variable	Questionnaire	r-calculate	r- table	Information

Brand Trust	Statement 1	0,651	0,1996	Valid
	Statement 2	0,630	0,1966	Valid
	Statement 3	0,588	0,1966	Valid
	Statement 4	0,641	0,1966	Valid
Brand Image	Statement 1	0,481	0,1966	Valid
	Statement 2	0,630	0,1966	Valid
	Statement 3	0,494	0,1966	Valid
Lifestyle	Statement 1	0,572	0,1966	Valid
	Statement 2	0,601	0,1966	Valid
	Statement 3	0,551	0,1966	Valid
Buying Interest	Statement 1	0,586	0,1996	Valid
	Statement 2	0,578	0,1966	Valid
	Statement 3	0,622	0,1966	Valid
	Statement 4	0,473	0,1966	Valid

Source : SPSS Output 23, Processed 2023

Based on the results of validity testing in table 4.5, it is known that all submitted questionnaire items can be said to be valid. This can be seen in the calculation table above, namely r count is greater than r table with a value of 0.1966.

2. **Reliability Test**

Tests are performed to determine the consistency of measuring instruments and to determine whether they can be used for further users. Once the validity test is declared valid, then all reliability tests are then carried out using the Cronbach alpha formula as a measuring tool in instrumental tests where a tool can be said to be reliable if the reliability coefficient or alpha is greater than 0.6. In this test can be seen the results in the following table:

Table 2. Instrument Reliability Test Results Variable Brand Trust (X1), Brand Image (X2), Lifestyle (X3) and Buying Interest (Y)

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Variable	Reliability	Alpha	Decision
Brand Truts (X1)	0,805	0,60	Reliable
Brand Image (X2)	0,713	0,60	Reliable
Lifestyle (X3)	0,746	0,60	Reliable
Buying Interest (Y)	0,764	0,60	Reliable

Source : Output SPSS 23, Output Reliability. Processed 2023

Based on table 4.6 shows that the variables Brand Trust (X1), Brand Image (X2), Lifestyle (X3), and Buying Interest (Y) in this study are reliable shown in Cronbach's Alpha value of all variables has a good value above 0.6 meaning that all values of the variable One Sample Kolmogorov-Smirnov Test, or this study is said to be good and accepted, where can be seen the output of Reliability statistics, namely Cronbach's Alpha value of all variables qualified to be used as a measuring tool in this study. So it can be concluded that all values of this research variable are said to be Reliable or meet the reliability requirements.

3. **Classical Assumption Test**

a. **Normality Test**

The Normality Test is used to find out whether there is a regression model of the independent variable and the dependent variable is normally distributed or not. One Sample Kolmogorov–Smirnov Test or Normality Test used Distribution data is said to be normal if the value of the significance value is $> \alpha = 0.05$ and if the level of significance value is $< \alpha = 0.05$ then the distribution data is said to be abnormal. The results of the normality test in this study can be seen in the table below:

Table 3. Normality Test Output
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.34742206
Most Extreme Differences	Absolute	.065
	Positive	.050
	Negative	-.065
Test Statistics		.065

Asymp. Sig. (2-tailed)	.200c,d

1. Test distribution is Normal.

2. Calculated from data.

3. Lilliefors Significance Correction.

4. This is a lower bound of the true significance.

Source : SPSS Output 23, Processed 2023

Based on the results of table 4.7 above, it is known that the value of Asymp Sig. (2- tailed) is 0.200, which means that the regression model in the dependent and independent variables in this study has a normal distribution based on the level of significance > a = 0.05, then, it is said that the distribution of buying interest results influenced by Brand Trust, Brand Image, and Lifestyle is normally distributed at a significant level a = 0.05.

b. Multicollinearity Test

The multicolleniarity test aims to determine whether there are deviations from the classical multicolleniarity hypothesis, namely by looking at the value of Variance inflation (VIF), if the tolerance value > 0.1 or VIF <10 then it can be said that there are no symptoms of multicolleniarity in the model studied and vice versa if the variance inflation factor (VIF) If the tolerance value < 0.1 and VIF >10, it can be said that there are symptoms of multicolonicity in the model studied. The model is studied in the table below as follows:

Table 4. Multicollinearity Test Output
Coefficientsa

	Type	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Trust	.384	2.603
	Brand Image	.506	1.978
	Lifestyle	.376	2.663

1.   Dependent Variable: Buying Interest

Source : SPSS Output 23. Coefficient, linear regression, processed 2023

Based on the results of table 4.8 (Coefficients) it can be seen that the variance inflation factor (VIF) of the independent variable where the VIF value for the Brand Trust variable (X1) is 2.603 <10 and the tolerance value is 0.384 > 0.1. Then in the Brand Image

(X2) varaibel the VIF value is 1.978 < 10 and the tolerance value is 0.506 > 0.1. Then in the Lifestyle variable (X3) the VIF value is 2.663 < 10 and the tolerance value is 0.376 > 0.1. Thus it can be stated that there is no multicolonicity between independent variables in this study.

c. **Heteroscedasticity Test**

The heteroscedasticity test aims to see if there are variance and residual inequalities from one observation to another. To determine the presence or absence of heteroscedasticity in this study, the Glejser test was used, where the test results are seen in the following table:

Table 5. Gjsler Test Output

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.349	.613		3.832	.000
	Brand Trust	-.038	.054	-.113	-.708	.481
	Brand Image	-.080	.059	-.189	-1.356	.178
	Lifestyle	.023	.075	.049	.304	.761

a. Dependent Variable:abs_res

Source : Output Spss 23, Processed 2023

Based on table 4.9, it is known that the significance value based on the table above is known to be X1 Brand trust of 0.481. X2 brand image of 0.178 and X3 lifestyle of 0.761 greater than 0.05 this shows that heteroscedasticity is not a problem. It can be concluded that this research does not occur heterokedastitiity problems and the research can be continued.

d. **Autocorrelation Test**

Autocorrelation Is a condition of observation that has a strong correlation between one observation and another observation. The autocorrelation test aims to check whether the linear regression model has a correlation between the confounding error of the current period and the previous period. A good regression equation is one that has no autocorrelation. Regression equations cannot be produced if there is autocorrelation. One way to determine if there is an autocorrelation problem is to use the Durbin-Watson (DW) test. The following table shows whether there are symptoms of autocorrelation.

Table 6. Autocorrelation Test Output

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.812a	.660	.649	1.368	2.067

1. Predictors: (Constant), Lifestyle, Brand Image, Brand Trust

2. Dependent Variable: Buying Interest Source: SPSS 23 Output, Processed 2023

Table 4.10 shows that the value of Durbin-Watson is 2.067. Where the K value of the number of independent variables is 3 and the value of N or the number of respondent data = 100. Then we get the value DL = 1.6131 and the value DU = 1.7364 then the value $4 - DU = 2.2636$. If included in the criteria so that the results of $DU < DW < 4 - DU$ (1.7364 < 2.067 < 2.2636) which means that the regression model obtained does not autocorrelate occurs.

4. **Multiple Linear Regression Analysis**

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable on the dependent variable, where the independent variable is Brand Trust (X1), Brand Image (X2), and Lifestyle (X3) and the dependent variable is Buying Interest (Y) In calculating the regression coefficient researchers use SPSS 23 statistical assistance data. Below is the output result:

Table 7. Multiple Linear Regression Test Results

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.049	1.004		3.036	.003
	Brand Trust	.285	.089	.308	3.206	.002
	Brand Image	.376	.097	.324	3.867	.000
	Lifestyle	.356	.123	.280	2.887	.005

a. Dependent Variable: Buying Interest

Source : SPSS Data 23. Processed 2023

Based on Table 4.11, the results of multiple linear regression analysis are known in the Standardized Coefficient column as follows:

MB = 0.308 BT+ 0.324 CM + 0.322 GH

Information:

MB   = Brand Trust

B0   = Constant

B1, B2, B3   = Regression Coefficient BT   = Brand Trust

CM   = Peacock Image

GH   = Lifestyle

a. The constant value has a positive value of 3.049 The estimated coefficient of the brand trust variable is 0.308 with a positive sign. This shows that the better the brand trust given by Samsung, the interest in buying will also increase,

b. The estimated coefficient of the Brand Image variable is 0.324 with a positive sign. This shows that the better the brand image in the eyes of consumers. Then the higher the buying interest in the Samsung galaxy A Series.

c. The estimated coefficient of lifestyle variables is 0.332 with a positive sign. This shows that the greater the lifestyle of consumers, the more it will increase buying interest in Samsung Galaxy A Series Smartphones.

d. Based on these three variables, the greatest contribution to this study is the brand image variable, which means that the brand image in this study is very influential on buying interest because brand image can distinguish products from other competitors through the name of the product.

5. **Model Feasibility Test**

   a. **Test F**

   Test F serves to test the significant level of influence of the independent variables, namely Brand Trust, Brand Image, and Lifestyle on the dependent variable, namely Buying Interest. Testing using ANOVA test (Test F). With a significant level of 0.05, it can be seen in the table below:

Table 8. Model Feasibility Test Output (Test F)

ANOVAa

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	348.901	3	116.300	62.117	.000b
	Residuals	179.739	96	1.872		
	Total	528.640	99			

1. Dependent Variable: Buying Interest

2. Predictors: (Constant), Lifestyle, Brand Image, Brand Trust Source : SPSS Output 23. ANOVA. Processed 2023

Based on the output of table 4.12 above, it can be said that the Fcalculate value is 62.117 with a Sig value of 0.000. From the output with the SPSS Version 23 tool, a Sig value of (0.000) < an alpha of 5% (0.05) is obtained, meaning that the model is said to be significant because it is below the predetermined alpha value limit of 0.000 < 0.05.

So it can be said that the model used is considered significant and feasible for research to continue, and all independent variables have a significant effect on changes in the value of the dependent variable.

b. Test Coefficient of Determination (R^2)

To find out how strong the relationship and influence between free varaibels and bound varaibels is, researchers used summery's R square model. The following can be seen in the table below:

Table 9. Determination Test (R^2)

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812a	.660	.649	1.368

1. Predictors: (Constant), Lifestyle, Brand Image, Brand Trust

2. Dependent Variable: Buying Interest Source: SPSS 23 Output, Processed 2023

Based on table 4.13 shows that the number of the coefficient of determination (R^2) is obtained 0.649. Which shows that the relationship between independent varaibel and dependent variable is 64.9% which is 64.9%. From this value it can be concluded that the relationship between the independent variable and the dependent variable is strong.

6. Hypothesis Testing

a. Test t

This test was conducted to determine the effect of free varaibel namely Brand Trust, Brand Image, and Lifestyle on bound varaibel, namely, Buying Interest Persial. Where in this test using a significant level of 0.05 and the following criteria:

If tcount and sig < α = 0.05 then Ho is rejected and Ha is accepted, meaning that Brand Trust, Brand Image and Lifestyle have a positive and significant effect on Buying Interest.

1) If tcount and sig > α = 0.05 then Ho is accepted and Ha is rejected, Brand Trust, Brand Image, and Lifestyle do not have a positive and significant effect on buying interest.

Table 10.14 Test T

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.049	1.004		3.036	.003
	Brand Trust	.285	.089	.308	3.206	.002
	Brand Image	.376	.097	.324	3.867	.000
	Lifestyle	.356	.123	.280	2.887	.005

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1. Dependent Variable: Buying Interest
2. Source : SPSS Output 23. Coefficient, Processed 2023

Based on the calculations in Table 10. Then it is explained as follows:

1) **Testing the Brand Trust Hypothesis (X1) Against Buying Interest (Y) Based on the test results in the table above, it can be explained that the** calculated value of the Brand Trust variable (X1) is 3.206 with a significant value of 0.002, then the table t value must be found against Buying Interest which is seen from the calculated t value of 3.206 and significant 0.002 (0.002 < α = 0.05) then Ho is rejected and Ha is accepted, so it can be stated that Brand Trust has a positive and significant effect on the Interest in Buying Samsung Galaxy A Series Smartphones in National University Students.

2) **Testing the Brand Image Hypothesis (X2) Against Buying Interest (Y) Based on** table 4.24, it can be explained that the influence of the Brand Image variable on Buying Interest seen from the calculated value of 3.867 and significant 0.002 (0.002 < α = 0.05) then Ho is accepted and Ha is rejected, so it can be stated that Brand Image has a positive and significant effect on the Buying Interest of Samsung Galaxy A Series Smartphones in National University Students.

3) **Testing the Lifestyle Hypothesis (X3) on Buying Interest (Y)** Based on table 4.24, it can be explained that the influence of Lifestyle variables on Buying Income which is seen from the calculated t value of 2.887 and significant 0.005 (0.005 < α = 0.05) then Ho is rejected and Ha is accepted, so it can be stated that Lifestyle has a positive and significant effect on the Interest in Buying Samsung Galaxy A series Smartphones in National University Students.

Discussion

The Effect of Brand Trust (X1) on Buying Interest (Y) Samsung Galaxy A Series Smartphones

Based on the results of the overall analysis, it shows that Brand Trust consisting of indicators of Trust, Reliable, Honesty, and Security has a positive and significant effect on buying interest. This is shown by the t test, where the tcount is greater than the ttable so that it can be said that HO is rejected and Ha is accepted which means that there is an influence between the Brand Trust variable (X1) on the Buying Interest variable (Y) so that it can be concluded that the Brand Trust variable has increased, the Buying Interest variable will also increase.

The hypothesis developed in this study is that Brand trust has a positive and significant effect on buying interest, the positive and significant influence shows that Brand trust will increase with the higher consumer trust in Samsung Galaxy A Series products.

The results of the study provide results that are in line with this hypothesis, where brand trust has a positive and significant effect on buying interest in Samsung Galaxy A Series smartphones. These results indicate that the more a consumer trusts a brand, the greater the likelihood of wanting to try the product.

This can be seen in the table above with the largest total average Brand Trust mean of 4.05 with a safe indicator (Security) with the statement that the Samsung Galaxy A Series Samrtphone

is trusted for its security (Privacy), that from this data it can be interpreted that brand trust in Samsung Glaxy A Series must be maintained in order to increase buying interest in Samsung galaxy A Series smartphones.

From the results of research conducted by previous researchers, the results show that brand trust has a positive and significant effect (H Vandiah 2022)

The Effect of Brand Image (X3) on Buying Interest (Y) of Samsung Galaxy A Series Smartphones

Based on the results of the overall analysis, it shows that Brand Image consisting of indicators of Excellence, Strength, and Uniqueness has a positive and significant effect on buying interest. This is shown by the t test, where t count is greater than t in the table so that it can be said that HO is rejected and Ha is accepted which means that there is an influence between the Brand Image variable (X2) on the Buying Interest variable (Y) so that it can be said that the Brand Image variability has increased, the Buying Interest variable will also increase. Brand Image has a very important role because it can distinguish a product from other products.

The hypothesis developed in this study is that brand image has a positive and significant effect on buying interest, the positive and significant influence shows that brand image is a belief in a name or symbol and the impression that consumers have on a brand obtained from fact information that causes them to want to use, so that a good brand image will increase buying interest, The more the brand image is remembered in the minds of consumers, it will foster a sense of wanting to have the product.

The results of the study provide results that are in line with this hypothesis, where brand image has a positive and significant effect on buying interest in Samsung Galaxy A Series smartphones. Where the consumer's impression of a brand will increase buying interest because it acts to differentiate competitors' products through name, design, and features.

The more positive the consumer's perception of the brand image, the greater the influence in increasing buying interest. This is in line with the findings of research by Albar, et al (2022) where brand image has a positive and significant influence on buying interest. This is then reinforced by the results of Tangka & Dotulong's (2022) research which found that brand image is able to increase consumer buying interest in a product.

The influence of lifestyle (X3) on the interest (y) of Samsung Galaxy A Series smartphones

Based on the results of the overall analysis, it shows that Lifestyle consisting of indicators of Activities, Interests, and Opinions has a positive and significant effect on buying interest. This is shown by the t test, where t count is greater than t in the table so that it can be said that HO reject and Ha are accepted which means that there is an influence between the Lifestyle variable (X3) on the Buying Interest variable (Y) therefore it can be said that the Lifestyle variable has increased, the Buying Interest variable will also increase. The hypothesis developed in this study is that lifestyle has a positive and significant effect on buying interest, the positive and significant influence shows that the lifestyle personality of consumers will influence behavior in choosing or buying products that are in accordance with personality.

The results of the study provide results that are in line with this hypothesis, where lifestyle has a positive and significant effect on the interest in buying Samsung Galaxy A Series

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smartphones. These results indicate how people spend their time and money and describe consumers' lifestyles, how they live and express their values to satisfy their needs.

This can be seen in the table above with the total average mean with the statement Samsung Galaxy A series smartphones are current trend smartphones of 4.16 so that smartphones that are the current trend must be maintained this can be done by improving a good design, Features and Specifications of Samsung galaxy A Series smartphones must be improved again to further increase buying interest. lifestyle refers to the activities, interests, opinions (AIO) of consumers themselves. So in this case, lifestyle affects consumer interest in buying a product (Rumbiyati and Heriyana, 2020). This is in line with the findings of research results where lifestyle has a positive and significant influence on buying interest (Riska Ananda Azahhari and Yayuk Yuliani 2022).

CONCLUSION

Based on the results of data processing and analysis, it can be concluded that the variables Brand Trust, Brand Image, and Lifestyle positively and significantly affect the interest in buying Samsung Galaxy A Series Smartphones in National University Students. Brand trust, which includes trust, reliability, honesty, and brand safety, has been shown to have a significant influence on buying interest. Brand image, which involves consumers' perception of a brand's excellence, strength, and uniqueness, also has a positive and significant influence on buying interest. In addition, the consumer's lifestyle, which includes activities, interests, and opinions, also contributes positively and significantly to buying interest. However, of the three variables, Brand Image has the largest contribution, showing that consumer perception of the brand has a crucial role in increasing buying interest. These results provide a deeper understanding of the factors influencing consumer behavior in choosing Samsung Galaxy A Series smartphones, providing implications for marketing strategies and product development in the intended market.

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