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**CONSUMER DECISION MODEL: PRICE PERCEPTION, PRODUCT QUALITY, BRAND IMAGE INFLUENCE DECISIONS TO PURCHASE SMARTPHONE iPhone IN INDONESIA**

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**Abstract**

*The purpose of this study is to analyze the factors that influence consumer purchasing decisions on iPhone Smartphone products in Indonesia. The data analysis method used is quantitative primary data. The data used in this study used a questionnaire instrument via Google Form from 100 respondents. The data analysis technique used Multiple Linear Regression Analysis, t-Test, F-Test and Determination Coefficient Test ( $R^2$ ). The research data was processed using the SPSS Program application. The sampling method in this study was non-probability sampling with a purposive sampling technique. The results showed that price perceptions influenced the decision to purchase iPhone Smartphones in Indonesia, product quality and brand image did not influence the decision to purchase iPhone Smartphones in Indonesia. The implication is that consumers tend to prefer products with prices that match the value offered and consumers will more easily switch to competing products so that it is necessary to improve the development strategy for iPhone Smartphone products in Indonesia.*

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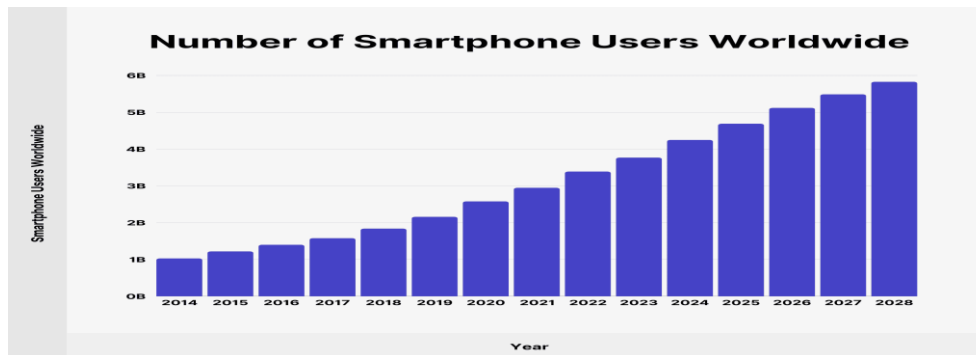
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## INTRODUCTION

The development of communication technology throughout the world is increasing day by day, as shown by the many outputs of smartphones or Smartphones. Smartphones as smart phones that have sophisticated features such as email, internet, and others. This is what causes the need for Smartphones to increase and even become a necessity of life.(Arifiyani et al., 2024)

Nowadays, people see that their lives cannot be separated from Smartphones. The estimated number of Smartphone users in the world is increasing day by day. The development of Smartphone users from 2014 to 2028 has increased. This can be seen in the following picture.

**Picture 1.** Number of Smartphone Users Worldwide



Source: Smartphone Usage Stats (2025)

Based on sources from Smartphone Usage Stats (2025) it can be seen that in 2025, an estimated 4.69 billion people own a smartphone. That's an increase of 440 million new smartphone users over the past year alone (between 2024 and 2025). Number of smartphone users worldwide grew by 38.38% since 2022, adding 1.3 billion new smartphone owners over time.

Based on data from Media Indonesia (2021), smartphone usage in Indonesia in 2021 has reached 167 million people or 89% of the total population of Indonesia. The prediction of smartphone users in Indonesia is increasing in number. This is an opportunity for the Smartphone business. The Apple company made a breakthrough when Apple launched its first smartphone called the iPhone by running the iPhone OS operating system which is now known as IOS. A year later other operating systems emerged, such as Android and Windows Phone, quoted from hootsuite.com the number of internet users in Indonesia in 2021 has reached 202.6 million people, of which 98.2% or 198.9 million people access it via smartphones. The development of the iPhone in Indonesia is very rapid, although it is in second place from the Top Brand Indonesia, the iPhone has experienced quite rapid growth from 2018 to 2021 and has become a brand whose existence must be reckoned with. This can be seen in the following Table.

**Table 1.** Top Brand Indonesia Period 2018 - 2021

BRAND	2018		2019		2020		2021	
Samsung	43.50	%	46.10	%	46.00	%	37.10	%
iPhone	13.81	%	15.00	%	15.10	%	19.30	%
Xiaomi	13.05	%	11.40	%	11.60	%	12.40	%
Oppo	12.47	%	9.60	%	9.10	%	11.00	%
Lenovo	2.52	%	7.40	%	7.90	%	7.90	%

Source: [www.topbrandaward.com](http://www.topbrandaward.com)

Based on Table 2 above, it can be seen that the iPhone is in 2nd place among the Top Smartphone Brands in Indonesia. In 2018, sales reached 13.81% and in 2021 increased to 19.30%. Smartphone consumers in Indonesia are very enthusiastic about appreciating the iPhone.

The increase in iPhone Smartphone sales is greatly influenced by many factors including price perception, product quality, brand image, and so on. Product price perception is often used by consumers when deciding to buy a product. The price offered will be an exchange for getting benefits from many goods and services after having (Kotler, 2017). Product quality is important to consumers and is very necessary in carrying out its functions which include durability, reliability, accuracy, ease of operation, and other attributes and values (Philip Kotler, 2000; Maulana & Maskur, 2023). Product quality is one of the means to build product or service performance. Product quality is one of the main values that consumers expect when deciding to be interested in buying the desired product. Brand image is a consumer's perception and belief and is stored in the consumer's memory and increases consumer trust. (Naufal Mubarak & Sri Murtiasih, 2022; Arifiyani et al., 2024). Consumers who have a positive image of a product's brand will be more likely to make a purchase (Philip Kotler, 2000; Widiastiti et al., 2020; Lestari & Septiani, 2021). Many Smartphone manufacturers are innovating their products so many Smartphone brands are emerging in Indonesia today. Consumers must be more selective in choosing the Smartphone they will buy. The higher the quality of a product, the higher the decision to make a purchase. (Philip Kotler, 2000; (Rumengan et al., 2022). Brand image is a consumer's perception and belief and is stored in the consumer's memory. Consumers who have a positive image of a product's brand will be more likely to make a purchase. Smartphone manufacturers must innovate their products. The impact is that many Smartphone brands have emerged in Indonesia today and many factors greatly influence consumer behavior in responding to the presence of this Smartphone.

Based on the above phenomenon, this research is important to be conducted to analyze several factors that influence the decision to purchase a smartphone, especially the iPhone smartphone, among smartphone consumers in Indonesia. The hypothesis in this research is as follows:

H1 = Price perception influences purchasing decisions on iPhone Smartphone products in Indonesia

H2 = Product quality influences purchasing decisions on iPhone Smartphone products in Indonesia

H3 = Brand image influences purchasing decisions on iPhone Smartphone products in Indonesia

## METHOD

This type of research is quantitative which uses statistical procedures or other means of quantification (measurement). The research subjects in this study are the Indonesian people in this case the Tangerang community who have certain criteria, namely having an iPhone Smartphone. This study uses primary data obtained directly from the source by distributing questionnaires online via Google form to respondents who have met the criteria in the population and research sample. (Myers, Jerome L., Arnold D. Well, Robert F. Lorch, 2010) Sampling techniques are carried out through non-probability sampling methods and purposive sampling techniques. Data analysis methods are carried out by classical assumption tests, multiple linear regression analysis, and hypothesis testing is used to determine whether there is a significant influence and to determine the partial influence between product quality, brand image, price perception (independent variables), and iPhone Smartphone purchasing decisions (dependent variables) and hypothesis testing with the help of the SPSS Program

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondent characteristics are shown in the following table and provide an overview of the demographic profile of the individuals who participated in this study. These characteristics typically include variables such as gender, age, education level, occupation, and income level, which are important for understanding the background of the respondents. Analyzing respondent demographics helps to determine whether the sample is representative of the target population and may also reveal patterns or tendencies that influence their purchasing behavior.

**Table 2.** Respondent Characteristics

Name	Category	Total	%
Gender	Male	51	51
	Female	49	49
Age	< 20	4	4
	30	12	12
	21 - 25	69	69
	26 - 30	15	15
	< 20	4	4
Occupation	Employee	7	7
	Student, College Student	65	65
	Civil Servant	5	5
	Self-employed	13	13
	Entrepreneur	10	10

Income	< 1.000.000	4	4
	1.000.000 - 5.000.000	70	70
	6.000.000 - 10.000.000	18	18
	11.000.000 - 15.000.000	4	4
	15.000.000	4	4

Source: SPSS

Respondents in this study consisted of 100 respondents, 51% of whom were male, and 49% of whom were female, the ages of the respondents ranged from 21 to 25 years (69%). Most of the respondents were students (65%) with income/pocket money between Rp 1,000,000 to Rp 5,000,000.

**Table 3.** Validity test results

No	Item	Corrected Item- total correlation	r-tabel	Validity
<b>1</b>	Item 1	0,872	0,361	Valid
	Item 2	0,775	0,361	Valid
	Item 3	0,514	0,361	Valid
	Item 4	0,471	0,361	Valid
<b>2</b>	Item 1	0,373	0,361	Valid
	Item 2	0,385	0,361	Valid
	Item 3	0,446	0,361	Valid
	Item 4	0,425	0,361	Valid
	Item 5	0,758	0,361	Valid
	Item 6	0,515	0,361	Valid
	Item 7	0,548	0,361	Valid
	Item 8	0,673	0,361	Valid
	Item 9	0,425	0,361	Valid
	Item 10	0,501	0,361	Valid
	Item 11	0,477	0,361	Valid
<b>3</b>	Item 1	0,567	0,361	Valid
	Item 2	0,508	0,361	Valid
	Item 3	0,485	0,361	Valid
	Item 4	0,537	0,361	Valid
	Item 5	0,745	0,361	Valid
	Item 6	0,801	0,361	Valid
	Item 7	0,755	0,361	Valid
	Item 8	0,545	0,361	Valid
<b>4</b>	Item 1	0,702	0,361	Valid
	Item 2	0,494	0,361	Valid
	Item 3	0,697	0,361	Valid
	Item 4	0,671	0,361	Valid
	Item 5	0,707	0,361	Valid

Source: SPSS ( 2022)

The validity test using SPSS was conducted by examining the **Corrected Item-Total Correlation** for each statement item. This analysis assesses how well each item correlates with the overall score of its corresponding construct, excluding the item itself from the

total. An item is considered valid if the Corrected Item-Total Correlation exceeds the commonly accepted threshold of 0.30. Based on the SPSS output, all items in the instrument demonstrate Corrected Item-Total Correlation values above 0.30, indicating that each item has a strong and positive contribution to measuring the intended construct. In addition, the significance values (p-values) are below 0.05, further confirming the statistical validity of the items. These results suggest that the instrument has good internal validity, and all items can be retained for subsequent analysis.

**Table 4. Reliability Test**

No	Variables	N.Cronbach's Alpha	Result
1	Price perception	0.601	Reliable
2	Product Quality	0.706	Reliable
3	Brand image	0.770	Reliable
4	Purchase decision	0.658	Reliable

Source: SPSS ( 2022)

The reliability test in SPSS was conducted to assess the internal consistency of the instrument, using **Cronbach's Alpha** as the primary indicator. A Cronbach's Alpha value ranges from 0 to 1, with higher values indicating greater reliability. Generally, a value above 0.70 is considered acceptable, while values above 0.80 are regarded as good, and values above 0.90 are excellent. Based on the SPSS output, the Cronbach's Alpha coefficient for the variable exceeds the threshold of 0.70, suggesting that the items within the scale are highly consistent in measuring the same underlying construct. This means that the instrument is reliable and can be confidently used in further statistical analyses.

### Multiple Linear Regression Test

The results of the normality test stated that all data were declared normal. the multicollinearity test showed that there was no multicollinearity and the heteroscedasticity test showed that there was no heteroscedasticity. So that the multiple linear regression equation is declared fit and feasible.

The multiple linear regression equation in this study is presented to illustrate the relationship between the dependent variable and multiple independent variables simultaneously. This equation provides a predictive model that quantifies how changes in each independent variable affect the outcome variable while holding other variables constant. Each coefficient in the equation represents the expected change in the dependent variable resulting from a one-unit change in the corresponding independent variable. A positive coefficient indicates a direct relationship, while a negative coefficient indicates an inverse relationship. This regression model is essential for understanding the combined and individual contributions of the variables under investigation and serves as the basis for further statistical testing, such as the t-test and F-test, to assess the model's significance and explanatory power.

**Table 5. Result of Multiple Linear Regression Test**

Variable	Beta	Level of Significance
(Constant)	10.946	.001
X1	.212	.078
X2	.186	.000
X3	-.039	.507

Source: SPSS ( 2022)

The Equation of Multiple Linear Regression :

$$Y = 10.946 + 0,212(X1) + 0,186(X2) + - 0,039(X3) + e$$

The results of multiple linear regression tests show that there is a positive relationship between price perception, and product quality, while brand image has a negative relationship with the decision to purchase iPhone Smartphone products.

The regression coefficients indicate the direction and magnitude of the relationship between each independent variable and the dependent variable. The positive coefficient of 0.212 for price perception suggests that as consumers' perception of price becomes more favorable, their likelihood of purchasing an iPhone increases, assuming other variables remain constant. Similarly, the coefficient of 0.186 for product quality implies that higher perceived product quality also leads to a greater likelihood of making a purchase decision. On the other hand, the brand image variable shows a negative coefficient of  $-0.039$ , indicating that a less favorable brand image is associated with a lower likelihood of purchasing the product. However, this negative relationship should be further evaluated in terms of its statistical significance to determine whether it has a meaningful impact in the model. Overall, the regression equation helps to quantify the influence of each factor on consumers' purchase decisions regarding iPhone smartphones.

#### t-Test

The results of the t-test are shown in the following table and are used to evaluate the individual effect of each independent variable on the dependent variable in the regression model. The t-test examines whether each regression coefficient differs significantly from zero, which would indicate a meaningful contribution of that variable to the outcome. For each variable, the table displays the t-value and the corresponding significance level (p-value). A p-value less than 0.05 typically indicates that the variable has a statistically significant effect at the 5% significance level. This analysis allows researchers to identify which variables significantly influence the dependent variable and which do not. Therefore, the t-test results are crucial for hypothesis testing and for drawing valid conclusions regarding the relationships between the studied variables.

**Tabel 6.** Result t-Test

Variable	Beta	t	Sig
(Constant)	10.946	3.529	.001
X1	.212	1.781	.078
X2	.186	3.757	.000
X3	-.039	-.667	.507

Sumber: Hasil SPSS 25 (2022)

Based on the results presented in the t-test table, the **price perception** variable has a t-value of **1.781** with a **significance value (p-value) of 0.078**, which is **greater than 0.05**. This indicates that price perception does **not** have a statistically significant effect on purchasing decisions at the 5% level of significance, even though the regression coefficient is positive. The **product quality** variable, on the other hand, has a t-value of **3.757** and a **p-value of 0.000**, which is **less than 0.05**, suggesting that product quality has a **significant and positive influence** on purchasing decisions. Meanwhile, the **brand image** variable has a t-value of **-0.667** with a p-value of **0.507**, which is also **greater**



**than 0.05**, indicating that brand image does **not** have a statistically significant effect on purchasing decisions.

In summary, among the three independent variables tested, **only product quality** has a statistically significant impact on consumers' decisions to purchase iPhone smartphones. Although price perception and brand image were included in the model, their effects are not statistically significant, and therefore, they do not contribute meaningfully to explaining variations in the purchasing decision based on this data.

## **DISCUSSION**

### **H1: Price perception influences purchasing decisions on iPhone Smartphone products in Indonesia, accepted.**

Price perception has a significant positive effect on the purchase decision of iPhone Smartphones in Indonesia. Price perception has a positive relationship with consumer purchasing decisions on iPhone Smartphones. The better the respondents' perception of the price of iPhone Smartphones, the higher the decision to buy Indonesian consumers iPhone Smartphones. Price is a company policy but of course, consumer purchasing decisions occur after considering the price of the product. The results of this study indicate that respondents strongly agree that iPhone Smartphones have affordable prices, according to the quality of their products and the prices set according to the quality of the product. The price of iPhone Smartphones can compete with other smartphones and is more economical compared to other similar smartphones, and the price of iPhone Smartphones is in accordance with its benefits and the price is in accordance with the specifications of its products. This is what makes consumer perceptions of the price of iPhone Smartphones influence consumer purchasing decisions. The findings of this study are supported by the findings of research conducted on Smartphone consumers (Arifiyani et al., 2024; Naufal Mubarak & Sri Murtiasih, 2022; Rumengan et al., 2022; Pratama & Kusuma W, 2022).

### **H2: Product quality influences purchasing decisions on iPhone Smartphone products in Indonesia, not accepted.**

Smartphone product quality does not significantly affect the decision to buy an iPhone Smartphone, but product quality has a positive relationship with the decision to buy an iPhone Smartphone. This study shows that the higher the product quality, the higher the decision to buy an iPhone Smartphone product. Respondents strongly agree that the iPhone Smartphone has other advantages or functions that are not owned by other Smartphone products, and have special characteristics that are different from other Smartphones, the specifications of the iPhone Smartphone have been adjusted based on customer needs and can be relied on. This is what makes the quality of the iPhone Smartphone product have a positive relationship even though it does not affect the decision to buy an iPhone Smartphone. These findings are not supported by several other studies which state that product quality has a positive relationship and influences the decision to buy a Smartphone. (Arifiyani et al., 2024; Arjuna, Hadi and Ilmi, 2020; Rizal and Yani, 2022; Pratiwi et al., 2022; Mustofa & Wiyadi, 2023).

### **H3: Brand image influences purchasing decisions on iPhone Smartphone products in Indonesia, not accepted.**

The iPhone Smartphone Brand Image does not affect the iPhone Smartphone purchasing decision and there is a negative relationship between the iPhone Smartphone



brand image and the iPhone Smartphone purchasing decision. Brand image has a negative relationship with the iPhone Smartphone purchasing decision. These results indicate that the lower the iPhone Smartphone brand image, the higher the iPhone Smartphone purchasing decision. Products that have a good brand image and are believed by consumers to be able to meet their needs and desires will automatically grow consumer purchasing decisions on the products offered. The results of this study indicate that respondents strongly agree that the iPhone Smartphone is very popular among the public and is known as a Smartphone product that has a fairly good reputation and features that consumers need and there are no features that are the same as Smartphone products. This is what makes the iPhone Smartphone brand image remain in demand even when its brand image is declining. These findings are not supported by several other studies that state that brand image has a positive relationship and influences Smartphone purchasing decisions (Arjuna, Hadi and Ilmi, 2020; Putra, Salas M and Aminah, 2022; Rizal and Yani, 2022; Alkemega & Ramadhan, 2023; Pratama & Kusuma W, 2022; Rahman, 2024; Wolff et al., 2021; Pratiwi et al., 2022; Mustofa & Wiyadi, 2023; Jannah et al., 2023;Febrianty et al., 2023).

## CONCLUSIONS

The results of this study indicate that price perception has a significant influence on purchasing decisions for iPhone smartphone products in Indonesia. Consumers tend to be sensitive to price in relation to the perceived value they receive. When the price is perceived as fair and aligned with product expectations, consumers are more likely to proceed with a purchase. This suggests that Apple's pricing strategy plays a crucial role in shaping consumer behavior in the Indonesian market. On the other hand, product quality and brand image do not show a statistically significant effect on purchasing decisions in this context. This may be due to the fact that consumers already perceive the iPhone as a high-quality product with a strong global brand, making these attributes less of a differentiating factor in the final decision-making process. Alternatively, it may reflect the increasing availability of competitive alternatives that offer similar features at more affordable prices. The implication of these findings is that in a highly dynamic and competitive smartphone market like Indonesia, consumers are more likely to evaluate products based on the perceived balance between price and benefits rather than solely on quality or brand prestige. This creates a risk of brand-switching behavior if consumers perceive better value in rival brands. Therefore, Apple and its local distributors in Indonesia should focus on developing pricing and promotional strategies that reinforce value perception—such as offering flexible payment options, bundling services, or limited-time pricing incentives. At the same time, efforts to continuously communicate innovation and differentiate iPhone features are important to ensure that product value remains visible and relevant to price-conscious consumers.

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