

FACTORS AFFECTING THE PURCHASE INTENTION OF IPHONE PRODUCTS AMONG GEN Z

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Submitted: 04-02-2025, Revised: 27-03-2025, Accepted: 19-04-2025

ABSTRACT

This study investigates the factors influencing purchase intentions for iPhone products among Generation Z, specifically focusing on students at Tarumanagara University. The research examines the impact of brand trust, perceived value, and brand preference on purchase intention, using the Theory of Planned Behavior (TPB) as a theoretical framework. A quantitative research design with descriptive data analysis was employed, and 171 respondents participated through purposive sampling. Data were collected via an online questionnaire and analyzed with SmartPLS, evaluating the validity, reliability, and structural relationships between variables. Results indicate that brand trust and perceived value significantly enhance brand preference and purchase intention. The findings highlight the importance of fostering brand trust and delivering perceived value to increase Gen Z's interest in purchasing iPhone products. This study provides valuable insights for marketers on strengthening brand loyalty and preference to drive sales within this demographic.

Keywords: Brand Trust, Perceived Value, Brand Preference, Purchase Intention

1. INTRODUCTION

Nowadays, the world is entering the digital era, which is characterized by the emergence of information technology and increasingly sophisticated digital devices [1]. One of these digital devices that is often used in everyday life is a smartphone, which is commonly used to communicate, search for information, and learn [2].

Apple is a renowned brand that continues to produce new iPhones every year and create new and better features. One of Apple's latest products is the iPhone 16 series, which was published on September 9, 2024 [3].

The population with the highest percentage in Indonesia is dominated by Generation Z [4]. Generation Z is called digital natives due to their upbringing in a digital-centric world [5]. Smartphone usage is increasing, especially among students, making them one of the most influential market segments. Smartphones are an important tool in learning activities and also an inseparable part of their social life [6].

The appearance of various types of smartphones from different brands provides consumers with many product options, so it is essential to know what factors affect consumer purchase interest. Consumer's trust in a brand is the primary determinant of their purchase intention, but this trust can be affected by their perceptions of the product's safety. If they feel that the product poses safety risks, their trust will erode, affecting their intention to buy [7]. In addition, consumer assessments of products are often based on incomplete information, affecting perceived value and influencing their intentions to purchase [8]. Due to the variety of smartphone products, it is difficult for consumers to choose a product that matches their needs, which results in a lack of desire to purchase a specific brand [9]. As a result, the author

will study the relationship between brand trust, perceived value, and brand preference and their impact on the purchase intention for iPhone products among students at Tarumanagara University.

Theoretical Framework and Hypothesis

This study employs the Theory of Planned Behavior (TPB) as its theoretical framework, which claims that a person's intention to execute an action is shaped by three fundamental factors: attitude, subjective norms, and perceived control over the behavior [10]. Grasping consumer behavior largely depends on value since consumers perceive value influences their purchasing choices [11]. Intention is a factor that encourages individual motivation and can influence consumer behavior [12]. By fostering a positive mindset, gaining support from their surroundings, and having the confidence to take action, consumers will likely show increased intentions [13]. Hence, this study adopts the Theory of Planned Behavior as its theoretical basis, highlighting how consumer purchase decisions are influenced by three significant aspects: attitude, subjective norms, and perceived behavioral control. These aspects also affect the variables studied, such as brand trust, perceived value, brand preference, and purchase intention.

Moreover, the theory indicates that attitude, representing an individual's assessment of an object, can enhance consumer satisfaction and encourage positive behavior, impacting brand trust and perceived value. This theory also explains that subjective norm factors that lean towards individual perceptions of preferred brands can influence brand preference, and perceived behavioral control factors that indicate individual perceptions of their capacity to perform influence consumer purchase intentions of path coefficient, p-value, and t-statistic.

The relation between brand trust and brand preference

Trust is a critical element of sustainable long-term relationships that individuals can depend upon [14]. This highlights the crucial impact of brand trust on the dynamics of brand-consumer relationships and their progression over time [15]. An increase in consumer trust toward a brand correlates with a higher likelihood of repeat purchases, indicating brand preference, which means brand trust can be viewed as a predictor of that preference [16]. Consequently, this leads to the establishment of hypothesis (H1):

H1: Brand trust positively correlates with a brand preference for iPhone products among Tarumanagara University students.

The relation between brand trust and purchase intention

Brand trust is based on what the consumer finds, and it will occur if it is developed. This can be shown by the increase in consumer purchase intention [17]. Consumers would instead choose products from brands that have a reputation and improve consumer purchase intentions for said brands [18]. Familiarity with the brand often leads consumers to develop higher trust and purchase intentions, which shows a strong link between trust and consumer purchase intention [19]. Consequently, this leads to the establishment of hypothesis (H2):

H2: Brand trust positively correlates with purchase intention for iPhone products among Tarumanagara University students.

The relation between perceived value and brand preference

Perceived value is the consumer's assessment of the benefits they receive from a specific brand, with higher value typically leading to a preference for that brand [20]. It is a crucial determinant of brand preference [21]. Perceived value reflects what consumers gain from

their purchases, affecting consumer preferences [22]. Consequently, this leads to the establishment of hypothesis (H3):

H3: Perceived value positively correlates with brand preference for iPhone products among Tarumanagara University students.

The relation between perceived value and purchase intention

Perceived value is the primary determinant of consumer purchase intention [23]. Consumer purchase intention will occur when consumers already feel the value of a product [24]. Consumers perceive value based on consumer evaluations of the benefits and what they provide, which affects consumer buying interest [25]. Consequently, this leads to the establishment of hypothesis (H4):

H4: Perceived value positively correlates with purchase intention for iPhone products among Tarumanagara University students.

The relation between brand preference and purchase intention

Brand preference shows that consumers prefer a brand to other brands, strengthening the desire to purchase products from that brand [26]. Elevated brand preference is typically connected to perceived value and consumer trust, which can directly influence the intention to acquire products from that brand [27]. Consumer attitudes and preferences towards brands are strongly related to purchase intentions [28]. Consequently, this leads to the establishment of hypothesis (H5):

H5: Brand preference positively correlates with purchase intention for iPhone products among Tarumanagara University students.

Research Model

Based on this explanation, The conceptual framework for this study is presented as follows:

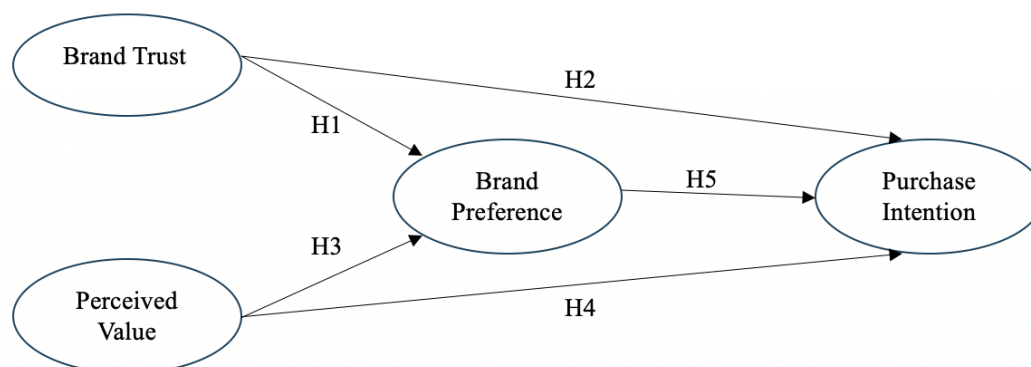


Figure 1. Research Model
 Source: Research Model Created by The Researcher

2. RESEARCH METHOD

This study adopts a quantitative research design, employing descriptive quantitative data analysis techniques. A cross-sectional design is applied, with sample selection based on non-probability sampling methods, specifically purposive sampling. The research involved 171 respondents who adhered to the defined criteria: being an active student of Tarumanagara University or knowing or wishing to purchase iPhone products. The sample selection technique is intentionally selected based on specific criteria relevant to the research objectives so that the information obtained is adequate to conclude the population [29].

To measure individuals' attitudes, opinions, or perceptions about an object or phenomenon [30], a 5-point Likert scale was used in the study, with the following ratings: 1 for "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree." The research examines four primary constructs: brand trust, perceived value, brand preference, and purchase intention, with measurement items for brand trust drawn from [31], measuring perceived value from [32], measuring brand preference taken from [33], and to measure purchase intention are the taken from [34].

For this study, an online questionnaire was distributed via Google Forms. The analysis utilized SmartPLS version 3, which involved validity tests (convergent and discriminant), reliability assessments, R-Square and Q-Square tests, and hypothesis testing focused on path coefficients, p-values, and t-statistics. These are the indicators for each variable used in this study:

Table 1. Variable Indicators

Indicators	References
Brand Trust	
Trust in Company	(Lau & Lee, 1999)
Brand Competence	
Brand Reputation	
Perceived Value	
Quality Value	(Li, Shu, Shao, Booth, & Morrison, 2021)
Social Value	
Price Value	
Brand Preference	
Different From Other Brand	(Simamora, 2003)
Desire To Do Something	
A Sense of Preference	
Purchase Intention	
Quality	(Sari & Widowati, 2014)
Advice	
Experience	

3. RESULTS AND DISCUSSIONS

The research model was tested in two phases: first, the outer model (measurement model) was evaluated, followed by the inner model (structural model) assessment. The outer model was tested for both validity and reliability [35]. To ensure the data's accuracy, convergent and discriminant validity tests were employed, with convergent validity being checked through the loading factor and the AVE. The minimum acceptable loading factor is 0.5 [36], and having an AVE score of at least 0.4 is sufficient, given that the composite reliability value is above 0.6 [37].

Table 2. Composite Reliability and AVE

Variable	Composite Reliability	AVE
Brand Trust	0,843	0,573
Perceived Value	0,769	0,403
Brand Preference	0,783	0,548
Purchase Intention	0,780	0,542

Source: Data Processing Results on SmartPLS version 3 by Researcher

Based on the convergent validity analysis, brand preference shows the highest AVE value at 0.573. This study assesses reliability using Cronbach's alpha, acceptable when the value is above 0.5 [38]. R-square (R^2) is used for the inner model analysis, where a higher R^2 signifies a more significant contribution of the independent variable in accounting for the dependent variable. The R^2 value for brand preference is 0.315, and for purchase intention, it is 0.555,

indicating a weak and moderate influence since both values are above the 0.25 and 0.5 thresholds [39]. Q-Square (Q^2) is employed to demonstrate the predictive accuracy of a construct, with brand preference having a Q^2 value of 0.160, reflecting a low predictive accuracy. In contrast, purchase intention has a Q^2 value of 0.283, indicating moderate predictive accuracy [40].

The significance of the relationships between variables is assessed through hypothesis testing using bootstrapping techniques. This study evaluates path coefficients focusing on p-values and t-statistics, where a p-value under 0.05 is necessary for hypothesis acceptance [39]. T-statistics are utilized to analyze the hypothesis testing outcomes, with values above 1.96 indicating acceptance.

Hypothesis Testing Results

H1: Brand trust positively correlates with a brand preference for iPhone products among Tarumanagara University students.

The first hypothesis suggests a positive correlation between brand trust and brand preference, with the original sample score of 0.362, a p-value score of 0.000, and a t-statistic score of 5.099, confirming its acceptance.

H2: Brand trust positively correlates with purchase intention for iPhone products among Tarumanagara University students.

Conversely, according to the second hypothesis, there is a positive connection between brand trust and purchase intention, as shown by a p-value score of 0.000, an original sample value score of 0.545, and a t-statistic score of 7.374.

H3: Perceived value positively correlates with brand preference for iPhone products among Tarumanagara University students.

According to the third hypothesis, there is a confirmed positive relation of perceived value to brand preference, which presents an original sample value score of 0.260, a p-value score of 0.001, and a t-statistic score of 3.338, leading to its acceptance.

H4: Perceived value positively correlates with purchase intention for iPhone products among Tarumanagara University students.

The fourth hypothesis further illustrates positive effects between perceived value and purchase intention, reflected by an original sample value with a score of 0.153, a 0.020 score of p-value, and a t-statistic score of 2.334, confirming acceptance.

H5: Brand preference positively correlates with purchase intention for iPhone products among Tarumanagara University students.

Lastly, the results of the fifth hypothesis demonstrate a positive impact of brand preference on purchase intention, characterized by an original sample score of 0.152, a p-value score of 0.011, and a t-statistic score of 2.552, leading to its acceptance.

Table 3. Hypothesis Test Analysis Results

	<i>Original Sample (O)</i>	<i>P-Values</i>	<i>T-Statistic</i>
Brand Trust => Brand Preference	0,362	0,000	5.099
Brand Trust => Purchase Intention	0,545	0,000	7.374
Perceived Value => Brand Preference	0,260	0,001	3.338
Perceived Value => Purchase Intention	0,153	0,020	2.334
Brand Preference => Purchase Intention	0,152	0,011	2.552

Source: Data Processing Results on SmartPLS version 3 by Researcher

4. CONCLUSIONS AND SUGGESTIONS

According to the findings, brand trust has a significant and positive effect on brand preference and purchase intention, with perceived value similarly enhancing these factors. This underscores the necessity of cultivating brand trust and fostering a high perceived value to increase brand preference and purchase intent. These results suggest that brand trust and perceived value are critical drivers of iPhone purchase intentions among Tarumanagara University students.

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