

THE INFLUENCE OF PRODUCT QUALITY PERCEPTIONS, BRAND IMAGE AND PRICE PERCEPTIONS ON PURCHASE INTEREST IN THE APPLE BRAND

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Abstract

Apple is one of the large multinational companies in the technology field. Apple itself has innovated very well for the world of technology, especially satisfying consumer demand for its own products. This research aims to analyze and find out whether perceived product quality, brand image, and perceived price influence purchasing interest in the Apple brand. Data was collected by distributing questionnaires online with the help of Google Form services to 110 respondents. The analytical method used in this research is quantitative primary data with the testing tool used is SPSS. The test stages carried out were instrument testing (validity test and reliability test), classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, t test, and coefficient of determination (KD) test. The sampling technique used was Purposive Sampling. The research results show that the variables of product quality perception, brand image, and price perception have a positive influence on purchase interest in the Apple brand.

Keywords: brand image, purchase interest, price perception, product quality perception.

INTRODUCTION

Technological developments in the era of digitalization have developed rapidly in the current era of globalization. Interest in purchasing a product which can determine whether a brand can be used or not continues to sail in people's minds which continues to be embedded in humans themselves. A perception that can determine whether a brand can continue to exist is the interest of many consumers in continuing to use the brand of a product. Determining whether or not a brand deserves to continue to be at the forefront, with the many innovations that continue to emerge and developments that continue to become daily food for business people can determine whether or not a brand is worthy of being present. Determining a direction within a brand itself to determine where the brand image goes can achieve long-term success or even stop halfway.

The first quarter of 2022, Apple Inc. recorded an achievement of US\$123.9 billion or 1.772 trillion rupiah. With this increase, it can be seen clearly the increase obtained by Apple Inc. Apple itself has diversified its product lines, namely the iPad, Mac, and also the services that Apple launched, namely Apple TV, Apple Music, and also Apple One, which is centered on monthly payments to enjoy Apple TV and Apple Music and

others. However, one of Apple's products, namely the iPhone, is still the most popular product among the public and has made a huge contribution to Apple Inc's achievements, amounting to 50%. According to Business of Apps data, the achievement of the iPhone itself in the first quarter of 2022 was US\$71.62 billion or around 1.021 trillion rupiah.

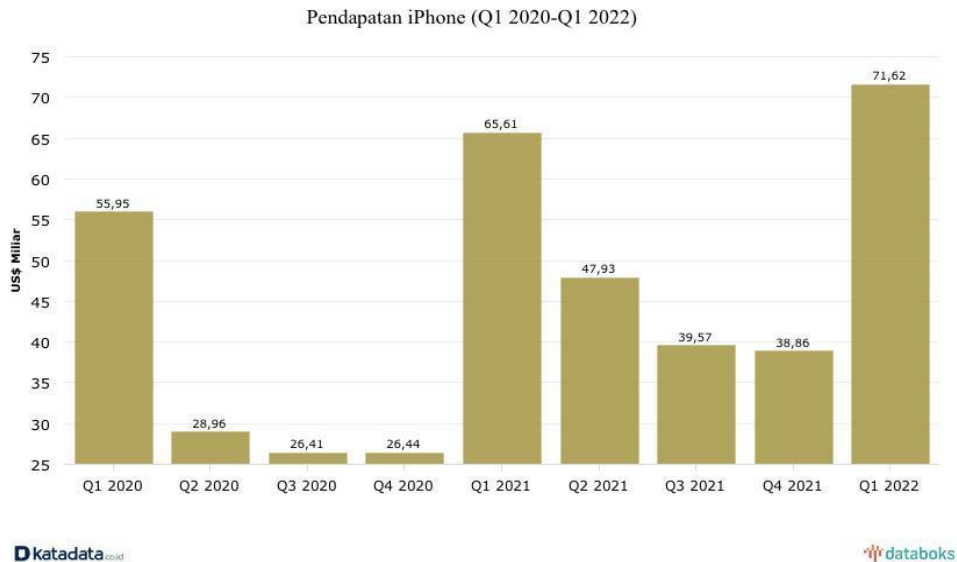


Figure 1 iPhone Revenue (Q1 2020-Q1 2022)

In the diagram and data columns for iPhone sales (Q1 2020-Q1 2022) in Figure 1, with this increase it cannot be denied that the large number of enthusiasts has increased the purchasing and selling power of Apple brand products. According to Kompas.com on Counterpoint Research compiled by KompasTekno from Counterpoint, Wednesday (8/3/2023).

Apple Inc. is a multinational technology company headquartered in Cupertino, California, USA with the slogan "Think Different". With the important role of the founders of this company, namely Steve Jobs, Steve Wozniak, and Ronald Wayne, who is now held by Tim Cook for 9 years, he has been the CEO of the company who plays an important role in the continuity of this large company. This company, which is involved not only in the field of technology, was officially founded under the name Apple. In January 1977 Apple was founded. This logo means an apple bite at the top right of the apple. The company slogan, in English, is "Think Different" which means courage within the company for Apple to continue to innovate and revolutionize its technology in this world.

Decisions to purchase Apple products are influenced by brand image and product quality (Esrawati, 2022; Thaariq & Jadmiko, 2022; Adaming, 2019; Yani, 2019; Kosasih, 2018), product quality (Pratama, 2022; Noor & Nurlinda, 2021), country of

origin (Thaariq & Jadmiko, 2022; Hananto, 2015), price perception (Pratama, 2022; Adaming, 2019; Kartika, 2017), brand image (Dianita, 2017; Hananto, 2015)

Before deciding to become a user of this smart technology, clients or users have several other factors that can be considered, one of which is the perception of the quality of Apple's products. Most people choose products based on the quality of the product itself, in the sense that not everyone looks only at the design or even the popularity of the product itself, but rather how the quality can work properly. According to Adam (2015), perceptions of product quality are the customer's response to overall quality, namely the quality of a product or service. In other words, the role of product quality itself is very important for the continuity of a company in carrying out its role in society in today's digitalized world. One thing that makes consumers or customers choose in terms of product quality which they think is better or superior in terms of the quality of the product itself. A good reason for manufacturers to run their business is product quality (Adam, 2015). Both partially and simultaneously brand image and product quality have a positive influence on the decision to purchase iPhone smartphones in the millennial generation (Esrawati, 2022) and people in the city of Padang (Thaariq, 2022). Noor & Nurlinda (2021) and Adaming (2019) also stated that brand image influences the decision to purchase an iPhone.

Another factor that needs to be considered is that the brand with the name Apple is present in the minds of the public and is now well attached. Not only does it fulfill all people's needs, Apple is increasingly becoming a very popular brand as well as becoming a superior brand and is sought after in the various variants of other technological innovations that they release. According to Julius (2016), brand image is a conceptual container that has been built from consumers for subjective reasons that arise from consumers regarding the brand itself. In this way, users have trusted Apple and made this brand very popular with most people. Pratama (2022) and Adaming (2019) research results show that brand image influences purchasing decisions for iPhone products.

Price perception plays an important role in the minds of users when choosing a product to own. A price that can determine and complement the various aspects or other factors that the author has explained above. A price that can distribute the product well in the eyes of the public. The price that Apple pays to users is by setting a fairly high price with various other attractive offers, which makes most users want to buy products from Apple. Price perception has a negative and insignificant effect on the decision to purchase iPhone smartphones for UNM economics education students (Adaming, 2019).

Purchase intention or what we often hear is buyer interest. an attitude tendency towards consumers who are more interested in carrying out actions related to purchasing that pass through various stages and levels, or also variations. possibly comes down to the ability to buy a particular product, service or brand. According to Cholil (2020) AIDA is an acronym for awareness, interest, desire, action. Simplicity has been created for a

long time, always remembering the four stages of buyer interest. This is a fairly simple reference and we can use it as a guide. According to Widyastuti (2017), AIDA is a foundational theory that is often used in the world of marketing.

The aim of this research is to analyze the influence of product quality perceptions, price perceptions, and brand image, both partially and simultaneously. The expected benefit of this research is to increase readers' insight into some of the factors that influence purchasing decisions for Apple products among the public.

LITERATURE REVIEW

Perception of Product Quality

According to Adam (2015), perceived quality is a response from customers or what consumers often know about overall quality, namely the quality of a product or service. An important role that is played in the perception of quality turns out to be quite important in building a brand in a product or service that we will make or are currently observing. One important reason is that consumers or customers will choose in terms of product quality which they think is better or superior in terms of the quality of the product itself. According to Tjiptono (2016), quality reflects a dimension of product offerings that produces benefits for the customers themselves. The quality of a product, whether in the form of goods or services, is determined through its dimensions." Dimensions of product quality that we can both know include, namely:

1. Performance,
2. Feature,
3. Reliability,
4. Conformance,
5. Durability,
6. Serviceability,
7. Aesthetics .

Brand Image

According to Julius (2016), Brand image is the desire in the mind, feeling and action that exists in the consumer's personality towards the brand itself, is a concept container that is built by the consumer himself for subjective reasons and also the emergence of an emotion from the consumer himself. . Building this image is the first stage for entrepreneurs to learn more about their own products to their future consumers. Then, these business people need a marketing strategy to maintain the existence of their own business. Another example, we can all read in the Weird Magazine edition which states that "Apple represents a bright future for the technology industry". Apple tries hard to maintain and instill a good brand image for consumers, starting from using high quality materials that Apple uses for all types of products to be marketed later to their consumers. All product designs will be carried out by paying attention to the detailed needs of consumers and listening carefully to what consumers need. According to Keller (2016), the brand image indicators that can be seen are: 1. Advantages of brand associations, 2. Strength of brand associations, 3. Uniqueness of brand associations.

Price Perception

According to Armstrong (2016), price is the amount of money that will be used for a product or service, the value obtained to obtain a benefit, or the use of the product or service itself. Prices certainly play a role in a business. Tim Cook, as CEO of Apple,

introduces the prices of his products to consumers with many offers and prices that show a luxury concept that he tries to display for all his products. According to Kotler (2018), according to him, price itself can be the cause of purchasing and there is a reciprocal relationship with the price and the producer itself, namely: 1. suitability of price with benefits, 2. price affordability, 3. reciprocal price, 4. suitability price for the quality of the product.

Purchase Interest

Purchase intention or what we often hear is buyer interest. an attitude tendency towards consumers who are more interested in carrying out actions related to purchasing that pass through various stages and levels, or also variations. A desire that always arises in consumers or customers for some products from the impact of a customer monitoring and learning process on a product. Consumers' great interest in buying a product shows the interest and pleasure that arises in the desired product. According to Kotler (2017), buyer interest is something that arises after receiving encouragement from the product that the consumer himself sees. According to Widyastuti (2017), AIDA is a foundational theory that is often used in the world of marketing. There are four stages that we will all know about, namely: 1. Attention, Interest, 3. Desire, 4. Action. According to Priansa (2016), factors that influence buying interest are related to emotional feelings. If consumers feel satisfied with the products they buy then it should increase consumer buying interest. According to Kotler (2016), the factors that influence buying interest are: 1. Quality factors, 2. Brand factors, 3. Price factors, 4. Product availability factors, 5. Promotion factors.

Research Model and Hypothesis

In this research, a research model was created which can form the basis of a theory in this research. The research model can be seen from Figure 2.1.

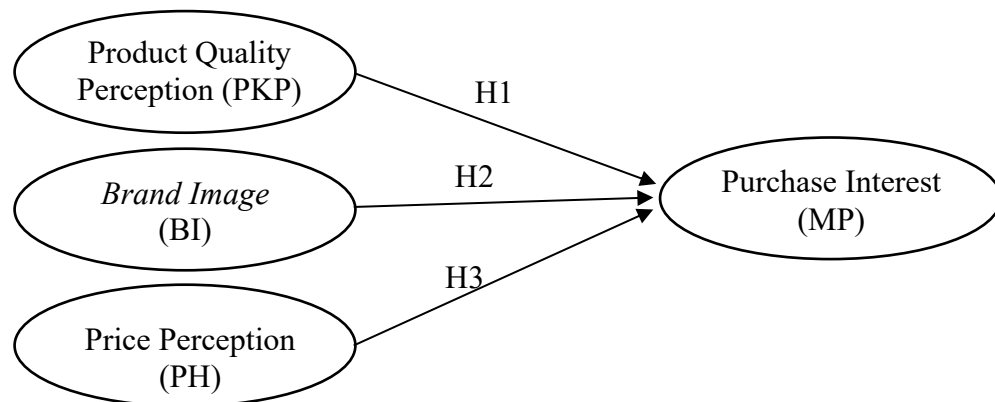


Figure 2 Research Model

Source: Esrawati (2022), Thaariq & Jadmiko (2022), Pratama & Kusuma W (2022), Noor & Nurlinda (2021), Adaming (2019), Yani (2019), Kosasih (2018), Kartika (2017), Dianita (2017), Hananto (2015).

Research hypothesis

1. H1: It is suspected that perceived product quality influences consumer purchase interest in the Apple brand.
2. H2: It is suspected that brand image perception influences consumer purchase interest in the Apple brand
3. H3: It is suspected that price perceptions influence interestconsumer purchases of the Apple brand

RESEARCH METHODS

In this study, the population was users who had used the Apple brand using purposive sampling techniques. The sample used in this research was 110 respondents. The type of data used in this research is a descriptive approach with quantitative methods. The data source used in this research is primary data obtained directly by distributing questionnaires to respondents.

Table 1 below contains operational definitions, indicators and statement items from each questionnaire.

Table 1 Operational Definitions, Indicators, and Question Items

No	Variable Name	Operational definition	Indicator	Statement Items
1	Perception of Product Quality	a skill of the product in carrying out its obligations, the skill itself includes endurance, precision, dexterity, which can later be obtained for the product in its completeness.	<ol style="list-style-type: none"> 1. Reliability (Reliability) 2. Capture power (Responsivity) 3. Guarantee (Assurance) 4. Empathy (Empathy) 5. Physical Evidence (Tangibles) 	<ol style="list-style-type: none"> 1. Apple products have features according to our daily needs 2. Apple products are smartphones with easy-to-use operations 3. Apple products are smartphones with good software quality 4. Apple products are smartphones that have modern product designs 5. The quality in all Apple products meets the equipment aspect to support good electronic facilities
2	<i>Brand Image</i>	a reflection of a complete perception of the brand. Founded from information and knowledge about the brand itself	<ol style="list-style-type: none"> 1. Company Image (Corporation Image) 2. Consumer Image (User Image) 3. Product Image 	<ol style="list-style-type: none"> 1 The Apple brand has unique qualities that differentiate it from other brands 2 Every time I want to buy a product from

Table 1 Operational Definitions, Indicators, and Question Items

No	Variable Name	Operational definition	Indicator	Statement Items
				the Apple brand, it sticks in my mind
				3 <i>Brand</i> Apple is more familiar than existing brands
				4 <i>Brand</i> Apple is the first alternative choice when choosing a smartphone or electronic product brand
				5 Apple products are products with good quality brands
3	Price Perception	The way in which customers or consumers consider prices ranging from high to low. Has a fairly strong impact on purchases	<ol style="list-style-type: none"> 1. Affordability 2. Odd prices have been set 3. Matching price and product quality 4. Matching price with benefits 5. Prices according to ability or price competitiveness 6. The price period is set 	<ol style="list-style-type: none"> 1. Affordable prices for Apple products 2. The prices offered are in accordance with the quality of the products provided 3. The price offered is in accordance with the benefits provided for the product 4. The prices offered are competitive with the prices offered by competitors 5. The prices offered vary according to type and are affordable for consumers
4	Purchase Interest	Consumers' desires to buy a product they want.	<ol style="list-style-type: none"> 1. Transactional Interest 2. Referential Interest 3. Preferential Interest 	<ol style="list-style-type: none"> 1. Apple interests me more 2. I am willing to recommend Apple products to friends and family 3. I am interested in buying Apple products because there are many quality products available

Table 1 Operational Definitions, Indicators, and Question Items

No	Variable Name	Operational definition	Indicator	Statement Items
				4. I choose Apple products to fulfill my electronic needs
				5. I ask people who have used them for information on Apple products

The analysis method uses validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear analysis, F tests, t tests, and coefficient of determination tests.

RESULTS AND DISCUSSION

Multiple Linear Regression Test

The results of the multiple linear regression analysis in this study can be seen in Table 2:

Table 2 Multiple Linear Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,443	1,525		2,914	0,004
	PKP	0,255	0,081	0,254	3,149	0,002
	BI	0,442	0,071	0,485	6,197	0,000
	PH	0,123	0,057	0,163	2,154	0,033

a. Dependent Variable: MP

Based on Table 2, the multiple linear regression equation is obtained:

$$MP = \alpha + \beta_1(PKP) + \beta_2(BI) + \beta_3(PH) + e$$

$$MP = 4.443 + 0.255PKP + 0.442BI + 0.123PH$$

F test

The F test is used to test the feasibility of the resulting model using α of 5% or 0.05. The following are the results of the F test in this research which can be seen in Table 3.

Table 3 F Test

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328,599	3	109,533	46,743	.000 ^b
	Residual	248,392	106	2,343		
	Total	576,991	109			
a. Dependent Variable: MP						
b. Predictors: (Constant), PH, BI, PKP						

Based on Table 3, the results of the F test in this study show that the significant value is $0.000 < 0.05$ and the calculated f is $46.743 > 2.69$. It can be concluded that the variables of product quality perception, brand image, and price perception simultaneously influence interest in purchasing products from the Apple brand.

t test

The t test or partial test in this research data analysis uses a degree of significance, namely 0.05 ($\alpha = 5\%$). The results of the analysis from the t test in this study can be seen in Table 3.

Table 3 T test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,443	1,525		2,914	0,004
	PKP	0,255	0,081	0,254	3,149	0,002
	BI	0,442	0,071	0,485	6,197	0,000
	PH	0,123	0,057	0,163	2,154	0,033
a. Dependent Variable: MP						

Calculation results in Table 3

1. The influence of the product quality perception variable on purchasing interest is $0.002 < 0.05$ and the calculated t value is $3.149 > t$ table 1.983, so it can be concluded that the product quality perception variable significantly influences purchasing interest.
2. The influence of the brand image variable on purchasing interest is $0.000 < 0.05$ and the calculated t value is $6.197 > t$ table 1.983, so it can be concluded that the brand image variable significantly influences purchasing interest.
3. The influence of price perception on purchase interest is $0.033 < 0.05$ and the calculated t value is $2.154 > t$ table 1.983, so it can be concluded that the price perception variable significantly influences purchase interest.

Coefficient of Determination Test

The test on the coefficient of determination is to consider how far the model excels in describing variations in a dependent variable. The greater the coefficient of determination, the more influence the independent variable has on the dependent variable. The results of the analysis of the coefficient of determination test in this study can be seen in Table 4.

Table 4 Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	0,570	0,557	1,53079
a. Predictors: (Constant), PH, BI, PKP				
b. Dependent Variable: MP				

Based on Table 4, the Adjusted R Square results obtained are 0.557 or 55.7%. This shows that the variables of product quality perception, brand image and price perception on purchasing interest are 55.7% and the remaining 44.3% can be explained by other variables that are not included, such as brand trust (Irma Suryaningrum and Sumitro, 2018), viral marketing (Kuhu, Tumbel and Wenas, 2019).

The Influence of Perceived Product Quality on Purchase Intention

The results of this research partially show that perceived product quality has a significant and positive effect on purchasing interest, consumers feel that the brand released by Apple has features that suit their daily needs, is easy to use, has good software quality, is a modern product, and fulfills various aspects. equipment to support good electronic facilities.

Product quality is the ability of a product to provide results or performance that meet consumer desires or exceed what consumers want (Kotler & Keller, 2016). With good product quality, consumer satisfaction will increase and interest in purchasing the product. The results of this research are in line with previous research conducted by Esrawati (2022), Thaariq and Jadmiko (2022), Noor and Nurlinda (2021), Adaming (2019), Yani (2019), and Kosasih (2018). This shows that there is no difference between the results of the author's research and the results of previous research.

Apple products have qualities that are highly appreciated by consumers (global market), such as strong performance, good durability, and interesting applications. This is one of the factors that influences the decision to purchase Apple products compared to competing products.

The Influence of Brand Image on Purchase Intention

The results of this research partially show that brand image has a significant and positive effect on purchase intention. The brand image carried out by the Apple brand

is unique compared to other brands, sticks in the minds of buyers, is more familiar than existing brands, is the first alternative choice, and is a product with a good quality brand so that it can convince consumers to be interested in purchasing Apple products. The better the image of a brand, the greater the interest in purchasing that brand.

Brand image is a customer's perception or assumption about a brand from the associations in the customer's mind (Kotler & Keller, 2016). The better the brand image of a product, the higher the interest in buying that product. The results of this research are in line with previous research conducted by Esrawati (2022), Thaariq and Jadmiko (2022), Pratama and Kusuma W (2022), Noor and Nurlinda (2021), Adaming (2019), Yani (2019), Kosasih (2018), Dianita (2017), and Hananto (2015). This shows that there is no difference between the results of the author's research and the results of previous research.

Through an integrated and consistent strategy, Apple builds a brand image. By identifying the target market and building a vision and mission that is committed to solving the problems faced by its target market, it is possible for Apple to create a unique experience and a strong emotional approach between the brand and the target market, which can ultimately create (repeat) purchase interest. Using a consistent tagline and graphic design is simple yet effective in building brand recognition and brand awareness.

To build effective branding, Apple conducted structured interviews with practitioners, branding academics and literature studies. This method helps Apple identify and understand consumer needs and preferences. A strategy that can trigger the fear of missing something interesting, so that consumers feel the need to own Apple products, is using the FOMO (Fear of Missing Out) strategy by showing that many people like Apple products and creating interesting content.

Leveraging customer reviews and user-generated content will show how the product has helped and brought joy to consumers. The development of innovative and unique products is carried out by Apple so that it remains able to compete with other smartphones. Supported by strong and consistent graphic design in all advertising and marketing materials.

The Influence of Price Perceptions on Purchase Intention

The results of this research partially show that price perception has a significant and positive effect on purchasing interest. Consumers feel that the prices issued by the Apple brand are in line with what they expect, namely affordable prices, prices that are in line with product quality, prices that are in line with the benefits provided, prices that are competitive with other brands, and prices that vary according to product type so that there is interest in purchasing the Apple brand.

Perceived price is the amount of money charged for a product or service or the amount of value exchanged by consumers to obtain benefits from using a product or service

(Kotler & Keller, 2016). If consumers feel that the price given by the product is in accordance with the benefits the product provides, then consumers will be interested in buying, thereby generating interest in purchasing the product. The results of this research are in line with previous research conducted by Pratama and Kusuma W (2022), Kartika (2017). This shows that there is no difference between the results of the author's research and the results of previous research.

The better Apple's price perception, the better the iPhone brand image which ultimately influences consumer purchasing decisions. It is very important to know the perception of iPhone prices among the public, this is a factor that motivates or hinders the adoption of Apple products.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of this research on 110 respondents regarding the influence of perceived product quality, brand image, and perceived price on purchasing interest in the Apple brand, it can be concluded that:

1. Perception of product quality influences purchase interest in the Apple brand.
2. *Brand image* influence on purchasing interest in the Apple brand.
3. Price perception influences purchasing interest in the Apple brand.
4. *Brand image* is the variable that has the most influence when comparing product quality perceptions and price perceptions on purchasing interest in the Apple brand.

Suggestion

Based on the results of this research, this research can propose several suggestions that could be useful for further research and related parties. The suggestions put forward by researchers are as follows:

1. For Apple Inc. Based on the results of the research that the researchers have conducted, it is hoped that they will be able to make suggestions for consideration in the future. The brand image variable in this research already has a good influence among other independent variables, therefore it is usually hoped that Apple Inc will be able to continue to implement improvements and continue to be able to provide innovation as a platform for success.
2. For researchers at the next stage, this research can be expected to become a preference or solution for other writers who want to create or develop research.

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