THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON THE DECISION TO PURCHASE AN iPHONE (A STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, ISLAMIC UNIVERSITY OF SUMATERA NORTH MANAGEMENT STUDY PROGRAM CLASS 2021)

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Abstract

The purpose of this study is to analyze and determine the extent of influence of product quality on iPhone purchasing decisions among students, the influence of price on iPhone purchasing decisions among students, and the influence of price on iPhone purchasing decisions among students. This study was conducted at the Islamic University of North Sumatra, specifically at the Faculty of Economics and Business.Business Management Study Program Class of 2021.In sampling using simple random sampling technique, with a total sample of 63 respondents. The method used in the study is the multiple linear regression analysis method. This type of research is quantitative research. The results of this study, namely: (1) product quality has a positive and significant effect on the decision to purchase an iPhone cellphone in students of the Faculty of Economics and Business, Islamic University of North Sumatra. (2) brand image does not have a positive and significant effect on the decision to purchase an iPhone cellphone in students of the Faculty of Economics and Business, Islamic University of North Sumatra. (3) price has a positive and significant effect on the decision to purchase an iPhone cellphone in students of the Faculty of Economics and Business, Islamic University of North Sumatra.

Keywords: *Product Quality, Brand Image, Price, Purchase Decision*

INTRODUCTION

In the increasingly digital era, mobile phones have become a vital part of everyday life. This phenomenon is particularly evident among university students. Mobile phones facilitate faster and more convenient communication, leading many students to use them to search for educational information, support their studies, and efficiently complete assignments. Furthermore, mobile phones are also used for social purposes, such as communicating with friends, collaborating with study groups, and networking with other students.Mobile phones not only facilitate communication but also serve as a key tool for various activities, from searching for educational information and completing assignments to collaborating on lectures. The practicality and convenience offered by mobile phones have made them a crucial tool in students' academic lives. With various brands available on the market, such as Samsung, Oppo, Xiaomi, and iPhone, students are now faced with a wide selection of cell phones to suit their individual needs and preferences. One of the most popular cell phone brands in Indonesia is Apple, with its flagship product, the iPhone. Apple, a multinational technology company based in Cupertino, California, has designed and developed various electronic products, software, and online services, making it a market leader in the technology sector (Wikipedia). The iPhone is known for its high quality, both in terms of hardware and software. This device offers a luxurious design and a sophisticated camera with features like Portrait Mode, Night Mode, and ProRAW. Furthermore, the iPhone boasts better water and dust resistance than many other phones. On the software side, the iPhone is equipped with the iOS operating system, which has advanced security features, such as end-to-end encryption, Face ID, Touch ID, and strict privacy controls (Prastica, 2020:4-5). While the iPhone offers numerous advantages, it's undeniable that it also has

some drawbacks. One is its relatively small battery capacity compared to other phone brands. For example, the iPhone 11 Pro only has a 3,095 mAh battery, while many other phones offer up to 5,000 mAh, which can be a challenge for everyday use (Yudhistira, 2024). Furthermore, the iPhone's strong connection to iCloud and iTunes often leaves users feeling less flexible, and the lack of a microSD card slot limits the phone's storage capacity. High quality, both in terms of software and hardware, is a crucial factor influencing consumer purchasing decisions. Each individual has different needs when choosing a product, so product quality is an added value that can influence purchase intention, particularly in technology products like smartphones. Based on various previous studies, it was found that students are willing to pay more to buy an iPhone, even though many other, more affordable phone options are available. This suggests that consumer interest in certain phones drives companies to continuously improve product quality through annual innovation. Furthermore, price and brand image are also important considerations in competition between phone manufacturers (Hamidy & Hadi, 2023). The high price of iPhones presents a challenge for students, many of whom lack a steady income. iPhone prices on the market vary, ranging from Rp 4,980,000 to Rp 35,000,000, depending on the model, storage capacity, and features. In addition to the product price, repairs and iPhone accessories are also quite expensive (Shopee).

THEORITICAL REVIEW

According to(Simatupang & Marsella, 2021:50) Product quality is everything that can be offered by sales to get attention, purchase, and consumption by consumers. According to Firmansyah (2019:15) in(Chrisjunian et al., 2023:35) Product quality is the expertise of a product according to its function, such as durability, reliability, accuracy, ease and others. According to Triwisnu Ronoprasetyo (2018:14) in(Dewi et al., 2020: 189)A purchasing decision is something related to a consumer's plan to purchase a particular product in the required quantity within a certain period. According to(Arianty & Andira, 2021:41)Purchasing decisions are actions taken by consumers with the aim of cost efficiency. The purchasing decision is one of the steps in the purchasing decision-making process before post-purchase occurs. Before entering this step, consumers are given alternative choices so that consumers will decide to buy the selected product.(Noviyanti et al., 2021:46).According to(Arfah, 2022:4)Purchasing decisions are the pre-purchase process and post-purchase decisions of consumers. The most crucial stage in this process is the decision-making stage. Consumers are presented with a variety of alternative choices, and at this stage, they decide whether to purchase the product or not. According to Aeker in(Tjiptono, 2011:96)Brand equity is a set of brand assets and liabilities related to a brand, name, or symbol that can increase or decrease the value provided by a product or service to the company or customer. According to(Heriyati & Septi, 2012:173)in(Grewal et al., 1998)A good brand image will result in better product quality in the eyes of consumers. Consumers often have limited knowledge and time when making purchasing decisions, so they tend to use brand image as a guide in the decision-making process. Price is the amount of money consumers pay to obtain the benefits and own a product or service. Price perceptions vary from person to person when deciding to purchase a product or service. If a product is sold at a relatively high price, it must have equivalent functionality and quality.(Pratiwi et al., 2020:154).

RESEARCH METHODOLOGY

The research location is the place where the research for this thesis proposal took place, to obtain data, information, and matters related to this research. This research was conducted at the Islamic University of North Sumatra on students of the Faculty of Economics and Business, Management Study Program, intake 2021. The objects in this research are Product Quality (X1), Brand Image (X2), and Price (X3) as independent variables, while Purchase Decision (Y) as the dependent variable.

DATA ANALYSIS TECHNIQUES

t-Test (Partial)

According to(Akbar et al., 2024:433)In regression, the t-test is conducted to test the research hypothesis regarding the partial influence of each independent variable on the dependent variable. The decision-making process for this test is as follows:

1. If t count > t table, then it is rejected.H_0

2. If t count < t table, then it is accepted.H_0

F Test (Simultaneous Test)

According to(Akbar et al., 2024:433)F test (simultaneous test) is a test to see how all independent variables (independent variables) simultaneously influence the dependent variable (dependent variable). The F test is conducted by comparing the calculated F test with the F table:

1. If F count > F table, then it is rejected.H_0

2. If F count < F table, then it is accepted.H_0

Coefficient of Determination Test (R2)

The coefficient of determination test is used to determine whether the independent variables (independent variables) such as Product Quality (X1), Brand Image (X2), and Price (X3) have a large influence on the dependent variables (dependent variables) such as Purchasing Decisions (Y).(Susilowati & Utari, 2022).

Results and Discussion

The population in this study were students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021. The sample in this study was 63 respondents.

Multiple Linear Regression Test Results

Table 5.1Multiple Linear Regression Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,985	3,050		2,618	,011
	X1	,260	,072	,437	3,623	,001
	X2	,180	,254	,104	,706	,483
	X3	,518	,168	,376	3,086	,003

a. Dependent Variable: Y

Source: Processed data, 2025

Based on table 5.11 above, in the Unstandardized Coefficients column in section B, the multiple linear regression equation is obtained as follows:

$$Y = 7.985 + 0.260 + 0.180 + 0.518 + \sum$$

1. Constant (a) = The result of the constant value in the regression above is 7.985, so it can be seen that the value of the independent variable product quality (X1), brand image (X2) and price (X3) is worth 0, then the value of the dependent variable for purchasing decisions (Y) is 7.985.
2. X Coefficient1= The result of the product quality regression coefficient is 0.260. So it can be seen that product quality (X1) is positively related to purchasing decisions (Y). If the product quality variable (X1) is increased, then the purchasing decision (Y) on the iPhone will increase.
3. X Coefficient2= The result of the brand image regression coefficient is 0.180. So it can be seen that brand image (X2) is positively related to purchasing decisions (Y). If the brand image variable (X2) is increased, then the purchasing decision (Y) on the iPhone will increase.
4. X Coefficient3= The result of the price regression coefficient is 0.518. So it can be seen that, price (X3) is positively related to purchasing decisions (Y). If the price variable (X3) is increased, then the purchasing decision (Y) on the iPhone will increase.

t-Test Results (Partial)

Table 5.2 Partial Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,985	3,050		2,618	,011
	X1	,260	,072	,437	3,623	,001
	X2	,180	,254	,104	,706	,483
	X3	,518	,168	,376	3,086	,003

a.Dependent Variable: Y
Source: Processed data, 2025

Based on table 5.13 above, it can be seen that:
a. Product Quality Variable (X1)
   In the product quality variable, the calculated t value is 3.623 and the t table value is 1.671, so the calculated t > t table (3.623 > 1.671), so it can be concluded that the product quality variable has a positive and significant effect (0.001 < 0.05) partially on purchasing decisions. This means that when the product quality variable is increased by one unit, the purchasing decision will increase by 0.260.
b. Brand Image Variable (X2)
   In the brand image variable, the calculated t value is 0.706 and the t table value is 1.671, so the calculated t > t table (0.706 > 1.671), so it can be concluded that the brand image variable does not have a positive and significant effect (0.483 < 0.05) partially on purchasing decisions. This means that when the brand image variable is increased by one unit, the purchasing decision will decrease by 0.180.
c. The calculated t value is 3.086 and the t table value is 1.671, so the calculated t > t table (3.086 > 1.671), so it can be concluded that the price variable has a positive and significant effect (0.003 < 0.05) partially on purchasing decisions. This means that when the price variable is increased by one unit, the purchasing decision will increase by 0.518.

Simultaneous Test Results (F Test)

Table 5.3Simultaneous Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1948,780	3	649,593	49,400	,000b
	Residual	775,823	59	13,150		
	Total	2724,603	62			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Source: Processed data, 2025

Based on table 5.12 above, it can be seen that the calculated F value is 49.400 with a significance level of 0.000. Meanwhile, the F table at a 95% confidence level (α = 0.05) is 2.52. Therefore, the calculated F value is 49.400 >F table 2.76with a significance level of 0.000 < 0.05. This shows that the independent variables (product quality (X1), brand image (X2) and price (X3)) simultaneously have a positive and significant effect on purchasing decisions (Y) on iPhone phones will increase.

Results of the Determination Coefficient Test (R^2)

Table 5.4 Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,846a	,715	,701	3.62623

a. Predictors: (Constant), X3, X1, X2

Source: Processed data, 2025

Based on table 5.14 above, it can be seen that R has a value of 0.864, meaning that product quality, brand image, and price have a relationship to purchasing decisions of 86.4%, indicating a close relationship. Adjusted R Square has a value of 0.701, this shows that 70.1% of iPhone purchasing decisions can be explained by product quality, brand image, and price, while the remaining 29.9% is explained by other variables not used in this study.

CONCLUSION

Based on the research results, the following conclusions can be drawn from this research:

1. Based on the partial test results (t-test) of 3.632 on the product quality variable, it has a positive and significant effect on the decision to purchase an iPhone among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.
2. Based on the partial test results (t-test) of 0.706 on the brand image variable, it has a positive and significant effect on the decision to purchase an iPhone among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.
3. Based on the partial test results (t-test) of 3.086, the price variable has a positive and significant effect on the decision to purchase an iPhone among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.
4. Based on the results of simultaneous testing (F-Test) of 49.400, it is known that product quality, brand image, and price together have a positive influence on iPhone purchasing decisions among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.

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