

**PENGARUH CITRA MEREK DAN PERSEPSI HARGA TERHADAP
MINAT BELI *IPHONE* MELALUI PERSEPSI KUALITAS PADA
MAHASISWA FAKULTAS EKONOMI UNIVERSITAS
PENDIDIKAN GANESHA**

Oleh

I Komang Adi Sagita Putra, NIM 2217041130

Jurusan Manajemen

ABSTRACT

This empirical inquiry is directed at examining the contribution of brand image and price perception in driving purchase intention toward iPhones, while establishing perceived quality as a critical mediating mechanism. The empirical undertaking was prompted by a paradoxical phenomenon wherein iPhone sales metrics trail behind competing market players despite a robust baseline of consumer loyalty. Operating within a quantitative framework, a survey based methodology was implemented to gather data from 170 student respondents enrolled in the Faculty of Economics at Universitas Pendidikan Ganesha. Statistical analysis and hypothesis testing were subsequently executed using the SEM-PLS approach via the SmartPLS 4.0 software environment. The analytical findings reveal that: (1) brand image exerts a positive and significant impact on perceived quality; (2) price perception exerts a positive and significant impact on perceived quality; (3) brand image exerts a positive and significant impact on purchase intention; (4) price perception exerts a positive and significant impact on purchase intention; (5) perceived quality exerts a positive and significant impact on purchase intention; (6) perceived quality successfully demonstrates a positive and significant mediating role in the relationship between brand image and purchase intention; and (7) perceived quality successfully demonstrates a positive and significant mediating role in the relationship between price perception and purchase intention. Conclusively, the favorable reputation associated with iPhones is highly congruent with their premium product standards. While the pricing structure of iPhones is comparatively steeper than that of rival brands, such investments are deemed justified by the intrinsic quality delivered. This affirmative quality assessment effectively mobilizes consumer buying interest. Consequently, perceived quality acts as a vital bridge linking both brand reputation and cost evaluation to consumer intent. For future academic pursuits, integrating alternative indicators such as consumer lifestyle or symbolic valuation and investigations could likewise be deployed across diverse research subjects, geographic zones, or consumer demographic clusters.

Keywords: *brand image, price perception, perceived quality, purchase intention, iPhone*

**PENGARUH CITRA MEREK DAN PERSEPSI HARGA TERHADAP
MINAT BELI *IPHONE* MELALUI PERSEPSI KUALITAS PADA
MAHASISWA FAKULTAS EKONOMI UNIVERSITAS
PENDIDIKAN GANESHA**

Oleh

I Komang Adi Sagita Putra, NIM 2217041130

Jurusan Manajemen

ABSTRAK

Kajian ini diarahkan untuk menguji kontribusi citra merek dan persepsi harga dalam memicu minat beli *IPhone*, dengan menempatkan persepsi kualitas sebagai variabel mediasi. Latar belakang riset ini bertumpu pada fenomena paradoks, di mana angka penjualan *IPhone* berada di bawah kompetitornya meski memiliki loyalitas konsumen yang kuat. Menggunakan metode kuantitatif berbasis survei, data dikumpulkan dari 170 responden yang berstatus sebagai mahasiswa Fakultas Ekonomi di Universitas Pendidikan Ganesha. Analisis statistik kemudian dijalankan melalui pemodelan SEM-PLS memanfaatkan perangkat lunak SmartPLS 4.0. Temuan empiris dari analisis data mengonfirmasi bahwa: (1) citra merek memicu dampak positif serta signifikan terhadap persepsi kualitas, (2) persepsi harga memicu dampak positif serta signifikan terhadap persepsi kualitas, (3) citra merek memicu dampak positif serta signifikan terhadap minat beli, (4) persepsi harga memicu dampak positif serta signifikan terhadap minat beli, (5) persepsi kualitas memicu dampak positif serta signifikan terhadap minat beli, (6) persepsi kualitas terbukti memediasi secara positif dan signifikan hubungan citra merek pada minat beli, serta (7) persepsi kualitas terbukti memediasi secara positif dan signifikan hubungan persepsi harga pada minat beli. Melalui temuan ini, reputasi *IPhone* yang baik terbukti selaras dengan keunggulan mutu produknya. Walau harga *IPhone* relatif lebih mahal daripada kompetitor, nominal tersebut dinilai sebanding dengan mutu yang didapatkan. Penilaian positif atas kualitas inilah yang kemudian menggerakkan intensitas minat beli masyarakat. Atas dasar itu, variabel persepsi kualitas memegang peran krusial sebagai jembatan antara citra produk maupun penilaian harga terhadap minat beli. Agenda riset mendatang disarankan mengintegrasikan indikator baru, misalnya gaya hidup atau nilai simbolis, demi memperluas cakupan model. Pengujian berikutnya juga dapat diaplikasikan pada wilayah geografis, atau kelompok demografi yang berbeda guna meningkatkan validitas generalisasi hasil.

Kata – kata kunci: citra merek, persepsi harga, persepsi kualitas, minat beli, *IPhone*