

**PENGARUH EKUITAS MEREK DAN KUALITAS PRODUK IPHONE
TERHADAP MINAT BELI MAHASISWA UNIVERSITAS PENDIDIKAN
GANESHA ASAL JAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ekuitas merek dan kualitas produk iPhone terhadap minat beli mahasiswa Universitas Pendidikan Ganesha asal Jakarta. Adapun tujuan untuk: (1) mengetahui pengaruh ekuitas merek secara parsial terhadap minat beli iPhone pada mahasiswa Undiksha asal Jakarta, (2) mengetahui pengaruh kualitas produk secara parsial terhadap minat beli iPhone pada mahasiswa Undiksha asal Jakarta, dan (3) mengetahui pengaruh ekuitas merek dan kualitas produk secara simultan terhadap minat beli iPhone pada mahasiswa Undiksha asal Jakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa Universitas Pendidikan Ganesha asal Jakarta yang menggunakan, pernah menggunakan, atau memiliki ketertarikan terhadap iPhone, dengan sampel sebanyak 100 responden yang ditentukan melalui teknik *non-probability sampling* dengan metode *purposive sampling*. Data dikumpulkan menggunakan kuesioner terstruktur dengan skala Likert 5 poin yang disebarkan kepada responden. Teknik analisis data yang digunakan adalah analisis regresi linear berganda, uji asumsi klasik serta pengujian hipotesis menggunakan program IBM SPSS Statistics. Hasil deskriptif menunjukkan bahwa rata-rata skor variabel kualitas produk memiliki nilai tertinggi, diikuti oleh variabel ekuitas merek dan variabel minat beli. Hasil secara parsial menunjukkan bahwa ekuitas merek berpengaruh positif dan signifikan terhadap minat beli masyarakat Jakarta. Kualitas produk juga terbukti memiliki pengaruh positif dan signifikan terhadap minat beli masyarakat Jakarta. Berdasarkan hasil tersebut, disarankan bagi pihak Apple Inc. untuk terus mempertahankan ekuitas merek dan inovasi kualitas produk guna menjaga serta meningkatkan minat beli konsumen secara berkelanjutan.

Kata Kunci: *Ekuitas Merek, Kualitas Produk, Minat Beli, iPhone, Mahasiswa*

**THE INFLUENCE OF BRAND EQUITY AND IPHONE PRODUCT
QUALITY ON THE PURCHASE INTENTION OF STUDENTS OF
GANESHA UNIVERSITY OF EDUCATION FROM JAKARTA**

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ABSTRACT

This study aimed to analyze the influence of brand equity and iPhone product quality on the purchase intention of students at Ganesha University of Education from Jakarta. The objectives of this study were: (1) to determine the partial influence of brand equity on the purchase intention of iPhones among Undiksha students from Jakarta, (2) to determine the partial influence of product quality on the purchase intention of iPhones among Undiksha students from Jakarta, and (3) to determine the simultaneous influence of brand equity and product quality on the purchase intention of iPhones among Undiksha students from Jakarta. The population of this study consisted of all students of Ganesha University of Education from Jakarta who used, had used, or were interested in iPhones. A sample of 100 respondents was selected using a non-probability sampling technique through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale distributed to the respondents. The data were analyzed using multiple linear regression analysis, classical assumption tests, and hypothesis testing with IBM SPSS Statistics. The descriptive results indicated that the product quality variable had the highest mean score, followed by brand equity and purchase intention. The partial analysis showed that brand equity had a positive and significant influence on the purchase intention of students from Jakarta. Product quality was also found to have a positive and significant influence on purchase intention. Based on these findings, Apple Inc. was recommended to continuously maintain its brand equity and product quality innovation in order to sustain and enhance consumer purchase intention.

Keywords: Brand Equity, Product Quality, Purchase Intention, iPhone, Students