

THE INFLUENCE OF *BRAND IMAGE*, PRICE, *PRODUCT QUALITY*, AND PROMOTION ON IPHONE PURCHASE DECISIONS GEN Z IN MADIUN

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Abstract

This research is motivated by the phenomenon of Generation Z's increasing interest in premium smartphone products, particularly iPhones, in the midst of the digital era, despite their relatively high price. This trend reflects a shift in consumer behavior, where aspects such as brand image, price, product quality, and promotion play a crucial role in purchase decision-making. The purpose of this study is to examine and analyze the effect of these four variables on iPhone purchase decisions among Generation Z in Madiun City. The study applies a quantitative approach with a survey method, using questionnaires distributed to 384 respondents who are iPhone users or owners. The data were analyzed using multiple linear regression with the SPSS 25 application to test both simultaneous and partial effects of the independent variables. The results indicate that, simultaneously, brand image, price, product quality, and promotion significantly influence purchase decisions. Partially, brand image, product quality, and promotion have a positive and significant impact, while price shows no significant effect. These findings support marketing theories emphasizing the importance of brand image and perceived quality in premium product purchasing decisions. The study concludes that companies should strengthen brand positioning, maintain product quality, and implement creative promotional strategies to secure Generation Z's loyalty, while future research may incorporate lifestyle, social influence, and user experience.

Keywords: *Brand Image, Price, Product Quality, and Promotion Towards Purchase Decision*

Abstrak

Penelitian ini dilatarbelakangi oleh fenomena meningkatnya minat Generasi Z terhadap produk smartphone premium, khususnya iPhone, di era digital meskipun harganya relatif tinggi. Tren ini mencerminkan adanya pergeseran perilaku konsumen, di mana aspek brand image, harga, kualitas produk, dan promosi menjadi faktor penting dalam proses pengambilan keputusan pembelian. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh keempat variabel tersebut terhadap keputusan pembelian iPhone oleh Generasi Z di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, melalui penyebaran kuesioner kepada 384 responden yang merupakan pengguna atau pemilik iPhone. Data dianalisis menggunakan regresi linier berganda melalui aplikasi SPSS versi 25 untuk menguji pengaruh simultan maupun parsial dari variabel independen. Hasil penelitian menunjukkan bahwa secara simultan, brand image, harga, kualitas produk, dan promosi berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, brand image, kualitas produk, dan promosi berpengaruh positif dan signifikan, sementara variabel harga tidak berpengaruh signifikan. Temuan ini mendukung teori pemasaran modern yang menekankan pentingnya citra merek dan persepsi kualitas dalam membentuk keputusan pembelian produk premium. Penelitian ini menyimpulkan bahwa perusahaan perlu memperkuat positioning merek, menjaga kualitas produk, serta merancang strategi promosi yang kreatif untuk mempertahankan loyalitas Generasi Z. Penelitian selanjutnya disarankan mengeksplorasi faktor lain seperti gaya hidup, pengaruh sosial, atau pengalaman pengguna, serta memperluas wilayah penelitian agar generalisasi temuan semakin kuat.

Kata Kunci: *Brand Image, Harga, Product Quality, Dan Promosi Terhadap Keputusan Pembelian.*

A. INTRODUCTION

The development of digital technology has brought significant changes in lifestyle and global consumption patterns, as seen from the high adoption of smartphones, which has now reached more than 6.9 billion users, with over 1.5 billion of them being iPhone users (Source: Statista, 2024). In Indonesia, internet users have surpassed 212 million or around 77% of the total population (Source: We Are Social & Meltwater, 2023), indicating that digital connectivity has become a basic necessity.

Apple products, particularly the iPhone, have become a representation of modern lifestyle and exclusivity among Generation Z. Although the iPhone is relatively expensive, many young consumers still choose it as their main preference due to Apple's strong brand image, which is perceived as a symbol of innovation, technological superiority, and social prestige (Malik *et al.*, 2024). In Indonesia, even though iPhone is categorized as a premium smartphone with a relatively high price, its popularity continues to increase, especially among tech-savvy young generations (Sari & Asral, 2025).

Generation Z, namely individuals born between 2001 and 2007, represents the largest demographic segment in Indonesia now entering productive age (Wibowo & Ayuningtyas, 2024). This generation is characterized by strong digital skills, high dependence on technology, and a tendency to choose products that reflect their self-identity. Their purchasing decisions are influenced not only by functional considerations but also by emotional factors such as brand image and social status (Rahman, 2021). In addition, Generation Z tends to prefer brands that demonstrate sustainability and social responsibility, creating new challenges for companies to adapt to the values held by these young consumers (Wibowo & Ayuningtyas, 2024).

Brand image is essentially the overall perception consumers hold toward a brand, which is built through information, experiences, and associations with the product (Nugroho *et al.*, 2023). In purchasing decisions, lifestyle factors such as hedonism also play a role, as consumers often seek emotional satisfaction and personal experiences through the products

they choose (Octaviana *et al.*, 2024). For Apple, its strong brand image is perceived as a representation of innovation, technological superiority, and social prestige, making it a dominant reason why consumers, particularly young generations, continue to prefer iPhones despite the presence of lower-priced alternatives in the market (Kangsadewa & Pratama, 2023).

From the perspective of product quality, Apple prioritizes excellence in design, user experience, integration, security, and after-sales service. Product quality itself covers eight dimensions such as performance, reliability, durability, serviceability, aesthetics, and perceived quality (Garvin, 1987). As emphasized by (Nugroho *et al.*, 2023) quality is a key factor in purchasing decisions, with consumers often willing to pay a higher price as long as the quality is guaranteed.

According to Hasan *et al.*, (2023), quality is the overall set of features and characteristics of a product/service in terms of its ability to meet predetermined needs. These findings confirm that superior product quality is a key factor in attracting interest and maintaining consumer loyalty, particularly among Generation Z.

Promotional strategies are also an important factor influencing purchasing decisions. Apple is known for its unconventional promotional approach. Instead of relying on aggressive advertising, Apple focuses more on storytelling, emotional experiences, and the power of word-of-mouth (Li Tongfei, 2024). According to a study by (Hasmawati *et al.*, 2024), promotions through social media and influencers are proven to be more effective in capturing the attention of young consumers compared to conventional promotions.

Brand Image

Brand image is the consumer's perception of a brand formed from experiences, expectations, and emotional associations. This emphasizes that brand image plays an important role in shaping loyalty and purchase decisions, especially for lifestyle products such as smartphones (Rahman, 2021). Fitrayassa *et al.*, (2024), stated that brand image is now largely shaped through social media and digital narratives. A strong image on digital platforms has

been proven to increase purchase preference, particularly among young consumers. The pre-survey results of Generation Z in Madiun City show that iPhone dominates smartphone usage among respondents with a percentage of 52%, while competitors such as Samsung (26%), Xiaomi (13%), and Oppo (9%) occupy the remaining positions.

Price

Price is the value that consumers must pay to obtain a product, but its meaning goes beyond mere numbers. Berutu et al., (2024), stated that price reflects the value and consumer perception of a product, particularly in digital purchases. When asked about their purchasing preference if they had sufficient funds, 60% of respondents chose iPhone, far surpassing Samsung (32%), Xiaomi (4%), and Oppo (2%). This shows that iPhone is an aspirational brand among Generation Z in Madiun City—an ideal choice that reflects quality, lifestyle, and prestige.

Product Quality

Product quality refers to the extent to which a product is able to meet or exceed consumer expectations based on technical aspects as well as user experience. According to Nur, (2022) product quality is the main basis for determining consumer loyalty and satisfaction, because consumers tend to repurchase products that meet their quality standards. This is reinforced by Aryanto *et al.*, (2024), who stated that perceived product quality significantly influences purchasing decisions, especially when consumers consider product reliability and durability as part of long-term value. Among Generation Z in Madiun City, 79% of respondents admitted to having switched from other brands to iPhone in the last 2 to 3 years in order to obtain better camera quality and performance. This indicates a substantial brand switching phenomenon among Generation Z.

Promotion

Promotion is a series of marketing communication activities carried out by companies to introduce, persuade, and influence consumers to become interested and make purchases.

Hasmawati *et al.*, (2024), stated that promotion, especially through digital platforms such as TikTok, Instagram, and YouTube, plays an important role in shaping the purchasing decisions of Generation Z consumers in Madiun City because it is able to deliver information quickly and attractively (Octaviana *et al.*, 2024). From the perspective of promotion, 67% of respondents stated that digital promotion (such as YouTube, TikTok, and Instagram content) is very appealing and influences their decisions. This proves that Apple's digital promotion strategy, which utilizes influencers, unboxing videos, and visual storytelling, is effective in creating emotional engagement with potential young consumers.

Purchase Decision

From the perspective of consumer behavior, purchasing decisions are influenced by psychological factors, social factors, and the marketing strategies implemented by companies. Pramudiana, (2022) stated that consumers consider information received through promotions, advertisements, and recommendations before making a purchase. This is in line with *Wolff et al.*, (2021) who emphasized that product innovation and previous experiences contribute significantly to encouraging purchasing actions. The results of the pre-survey of Generation Z in Madiun City confirmed that brand image, price, product quality, and digital promotion strategies are the main interrelated factors influencing iPhone purchasing decisions among Generation Z in Madiun City. Therefore, this research is important to conduct in order to analyze the effect of each of these variables simultaneously and empirically.

H1 : There is a positive and significant influence between Brand Image on iPhone Purchase Decisions by Generation Z in Madiun City.

H2 : There is a positive and significant influence between Price on iPhone Purchase Decisions by Generation Z in Madiun City.

H3 : There is a positive and significant influence between Product Quality on iPhone Purchase Decisions by Generation Z in Madiun City.

H₄ : There is a simultaneous positive and significant influence between Brand Image, Price, Product Quality, and Promotion on Purchase Decisions. Performance.

B. METHOD

This study uses a quantitative method, to measure research variables objectively through numerical and statistical data analysis techniques. The sample in this study is all employees of generasi z in the Madiun City area, who were selected purposively. The number of samples in this study is 384 employees at the gen z in Madiun City. This study uses a sampling technique of the non-probability sampling method with purposive sampling, which is a deliberate sampling method by considering certain criteria that have been set previously, to ensure that the selected subjects are really relevant and representative of the research objectives. The data collection techniques in this study are observation and questionnaire methods.

C. RESULTS AND DISCUSSION

1. Respondent Description.

The data obtained in this study consisted entirely of respondents who use iPhone products in Madiun City. Based on the sampling criteria, a total of 384 respondents were collected. By gender, the respondents consisted of 45.3% male and 54.7% female. Based on birth year, 82% were Generation Z born between 2001–2007. In terms of employment status, 31.8% were employed, while 68.2% were students. By area of residence, 46.9% lived in Taman District, 18% in Mangunharjo District, and 35.2% in Kartoharjo District. Furthermore, all respondents (100%) in this study were iPhone users. This indicates that the selected respondents were fully aligned with the characteristics of the research population, namely Generation Z iPhone users in Madiun City.

2. Research Validity Test

The validity test results show that all research variables are valid. For variable X₁ (Brand Image) with 5 items, the calculated r-values ranged from 0.536 to 0.710, all exceeding the r-table value of 0.100. Similarly, variable X₂ (Price) with 5 items had r-

values between 0.587 and 0.662, while variable X3 (Product Quality) with 5 items ranged from 0.568 to 0.713, confirming validity for each item. Variable X4 (Promotion) with 5 items also showed valid results, with r-values ranging from 0.567 to 0.694. Finally, variable Y (Purchase Decision) with 5 items recorded r-values between 0.631 and 0.722, all above the r-table threshold. Thus, every item across the five variables is declared valid.

3. Multiple Linear Regression Analysis

The regression equations in this study can be known through the following table:

**Table 1 Multiple Linear Regression Line Analysis Results
Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | t | Sig. |
| (Constant) | 2.619 | .928 | | 2.823 | .005 |
| <i>BRAND IMAGE</i> | .311 | .047 | .302 | 6.654 | .000 |
| HARGA | .093 | .055 | .083 | 1.707 | .089 |
| <i>PRODUCT QUALITY</i> | .166 | .047 | .167 | 3.504 | .001 |
| PROMOSI | .273 | .056 | .256 | 4.838 | .000 |

Source : Primary Data Processed in 2025

An independent variable is considered significant if the significance value is below 0.05. The regression analysis shows that brand image, product quality, and promotion significantly influence iPhone purchase decisions, while price does not, as its significance value is above 0.05. The coefficients further indicate positive effects for brand image (B = 0.311), product quality (B = 0.166), and promotion (B = 0.273). This implies that strengthening these three aspects will enhance purchase decisions among Generation Z in Madiun. Conversely, the price factor (B = 0.093) is not dominant, suggesting low price sensitivity compared to the symbolic and emotional value of the iPhone brand. Therefore, Apple and its distributors should prioritize brand image, product

quality, and creative promotional strategies to maintain and grow their young consumer market in the digital era.

4. T Test (Hypothesis)

The results of the t-test analysis in this study are presented as follows:

**Table 2 Analysis T test
Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|------------------------|-----------------------------|------------|---------------------------|--|-------|------|
| | B | Std. Error | Beta | | | |
| (Constant) | 2.619 | .928 | | | 2.823 | .005 |
| <i>BRAND IMAGE</i> | .311 | .047 | .302 | | 6.654 | .000 |
| HARGA | .093 | .055 | .083 | | 1.707 | .089 |
| <i>PRODUCT QUALITY</i> | .166 | .047 | .167 | | 3.504 | .001 |
| PROMOSI | .273 | .056 | .256 | | 4.838 | .000 |

Source : Primary data processed in 2025

Based on the partial test (t-test), three independent variables—brand image, product quality, and promotion were found to significantly influence purchase decisions, as all had Sig. values below 0.05. Brand image (t = 6.654; Sig. = 0.000), product quality (t = 3.504; Sig. = 0.001), and promotion (t = 4.838; Sig. = 0.000) each showed a strong positive effect on purchase decision. Meanwhile, price (t = 1.707; Sig. = 0.089) did not have a significant influence since its Sig. value exceeded 0.05. Thus, the results confirm that brand image, product quality, and promotion play a key role in shaping iPhone purchase decisions among Generation Z in Madiun, while price is not a determining factor.

5. F Test (Simultaneous)

The results of the F test (Simultaneous) in this study are presented as follows:

Table 3 F Test (Simultaneous)

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 382.832 | 4 | 95.708 | 59.272 | .000 ^b |

| | | | | | |
|----------|---------|-----|-------|--|--|
| Residual | 611.978 | 379 | 1.615 | | |
| Total | 994.810 | 383 | | | |

Source : Primary data processed in 2025

Based on the F test, the calculated F value of 59.272 with a Sig. of $0.000 < 0.05$ confirms that the regression model is simultaneously significant. This means that brand image (X1), price (X2), product quality (X3), and promotion (X4) collectively have a significant effect on purchase decisions (Y) among Generation Z in Madiun. These results highlight that purchase decisions are shaped by the combined influence of multiple factors, not just a single variable. Therefore, Apple and its local distributors need to manage these variables together to reinforce consumer purchase decisions in today's competitive digital market.

6. Coefficient of Determination (R²)

The results of the determination coefficient (R²) test in this study are presented:

Table 4 Coefficient of Determination

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .620 ^a | .385 | .378 | 1.27072 |

a. Predictors: (Constant), PROMOSI, *BRAND IMAGE*, *PRODUCT QUALITY*, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Primary data processed in 2025

The coefficient of determination (Adj R Square) in this study is 0.378, indicating that 37.8% of purchase decision variation can be explained by brand image (X1), price (X2), product quality (X3), and promotion (X4). The remaining 62.2% is influenced by other factors outside the model, such as lifestyle, peer influence, after-sales service, or psychological aspects. Although the Adj R Square value is below 0.5, it still shows that the tested variables provide a meaningful explanation of iPhone purchase decisions among Generation Z in Madiun.

DISCUSSION

The Effect of Brand Image on iPhone Purchase Decisions

The results of the partial test (t-test) results show that brand image (X1) has a significant positive effect on iPhone purchase decisions among Generation Z in Madiun (Sig. = 0.000 < 0.05). The descriptive analysis also indicates that most respondents view iPhone as a premium and exclusive smartphone, with 69% choosing iPhone because of its strong brand image and 60% stating they would still choose it if financially able, showing Apple's strong aspirational value. Brand image, built through consumer perceptions and emotional associations (Kotler & Keller, 2016), is increasingly shaped by digital platforms (Fitrayassa *et al.*, 2024), making iPhone a symbol of status and lifestyle rather than just technology. This confirms that brand image serves as a strong emotional driver of purchase decisions, aligning with previous studies (Aaker, 1996; Oktaviani *et al.*, 2025).

The Effect of Price on iPhone Purchase Decisions

The results of the partial test (t-test) show that price (X2) does not have a significant effect on iPhone purchase decisions among Generation Z in Madiun (Sig. = 0.089 > 0.05). This indicates that although iPhone is relatively expensive, price is not the main factor influencing consumer decisions. The descriptive analysis also shows that only 18% of users mentioned price as their reason for choosing iPhone, while 60% stated they would still choose iPhone if financially able, suggesting that price is more associated with perceptions of quality, prestige, and lifestyle rather than as a purchasing barrier. Price, defined as the monetary value exchanged for a product (Kotler & Armstrong, 2018), is often perceived as a reflection of exclusivity and quality. This is consistent with Mubarok, (2024), who emphasized that social and cultural contexts shape consumer acceptance of higher prices. For Generation Z, iPhone's price is thus seen as part of its symbolic value and identity rather than simply cost.

The Effect of Product Quality on iPhone Purchase Decisions

The results of the partial test (t-test) show that product quality (X3) has a significant positive effect on iPhone purchase decisions among Generation Z in Madiun (Sig. = 0.01 <

0.05). This means that higher perceived product quality increases the likelihood of purchasing iPhone. The descriptive analysis also indicates that the strongest indicator was the perception that “iPhone has advanced features and reliable performance,” showing that durability, innovation, and seamless integration in the Apple ecosystem play a key role in consumer decisions. Product quality, defined as the overall ability of a product to meet or exceed consumer expectations Kotler & Keller, (2016), directly influences consumer satisfaction and loyalty. This aligns with Sari & Asral, (2025), who stated that product quality is a dominant factor in consumer decision-making for premium products, and with Pramudiana, (2022), who emphasized that young consumers value product reliability and technological advantages as critical in their purchase decisions. These findings confirm that product quality serves not only as a functional factor but also as a symbol of trust and innovation for Generation Z in Madiun. iPhone’s consistent performance, design excellence, and ecosystem integration reinforce its position as a premium smartphone. Thus, product quality significantly drives purchase decisions, supporting the view that consumers are willing to invest in products that guarantee both technological value and lifestyle identity.

The Effect of Promotion on iPhone Purchase Decisions

The results of the partial test (t-test) show that promotion (X4) has a significant positive effect on iPhone purchase decisions among Generation Z in Madiun (Sig. = 0.030 < 0.05). This indicates that promotional strategies such as digital advertising, influencer endorsements, and online campaigns play an important role in encouraging consumers to purchase iPhones. The descriptive analysis also shows that respondents were most influenced by promotional exposure on social media platforms, highlighting the effectiveness of digital marketing in shaping consumer preferences. Promotion, defined as all marketing activities aimed at informing, persuading, and influencing consumer purchasing decisions (Kotler & Keller, 2016), is increasingly effective when executed through digital media. This finding is consistent with Oktaviani *et al.*, (2025), who argued that social media promotions create stronger engagement and brand recall, and with Pramudiana, (2022), who found that young consumers often base

their purchasing choices on information obtained from advertisements, recommendations, and online reviews. For Generation Z in Madiun, promotional content is not only seen as information but also as a form of social influence and lifestyle validation. Thus, promotion significantly contributes to reinforcing brand attractiveness and persuading potential buyers, making it a critical factor in driving iPhone purchase decisions in the digital era.

The Effect of Brand Image, Price, Product Quality, and Promotion on iPhone Purchase Decisions

The results of the simultaneous test ($\text{Sig.} = 0.000 < 0.05$) indicate that brand image, price, product quality, and promotion together significantly influence iPhone purchase decisions among Generation Z in Madiun. Brand image emerged as the strongest driver, with iPhone perceived as a premium and aspirational product (Aaker, 1996; Kotler & Keller, 2016), while price, although high, was interpreted as a symbol of quality and prestige rather than a barrier (Mubarok, 2024). Product quality also played a key role, supported by perceptions of durability and innovation, and promotion through digital media further reinforced consumer interest (Oktaviani *et al.*, 2025; Pramudiana, 2022). These findings highlight that purchase decisions are shaped by the combined effect of emotional, functional, and promotional values, underscoring the importance of an integrated marketing strategy for Apple in appealing to young consumers.

D. CONCLUSION

Based on the results of the analysis, brand image has a positive and significant influence on iPhone purchase decisions among Generation Z in Madiun, while price does not significantly affect purchase decisions. Furthermore, product quality and promotion both have a positive and significant influence on purchase decisions. Simultaneously, brand image, price, product quality, and promotion together have a significant effect on iPhone purchase decisions, indicating that consumer decisions are shaped more by perceptions of brand value, product excellence, and promotional strategies than by price considerations.

E. SUGGESTION

Based on the research findings, the researcher suggests that industry players, particularly iPhone producers and distributors, should enhance the brand image and pay attention to the composition of iPhone product quality as well as the improvement of promotional efforts, as these have been proven to increase consumer purchase decisions in line with Generation Z's preferences. Meanwhile, pricing strategies need to be evaluated to ensure their benefits for Generation Z consumers in making iPhone purchase decisions. Future researchers may expand the study to other sectors and add relevant variables to make future research results more comprehensive.

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