



The Influence of Price and Product Quality on the Purchase Decision of iPhone Brand Smartphones Among Students

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ABSTRACT

Purpose –To determine the influence of price and product quality on the purchasing decision of iPhone brand smartphones among management students at the Pekanbaru Master Business Technology Institute, totaling 95 respondents..

Methodology/approach –The variables examined in this study were price and product quality on purchasing decisions. Data analysis used multiple linear regression methods, including validity, reliability, normality, multiple linear regression, t-test, f-test, and coefficient of determination (R²) using SPSS. This test was conducted to determine the influence of the independent and dependent variables.

Findings –The results of the study show that partially and simultaneously there is an influence between the variables of price and product quality on students' purchasing decisions.

Novelty/value – There is a tendency for students of the Master of Business Technology Institute to prefer purchasing iPhone products because of their brand and quality.

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INTRODUCTION

One of the famous smartphone brands circulating in the Indonesian market is the iPhone, a product from the Apple company. Apple is a company founded by Steve Jobs as the CEO of the company. Apple operates in the field of hardware and software, including the hardware made by Apple is the iPhone, the iPhone is the first smartphone made by Apple which was launched in 2007. The phenomenon of the rise of iPhone users in Indonesian society. The iPhone has been Apple's largest revenue stream and most valuable product since 2008, however, Apple has diversified its product range with the iPhone, AirPods, and so on, the iPhone continues to dominate sales at 52% of Apple's sales, in the last 2 years Apple has released four iPhone models, namely the iPhone mini, Pro and Max, all in different price ranges and aiming to attract as many consumers as possible.

According to data from the Central Statistics Agency (BPS), 67.88% of Indonesia's population aged 5 years and over used mobile phones in 2022. This figure increased from 65.87% in 2021 and is expected to continue to rise in 2023. The Ministry of Communication and Information also stated that mobile phone users in Indonesia have reached 167 million. Of all available smartphone brands, Oppo remains the number 1 choice in 2023. The number of Oppo users in Indonesia is estimated to reach 20.36%, while the iPhone itself is in fifth place at 12.11%.

The iPhone brand from Apple Inc. has become one of the most influential market leaders. Price and product quality are two main factors that influence consumer purchasing decisions, especially among students. Students are an important consumer segment in the smartphone industry. Students have special needs as a technology generation. Management students from the class of 2021 at the

Master of Business Technology Institute are certainly an interesting subject to study in the context of iPhone smartphone purchasing decisions. However, in the context of students, iPhones are not only owned by students from wealthy backgrounds, but there are also several students who receive campus scholarships, mostly from the lower middle class. They use iPhone products even though the price of iPhone products is relatively expensive, it does not dampen interest for some students to purchase iPhone brand smartphones, because everyone can have an iPhone even by buying it on credit, other factors can also influence purchasing decisions, therefore it is important to understand how price and product quality contribute to iPhone smartphone purchasing decisions among students. A purchasing decision is a decision made by consumers after careful consideration, in accordance with their desires, to achieve the satisfaction they desire. A company's success in influencing consumer purchasing decisions is achieved by establishing good communication with consumers, building a strong product brand, providing new product innovations, and following existing trends. In order to find out how purchasing decisions are made by management students of the 2021 intake at the master's institute, the author distributed questionnaires during pre-research. The data presented are the results of distributing questionnaires based on respondents' responses related to the dependent variable, namely the decision to purchase an iPhone brand smartphone, with the following answers:

Table 1: Respondents' answers regarding the decision to purchase an iPhone brand smartphone among management students at the Master's Institute

Statement Description	Score	Average
I decide to purchase iPhone brand smartphone because the product is good	43	4.3
I buy iPhone brand smartphone in accordance with my own wish	47	4.7
I pay attention to the reputation or reviews of the distributor before make a purchase	44	4.4
I bought an iPhone when the latest model was launched or waited a few months after the launch.	27	2.7
I feel the number of iPhone purchases I have made is sufficient for my needs.	45	4.5
I will choose the distributor place which provide a variety of choice payment method	47	4.7

Based on table 2 above, price and product quality influence purchasing decisions. It can be seen that items 2 and 6 are at the highest level with an average value of 4.7. This means that respondents see the main variables from items 2 and 6. The overall average value of the variable is 4.2, which is in the good category. This indicates that the variable is highly valued by respondents.

A purchasing decision is a decision made by consumers after careful consideration, in accordance with their desires, to achieve the satisfaction they desire. A company's success in influencing consumer purchasing decisions is achieved by establishing good communication with consumers, building a strong product brand, providing new product innovations, and following existing trends.

Price is one of the main factors in making product purchasing decisions. Prices are determined by manufacturers based on the value of the products they produce, consumers will generally question the price of a product when choosing and they will buy products that suit their budget. According to Sari Dan Nuvriasari (2018) "price is the amount of money offered by producers to consumers in exchange for a product" price has a significant role in a market, prices that are too high make consumers reluctant to buy a product, while prices that are too low can doubt the quality of the product. Therefore, producers need to consider various factors, price is an important factor considered by consumers in buying a product. Producers need consumer values and needs and are able to set adequate prices according to the quality of the product offered.

Besides price, another factor that influences purchasing decisions is product quality. According to (Deprian & Widanti, 2024; Fajarini & Haekal, 2024; Karim, 2021). product quality is the ability of an item to provide results or performance that matches or even exceeds what customers want. Products that have good quality with good differentiation will be products that are likely to have loyal consumers. Talking about quality, the original iPhone has a good level of quality, proven by not a few consumers from the backpacker group who use the iPhone to help carry out their activities, many users admit to being very satisfied with the quality of the iPhone product, they judge it from the battery life for this product and the materials used such as the iPhone smartphone body design that uses high-quality materials (Amal et al., 2022; Deprian & Widanti, 2024; Teuku, 2022).

As for previous research conducted by Mulyadi Putra (2023) which stated that the influence of brand image, product quality, and lifestyle on the decision to purchase an iPhone brand smartphone for students at Sultan Syarif Kasim State Islamic University, Riau, Product quality and lifestyle have a positive and significant influence on the decision to purchase an iPhone smartphone, which shows that the magnitude of the influence of the independent variables together on the related variables is 58.8% and the remainder is 41.2%. Based on the background of the problem described above, the research objective is to determine the influence of price and quality on the purchasing decisions of iPhone brand smartphones among management students of the 21st batch at the Institute of Technology and Business Master. This study examines the influence of price and product quality on the purchasing decisions of iPhone brand smartphones among management students of the 2021 batch at the Institute of Technology and Business Master, where the research was conducted in the environment and during the research period.

LITERATURE REVIEW

Buying decision

Buchari Alma, (2016) states that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. This in turn forms an attitude in consumers to process all information and draw conclusions in the form of responses that arise regarding what products to purchase. According to (Tjiptono, 2015:21), consumer purchasing decisions are defined as a process in which consumers identify their problems and seek information about certain products or brands (Adeyemi, 2022; Herispon & Sudriana, 2023; Hidayah et al., 2024). According to Amal et al., (2022), Fadison et al., (2024) Iskanto & Juariyah, (2023) Mugabe et al., (2025) price is the amount of value consumers give to experience the benefits or use of a product or service. Price is the amount of money paid for goods and services, or the amount of value consumers exchange in order to obtain the benefits of owning or using goods or services. Price depends solely on company policy, but also takes into account various factors. The cheap or expensive price of a product depends on the specifications and advantages of the product itself, which are very relative in nature.

Product Quality

According to Kotler and Keller (2016) product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. According to (Kotler and Armstrong, 2014:11) product quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes (Bahtiar & Asih, 2025). According to Setiawan, Simorangkir & Purwati (2020), product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Safariyanti (2022) also argues that product quality is a condition where consumers feel that an item is suitable and in accordance with their desires and will cover their interests. Meanwhile, according to Milano, Sutardjo & Hadya (2021), product quality is the most

basic ability, where consumers have the hope that their needs and desires will be met through a product. Based on the expert opinion above, product quality is a value that must be possessed by a product, where consumers feel that if they use it, they will be satisfied.

The product will fulfill their needs. According to Malau (2017), products are classified into two categories: durable goods such as cupboards and refrigerators, and non-durable goods such as food and beverages. Meanwhile, according to Kotler and Gary (2008:347), product quality indicators include performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality.

Buying decision

Research supported by Hermiyenti et al. (2019), which states that price has a significant influence on purchasing decisions, is also relevant to research conducted by Nasution et al. (2018), which states that price has a positive influence on purchasing decisions. However, this is not relevant to research by Cheah et al. (2022), which states that price has no significant influence on purchasing decisions (Arifin et al., 2024; Hidayah et al., 2024).

Factors That Influence Purchasing Decisions

According to Philip Kotler (2008), price and product quality are two main factors in consumer purchasing decisions. Consumers usually tend to consider the relationship between the value provided by the product (quality) and the costs incurred. The following are factors that influence purchasing decisions: 1). Price. Product price is the main factor that influences consumer purchasing decisions. Consumers tend to consider the price of the product in relation to the value obtained from the product. An important factor in purchasing decisions is that consumers want products that are of good quality and can meet their needs or desires. Product promotions, such as advertising, discounts, and loyalty programs can also influence consumer purchasing decisions. Attractive promotions can increase consumer interest in purchasing products. Factors that Influence Prices. Several determining factors that need to be considered in pricing according to Kotler and Keller (2016): Knowing product demand and competitors based on product demand and the number of competitors also affect the selling price, so don't just determine the price solely based on production, distribution and promotion costs. Target market to be served or reached

The higher the target, the more careful the pricing must be. Marketing mix as a strategy for new products. If it is a new product, the price can be set high or low, but both strategies have their own advantages and disadvantages. Policies or regulations determined by the government and the environment.

Hypothesis Development

According to (Sugiono 2019) a hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been stated in the form of a question sentence, this analysis is to determine the influence between the independent variable and the dependent variable whether each dependent variable has a positive or negative influence so that the hypothesis needs to be tested, the author formulates the hypothesis as follows:

Ho1: It is suspected that price has no influence on the decision to purchase an iPhone brand smartphone

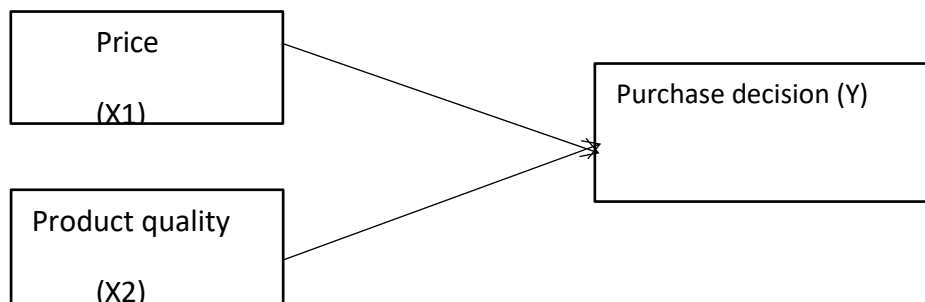
H1: It is suspected that price influences the decision to purchase an iPhone brand smartphone.

Ho2: It is suspected that product quality does not influence the decision to purchase an iPhone brand smartphone.

H2: It is suspected that product quality influences purchasing decisions.
smartphone iPhone brand Ho3: it is suspected that price, product quality, do not affect decision purchase of an iPhone brand smartphone

H3: It is suspected that price and product quality have an influence on decisions.
purchase of an iPhone brand smartphone

Figure
2.1
Framework
for
thinking



Source: Processed Data 2025

METHOD

Location and Time of Research

The research was conducted at the Institute of Technology and Business (ITB) Master Pekanbaru, the object of this research was the 2021 Management Department students at the Institute of Technology and Business Master by raising the problem of "the influence of price and product quality on the purchasing decision of the iPhone brand smartphone on the 2021 Management Students at the Institute of Technology and Business Master" this research began in January - April 2024. According to (Sugiyono 2019:126), a population is a generalized area consisting of objects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population of this study was 240 management students from the 2021 intake at the Pekanbaru Institute of Technology and Business Masters.

Data Analysis Method

The data analysis method in this study is quantitative analysis. Data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypothesis. According to Ghazali (2018), multiple linear regression analysis is used to determine the direction and extent of influence of independent variables on dependent variables. According to (Sugiarto and Harjiono in Sulyanto 2011), multiple regression tests or analyses were initially developed by econometric experts to help predict the impact of economic activities on various economic segments.

RESULTS

Validity Test

The validity test of the research instrument is carried out by comparing the calculated r value with the r table value. If the calculated r value is $> r$ table, then the statement item is declared valid, conversely if the calculated r value is $< r$ table, then the statement item is declared invalid.

$> r$ table then the statement item is declared invalid.

The validity test was carried out on 95 respondents and can be obtained by using $df = n - 2 =$

93 and a significance level of 5% (0.05) and obtained r table 0.2017. The results of the validity test for each statement item in each variable can be seen in table 2 below:

Table 2 results of variable validity test

Variables	Statement	Rhitung	Rtable
Price (X1)	H1	0.791**	0.2017
	H2	0.769**	0.2017
	H3	0.657**	0.2017
	H4	0.872**	0.2017
	H5	0.750**	0.2017
	H6	0.491**	0.2017
	H7	0.566**	0.2017
	H8	0.526**	0.2017
Product quality (X1)	KP1	0.524**	0.2017
	KP2	0.645**	0.2017
	KP3	0.640**	0.2017
	KP4	0.601**	0.2017
	KP5	0.718**	0.2017
	KP6	0.725**	0.2017
	KP7	0.686**	0.2017
	KP8	0.659**	0.2017
Decisionpurchase (Y)	KP1	0.527**	0.2017
	KP2	0.358**	0.2017
	KP3	0.541**	0.2017
	KP4	0.644**	0.2017
	KP5	0.702**	0.2017
	KP6	0.626**	0.2017
	KP7	0.684**	0.2017
	KP8	0.474**	0.2017

Based on table 2 above, it can be seen that all statement items for the price variables (X1), product quality (X2) and purchasing decisions (Y) have a correlation value greater than 0.2017, so it can be stated that all statement items are valid.

Reliability Test

Reliability testing is a tool used to measure questionnaires, which are indicators of variables or constructs. A questionnaire can be considered reliable if respondents' answers to questions are consistently stable over time. Reliability testing can be conducted using the Cronbach's alpha (α) statistic using SPSS. A construct or variable can be considered reliable if it is able to provide

Cronbach Alpha value > 0.60 (Ghozali 2018)

Table 3 Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Information
Price (X1)	8	0.831	Reliable

Product quality (X2)	8	0.804	Reliable
Decision purchase (Y)	8	0.715	Reliable

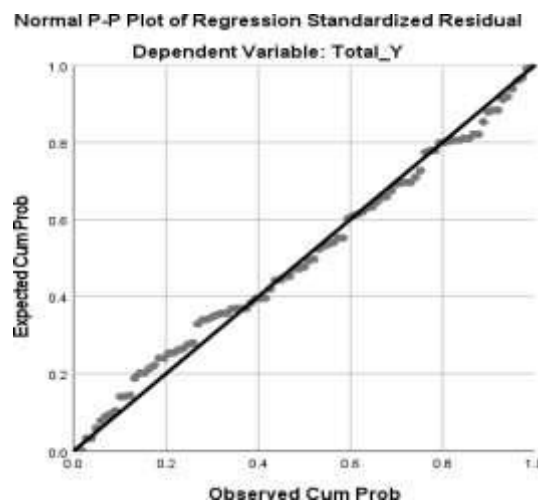
Based on table 3 above, it can be seen that the Cronbach's alpha value for the price variables (X1), product quality (X2) and purchasing decisions (Y) is greater than 0.60. This shows that all statements in each variable can be declared reliable.

Normality Test

The normality test aims to determine whether the dependent variable, the independent variable, or both have a normal distribution in a regression model. A good regression model has a normal or near-normal data distribution (Totalia and Hindrayani 2013).

To determine whether research data is normally distributed or not, a normal pp plot of regression analysis can be used. The relationship between the predicted variables and their residuals can be described as follows:

Figure 2. Normality test results



Source: processed data from 2025

Based on the 2 above, it can be seen that the dots (points) are spread around the diagonal line and follow the direction of the diagonal line so that the regression in the study is stated to be suitable for measuring consumer purchasing decisions, this means that the residual data is normally distributed.

1. Multiple Linear Regression Analysis

The calculation results for the regression analysis of respondents can be seen in table 5.36 below:

Table 4 multiple linear regression

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	5,285	3,057		1,728	.087		
	Total_X1	.309	.067	.333	4,640	<.001	.985	1,015
	Total_X2	.555	.058	.0692	9,640	<.001	.985	1,015

a. Dependent Variable: Total_Y

$Y = 5.285 + 0.309 X_1 + 0.555 X_2 + e$ Purchasing decision = 5.285 + 0.309 Price + 0.555 product quality

The results and discussion of the regression equation above are: The constant value is 5.285. This means that if the price and product quality on the purchasing decision of iPhone smartphones for students at ITBM Pekanbaru are assumed to be zero (0). Then the price and product quality on the purchasing decision of students on iPhone smartphones at the Pekanbaru Business Master Technology Institute remain at 5.285. The regression coefficient value of 0.309 indicates that the price on the purchasing decision of students at the Pekanbaru Business Master Technology Institute has increased by 0.309. The regression coefficient value of 0.555 indicates that the product quality for students at the Pekanbaru Business Master Technology Institute has increased by 0.555.

Partial test (T-test)

The T-test shows the extent to which an explanatory or independent variable individually explains the variation in the dependent variable. Decision-making can be done using the following criteria:

1. If $t_{count} > t_{table}$ then H_a accepted and H_o is rejected, meaning the independent variable has a significant effect on the dependent variable.
2. If $t_{count} < t_{table}$ then H_a rejected and H_o is accepted, meaning the independent variable does not have a significant effect on the dependent variable.

The results of the individual parameter significance test (t-test) can be seen in table 5.29 below:)

Table 5 Hypothesis Test Results (T-Test)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	5,285	3,057		1,728	.087		
	Total_X1	.309	.067	.333	4,640	.001	.985	1,015
	Total_X2	.555	.058	.692	9,645	.001	.985	1,015

a. Dependent Variable: Total_Y

Source: Processed Data 2024

The ttable value using a 95% confidence level or $\alpha = 0.05$ then the ttable value is obtained at $n(95-2) = 1.9858$. The partial regression results can be seen that both variables have a significant effect on purchasing decisions (Y), namely the price variable (X1) where $t_{count} = 4.640 > t_{table} 1.9858$ and a significant probability value of $0.005 < 0.05$ and the price variable (X2) where $t_{hitung} = 9.645 > t_{tabel} 1.9858$ and the significant probability value is $0.000 < 0.05$.

5.1.2. Simultaneous test (F test)

To test the influence of the Price variable X1, the Service Quality variable X2 on the Consumer Satisfaction variable Y together or simultaneously, the F test was used, obtained from the results of SPSS version 24 processing, which can be seen in the following table 5.30.

Table 6 Results of the F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1010,044	2	505,022	52,628	,001b
	Residual	882,840	92	9,596		
	Total	1892,884	94			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total X1

Source: Processed Data 2025

From table 6 above, it can be seen that the regression obtained F count of 52.628 using a 95% confidence level or $\alpha = 0.05$, then from the F distribution table $df1 = 2$ $df2 = 92$, the F table value was obtained = 3.10 by comparing the F count value with F table, then $F_{count} (52.628) > F_{table} (2.31)$ and probability $(0.001) < 0.05$. This means that H_0 is rejected and H_a is accepted, so the price variable X1 and product quality X2 simultaneously have a significant effect on the purchasing decision (Y) of the iPhone smartphone for students at the Pekanbaru Master Institute of Technology and Business.

Determination coefficient test (R^2)

The coefficient of determination (R^2) is used to explain the proportion of variation in the dependent variable that is explained by the independent variables together. The results of the determination test can be seen as follows.

Table 7 Test of Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,174a	,030	,009	1.99675

a. Predictors: (Constant), Total_X2, Total X1
b. Dependent Variable: Total_Y

Source: Processed Data, 2024

Table 7 above shows the R and R-square. R indicates the closeness of the relationship between the

price (X1) and product quality (X2) variables on purchasing decisions (Y). Meanwhile, R-square shows the ability of the price (X1) and product quality (X2) variables to explain purchasing decisions (Y). The R Square value of 0.174 based on the Guilford category standard, indicates that the closeness of the relationship between the price variable (X1) and product quality (X2) on purchasing decisions is classified as high and has a fairly strong influence. while the RSquere value of 0.030 means that the ability of the price variable (X1) and product quality (X2) in purchasing decisions (Y) is 53.4%, the remaining 46.6% (100% -53.4%) is influenced by other variables that are not included in this research model.

DISCUSSION

The following are the results of the discussion of the influence of price (X1) on the purchasing decision (X2) of the iPhone brand smartphone for management students at the Pekanbaru Master Institute of Technology and Business. The influence of price and product quality on the purchasing decision of iPhone brand smartphones among management students at the Pekanbaru Master Business Technology Institute

The influence of price on purchasing decisions

Testing the influence of the Price factor variable (X1) on partial purchasing decisions obtained a coefficient value of -0.333 with a statistical t-test value of 4.640 with a significance of 0.001. Based on the t-significance value, it shows that at the 5% level that the price factor influences students' purchasing decisions can be rejected or in other words Hypothesis 1 is rejected. This study supports the findings of a study conducted by Susanto Dhenta M, and Cahyo Krido Eko (2021) that price has a positive and significant effect on purchasing decisions.

This is in line with the theory put forward by Kotler (2005: 358) that consumer perception of price and value determines whether the company has set the price correctly. If the price is high compared to the perceived value, consumers will not buy the product.

The influence of product quality on purchasing decisions

Testing the influence of the product quality factor variable (X2) on partial purchasing decisions obtained a coefficient value of -0.692 with a statistical t test of 9.645 with a significance of 0.001 based on the significant t value, it shows that at the 5% level the product quality factor has a significant influence on the purchasing decision of the iPhone brand smartphone in students, which is accepted in other words, hypothesis 2 is accepted. This research supports the findings of a study conducted by Mulyadi Putra (2023), which found that product quality significantly influences purchasing decisions. This aligns with the theory proposed by Kotler and Armstrong (2008), which states that consumers will favor products that offer the best quality, performance, and features and meet their needs or desires.

The influence of price and product quality on purchasing decisions for management students at the Pekanbaru Master Business Technology Institute. Based on the results of the study, price and product quality have a simultaneous effect, the higher the price and product quality, the more it influences students' purchasing decisions. This means that hypothesis 3 is accepted. The results of this study are in accordance with research by Susanto Dhenta M (2021) that the influence of price and product quality has a positive and significant effect on purchasing decisions. This is because consumers sacrifice prices to obtain, have, and utilize a number of combinations of goods and services. Product quality is also the ability of an item to provide results or performance that matches or even exceeds what consumers want, that price and product quality are two main factors in consumer purchasing decisions, usually consumers tend to consider the relationship between the value for money provided by the product (quality) with the costs that must be incurred.

CONCLUSION

Based on the results of the research and discussion that have been described previously, regarding the influence of price and product quality on the purchasing decision of the iPhone brand smartphone for students of the Pekanbaru Master Institute of Technology and Business, it can be concluded that: The results of the partial test (T Test) obtained that both variables significantly influence the purchasing decision of student Y, namely the price variable X1 where $t \text{ count} = 4.640 > t \text{ table } 1.66140$ and a significant probability value of $0.001 < 0.05$, and the product quality variable X2 where $t \text{ count} = 9.645 > t \text{ table } 1.66140$ and a significant probability value of $0.001 < 0.05$. The results of the simultaneous test (F Test) obtained F count of 52.628 using a 95% confidence level or $\alpha = 0.05$, then from the distribution table $F_{df1 = 2, df2 = 92}$, the value of F table = 2.31 was obtained by comparing the F count and F table values. $(52.628) > F_{\text{table}} (2.31)$ and probability $(0.001) < 0.05$, this means that H_0 is rejected and H_a is accepted, so the price variables X1 and product quality X2 simultaneously have a significant influence on the purchasing decisions of students (Y) at the Pekanbaru Master of Business Technology Institute. Based on the resulting correlation (R) value of 0.730, it can be concluded that there is a strong relationship between the independent variables and the dependent variable. Meanwhile, the R-square value is 0.534. This indicates that the price and product quality variables overall have an influence of 53.4% on student purchasing decisions. While the remaining 46.6% is influenced by other variables not examined in this study, such as promotions, sales strategies, marketing, and others.

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