

THE INFLUENCE OF BRAND LUXURY, BRAND AWARENESS, AND PERCEIVED QUALITY ON PURCHASE INTENTION OF IPHONE IN MANADO*PENGARUH BRAND LUXURY, BRAND AWARENESS, DAN PERCEIVED QUALITY TERHADAP MINAT BELI IPHONE DI MANADO*

By:

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Abstract: The purpose of this study is to determine the influence of brand luxury, brand awareness, and perceived quality toward consumer purchase intention on iPhone product in Manado. The population on this study consist of society in Manado that buy iPhone product, which the value is unknown. Based on Roscoe analysis, number of sample are 80-100 respondent. This study use incidental samplings as the sampling technique. And for the data analysis is used in this study is multiple regression analysis. This study uses theSPSS 26 program.

Keywords: brand luxury, brand awareness, perceived quality, purchase intention

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh brand luxury, brand awareness, dan perceived quality terhadap minat beli konsumen pada produk iPhone di Manado. Populasi dalam penelitian ini adalah masyarakat Manado yang membeli produk iPhone yang tidak diketahui nilainya. Berdasarkan analisis Roscoe, jumlah sampel adalah 80-100 responden. Penelitian ini menggunakan Incidental Sampling sebagai teknik pengambilan sampelnya. Dan untuk analisis data yang digunakan dalam penelitian ini adalah analisis regresi berganda. Penelitian ini menggunakan program SPSS 26.

Kata Kunci: brand luxury, brand awareness, perceived quality, purchase intention

INTRODUCTION**Research Background**

Nowadays, mobile phones/smartphones have become a necessity for almost everyone people. Thus encouraging smartphone companies to continue innovate with a multifunctional cellphone that can be used as a camera as well have PC/laptop features. In the midst of many choices of smartphone brands, every smartphone manufacturer tries to provide the best prices, products and services in order to compete. The best pricing strategy doesn't always refer to offering the lowest price or the cheapest product. Because there are some groups of people who don't just buy products for functional reasons. One way for companies to maintain market share is to continue to increase consumer purchase intentions. Alekam et al. (2012) explain purchase intention as the readiness and willingness of an individual to buy a certain product or service. In other words, purchase intention is the desire or intention of a consumer to buy a certain product/service. According to Kotler and Keller (2009), purchase intention is a consumer's response to an object or object that indicates a consumer's desire to make a purchase. So that with high customer interest in iPhone products, it is expected that iPhone sales will also increase. A company can not only measure how many people want its product, but also measure how many

people are willing and able to buy it (Kotler and Keller, 2009). The demand curve for goods can reflect the purchase intention of the consumers for a product. So that consumers' purchase intention and willingness to pay will affect the amount of demand for goods or services, which then also affects the level of sales. If a product is in demand by many people but only a few buy it, it means that consumers are not willing to buy the product at a price set by the company.

Research Objectives

The aim of this research is:

1. To analyze whether Brand Luxury has an influence on Purchase Intention of iPhone in Manado.
2. To analyze whether Brand Awareness has an influence on Purchase Intention of iPhone in Manado.
3. To analyze whether Perceived Quality has an influence on Purchase Intention of iPhone in Manado.
4. To analyze whether Brand Luxury, Brand Awareness, and Perceived Quality have an influence on Purchase Intention of iPhone in Manado.

THEORETICAL FRAMEWORK

Brand Luxury

Phau and Prendergast (2011) argue that luxury brands are brands that evoke exclusivity, have a well-known name (brand name), have high brand awareness and have a good perception of quality and loyalty in the eyes of consumers. The use of luxury brands can improve self-image, give confidence and prestige to the owner regardless of its main function (Grossman and Shapiro, 1988). Luxury products are considered capable of satisfying the psychological and functional needs of their consumers, this psychological benefit is what distinguishes luxury products from non-luxury products or counterfeit goods (Vigneron and Johnson, 2004).

Brand Awareness

According to Surachman (2008), brand awareness is the ability to recall potential buyers of a brand as part of a certain product brand category. So that customers who have awareness of a brand will have the ability to describe the elements of the brand automatically without having to be assisted (Cahyani & Sutrasnawati, 2016). Brand awareness can be defined as the strength of a brand to be remembered and identified by consumers in various conditions.

Perceived Quality

According to Tjiptono (2000), perceived quality is the result of the implementation of measurements carried out indirectly because there is a possibility that consumers do not understand or lack information about the product in question. According to Aaker (1991), perceived quality is the consumer's perception of the advantages or disadvantages of a product or service related to what is expected by consumers. Perceived Quality is a consumer's assessment of the advantages or disadvantages of the product as a whole. Therefore, perceived quality is based on the subjective evaluation of consumers (not managers or experts) on product quality.

Purchase Intention

The eagerness of a consumer to purchase a specific good or a particular service is acknowledged as intent to purchase (Patwary et al., 2018). Consumer purchase intention is how a consumer selects to buy after elevates from several options. According to Ajzen (1991), intentions are assumed to capture the motivational factors that influence a behavior, they are indications of how hard people are willing to try of how much an effort they are planning to exert, in order to perform the behavior.

Previous Research

Nazarani and Suparna (2021) explained the effect of luxury brands, brand image, and product quality on consumer purchase intentions of Zara products. This research was conducted on Zara Beachwalk product consumers who live in Denpasar City. The sample size was taken as many as 144 people with purposive sampling method. Data were collected using a questionnaire that uses a 5-point Likert scale to measure 16 indicators. The analysis technique used is multiple linear regression analysis. The results showed that luxury brands, brand image, and product quality had a positive and significant effect on purchase intention. This shows

that the stronger the consumer's perception of the influence of luxury brands, brand image and product quality, will increase purchase intention at Zara.

Chepchirchir and Leting (2015) examined the relationship between Brand quality, brand prestige and brand purchase intention of mobile phone brands in Kenya. A survey was used to collect data from a sample of 322 respondents. Data were analyzed by employing correlation, Analysis of Variance (ANOVA) and multiple regression analysis. The results revealed that brand quality and brand prestige are positively associated with consumer brand purchase intention.

Purba, Sulistyarini, and Sadalia (2018) discovered the influence of product quality on purchase intention through electronic words of mouth. This research is an associative research. The population of this research is all of Universitas Sumatera Utara (USU) students who use Telkomsel internet quota, 100 respondents were obtained using snowball sampling technique. Primary data collection was done using questionnaires, and secondary data collection is gathered using Structural Equation Modelling (SEM). Based on the research result discussed in the previous chapter on the effect of product quality on purchase decision through electronic words of mouth, then it can be concluded as follows: EWOM is positively and significantly affecting Purchase Intention in Telkomsel Medan, Product Quality is positively and significantly affecting E-WOM in Telkomsel Medan, and Product Quality is positively and significantly affecting Purchase Intention in Telkomsel Medan

Conceptual Framework

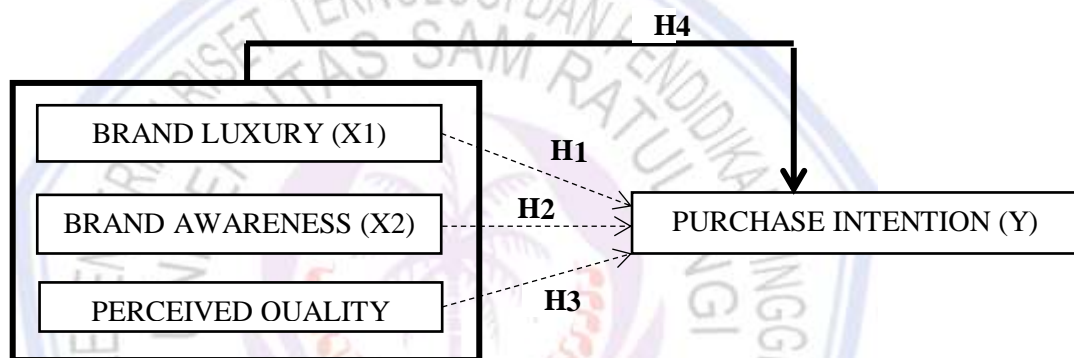


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Brand Luxury has a significant and positive influence on Purchase Intention of iPhone in Manado.

H2: Brand Awareness has a significant and positive influence on Purchase Intention of iPhone in Manado.

H3: Perceived Quality has a significant and positive influence on Purchase Intention of iPhone in Manado.

H4: Brand Luxury, Brand Awareness, and Perceived Quality have a significant and positive influence on Purchase Intention of iPhone in Manado Simultaneously.

RESEARCH METHOD

Research Approach

Type of research that are going to be used by the researcher in this research is quantitative research. This is a quantitative research method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009:180).

Population, Sample, Sampling Technique

In research, the population is defined as the area to be studied, where this area consists of subjects or objects that have certain criteria and characteristics that are in accordance with those set by the researcher (Sugiyono, 2019). The population is the entire group of people, events, or something that the researcher wants to investigate (Nuryaman & Christina, 2015). The target population set in this study is all Apple smartphone users, namely iPhones in Manado in 2020/2021.

The sample is part of the population that has the same criteria and characteristics as the population, so samples taken from the population must be able to represent the population (Sugiyono, 2019). Because the sample is part of the population, the sample must be taken with certain ways and considerations. As for in this study, the population is people in the city of Manado who make purchases of iPhone products with an unknown amount. To determine the sample size, the researcher is guided by the opinion of Roscoe (1975) in Sekaran (2009) who proposes the sample size rules is Sample sizes of more than 30 and less than 500 are appropriate for most studies. Based on the established criteria, the researchers took a sample of 100 respondents. These results are obtained by multiplying the number of variables, namely the number of variables 4 multiplied by 20, so that the number of research samples is 80 respondents and then it is determined or rounded up to 100 respondents.

In this study, sampling was carried out using the non-probability sampling method, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2009). The non-probability sampling method used in this study is incidental sampling.

Data Collection Technique

In this study, primary data was collected by distributing questionnaires to predetermined respondents, namely iPhone smartphone users in the Manado area. The distribution of questionnaires is carried out using Google Forms to make it easier, save time and costs and to reach a wider range of respondents. Secondary data in this study was obtained through literature study of each research variable to collect data, information, and theories related to this research. The literature study used in the form of company data, journals, books, and previous research related to variables and research objects. The use of library research aims to understand the variables and research objects of previous experts and researchers.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Operational Definition	Indicator
Brand Luxury (X_1) (BL)	Brand Luxury is a brand nature that evokes exclusivity, has a well-known name (brand name), has high brand awareness and has a good perception of quality and loyalty in the eyes of consumers.	<ol style="list-style-type: none"> 1. Prestige 2. Luxury 3. Increase social status 4. Expensive product 5. Valuable item
Brand Awareness (X_2) (BA)	Brand awareness is the ability of a potential buyer to recognize a brand and recall that the brand is part of a certain category.	<ol style="list-style-type: none"> 1. Quickly remembered 2. Recognized 3. Familiar 4. Option 5. Known
Perceived Quality (X_3) (PQ)	Perceived quality is a product or service characteristic that is assessed based on its ability to satisfy consumer needs.	<ol style="list-style-type: none"> 1. Attractive display 2. Advanced applications 3. Impeccable design 4. Complete repository of apps 5. Great features
Purchase Intention (Y) (PI)	Purchase intention is a process where customers analyze problems with their needs, find solutions, evaluate alternatives and make decisions to determine the product to be purchased	<ol style="list-style-type: none"> 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative Interest 5. Desire Interest

Source: Literature Data, (2022)

Validity and Reliability

Validity shows the extent to which a measuring instrument can measure what will be measured (Umar, 2002:103). To find out the level of item validity, the value of r is greater than 0.3. Thus the questions that have been compiled to collect data are considered to have construct validity or validity. According to Sugiyono (2019), Reliability is an instrument which, if used several times to measure the same object, will produce the same data. The basis for taking is if the Cronbach Alpha value > 0.60 then the questionnaire is declared reliable and vice versa if the Cronbach Alpha value < 0.60 then the questionnaire is declared unreliable.

Multiple Regression Analysis

According Santoso (2012:221), multiple regression analysis is used to predict the size of the dependent variable (dependent variable) using data from two or more independent variables (known as independent variables) of known magnitude. For regressions whose independent variables consist of two or more regressions, they are also called multiple regression. Because the independent variable in this study has more than two variables, the regression is called multiple regression. The general equation of multiple regression according to Sugiyono (2009) is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Description:

Y = Purchase Intention

a = Constant, is a related value which in this case is why when the independent variable is 0 (X1, X2, X3 = 0)

β_1 = The coefficient of multiple regression between the independent variable X1 against the dependent variable Y, if the independent variable X2 are considered constant

β_2 = coefficient of multiple regression between independent variables X2 against the dependent variable Y, if the independent variables X1 are considered constant

X1 = Brand Luxury

X2 = Brand Awareness

X3 = Perceived Quality

μ : Error term

Hypothesis Testing

According to Ghozali (2011), F-test shows that all independent variables in the model are intended to have the simultaneous effect on the dependent variable. The T-Test is used to determine whether each of individual independent variable is significant. According to Andreson (2014), a separate t-test conducted for each of the independent variable in the model.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

All indicator statement items from the Brand Luxury (X1), Brand Awareness (X2), Perceived Quality (X3), and Purchase Intention (Y) variables have a pearson correlation value greater than r table, namely 0.1966 (level sig 5%). It mean the entire item statement of the research variable is valid. Brand Luxury (X1), Brand Awareness (X2), Perceived Quality (X3), and Purchase Intention (Y) variables have a Cronbach's Alpha value greater than 0.6. This means that the measuring instrument is reliable.

Classical Assumption Test

Normality Test

According to Ghozali (2011), the regression model is said to be normally distributed if the plotting data (dots) that describe the actual data follows the diagonal line.

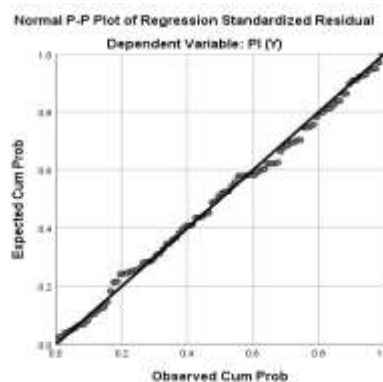


Figure 2. Normality Test

Source: The research data were processed using SPSS 26, (2022)

Figure 2 shows that the plotting data (points) spread out around the diagonal line, and the spread follows the diagonal line. This shows that the regression model fulfills the normality assumption.

Heteroscedasticity Test

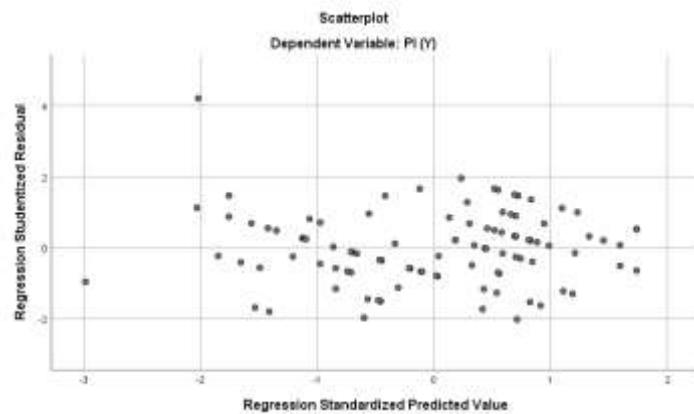


Figure 3. Heteroscedasticity Test

Source: The research data were processed using SPSS 26, (2022)

Based on the results of the image output, it shows that the parameter coefficient for all independent variables used in the study does not occur heteroscedasticity as seen from the scatterplot that spreads and does not from a certain pattern.

Multicollinearity Test

Table 2. Multicollinearity Test

Model		Coefficients				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	3.457	2.069		1.671	.098	
	BL (X1)	.227	.077	.260	2.941	.004	.718
	BA (X2)	.194	.097	.177	2.010	.047	.723
	PQ (X3)	.405	.091	.400	4.450	.000	.691

a. Dependent Variable: PI (Y)

Source: The research data were processed using SPSS 26, (2022)

Based on table 2, it can be seen that the tolerance value of Brand Luxury is 0.718 (more than 0.100) and the VIF value is 1.393 (below 10.00), it means there is no multicollinearity. And then the tolerance value of Brand Awareness is 0.723 (more than 0.100) and the VIF value is 1.383 (below 10.00), so there is no multicollinearity. And also for the tolerance value of Perceived Quality is 0.691 (more than 0.100) and the VIF value is 1.446 (below 10.00), so that multicollinearity does not occur.

Multiple Linear Regression Analysis

Table 3. Multi Linear Regression Analysis

Model		Coefficients				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	3.457	2.069		1.671	.098	
	BL (X1)	.227	.077	.260	2.941	.004	.718
	BA (X2)	.194	.097	.177	2.010	.047	.723
	PQ (X3)	.405	.091	.400	4.450	.000	.691

a. Dependent Variable: PI (Y)

Source: The research data were processed using SPSS 26, (2022)

From Table 3, a multiple regression equation can be drawn up as follows

$$Y = 3.457 + 0.227 X_1 + 0.194 X_2 + 0.405 X_3$$

From the multiple linear regression equation above, it can be interpreted as follows:

1. The constant value is 3.457 which states that if the variable Brand Luxury (X1), Brand Awareness (X2), and Perceived Quality (X3) is equal to 0, then the Purchase Intention (Y) is 3.457.
2. The regression coefficient value for Brand Luxury (X1) is 0.227 and it is positive, it means that if variable Brand Luxury (X1) changes with the assumption that if the variable Brand Awareness (X2) and variable Perceived Quality (X3) are constant, the Brand Purchase Intention will increase by 0.227.
3. The regression coefficient value for Brand Awareness (X2) is 0.194 and it is positive, it means that if variable Brand Awareness (X2) changes with the assumption that if the variable Brand Luxury (X1) and variable Perceived Quality (X3) are constant, the Purchase Intention will increase by 0.194.
4. The regression coefficient value for Perceived Quality (X3) is 0.405 and it is positive, it means that if variable Perceived Quality (X3) changes with the assumption that if the variable Brand Luxury (X1) and variable Brand Awareness (X2) are constant, the Purchase Intention will increase by 0.405.

Hypothesis Test

T-Test

Table 4. T-Test

Model		Coefficients				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.457	2.069		1.671	.098		
	BL (X1)	.227	.077	.260	2.941	.004	.718	1.393
	BA (X2)	.194	.097	.177	2.010	.047	.723	1.383
	PQ (X3)	.405	.091	.400	4.450	.000	.691	1.446

a. Dependent Variable: PI (Y)

Source: The research data were processed using SPSS 26, (2022)

According to Ghozali (2011:101), if the value of Sig. <0.05, it means that the independent variable (X) partially affects the dependent variable (Y). So by referring to his opinion we can conclude that:

1. The Sig. value of the Brand Luxury (X1) is 0.004 and it is smaller than Alpha (0.05). Thus it can be concluded that the Brand Luxury (X1) variable has a significant positive effect on Purchase Intention of iPhone in Manado. Thus, we reject the null hypothesis and support H1, suggesting that "Brand Luxury has a significant and positive influence on Purchase Intention of iPhone in Manado".
2. The Sig. value of the Brand Awareness (X2) is 0.047 and it is smaller than Alpha (0.05). Thus it can be concluded that the Brand Awareness (X2) variable has a significant positive effect on Purchase Intention of iPhone in Manado. Thus, we reject the null hypothesis and support H2, suggesting that "Brand Awareness has a significant and positive influence on Purchase Intention of iPhone in Manado".
3. The Sig. value of the Perceived Quality (X3) is 0.000 and it is smaller than Alpha (0.05). Thus it can be concluded that the Perceived Quality (X3) variable has a significant positive effect on Purchase Intention of iPhone in Manado. Thus, we reject the null hypothesis and support H3, suggesting that "Perceived Quality has a significant and positive influence on Purchase Intention of iPhone in Manado".

F-Test

Table 5. F-Test

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.131	3	84.044	27.602	.000 ^b
	Residual	292.309	96	3.045		
	Total	544.440	99			

a. Dependent Variable: PI (Y)

b. Predictors: (Constant), PQ (X3), BA (X2), BL (X1)

Source: The research data were processed using SPSS 26, (2022)

To test the effect of independent variables on the dependent variable jointly or simultaneously, the F-Test is used. The table shows the calculated F value of 27.602 with a significant level of 0.000, because the significance level is less than 0.05 ($0.000 < 0.05$), it can be stated that the variable Brand Luxury (X1), Brand Awareness (X2), and Perceived Quality (X3) have an influence on Purchase Intention of iPhone in Manado Simultaneously. Thus, we reject the null hypothesis and support H4, suggesting that “Brand Luxury, Brand Awareness, and Perceived Quality have an influence on Purchase Intention of iPhone in Manado Simultaneously”.

Coefficient of Determination (R2)

Table 6. Coefficient of Determination (R2)

Model	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.681 ^a	.463	.446	1.745	2.073

a. Predictors: (Constant), PQ (X3), BA (X2), BL (X1)

b. Dependent Variable: PI (Y)

Source: The research data were processed using SPSS 26, (2022)

From the results of the calculation of the multiple linear regression analysis that has been done, it shows the model's ability to explain the influence of the independent variable on the dependent variable. Can be seen in the value of Adj. R Square (R2) is equal to 0.446. Thus, it means that the regression model used is able to explain the influence of Brand Luxury, Brand Awareness, and Perceived Quality variables on Purchase Intention by 44.6%, while the remaining 55.4% is explained by other variables not included in this research.

Discussion

Brand Luxury and Purchase Intention

Based on the test results, it shows that the t value for Brand Luxury (X1) was 2.941 with a significance level of 0.004. The significance level has a smaller value than Alpha (0.05) which is 0.004. Thus, it can be concluded that the Brand Luxury variable has a significant positive influence on Purchase Intention of iPhone in Manado, which means that the Brand Luxury influence Purchase Intention of iPhone in Manado. These results indicate that customers think that the Brand Luxury of the iPhone in Manado is good, so it will also have a positive influence on Purchase Intention. Consumers have a perception that brand luxury have good quality and are able to raise social status, some groups of people buy luxury and exclusive products to show their social status to the community and to create a difference between themselves and others that they can buy quality and rare products. The perception that a luxury brand is a brand with a good image and has the ability to satisfy consumers both functionally and psychologically increases purchase intention so that consumers are willing to pay to get luxury brand products. The results of this study are in accordance with research conducted by Nazarani and Suparna (2021) that brand luxury have a significant and positive effect on purchase intention for Zara products.

Brand Awareness and Purchase Intention

Based on the test results, it shows that the t value for Brand Awareness (X2) was 2.010 with a significance level of 0.047. The significance level has a smaller value than Alpha (0.05) which is 0.047. Thus, it can be concluded that the Brand Awareness variable has a significant positive influence on Purchase Intention of iPhone in Manado, which means that the Brand Awareness influence Purchase Intention of iPhone in Manado. These results indicate that customers think that the Brand Awareness of the iPhone in Manado is good, so it will also have a positive influence on Purchase Intention. Consumers tend to make purchases from alternative brands that they know or remember. The existence of awareness and recognition of the Apple brand indicates that Apple is a well-known brand and indirectly consumers will feel familiar with the Apple brand. Awareness of a brand is usually accompanied by consumer perceptions of the image of the brand, whether the brand is famous for its quality or famous for its problems. Therefore, brand awareness must be supported by a good brand image. The results of this study are in accordance with research conducted by Nazarani and Suparna (2021) that brand image (brand awareness) have a significant and positive effect on purchase intention for Zara products.

Perceived Quality and Purchase Intention

Based on the test results, it shows that the t value for Perceived Quality (X3) was 4.450 with a significance level of 0.000. The significance level has a smaller value than Alpha (0.05) which is 0.000. Thus,

it can be concluded that the Perceived Quality variable has a significant positive influence on Purchase Intention of iPhone in Manado, which means that the Perceived Quality influence Purchase Intention of iPhone in Manado. These results indicate that customers think that the Perceived Quality of the iPhone in Manado is good, so it will also have a positive influence on Purchase Intention. Basically all consumers want quality products, but quality products are usually synonymous with high prices and not all consumers are able or willing to pay high prices. So the consumer will compare the benefits he gets from a product with the amount of money he has to spend. Perceived quality can describe the extent to which the company is trying to satisfy its customers. Quality products can satisfy consumers so that consumers are willing to pay to get quality products. Quality products cannot only be of material quality but must have many uses and benefits, so companies need to innovate to create more benefits for consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of data analysis and discussion, the conclusions of the research on The Influence of Brand Luxury, Brand Awareness, and Perceived Quality on Purchase Intention of iPhone in Manado are:

1. The result of this study have shown that the Brand Luxury partially has a positive and significant influence on Purchase Intention of iPhone in Manado. It can be said that Brand Luxury has an important role in influencing the Purchase Intention of iPhone in Manado.
2. The result of this study have shown that the Brand Awareness partially has a positive and significant influence on Purchase Intention of iPhone in Manado. It can be said that Brand Awareness has an important role in influencing the Purchase Intention of iPhone in Manado.
3. The result of this study have shown that the Perceived Quality partially has a positive and significant influence on Purchase Intention of iPhone in Manado. It can be said that Perceived Quality has an important role in influencing the Purchase Intention of iPhone in Manado.
4. The result of this study also shown that the Brand Luxury, Brand Awareness, and Perceived Quality Simultaneously have a positive and significant influence on Purchase Intention of iPhone in Manado.

Recommendation

1. After reviewing the results of this research, the company must pay attention to, maintain, and develop the level of product luxury, knowledge of buyers or potential buyers about iPhone products, and the quality of the product itself.
2. In an effort to provide support in purchasing decisions made by consumers, companies must maintain the characteristics of the product and even have to develop products from the iPhone and also maintain product excellence.
3. Further researchers can develop this research or simply as a reference. This can be done by using other variables, the number of samples, including more or providing a more complete profile of respondents.

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