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Factors Influencing iPhone Purchase Intention among University Students: Evidence from STIA Lancang Kuning Dumai

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Abstract

This study aims to analyze the perceptions of students at STIA Lancang Kuning Dumai regarding price, product quality, brand image, and lifestyle factors in relation to their purchase intention toward Apple iPhones. The study is grounded in theories of price, product quality, brand image, lifestyle, and consumer purchase intention. A quantitative descriptive approach was employed in this research. Primary data were collected through a questionnaire using a five-point Likert scale administered to 30 students of STIA Lancang Kuning Dumai selected as the research sample. The variables examined included price, product quality, brand image, lifestyle, and purchase intention. Data were analyzed descriptively by calculating the frequency and percentage of respondents' answers for each variable. The results indicate that product quality received the highest level of agreement at 62.50%, followed by price at 60.83%, purchase intention at 54.17%, brand image at 45.83%, and lifestyle at 35.83%. These findings suggest that students place greater emphasis on product quality and functional benefits than on lifestyle factors when forming their intention to purchase an Apple iPhone. The study concludes that product quality and price are the factors receiving the most positive perceptions from respondents. Therefore, companies should maintain product quality and ensure that pricing reflects the value perceived by consumers. The findings contribute to a better understanding of student consumer behavior toward premium smartphones and may serve as a reference for value-oriented marketing strategies.

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1. Introduction

The rapid development of information and communication technology has brought substantial changes to people's lives, particularly in the increasing use of digital devices to support various activities. One of the devices experiencing a significant increase in demand is the smartphone. Smartphones are no longer used solely as communication tools but have become essential devices for supporting daily activities, accessing information, facilitating education and communication, and meeting work- and mobility-related needs (Christin et al., 2014). The growing public demand for smartphones has intensified competition among manufacturers to provide products that correspond to consumers' needs, expectations, and preferences (Rohmansyah & Suryawirawan, 2023).

One smartphone brand with a strong position in the global market is the iPhone, produced by Apple Inc. The iPhone is widely recognized as a premium product that offers high quality, attractive design, a stable operating system, and a strong brand image (Acar et al., 2024; Ruslim et al., 2023; Mariah & Nur, 2022; Ramadhan et al., 2024). These advantages have made the iPhone one of the most desirable smartphone products among various consumer groups, including university students (Mariah & Nur, 2022; Ramadhan et al., 2024). For some consumers, the iPhone is perceived not merely as a communication device but also as a product with symbolic value associated with lifestyle, self-identity,

and social status (Acar et al., 2024).

University students represent a consumer group that actively follows technological developments and has a high level of dependence on smartphones to support both academic and non-academic activities (Mariah & Nur, 2022; Ramadhan et al., 2024). When selecting a smartphone, students generally consider various factors, including price, product quality, brand image, and lifestyle (Arjuna & Ilmi, 2020; Acar et al., 2024). Although the iPhone is relatively more expensive than several competing smartphone brands, it continues to attract consumers because of its perceived quality, strong brand value, and functional benefits (Mariah & Nur, 2022; Ramadhan et al., 2024). This suggests that consumer purchase intention is influenced not only by price but also by other attributes associated with the product and brand, including quality, reputation, trust, perceived value, and brand preference (Ruslim et al., 2023; Prasetyo Nugroho & Khasanah, 2025).

Price is one of the primary factors considered by consumers during the purchasing process. Before making a purchase decision, consumers tend to compare the benefits they expect to receive with the costs they must incur (Rohmansyah & Suryawirawan, 2023; Prasetyo Nugroho & Khasanah, 2025). In addition to price, product quality plays an important role because it reflects the product's ability to satisfy consumers' needs and expectations (Acar et al., 2024; Mariah & Nur, 2022; Ramadhan et al., 2024). High-quality products are more likely to gain consumer trust and stimulate purchase intention, particularly in the case of premium products such as the iPhone (Acar et al., 2024; Ruslim et al., 2023).

In addition to price and product quality, brand image may also influence consumer purchase intention. A positive brand image can strengthen consumers' confidence in a product because brands with favorable reputations are generally perceived as being capable of delivering the expected level of quality and satisfaction (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Acar et al., 2024; Ruslim et al., 2023). Lifestyle is another factor that may shape consumer preferences when selecting a product. For some consumers, the use of particular products is not determined solely by functional considerations but is also associated with self-identity, social image, and status symbolism (Acar et al., 2024).

Based on a preliminary questionnaire administered to 30 students at STIA Lancang Kuning Dumai, students demonstrated varying perceptions of product quality, price, brand image, and lifestyle (Primary data, 2026). These variations warrant further investigation because they may provide an initial indication of the factors associated with students' purchase intention toward iPhone products. Therefore, this study examines the perceptions of STIA Lancang Kuning Dumai students regarding price, product quality, brand image, and lifestyle in relation to their purchase intention toward Apple iPhone products.

Despite the growing body of research on consumer behavior toward iPhone products, an important research gap remains. Previous studies have generally examined iPhone purchase intention or purchase decisions by emphasizing particular factors separately, such as price, product quality, brand image, or lifestyle. However, relatively few studies have simultaneously examined students' perceptions of these four factors in relation to Apple iPhone purchase intention, particularly in the context of STIA Lancang Kuning Dumai. Furthermore, university students represent a distinctive group of young consumers who generally have limited purchasing power while maintaining considerable interest in premium smartphone products. This condition provides an important context for understanding how different product- and consumer-related factors are perceived in relation to purchase intention.

The novelty of this study lies in its focus on students at STIA Lancang Kuning Dumai and their perceptions of price, product quality, brand image, and lifestyle in relation to Apple iPhone purchase intention. Rather than viewing the iPhone solely as a technological device, this study considers it a premium product that simultaneously provides functional, psychological, and symbolic value to student consumers. Accordingly, the study is expected to provide a more context-specific understanding of the factors associated with students' intention to purchase Apple iPhone products.

This study aims to analyze the perceptions of STIA Lancang Kuning Dumai students regarding price, product quality, brand image, and lifestyle in relation to their purchase intention toward Apple iPhone products. Specifically, the study seeks to examine students' responses to each of these

factors and to identify the factor receiving the most dominant assessment in relation to their intention to purchase an Apple iPhone.

Furthermore, the increasing competition in the smartphone market has encouraged companies to understand consumer decision-making processes more comprehensively. Consumers today do not evaluate products solely based on functional attributes but also consider psychological and social aspects that influence their preferences and behavioral intentions. In the context of premium smartphones, purchasing decisions often involve a combination of rational evaluations, such as price and product performance, and emotional considerations, such as brand attachment, perceived prestige, and personal relevance. Therefore, examining the factors associated with purchase intention provides valuable insights into how consumers evaluate premium technology products in competitive markets.

The relationship between price, product quality, brand image, and lifestyle can be explained through consumer behavior perspectives, where purchasing decisions are formed through a process of information evaluation, perception formation, and value assessment. Price may represent the economic sacrifice that consumers must consider, while product quality reflects the functional benefits expected from the product. Meanwhile, brand image and lifestyle represent symbolic and psychological dimensions that influence how consumers perceive the value of a product. The interaction between these factors becomes particularly relevant for premium smartphone brands, where consumers may justify higher prices based on perceived advantages, reputation, and alignment with their personal identity (Nurbaiska et al., 2024; Acar et al., 2024).

From an academic perspective, understanding university students' purchase intention toward premium smartphones provides an interesting research context because students are considered technologically adaptive consumers who frequently interact with digital platforms and information technologies. Although students may face financial limitations compared with other consumer groups, their purchasing preferences toward premium products may be influenced by social trends, peer environments, technological needs, and aspirations for self-expression. This condition creates a unique consumer behavior pattern that differs from general smartphone users and requires further investigation within a specific institutional context (Nurbaiska et al., 2024; Acar et al., 2024).

Moreover, research focusing on students at regional higher education institutions remains relatively limited compared with studies conducted in larger urban areas or broader consumer populations. The context of STIA Lancang Kuning Dumai provides an opportunity to explore how local university students perceive premium smartphone products and the factors that contribute to their purchase intention. By analyzing price, product quality, brand image, and lifestyle simultaneously, this study contributes to a more comprehensive understanding of student consumer behavior and provides empirical evidence regarding the determinants associated with Apple iPhone purchase intention.

2. Tinjauan Pustaka

2.1. Purchase Intention

Purchase intention refers to consumers' tendency to develop interest, desire, or plans to purchase a product after evaluating its benefits, quality, price, and brand value (Muljani & Koesworo, 2019). In the context of consumer behavior, purchase intention represents an important stage preceding the actual purchase decision because it reflects consumers' initial motivation to select a particular product (Prasetyo Nugroho & Khasanah, 2025). In the smartphone market, consumer purchase intention may be influenced by perceptions of price, product quality, brand image, and the extent to which a product is compatible with consumers' needs and lifestyles (Arjuna & Ilmi, 2020).

Purchase intention toward the Apple iPhone is not solely associated with functional needs as a communication device but is also influenced by the emotional and symbolic values embedded in the product (Mariah & Nur, 2022). Among university students, the iPhone may be perceived as a device that supports academic activities, social media use, communication, and entertainment while simultaneously representing personal identity within their social environment.

Furthermore, purchase intention toward premium smartphones is often influenced by consumers' overall evaluation of the value offered by the product. Consumers tend to

develop stronger purchase intentions when they perceive that a product provides a balance between functional benefits, emotional satisfaction, and symbolic value. In the case of the Apple iPhone, perceptions of technological reliability, brand credibility, ecosystem advantages, and social recognition may contribute to consumers' willingness to choose the product over competing smartphone brands. Therefore, understanding purchase intention requires an examination of both utilitarian and psychological factors that shape consumer preferences and decision-making processes (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Belk, 2013).

2.2. Price

Price is one of the key factors considered by consumers before making a purchase because it is closely related to purchasing power and perceptions of the value derived from a product (Prasetyo Nugroho & Khasanah, 2025). Consumers generally compare price with product quality, features, durability, and image before forming purchase intention or making a final purchase decision (Arjuna & Ilmi, 2020). In the case of premium smartphones such as the iPhone, a relatively high price does not necessarily reduce purchase intention when consumers perceive that the product provides comparable quality, reputation, and symbolic value.

In the context of university students, price becomes particularly important because of their relatively limited purchasing power and financial capacity. Nevertheless, students may continue to demonstrate purchase intention toward the iPhone when the product is perceived as offering greater value than competing smartphones in terms of quality, brand strength, and lifestyle compatibility (Ramadhan et al., 2024).

Moreover, price perception does not only refer to the nominal amount paid by consumers but also reflects consumers' evaluation of whether the benefits obtained from a product are equivalent to the costs incurred. When consumers perceive that a product provides superior value, such as better performance, reliability, brand reputation, and long-term benefits, they may consider a higher price to be acceptable. In the context of premium smartphones, this perception becomes an important consideration because consumers often evaluate the balance between financial sacrifice and the overall value offered by the product. Therefore, price perception may influence purchase intention by shaping consumers' judgments regarding product worth and purchase feasibility (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Rohmansyah & Suryawirawan, 2023).

2.3. Product Quality

Product quality refers to a product's ability to perform its intended functions, satisfy consumer needs, and provide satisfaction through its performance, features, design, durability, and reliability (Acar et al., 2024). Products with superior quality tend to enhance consumer confidence because they are perceived as capable of delivering benefits that meet users' expectations (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023). In the smartphone industry, product quality is particularly important because consumers evaluate aspects such as performance, features, durability, design, security, and ease of use when assessing a product (Mariah & Nur, 2022; Ramadhan et al., 2024).

The iPhone is widely perceived as a smartphone with strong product quality due to its stable operating system, premium design, system security, and well-integrated ecosystem. Positive perceptions of these quality attributes may encourage consumers, including university students, to develop stronger purchase intentions toward the iPhone (Acar et al., 2024).

Furthermore, product quality and brand image are closely interconnected in shaping consumers' perceptions of premium smartphone products. A strong brand image can reinforce consumers' beliefs regarding the reliability and superiority of a product, while consistent product quality can strengthen positive brand associations over time. For university students, these perceptions may become important considerations because smartphone selection is not only related to functional performance but also reflects expectations regarding technological reliability, social acceptance, and personal preferences. Therefore, the combination of perceived quality and favorable brand image may contribute to stronger purchase intention toward premium smartphone brands such as the iPhone (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Yıldırır & Sürücü, 2021).

2.4. Brand Image

Brand image refers to the perceptions, impressions, and beliefs that consumers hold toward a brand, which are formed through experience, information, reputation, and marketing communication (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023). Brands with a strong image are generally more capable of gaining consumer trust because they are associated with favorable quality and reputation (Mariah & Nur, 2022). Brand image may also create emotional value that strengthens consumers' confidence when selecting a particular product (Najiah, 2025).

The Apple iPhone possesses a strong brand image as a premium, exclusive, innovative, and high-quality product. This image may influence students' purchase intention because the iPhone is not only perceived as a technological device but also as a symbol of social status and a modern lifestyle.

Furthermore, a strong brand image can reduce consumers' perceived risk when purchasing premium technology products because consumers tend to rely on brand reputation as an indicator of product reliability and expected performance. For university students, brand image may become an important consideration because smartphone selection is often influenced by both practical needs and social perceptions. A reputable brand with a consistent image can create stronger emotional attachment and increase consumers' confidence in choosing a particular product. Therefore, brand image plays an important role in shaping purchase intention, especially for premium smartphone brands that carry both functional and symbolic meanings (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Acar et al., 2024).

2.5. Lifestyle

Lifestyle refers to an individual's pattern of living as reflected in activities, interests, opinions, consumption habits, and the way personal identity is expressed through the products used (Mariah & Nur, 2022; Ramadhan et al., 2024). In consumer behavior, lifestyle can influence product preferences because consumers tend to select products that are consistent with their personal values, social environment, and desired self-image (Mariah & Nur, 2022). Among university students, lifestyle plays an important role because students represent a group of young consumers who actively follow technological developments, digital trends, and social media activities (Najiah, 2025).

For some students, the use of an iPhone is not solely associated with communication needs but may also represent part of a modern lifestyle. Therefore, lifestyle can become one of the factors associated with students' purchase intention toward the Apple iPhone (Acar et al., 2024).

Furthermore, lifestyle-related consumption reflects how individuals use products to communicate their identity, preferences, and social belonging. In the case of premium smartphones, consumers may consider not only the functional advantages of the device but also the extent to which the product represents their personal image and aligns with their social environment. For university students, smartphone ownership may serve as a form of self-expression because the selected brand can reflect technological awareness, social trends, and desired personal characteristics. Therefore, lifestyle can influence purchase intention by shaping consumers' emotional attachment and perceived relevance toward premium products such as the Apple iPhone (Belk, 2013; Acar et al., 2024).

2.6. Empirical Review

Previous studies have demonstrated that price, product quality, brand image, and lifestyle are associated with consumers' purchase intention and purchase decisions in the smartphone market. Arjuna and Ilmi found that product quality, brand image, and price significantly influenced smartphone purchase decisions (Arjuna & Ilmi, 2020). Meanwhile, Muljani and Koesworo reported that brand image and price had positive effects on smartphone purchase intention, whereas product quality did not consistently demonstrate a significant effect (Muljani & Koesworo, 2019).

In the context of the iPhone, Aurelia and Wriyakusuma found that product quality, lifestyle, and brand image had positive and significant effects on iPhone purchase decisions in Surabaya (Acar et al., 2024). Mariah and Nur also reported that brand image, product quality, and lifestyle simultaneously influenced iPhone purchase decisions (Mariah & Nur, 2022). Brand image, price, and lifestyle had positive and significant effects on iPhone purchase decisions among students at the Faculty of Economics,

Universitas Muhammadiyah Semarang.

Prasetyo Nugroho and Khasanah found that brand image, product quality, and perceived price influenced iPhone purchase intention in Cilacap (Prasetyo Nugroho & Khasanah, 2025). Najiah also reported that brand image, lifestyle, and product quality positively influenced iPhone purchase decisions among Generation Z consumers (Najiah, 2025). Brand image, product quality, and lifestyle had positive and significant effects on iPhone purchase decisions among university students who used iPhones (Ramadhan et al., 2024).

Based on the theoretical and empirical evidence, Apple iPhone purchase intention can be understood as a multidimensional phenomenon that is not determined by a single factor but is associated with the combined consideration of price, product quality, brand image, and lifestyle. These four factors are particularly relevant for students at STIA Lancang Kuning Dumai because university students represent young consumers who actively use technology while simultaneously considering financial capacity and social factors when selecting smartphone products.

However, previous findings indicate that the influence of these factors may vary depending on the characteristics of consumers, product categories, and research contexts. Differences in consumer backgrounds, purchasing power, technological adoption, and social environments may result in different perceptions regarding the importance of price, quality, brand image, and lifestyle in shaping purchase intention. Therefore, further investigation within a specific group of consumers, such as university students at STIA Lancang Kuning Dumai, is necessary to obtain a more contextual understanding of how these factors are perceived in relation to Apple iPhone purchase intention. This study attempts to fill this gap by examining multiple consumer-related factors simultaneously within a specific academic environment (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Acar et al., 2024).

2.7. Conceptual Framework

The conceptual framework of this study is based on the assumption that students' purchase intention toward the Apple iPhone is associated with their perceptions of price, product quality, brand image, and lifestyle. Price represents consumers' evaluation of whether the monetary cost of the product is appropriate relative to the benefits received. Product quality reflects the ability of the iPhone to satisfy students' needs and expectations. Brand image represents students' perceptions of Apple's reputation and brand value. Meanwhile, lifestyle reflects the extent to which iPhone usage is compatible with students' patterns of living, personal identity, and social symbolism.

Accordingly, more favorable student perceptions of price, product quality, brand image, and lifestyle are expected to be associated with stronger purchase intention toward the Apple iPhone. Conversely, purchase intention may decrease when students perceive the price as inappropriate, the product quality as insufficient to meet expectations, the brand image as less favorable, or the product as inconsistent with their lifestyle.

Furthermore, the conceptual framework highlights that students' purchase intention toward the Apple iPhone is shaped through a combination of economic, functional, psychological, and social considerations. Price and product quality represent the rational evaluation aspects, where students assess the affordability and benefits obtained from the product. Meanwhile, brand image and lifestyle represent psychological and symbolic aspects that influence how students perceive the relevance and value of the iPhone within their personal and social environments. Therefore, the integration of these four factors provides a comprehensive perspective for understanding the formation of purchase intention among university students toward premium smartphone products (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Acar et al., 2024).

3. Method

This study employed a quantitative research method with a descriptive approach. Quantitative research is grounded in the positivist paradigm and is used to examine a particular population or sample through research instruments and quantitative or statistical data analysis to test predetermined hypotheses (Creswell & Creswell, 2023). The quantitative method was selected because this study aimed to provide an empirical description of students' perceptions of the factors associated with purchase intention toward the Apple iPhone. A descriptive

approach was applied to explain the research findings based on data collected from respondents through questionnaires.

The study was conducted at STIA Lancang Kuning Dumai, with students' purchase intention toward the Apple iPhone as the primary research focus. A population refers to the entire group of individuals, objects, or events that share specific characteristics relevant to the research objectives (Stratton, 2021). The population of this study consisted of all STIA Lancang Kuning Dumai students who owned an iPhone. Data were collected by distributing questionnaires to students who met this criterion. A total of 30 respondents completed and returned the questionnaires, and their responses were subsequently used as the study sample.

Quantitative data can be collected through several techniques, including questionnaires, structured observations, experiments, surveys, and triangulation or a combination of data collection techniques (Creswell & Creswell, 2023). In this study, data were collected using a structured questionnaire distributed to the respondents. The questionnaire was developed based on five research variables: purchase intention, price, product quality, brand image, and lifestyle. Each variable was measured using four statement items, resulting in a total of 20 questionnaire items.

A five-point Likert scale was used to measure respondents' perceptions. The Likert scale is an ordinal measurement scale commonly used to assess respondents' attitudes, perceptions, and levels of agreement toward specific statements through a structured response format (Taherdoost, 2022). Each statement was rated using five response categories: Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N) = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1.

Data analysis refers to the procedures used by researchers to organize, process, and interpret research data. Data analysis techniques may generally be classified into quantitative and qualitative approaches (Siedlecki, 2020). In this study, descriptive statistical analysis was employed by calculating the frequency and percentage of respondents' answers for each research variable. The results were then interpreted to describe respondents' perceptions of Apple iPhone purchase intention in relation to price, product quality, brand image, and lifestyle.

The research instrument was developed by adapting measurement indicators from previous studies related to consumer behavior and purchase intention. The questionnaire consisted of statements representing five variables, namely purchase intention, price, product quality, brand image, and lifestyle. The indicators were adjusted to the context of Apple iPhone products and university student consumers to ensure that the statements were relevant to the research objectives. Adapting measurement items from established literature while ensuring their relevance to the target population is an important stage in constructing a research instrument because appropriate item development contributes to the validity, clarity, and consistency of the measurement process (Stefana et al., 2025). Recent research on iPhone consumers has also employed structured questionnaires and Likert-scale measurements to examine product quality, price, brand image, lifestyle, and purchasing behavior (Subagyo et al., 2026).

Before data analysis was conducted, the collected responses were reviewed to ensure completeness and consistency. The questionnaire data were then organized and classified according to each research variable. This process was conducted to minimize errors during data processing and to ensure that the information obtained from respondents could accurately represent their perceptions regarding the factors associated with Apple iPhone purchase intention. Data-cleaning procedures prior to statistical analysis are important because checking completeness, consistency, accuracy, missing values, and potential data errors can improve the overall quality and reliability of the dataset used in subsequent analyses (Pilowsky et al., 2024).

The measurement of each variable was based on respondents' assessment of statements provided in the questionnaire. Purchase intention was evaluated based on respondents' willingness, consideration, and tendency to purchase an Apple iPhone. Price was measured based on perceptions of affordability, suitability between price and benefits, and price evaluation compared with alternative products. Product quality was assessed through perceptions of product performance, reliability, features, and durability, while brand image and lifestyle were measured based on consumers' perceptions of brand reputation, personal identity, social influence, and consumption

preferences. Recent smartphone consumer studies have similarly examined purchase intention through dimensions associated with price, product features and quality, lifestyle, and consumer perceptions (Ali et al., 2025). More specifically, recent studies of iPhone consumers have incorporated product quality, price, brand image, and lifestyle as important variables in understanding consumer purchasing behavior (Subagyo et al., 2026; Wicaksono & Budiyanto, 2026).

The final stage of the research involved interpreting the descriptive results to identify the general tendency of respondents' perceptions toward each research variable. The analysis focused on determining how students evaluated price, product quality, brand image, and lifestyle in relation to their intention to purchase Apple iPhone products. Through this approach, the study provides an empirical description of student consumer behavior and highlights the factors that receive the strongest perceptions among respondents. A recent study of smartphone purchase intention in Indonesia also applied a quantitative approach and descriptive statistical measures to summarize consumers' responses regarding price, lifestyle, product quality, and purchase intention (Ali et al., 2025).

The collected data were processed systematically to obtain an accurate representation of students' perceptions regarding Apple iPhone purchase intention. Each questionnaire response was recorded and grouped according to the corresponding research variables, namely price, product quality, brand image, lifestyle, and purchase intention. The frequency distribution and percentage calculation were used to identify response patterns from respondents, allowing the researcher to determine the general tendency of students' perceptions toward each indicator. The use of frequencies and percentages is appropriate for summarizing response distributions and providing a descriptive representation of respondents' characteristics and perceptions in quantitative survey research (Ali et al., 2025). This descriptive analysis approach was considered appropriate because the objective of this study was to describe consumer perceptions rather than to establish causal relationships among variables.

In conducting this research, ethical considerations were also taken into account throughout the data collection process. Respondents were informed about the purpose of the study, and participation was conducted voluntarily. The collected information was used solely for academic purposes, while respondents' identities and personal information were kept confidential. Informed consent, voluntariness, participant understanding, and appropriate protection of research participants' information represent fundamental ethical considerations in studies involving human participants (Rajasegaram & Gani, 2025). These procedures were implemented to ensure that the research process followed ethical standards and that the data obtained accurately represented respondents' opinions regarding their perceptions of Apple iPhone products.

Although this study provides empirical insights into students' perceptions of factors associated with Apple iPhone purchase intention, the findings should be interpreted within the scope of the research context. The study involved only students at STIA Lancang Kuning Dumai who owned an iPhone, with a relatively limited number of respondents. Sample size and sampling procedures are important methodological considerations because they influence the statistical precision, external validity, and extent to which research findings can be generalized to a broader population (Ahmed, 2024). Similar recent smartphone research has also acknowledged that geographically restricted samples and relatively limited respondent coverage may constrain the generalizability of consumer-behavior findings (Ali et al., 2025). Therefore, the results primarily reflect the perceptions of this specific group and may not fully represent broader consumer groups. Future studies may consider larger samples, broader geographical coverage, and additional analytical approaches to provide a more comprehensive understanding of consumer behavior toward premium smartphone products.

4. Results and Discussion

4.1. Purchase Intention

Purchase intention refers to a consumer preference that reflects the tendency to like or purchase a particular product based on previous experience in selecting, using, consuming, or obtaining information about the product (Morwitz, 2014). Purchase intention is also formed through learning and cognitive processes that shape consumers' perceptions of a product. The intention that emerges during

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the purchasing process may develop into a motivation retained in the consumer's mind; when a relevant need arises, this motivation may subsequently be translated into an actual purchase decision (Morwitz, 2014).

In this study, purchase intention was measured through four indicators: interest in purchasing the latest iPhone, willingness to recommend the iPhone to others, information-seeking behavior before purchasing an iPhone, and preference for choosing an iPhone over other smartphone brands.

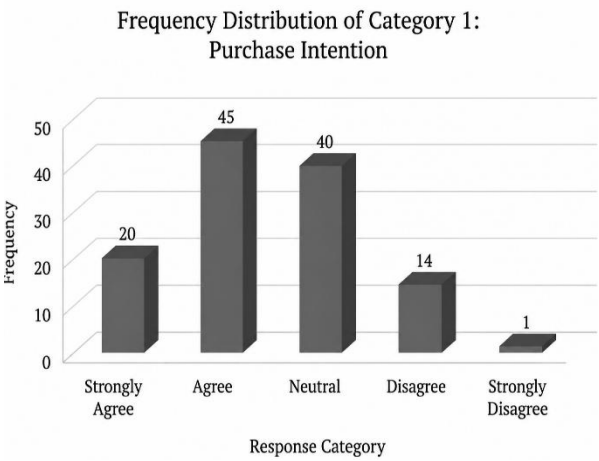


Figure 1. Frequency Distribution of Purchase Intention

Figure 1 presents the distribution of responses to the purchase intention indicators. The "Agree" category obtained the highest frequency, followed by the "Neutral" category. This pattern indicates that respondents generally demonstrated a positive tendency toward purchasing an iPhone, although a substantial proportion remained uncertain. The detailed frequency and percentage distribution is presented in Table 1.

Table 1. Frequency Distribution of Purchase Intention

Response Category	Frequency	Percentage
Strongly Agree	20	16.67%
Agree	45	37.50%
Neutral	40	33.33%
Disagree	14	11.67%
Strongly Disagree	1	0.83%
Total	120	100.00%

Source: Processed primary data, 2026.

As shown in Table 1, purchase intention received generally positive responses. The "Strongly Agree" category accounted for 16.67% of all responses, while "Agree" represented 37.50%, resulting in a combined positive response rate of 54.17%. Meanwhile, 33.33% of responses were classified as neutral, whereas 11.67% and 0.83% were categorized as "Disagree" and "Strongly Disagree," respectively.

These findings indicate that most students at STIA Lancang Kuning Dumai demonstrate a favorable interest in iPhone products. This interest is reflected in their willingness to purchase the latest iPhone, seek product-related information before making a purchase, prefer the iPhone over competing smartphone brands, and recommend the product to others.

The findings are consistent with the concept that purchase intention develops after consumers obtain information, form perceptions, and develop motivation to choose products that correspond to their needs and preferences (Morwitz, 2014). The iPhone continues to attract student consumers because it is perceived not only as a communication device but also as a smartphone associated with favorable quality, design, and prestige. Nevertheless, the relatively high proportion of neutral responses indicates that not all students currently have a definite plan or financial capacity to purchase an iPhone in the near future.

4.2. Price

Price represents an important consideration in consumer purchase intention because it reflects the monetary value or amount of expenditure required to obtain a particular product or service (Morwitz, 2014). Consumers generally consider price before making a purchase because it is closely associated with financial capability and the extent to which the value of a product corresponds to the benefits received (Morwitz, 2014). Price can also be understood as a form of sacrifice made by consumers to acquire a desired product and therefore plays an important role in determining perceived product value (Morwitz, 2014).

In this study, price was measured through four indicators: the appropriateness of the iPhone's price relative to its quality, the role of price in purchasing considerations, consumers' willingness to purchase an iPhone despite its relatively high price, and their interest in purchasing an iPhone when promotional offers or discounts are available.

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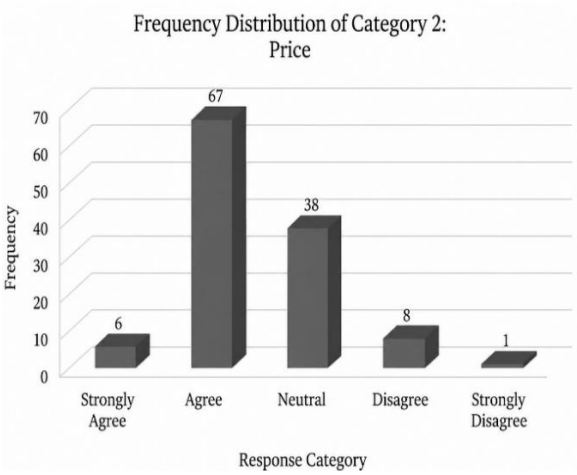


Figure 2. Frequency Distribution of Price

Figure 2 illustrates the distribution of responses to the price indicators. The "Agree" category dominated respondents' responses, whereas "Strongly Disagree" obtained the lowest frequency. This pattern suggests that respondents generally held favorable perceptions of iPhone pricing, particularly regarding the correspondence between price and the quality offered.

Table 2. Frequency Distribution of Price

Response Category	Frequency	Percentage
Strongly Agree	6	5.00%
Agree	67	55.83%
Neutral	38	31.67%
Disagree	8	6.67%
Strongly Disagree	1	0.83%
Total	120	100.00%

Source: Processed primary data, 2026.

Table 2 shows that the price variable obtained a combined positive response rate of 60.83%, consisting of 5.00% "Strongly Agree" and 55.83% "Agree" responses. Meanwhile, 31.67% of responses were neutral, 6.67% were categorized as "Disagree," and only 0.83% were categorized as "Strongly Disagree." The proportion of positive responses to price was relatively high compared with several other variables examined in this study.

The results indicate that most respondents perceived the iPhone's price as reasonably consistent with the quality provided. Although the iPhone is widely regarded as a premium smartphone with a relatively high price, respondents continued to demonstrate favorable perceptions of its pricing. This suggests that a high price does not necessarily constitute the primary barrier for students when the product is perceived to provide appropriate quality, durability, features, and brand value.

This finding is consistent with the view that price should not be interpreted solely as a monetary cost but also as an indicator of value that consumers compare with the benefits received from a product (Morwitz, 2014). Promotional offers and discounts may also strengthen students' interest in purchasing an iPhone. Therefore, students appear to evaluate price not merely in terms of whether a product is expensive or inexpensive but also by considering the benefits and value obtained from the purchase.

4.3. Product Quality

Product quality represents a means through which companies position their products in the market by ensuring that the products are capable of satisfying consumers' needs and expectations (Dam & Dam, 2021). Product quality can also be defined as the overall combination of features and characteristics of a product or service that determine its ability to satisfy explicitly stated or implicit consumer needs (Dam & Dam, 2021).

In this study, product quality was measured based on respondents' perceptions of the iPhone's quality compared with competing smartphones, the suitability of its features for users' needs, product durability, and the attractiveness and modernity of its design.

Furthermore, perceived product quality plays an important role in reducing uncertainty during the purchasing process, especially for premium smartphone products with relatively high prices. Consumers tend to evaluate whether the quality offered by a product justifies the financial sacrifice required to obtain it. In the case of the Apple iPhone, consistent performance, system reliability, security features, and product ecosystem integration may strengthen consumers' perceptions of value and increase confidence in purchasing decisions. Therefore, product quality becomes an important consideration that may influence students' purchase intention toward the iPhone as a premium smartphone product (Rohmansyah & Suryawirawan, 2023; Ruslim et al., 2023; Rohmansyah & Suryawirawan, 2023).

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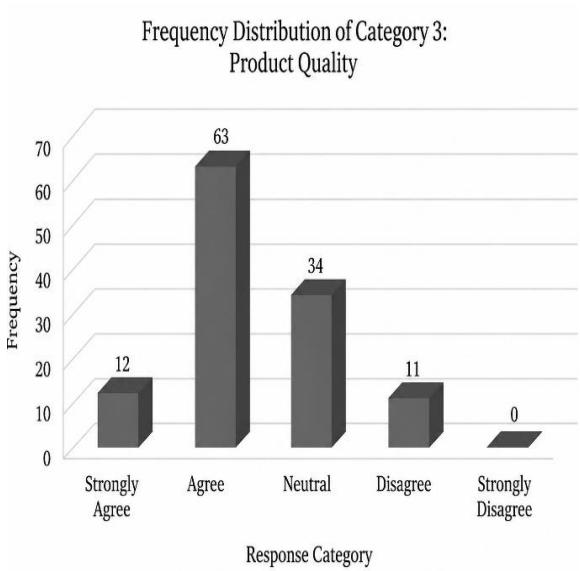


Figure 3. Frequency Distribution of Product Quality

Figure 3 presents the frequency distribution of responses to the product quality indicators. The "Agree" category obtained the highest frequency, while no responses were recorded in the "Strongly Disagree" category. This distribution indicates that respondents generally held favorable perceptions of iPhone quality in terms of features, durability, design, and reliability.

Table 3. Frequency Distribution of Product Quality

Response Category	Frequency	Percentage
Strongly Agree	12	10.00%
Agree	63	52.50%
Neutral	34	28.33%
Disagree	11	9.17%
Strongly Disagree	0	0.00%
Total	120	100.00%

Source: Processed primary data, 2026.

As presented in Table 3, product quality recorded the highest proportion of positive responses among the variables examined. "Strongly Agree" accounted for 10.00% of responses and "Agree" accounted for 52.50%, resulting in a combined positive response rate of 62.50%. Meanwhile, 28.33% of responses were neutral and 9.17% were classified as "Disagree." No responses were recorded in the "Strongly Disagree" category.

These results indicate that respondents held highly favorable perceptions of iPhone product quality. Students perceived the iPhone as offering superior quality compared with other smartphones, particularly in terms of features, durability, design, and reliability. Such favorable perceptions suggest that product quality represents one of the most prominent considerations underlying students' interest in the iPhone (Nurbaiska et al., 2024).

The findings are consistent with the concept that product quality is closely related to a product's ability to satisfy consumer needs and generate satisfaction (Dam & Dam, 2021). The favorable assessment of product quality may also explain why the iPhone remains attractive despite its relatively high price. Respondents perceived the features available on the iPhone as capable of supporting various daily needs, including communication, social media activities, documentation, and academic activities.

4.4. Brand Image

Brand image refers to a set of beliefs, ideas, and impressions that consumers hold toward a particular brand (Dam & Dam, 2021; Rohmansyah & Suryawirawan, 2023). Brand image may include both objective or intrinsic attributes and consumers' beliefs, feelings, and associations with a product brand (Dam & Dam, 2021; Rohmansyah & Suryawirawan, 2023). It also encompasses product attributes, consumer-perceived benefits, and brand personality, which collectively contribute to consumers' overall perceptions of a brand (Dam & Dam, 2021; Rohmansyah & Suryawirawan, 2023).

In this study, brand image was measured through respondents' perceptions of the iPhone as a symbol of social status, their level of trust in Apple products, the confidence associated with using an iPhone, and Apple's reputation among students at STIA Lancang Kuning Dumai.

Furthermore, brand image plays an important role in reducing uncertainty and increasing consumer confidence, particularly when purchasing premium technology products. Consumers often use brand reputation and previous brand experiences as references when evaluating product reliability and expected benefits. In the case of the Apple iPhone, a strong brand image may create positive associations related to innovation, product excellence, security, and prestige, which can strengthen students' perceptions of the product's value. Therefore, brand image is not only related to how consumers recognize a brand but also influences their willingness to choose and recommend the product within their social environment (Rohmansyah &

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Suryawirawan, 2023; Ruslim et al., 2023; Acar et al., 2024).

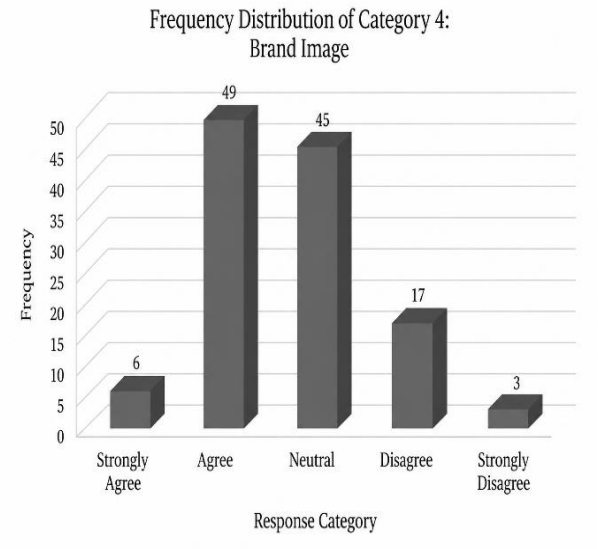


Figure 4. Frequency Distribution of Brand Image

Figure 4 presents the distribution of responses to the brand image indicators. The "Agree" category obtained the highest frequency; however, the "Neutral" category also represented a substantial proportion of responses. This pattern indicates that although some respondents held positive perceptions of the iPhone's brand image, others did not necessarily regard brand image as a primary consideration in evaluating the product.

Table 4. Frequency Distribution of Brand Image

Response Category	Frequency	Percentage
Strongly Agree	6	5.00%
Agree	49	40.83%
Neutral	45	37.50%
Disagree	17	14.17%
Strongly Disagree	3	2.50%
Total	**120**	**100.00%**

Source: Processed primary data, 2026.

Table 4 shows that brand image received a combined positive response rate of 45.83%, comprising 5.00% "Strongly Agree" and 40.83% "Agree" responses. In addition, 37.50% of responses were neutral, while 14.17% and 2.50% were categorized as "Disagree" and "Strongly Disagree," respectively.

The findings indicate that Apple, as the manufacturer of the iPhone, maintains a relatively favorable brand image among students. Respondents generally expressed confidence in the quality of Apple products and perceived the company as having a strong reputation. Brand image therefore remains relevant in shaping students' perceptions of the iPhone, although it was not the most dominant factor identified in this study.

These results are consistent with the view that brand image develops through consumers' perceptions, beliefs, experiences, and associations with a particular brand (Dam & Dam, 2021; Rohmansyah & Suryawirawan, 2023). Some respondents also perceived iPhone usage as contributing to greater self-confidence and representing a particular social status. Nevertheless, the relatively high proportion of neutral responses indicates that the iPhone is not universally regarded by students as a symbol of social status.

4.5. Lifestyle

Lifestyle represents an aspect of individuals' secondary needs that may change according to social developments, environmental influences, and personal preferences regarding patterns of living (Mariah & Nur, 2022; Ramadhan et al., 2024). Lifestyle can be understood as a pattern of actions that distinguishes one individual from another within a particular social context. It is also reflected in individual behavior related to acquiring and using goods or services and may therefore be observed through consumers' attitudes, preferences, habits, and consumption patterns (Mariah & Nur, 2022; Ramadhan et al., 2024).

In this study, lifestyle was measured through four indicators: the compatibility of iPhone usage with respondents' lifestyles, the extent to which the iPhone supports daily activities, the use of the iPhone to enhance personal appearance or follow current trends, and the influence of the social environment on iPhone usage.

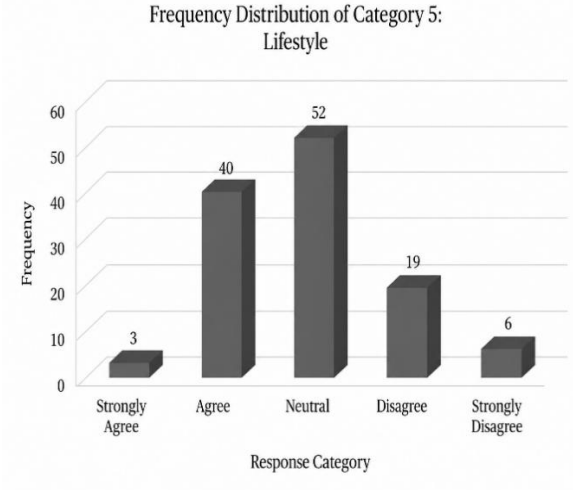


Figure 5. Frequency Distribution of Lifestyle

Figure 5 presents the distribution of responses to the lifestyle indicators. The "Neutral" category obtained the highest frequency, followed by the "Agree" category. This distribution indicates that lifestyle was not the strongest consideration shaping students' perceptions of the iPhone. Although some respondents perceived the iPhone as consistent with their lifestyle, a considerable proportion remained neutral toward the lifestyle-related statements.

Table 5. Frequency Distribution of Lifestyle

Response Category	Frequency	Percentage
Strongly Agree	3	2.50%
Agree	40	33.33%
Neutral	52	43.33%
Disagree	19	15.83%
Strongly Disagree	6	5.00%
Total	120	100.00%

Source: Processed primary data, 2026.

As shown in Table 5, lifestyle received a combined positive response rate of 35.83%, consisting of 2.50% "Strongly Agree" and 33.33% "Agree" responses. Meanwhile, neutral responses represented 43.33%, while 15.83% were categorized as "Disagree" and 5.00% as "Strongly Disagree." These findings indicate that lifestyle was not the primary consideration associated with students' purchase intention toward the iPhone. The predominance of neutral responses suggests that iPhone usage is not universally perceived as an essential component of students' lifestyles.

The results are consistent with the concept that lifestyle encompasses individuals' patterns of activities, interests, attitudes, habits, and consumption choices in everyday life (Mariah & Nur, 2022; Ramadhan et al., 2024). Although some students perceived the iPhone as supporting their appearance, facilitating participation in contemporary trends, and assisting daily activities, others did not consider lifestyle to be their primary reason for considering an iPhone purchase. Therefore, students at STIA Lancang Kuning Dumai appear to place greater emphasis on functional considerations, particularly product quality and price, when evaluating the iPhone.

4.6. Comparison Across Research Variables

To provide a clearer interpretation of the descriptive findings, the positive response rates for all research variables were compared. Positive responses were calculated by combining the percentages of "Strongly Agree" and "Agree" responses. The comparison is presented in Table 6.

Table 6. Comparison of Positive Responses Across Research Variables

Rank	Variable	Positive Response	Relative Assessment
1	Product Quality	62.50%	Highest
2	Price	60.83%	Second highest
3	Purchase Intention	54.17%	Moderate–high
4	Brand Image	45.83%	Moderate
5	Lifestyle	35.83%	Lowest
	Overall Average	51.83%	

Source: Processed primary data, 2026.

Table 6 demonstrates that product quality obtained the highest proportion of positive responses, at 62.50%. This indicates that respondents expressed the most favorable perceptions of the iPhone in terms of its features, durability, design, and reliability. Product quality therefore emerged as the most highly rated factor in the descriptive assessment.

Price ranked second, with a positive response rate of 60.83%. This result suggests that most respondents considered the iPhone's price to be reasonably consistent with the quality and benefits offered. Although the iPhone is positioned within a premium price category, respondents appeared to evaluate its price in relation to the perceived benefits and product value rather than solely in terms of affordability. This finding corresponds with the view that consumers evaluate price by comparing the monetary sacrifice required with the benefits received from a product (Morwitz, 2014).

Purchase intention obtained a positive response rate of 54.17%, indicating that more than half of the responses reflected favorable intentions toward purchasing, seeking information about, preferring, or recommending the iPhone. However, the relatively substantial neutral proportion indicates that positive perceptions of the product do not necessarily imply an immediate intention or ability to make a purchase.

Brand image obtained a positive response rate of 45.83%. This suggests that Apple's reputation and the positioning of the iPhone as a premium product remain relevant to students' perceptions, although brand-related considerations were less prominent

than product quality and price. The relatively high neutral response rate also suggests that respondents did not uniformly associate iPhone ownership with prestige, status, or self-confidence.

Lifestyle recorded the lowest positive response rate, at 35.83%, and was the only variable for which neutral responses constituted the largest category. This result indicates that respondents did not generally regard the iPhone as an essential component of their lifestyle or social identity. Although lifestyle remains relevant to consumer behavior, its prominence in this study was lower than that of functional and economic considerations.

Overall, the findings show that students' evaluations of the Apple iPhone were more strongly characterized by functional and economic considerations than by symbolic considerations. Product quality emerged as the most positively assessed factor, followed closely by price. Purchase intention remained favorable overall, whereas brand image and lifestyle received comparatively lower assessments. Within the descriptive scope of this study, these findings indicate that students at STIA Lancang Kuning Dumai tend to evaluate the Apple iPhone primarily on the basis of perceived product performance and value for money rather than solely on prestige, social status, or lifestyle compatibility.

5. Conclusion

Based on the findings regarding Apple iPhone purchase intention among students at STIA Lancang Kuning Dumai, it can be concluded that students demonstrate different perceptions of price, product quality, brand image, and lifestyle. Among all variables examined, product quality obtained the highest level of agreement at 62.50%, indicating that students generally perceived the iPhone as having strong quality in terms of features, durability, and product design. Price ranked second with an agreement level of 60.83%, suggesting that most respondents considered the iPhone's price to be commensurate with the quality and benefits received.

Purchase intention obtained an agreement level of 54.17%, indicating that students showed a generally positive interest in iPhone products. Brand image recorded an agreement level of 45.83%, suggesting that Apple was perceived as having a relatively strong reputation and a considerable level of consumer trust. Meanwhile, lifestyle received the lowest agreement level at 35.83%, indicating that iPhone use among students was not primarily driven by trends, social status, or peer-group influence. The findings imply that product quality and price are particularly important considerations in understanding students' purchase intention toward the iPhone. For marketers, promotional strategies should emphasize product quality, durability, features, and the correspondence between price and perceived benefits. This study is limited by its relatively small sample of 30 students and its focus on a single institution, STIA Lancang Kuning Dumai. Future studies are therefore recommended to involve larger samples, extend the research setting to other higher education institutions, and incorporate additional variables such as brand loyalty, perceived risk, income, and social media influence.

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