

INTISARI

Penelitian ini bertujuan untuk meneliti pengaruh nilai yang dirasakan, fitur produk, sikap terhadap merek, getok tular sosial, dan citra merek pada niat beli produk iPhone di kalangan Generasi Z di Indonesia. Peneliti juga mengidentifikasi peran citra merek dalam hubungan antara getok tular sosial pada niat beli iPhone. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei daring. Berdasarkan hasil penyebaran kuesioner daring diperoleh 335 responden yang sesuai dengan kriteria. Selanjutnya, pengolahan data dilakukan menggunakan *Partial Least Squares-Structural Equation Model* (PLS-SEM) dengan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa nilai yang dirasakan, fitur produk, sikap terhadap merek, getok tular sosial, dan citra merek berpengaruh positif dan signifikan pada niat beli produk iPhone di kalangan Generasi Z di Indonesia. Citra merek juga memediasi hubungan getok tular sosial pada niat beli iPhone. Temuan ini memberikan wawasan yang berharga bagi para pemasar dalam mengembangkan strategi yang efektif untuk menyasar Generasi Z dalam segmen pasar telepon pintar premium.

Kata kunci: Niat beli, iPhone, Generasi Z, nilai yang dirasakan, fitur produk, sikap terhadap merek, getok tular sosial, citra merek.

ABSTRACT

This study aims to examine the influence of perceived value, product features, attitude toward brand, social word-of-mouth, and brand image on the purchase intention of iPhone products among Generation Z in Indonesia. Additionally, this research identifies the mediating role of brand image in the relationship between social word-of-mouth and purchase intention of iPhone products. A quantitative approach was employed using online survey method. Based on the distribution of the questionnaire, 335 respondents who met the predetermined criteria were collected. The data were analyzed using Partial Least Squares-Structural Equation Model (PLS) with the aid of SmartPLS 4 software. The results indicated that perceived value, product features, attitude toward brand, social word-of-mouth, and brand image have a positive and significant effect on the purchase intention of iPhone products among Generation Z in Indonesia. Furthermore, brand image was found to significantly mediate the relationship between social word-of-mouth and purchase intention. These findings offer valuable insights for marketers in developing effective strategies targeting Generation Z within the premium smartphone market segment.

Keywords: *Purchase intention, iPhone, Generation Z, perceived value, product features, attitude toward brand, social word-of-mouth, brand image.*