

Abstrak

Penelitian ini menganalisis determinan variasi harga iPhone 16 (128GB) di negara-negara anggota G20 pada tahun 2025 yang mengindikasikan penyimpangan prinsip *Law of One Price* (LOP). Menggunakan metode kuantitatif regresi linier berganda (*Ordinary Least Squares*) pada data *cross-sectional*, studi ini menguji pengaruh variabel mikroekonomi, makroekonomi, struktur industri, dan kebijakan fiskal. Hasil penelitian menunjukkan bahwa secara simultan variabel-variabel tersebut tidak berpengaruh signifikan, namun secara parsial pajak konsumsi domestik terbukti memiliki dampak positif dan signifikan terhadap harga. Sebaliknya, variabel fundamental ekonomi seperti GDP, daya beli (PPP), dan nilai tukar tidak menunjukkan pengaruh yang berarti. Temuan ini menyimpulkan bahwa disparitas harga global iPhone 16 bersifat *tax-driven* dan bukan *economy-driven*, mencerminkan strategi Apple Inc. yang mempertahankan standar harga premium global terlepas dari kondisi daya beli lokal.

Kata Kunci: *iPhone 16*, Negara G20, *Law of One Price* (LOP), Pajak Konsumsi, *Purchasing Power Parity* (PPP), Penetapan Harga Global

Abstract

This study analyzes the determinants of price variation for the iPhone 16 (128GB) across G20 member countries in 2025, which indicates deviations from the Law of One Price (LOP). Using a quantitative approach with multiple linear regression (Ordinary Least Squares) on cross-sectional data, this study examines the influence of microeconomic variables, macroeconomic factors, industry structure, and fiscal policy. The results show that simultaneously these variables do not have a significant effect on price variation. However, partially, domestic consumption tax has a positive and significant impact on price levels. In contrast, fundamental economic variables such as GDP, purchasing power parity (PPP), and exchange rates do not show a significant influence. These findings suggest that the global price disparity of the iPhone 16 is tax-driven rather than economy-driven, reflecting Apple Inc.'s strategy to maintain a global premium pricing standard regardless of local purchasing power conditions.

Keywords: iPhone 16, G20 Countries, Law of One Price (LOP), Consumption Tax, Purchasing Power Parity (PPP), Global Pricing Strategy