

Analysis of the Impact of Product Quality, Price, and Brand Image on Purchase Decisions with Consumer Buying Interest as a Mediating Variable among iPhone Users in Yogyakarta

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Abstract

This research investigates the impact of product quality, price, and brand image on purchase decisions, with consumer buying interest serving as a mediating variable, specifically among iPhone users in Yogyakarta. Employing a quantitative descriptive approach, data were gathered through questionnaires distributed to 100 respondents selected through purposive sampling. The analysis utilized various statistical tests, including Validity, Reliability, Convergent Validity, Discriminant Validity, AVE, Adjusted R², and F². The results indicate that Product Quality, Price, and Brand Image have a significant effect on Consumer Buying Interest. Nevertheless, these elements do not exert a direct positive influence on actual Purchase Decisions. The demographic profile of the respondents predominantly consisted of males aged 17–25, who were self-employed, possessed high school or diploma qualifications, and resided in Sleman. This study underscores the essential function of Consumer Buying Interest in connecting marketing elements (quality, price, brand image) with actual purchasing actions. It provides important implications for marketers and smartphone brands, suggesting that to enhance purchase rates, strategies should prioritize fostering consumer interest rather than relying solely on product characteristics.

Keywords: Product Quality, Price, Brand Image, Purchase Decision, Consumer Buying Interest, iPhone Users

1. Introduction

In the current highly competitive smartphone landscape, premium devices such as the iPhone serve not just as technological instruments but also as significant representations of identity, lifestyle, and social status. Although traditional product features like hardware specifications, software performance, and ecosystem integration continue to hold importance, they are no longer the only factors influencing consumer decisions (Liu & Liang, 2025). Rather, intangible elements—such as perceived product quality, fairness of price, and brand reputation—have taken center stage in shaping consumer assessments and subsequent purchasing actions.

For iPhone users specifically, who tend to exhibit greater brand loyalty, awareness of status, and a focus on experiences compared to users of mid-range devices, these perceptual aspects are arguably even more impactful. Apple's brand has established a worldwide reputation not

only for its innovation and quality but also for its exclusivity and cultural significance, enabling its products to go beyond mere functional value and occupy a meaningful symbolic role in the lives of consumers.

It is important to note that the impact of these factors on actual purchasing decisions is rarely straightforward or immediate. According to [Kabir et al. \(2025\)](#), consumers do not merely react to marketing signals; instead, they interpret these cues through a multifaceted cognitive and emotional framework. In this regard, consumer buying interest plays a vital role as a mediating factor—representing a consumer’s mental preparedness, emotional involvement, and purchasing intent. This is especially significant in high-stakes purchases such as smartphones, where the decisions entail higher financial risks and deeper brand loyalty. While product quality may indicate reliability, price can suggest value or prestige, and brand image may inspire trust and aspiration, these elements do not necessarily lead to action unless they first generate a substantial level of buying interest ([Sihombing et al., 2023](#)). Ultimately, buying interest serves as the psychological link between perception and action.

Although some studies have examined the direct impacts of quality, price, and brand image on the purchasing choices of iPhone users (for instance, in Yogyakarta), there is a scarcity of studies that specifically model buying interest as a mediator within this demographic. A study by [Andika et al., 2024](#) that incorporate mediators typically focus on various product categories (such as cosmetics or local products) or general smartphone users, rather than concentrating on iPhone users in Yogyakarta. Moreover, a significant amount of research focuses on broader Indonesian samples or various cities such as Malang, Semarang, and Jakarta. However, consumer behavior in Yogyakarta—shaped by its diverse demographics (including students, a tourism-driven economy, local culture, and varying income levels)—could exhibit notable differences. There is a lack of empirical evidence that specifically examines how these factors influence iPhone users in Yogyakarta. By incorporating buying interest as a mediator within the context of premium products like iPhones and concentrating on Yogyakarta, this research aims to enhance theoretical frameworks surrounding consumer decision-making. It seeks to evaluate whether the traditionally assumed direct effects hold strong or if buying interest significantly absorbs or redirects those effects.

Yogyakarta possesses a unique economic, cultural, and educational environment. The findings from the study will provide a more accurate representation of iPhone user behavior in this specific urban/regional Indonesian context. This understanding aids in recognizing local trends, which may vary from those in other cities. For iPhone retailers, both official and unofficial, operating in Yogyakarta, it is essential to identify which factors most significantly influence buying interest and, consequently, purchase decisions. For instance, if brand image plays a substantial role in driving buying interest (which subsequently affects purchase decisions), marketing efforts should emphasize brand prestige, status, and social validation. Conversely, if price or product quality are more pivotal, then strategies focusing on promotions, warranties, or effective communication of product features may yield better results.

2. Literature Review

2.1 Product Quality

Product quality is about how well a product meets or surpasses what customers expect regarding performance, durability, reliability, features, and adherence to specifications ([Syamsudin, 2023](#)). In consumer behavior theory, a high perception of product quality boosts customer satisfaction, trust, and perceived value—elements that significantly affect both buying interest

and purchase choices ([Yum & Kim, 2024](#)). For iPhone users, product quality is assessed not just by technical specs but also by the smooth user experience, compatibility with other Apple devices, and longevity. As a high-end product, the perceived quality of the iPhone is crucial in shaping user views, particularly in markets like Yogyakarta, where consumers tend to be very selective due to the device's premium price.

2.2 Price

The price is the amount of money assigned to a product, indicating what a buyer must give up to obtain it. It also involves psychological pricing methods like prestige or value-based pricing. ([Zhang et al., 2024](#)) stated that consumers compare the advantages they get from a product to its price. A reasonable and acceptable price boosts perceived value and can affect both interest and choices, especially when consumers see the product as providing long-term benefits or status. iPhones are sold at a high price, making price sensitivity crucial in developing markets such as Indonesia. In Yogyakarta, how consumers buy may be affected not just by the actual price but also by how fair the price seems, payment plans, and resale value.

2.3 Brand Image

Brand image refers to the collection of beliefs, ideas, and impressions that a consumer has about a brand ([Tahir et al., 2024](#)). It includes emotional, symbolic, and functional connections with the brand. Brand image affects consumer trust, emotional bonds, and loyalty. As per signaling theory, a strong brand image acts as an indicator of consistent quality and prestige, particularly when evaluating products is challenging ([Öztek et al., 2025](#)). The iPhone's brand image is linked to innovation, luxury, design, and exclusivity. For iPhone users in Yogyakarta, brand image could play a significant role not just in initial interest but also in supporting a premium purchase decision.

2.4 Purchase Decision

The purchase decision is the final choice a consumer makes to buy a specific product after considering different factors. It results from a decision-making process that includes recognizing a problem, searching for information, evaluating alternatives, and intending to purchase. According to [Reina Paz & Rodríguez Vargas \(2023\)](#), the consumer decision-making model, the purchase decision is the last stage influenced by both internal (psychological) and external (marketing mix, social influence) factors. It usually involves both rational evaluation and emotional influences. For iPhone users, the final decision to buy considers brand value, technical quality, price justification, and the wish for social status—especially in a culturally and economically diverse city like Yogyakarta.

2.5 Consumer Buying Interest

Buying interest, also known as purchase intention, refers to how much a consumer shows a desire or willingness to buy a product ([Rosania & Wilujeng, 2023](#)). It indicates an attitude before the actual buying action takes place. Buying interest is a significant predictor of real purchases. It is influenced by attitudes, social norms, and perceived control over behavior, and it connects external factors (such as product quality or brand reputation) to the final decision-making process ([Šostar & Ristanović, 2023](#)). For iPhones, which are high-involvement products, buying interest can be a crucial step between having positive views (like admiration for the brand or its features) and making a purchase, especially when financial limitations or peer pressure are involved.

Here are the hypotheses of research

- H1: The quality of the product has a significant impact on the purchasing interest in the iPhone smartphone in Yogyakarta.
- H2: The price significantly influences the purchasing interest in the iPhone smartphone in Yogyakarta.
- H3: The brand image significantly affects the purchasing interest in the iPhone smartphone in Yogyakarta.
- H4: The quality of the product significantly influences the purchasing decision for the iPhone smartphone in Yogyakarta.
- H5: The price has a significant effect on the purchasing decision for the iPhone smartphone in Yogyakarta.
- H6: The brand image significantly impacts the purchasing decision for the iPhone smartphone in Yogyakarta.
- H7: Purchasing interest significantly influences the purchasing decision for the iPhone smartphone in Yogyakarta.
- H8: Purchasing interest can mediate the relationship between product quality and the purchasing decision for the iPhone smartphone in Yogyakarta.
- H9: Purchasing interest can mediate the relationship between price and the purchasing decision for the iPhone smartphone in Yogyakarta.
- H10: Purchasing interest can mediate the relationship between brand image and the purchasing decision for the iPhone smartphone in Yogyakarta.

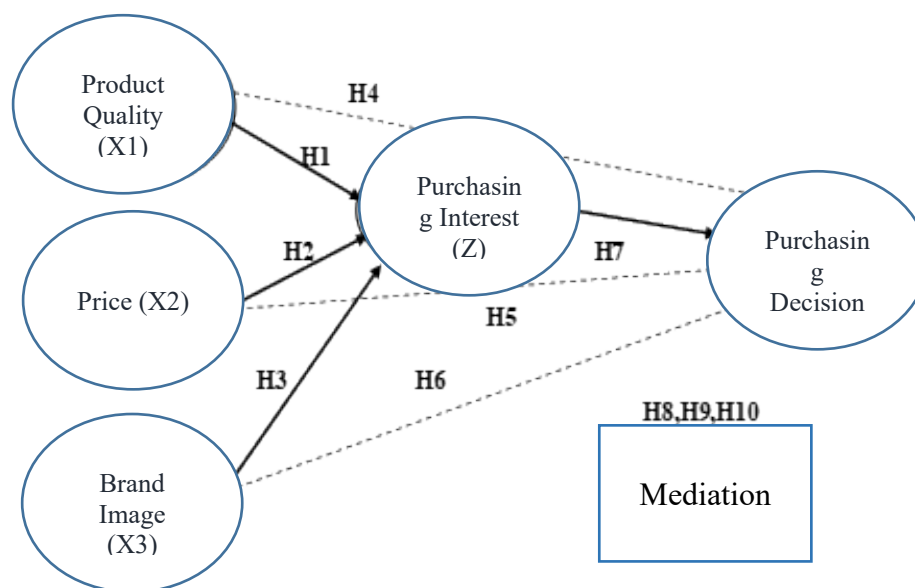


Figure 1. Theoretical Framework

3. Research Methodology

This research utilizes a quantitative methodology. Quantitative research is suitable for investigating measurable relationships between variables within a specified population, rendering it particularly effective for studies designed to test hypotheses, uncover patterns, and generalize results.

The research employs an associative (correlational) research design aimed at examining the

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nature and strength of relationships among variables. In particular, the study explores both direct and indirect causal relationships involving three independent variables—Product Quality, Price, and Brand Image—and a dependent variable, Purchase Decision, with Purchase Intention acting as a mediating variable. This research encompasses five essential variables: product quality, price, and brand image as independent variables; purchase intention as a mediating variable; and purchase decision as the dependent variable.

Product quality is evaluated through metrics such as performance, reliability, and durability. Price encompasses perceived fairness, value for money, and competitiveness. Brand image is measured by brand awareness, reputation, and customer trust. Purchase intention indicates a consumer's likelihood and willingness to make a purchase, whereas purchase decision represents the actual buying behavior and the final choice made by the consumer. Each variable is characterized by specific indicators that illustrate its fundamental dimension in shaping consumer behavior. This approach facilitates the identification of direct effects as well as mediated pathways through which consumer perceptions impact their purchasing behavior.

This study focuses on iPhone smartphone users in Yogyakarta, Indonesia, selected through purposive sampling techniques. This includes online surveys disseminated through social media channels and groups dedicated to iPhone users. In light of the study's objective to generalize findings to this demographic, a probability sampling method is favored to guarantee representativeness and minimize sampling bias. In particular, a stratified random sampling approach is utilized, categorizing the population into pertinent strata such as age, gender, or occupation to ensure proportional representation from significant subgroups.

Data is gathered using a structured questionnaire that is administered to a chosen sample of participants. The questionnaire consists of closed-ended questions evaluated on a 5-point Likert scale (from "Strongly Disagree" to "Strongly Agree") to measure respondents' views on product quality, pricing, brand image, purchase intention, and purchasing decisions. To guarantee the instrument's validity and reliability, the researcher employed convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

Data analysis is performed using SmartPLS (Partial Least Squares Structural Equation Modeling), which is ideal for assessing complex models with multiple latent variables and mediators. PLS-SEM is particularly effective for handling smaller sample sizes and datasets that may not meet the multivariate normality assumption.

The analysis includes evaluating the outer model to check the reliability and validity of the measurement indicators (through convergent validity, discriminant validity, and indicator reliability) and the inner model to explore the structural relationships between latent constructs. The coefficient of determination (R^2) is utilized to measure the model's explanatory power for the dependent variables, while Goodness of Fit is evaluated to assess the overall fit of the model. Additionally, bootstrapping calculations are performed to test the significance of path coefficients, which form the basis for hypothesis testing and assessing the relationships among variables.

4. Findings and Discussions

4.1 Convergent Validity

Convergent Validity is assessed by examining item reliability (validity indicators) as indicated by the loading factor values ([Cheung et al., 2024](#)). The loading factor represents the correlation between the score of a specific questionnaire item and the score of the construct indicator that

measures that construct. In this study, the loading factor threshold is set at 0.7. After processing the data, the resulting loading factors are presented below:

Table 1. Loading Factor Value

Variable	Indicator	Outer loading	Result
Product Quality	KUA1	0.720	Valid
	KUA2	0.791	Valid
	KUA3	0.832	Valid
	KUA4	0.831	Valid
	KUA5	0.823	Valid
	KUA6	0.824	Valid
	KUA7	0.858	Valid
	KUA8	0.893	Valid
Price	HAR1	0.768	Valid
	HAR2	0.851	Valid
	HAR3	0.858	Valid
	HAR4	0.815	Valid
	HAR5	0.747	Valid
	HAR6	0.901	Valid
	HAR7	0.779	Valid
	HAR8	0.731	Valid
Brand Image	CIT1	0.768	Valid
	CIT2	0.812	Valid
	CIT3	0.799	Valid
	CIT4	0.762	Valid
	CIT5	0.753	Valid
	CIT6	0.920	Valid
	CIT7	0.795	Valid
	CIT8	0.742	Valid
Purchase Decision	KEP1	0.753	Valid
	KEP2	0.797	Valid
	KEP3	0.845	Valid
	KEP4	0.848	Valid
	KEP5	0.764	Valid
	KEP6	0.849	Valid
	KEP7	0.772	Valid
	KEP8	0.765	Valid
Purchase Interest	MIN1	0.832	Valid
	MIN2	0.754	Valid
	MIN3	0.730	Valid
	MIN4	0.724	Valid

MIN5	0.826	Valid
MIN6	0.768	Valid
MIN7	0.852	Valid
MIN8	0.784	Valid

Source: Output data

Based on the data processing results, as illustrated in the table above, after one invalid variable was dropped from the system, it is evident that all indicators for each variable in this study have a loading factor value exceeding 0.70. The indicators of the variables that possess a loading factor greater than 0.70 demonstrate a high level of validity, thereby satisfying the criteria for convergent validity. The model presented above indicates that all variable indicators exhibit a high level of convergent validity.

4.2 Discriminant Validity

To assess discriminant validity, one can examine the cross-loading factor values. This method helps determine whether a variable possesses adequate discriminant validity by comparing the loading values of the target variable, which should be greater than those of other variables ([Dash & Paul, 2021](#)).

Table 2. Cross Loading Result

Indicator	Brand Image	Price	Purchase Decision	Product Quality	Purchase Interest
CIT1	0.768	0.546	0.289	0.575	0.577
CIT2	0.812	0.727	0.354	0.538	0.714
CIT3	0.799	0.657	0.332	0.509	0.656
CIT4	0.762	0.496	0.378	0.398	0.494
CIT5	0.753	0.551	0.297	0.461	0.490
CIT6	0.920	0.744	0.471	0.593	0.791
CIT7	0.795	0.549	0.404	0.575	0.650
CIT8	0.742	0.622	0.309	0.458	0.571
HAR1	0.665	0.768	0.310	0.436	0.627
HAR2	0.712	0.851	0.310	0.592	0.705
HAR3	0.650	0.858	0.363	0.580	0.662
HAR4	0.617	0.815	0.447	0.541	0.605
HAR5	0.566	0.747	0.295	0.619	0.463
HAR6	0.703	0.901	0.396	0.629	0.727
HAR7	0.529	0.779	0.293	0.471	0.575
HAR8	0.553	0.731	0.255	0.447	0.646
KEP1	0.412	0.299	0.753	0.367	0.450
KEP2	0.335	0.341	0.797	0.170	0.401
KEP3	0.362	0.310	0.845	0.241	0.447
KEP4	0.346	0.382	0.848	0.304	0.399

Source: Output data

The results from the cross-loading in the table above indicate that the correlation values between

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the constructs and their indicators are greater than the correlation values with other constructs. Therefore, it can be concluded that all constructs or latent variables exhibit good discriminant validity, as the indicators in that construct's indicator block are superior to those in other blocks.

4.3 Average Variance Extracted

The Average Variance Extracted (AVE) is utilized as a test for both convergent and divergent validity. The AVE must exceed 0.5 and also surpass the cross-loading, indicating that the factors should account for at least half of each respective indicator.

Table 3. Cross Loading Result

Variable	Average Variance Extracted (AVE)	Criteria	Result
Product Quality	0,677	>0,5	Valid
Price	0,653	>0,5	Valid
Brand Image	0,633	>0,5	Valid
Purchase Decision	0,640	>0,5	Valid
Purchase Interest	0,616	>0,5	Valid

Source: Output data

Based on the AVE values presented in the table above, it can be observed that each variable has an AVE value greater than 0.5, indicating that they are valid.

4.4 Composite Reliability

The outer model, in addition to being assessed through convergent validity and discriminant validity, can also be evaluated by examining the reliability of the constructs or latent variables, which is measured by the composite reliability value. A construct is considered reliable if the composite reliability value exceeds 0.7.

Table 4. Composite Reliability

Variable	Composite Reliability	Criteria	Result
Product Quality	0.944	>0,7	Reliabel
Price	0.937	>0,7	Reliabel
Brand Image	0.932	>0,7	Reliabel
Purchase Decision	0.934	>0,7	Reliabel
Purchase Interest	0.928	>0,7	Reliabel

Source: Output data

All indicator values exceed 0.7 and can be considered valid. This indicates that the items are effectively measuring the construct and that the construct demonstrates internal consistency. This implies that the items exhibit a significant degree of commonality, and the responses remain stable and consistent across the various indicators.

4.5 Cronbach Alpha

Cronbach's alpha is a statistical measure used to assess the consistency of reliability. The thresholds applicable to Cronbach's alpha are greater than or equal to 0.8 for a good scale, 0.7 for an acceptable scale, and 0.6 for exploratory purposes. Below are the reliability tests based

on Cronbach's alpha.

Table 5. Cronbach Alpha

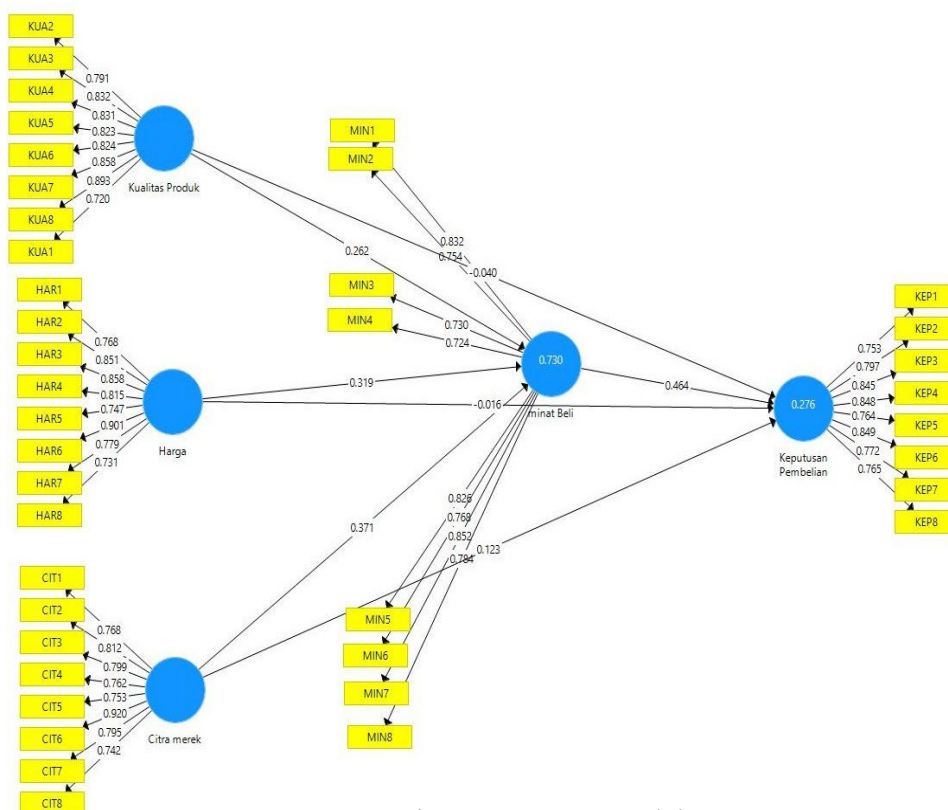
Variable	Cronbach's Alpha	Criteria	Result
Product Quality	0.931	>0,7	Reliable
Price	0.923	>0,7	Reliable
Brand Image	0.916	>0,7	Reliable
Purchase Decision	0.919	>0,7	Reliable
Purchase Interest	0.911	>0,7	Reliable

Source: Output data by SmartPLS 3.0

When the Cronbach's Alpha value is greater than 0.9, it generally signifies outstanding internal consistency—implying that the items employed to assess a construct are strongly correlated and consistently measure the same fundamental concept.

4.6 Outer Model

The Outer Model is also referred to as a measurement model that utilizes the PLS algorithm. The purpose of testing the outer model is to specify the relationships between latent variables and their indicators.



Source: Output data

Figure 2 Outer Model

Based on the image above, it shows the values that determine validity, which are 0.6 and 0.7. Additionally, path coefficients represent values used to indicate the direction of the relationship between variables, whether the hypothesized direction is positive or negative.

4.7 Inner Model

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The inner model refers to a structural model utilized to predict the causal relationships between latent variables or variables that cannot be directly measured. To test this model, a bootstrapping procedure is employed.

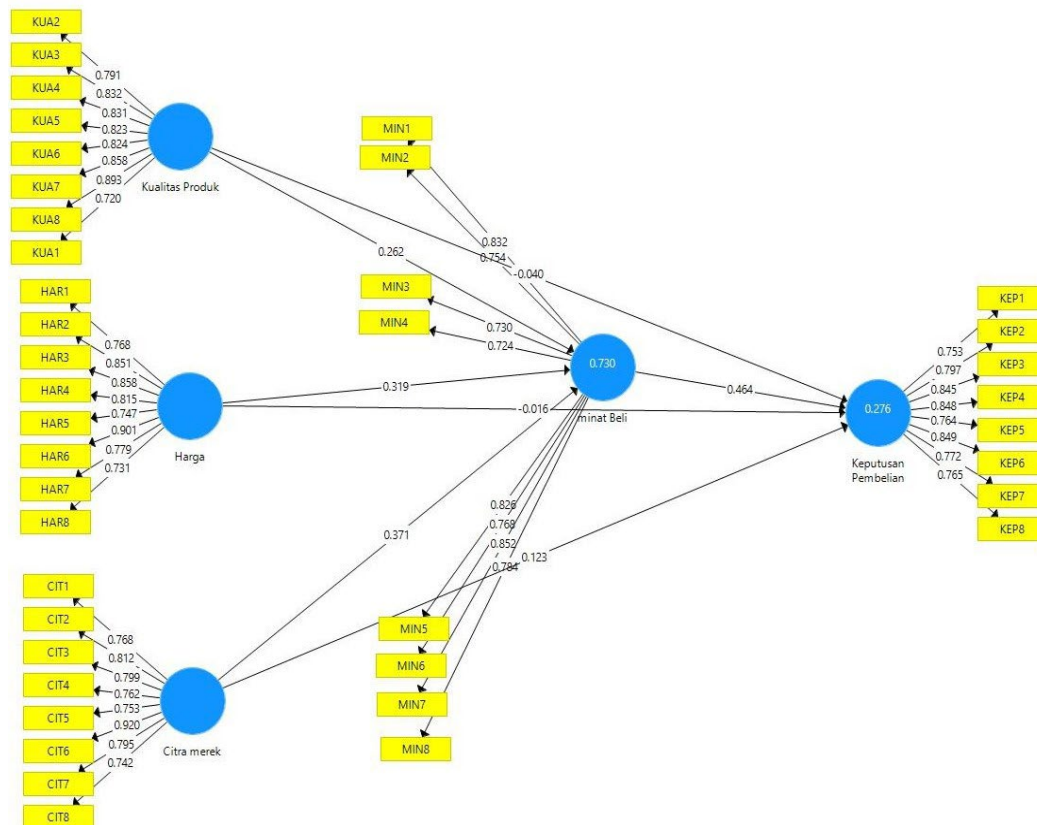


Figure 3. Inner Model

Source: Output data

4.8 Coefficient Determinant (*R Square*)

In the process of evaluating the model using the partial least squares (PLS) technique, the R-square value is calculated for each dependent latent variable. The R-square indicates the strength of the relationship between the independent latent variables and the dependent latent variables.

Table 6. R Square

Variable	R Square	Adjusted R square
Purchase Decision (Y)	0.276	0.245
Purchase Interest (Z)	0.730	0.722

Source: Output data by SmartPLS 3.0

Based on the R² calculations presented in the table above, it is evident that the r square value for product quality, price, and brand image in relation to purchasing decisions falls within a weak criterion, as indicated by an r square value of 0.276 and an adjusted r square value of 0.245. This suggests that the exogenous constructs of quality, price, and brand image have a weak influence on purchasing decisions.

Conversely, the r square values for product quality, price, and brand image fall within a strong criterion, with an r square value of 0.730 and an adjusted r square value of 0.722. This indicates that the exogenous constructs of quality, price, and brand image have a strong influence on purchase intention.

4.9 Goodness of Fit

The Goodness of Fit tests the overall significance of a model in relation to regression models (Sureiman & Mangera, 2020). Each model requires the validity of measurement models, structural models, and the overall model. Structural fit can be assessed based on whether the measurement fit can be demonstrated and accepted. The inner model comprises factors that connect one factor to another. Values of rms Theta < 0.10 or < 0.08 and NFI values > 0.9 .

Table 7. Model of Fit

Variable	Saturated Model	Estimated Model
SRMR	0.084	0.084
d_ULS	5.805	5.805
d_G	5.052	5.052
Chi-Square	2012.814	2012.814
NFI	0.573	0.573
Rms Theta		0.173

Source: Output data by SmartPLS 3.0

From the model fit table above, it can be observed that the rms theta value, or Root Mean Square Theta, is 0.173, which is greater than 0.10, and the NFI value is 0.573, which is also greater than 0.9. Therefore, based on these two model assessment values, the model does not meet the fit criteria. However, considering the SRMR, or Standardized Root Mean Square, which is 0.084 and less than 0.10, it can be concluded that the model fit is acceptable using the data.

4.10 Hypothesis Test Results

This hypothesis testing was conducted using PLS, and the results can be determined by examining the probability value and the t-statistic. The path coefficient score or inner model indicated by a t-statistic greater than 1.64 is applicable for one-tailed hypotheses at a 5% alpha level. The hypothesis in this study is a one-tailed hypothesis. The significance of the hypothesis can be assessed by comparing the t-table with the t-statistic. The acceptance criterion for the hypothesis is that the t-statistic must be greater than the t-table.

Table 8. Results of Bootstrapping Calculation

Variable	Original Sample (O)	Average Sample (M)	(STDEV)	T-Statistic (O/STDEV)	P Values	Result
KUA(X1) -> KP(Y)	-0.040	0.002	0.183	0.221	0.825	Rejected
KUA (X1) -> MB(Z)	0.262	0.257	0.101	2.590	0.010	Accepted
HAR(X2) -> KP(Y)	-0.016	-0.019	0.131	0.121	0.904	Rejected
HAR(X2) -> MB(Z)	0.319	0.313	0.111	2.884	0.004	Accepted

CIT(X3) -> KP(Y)	0.123	0.141	0.183	0.672	0.502	Rejected
CIT(X3) -> MB (Z)	0.371	0.388	0.121	3.060	0.002	Accepted
MB (Z) -> KP(Y)	0.464	0.424	0.263	1.764	0.078	Rejected

Source: Output data

Table 9. Results of Measurement of Indirect Influence

Variable	Original Sample (O)	Average Sample (M)	(STDEV)	T-Statistic (O/STDEV)	P Values	Result
KUA (X1) -> MB(Z)->KP(Y)	0.122	0.097	0.070	1.733	0.084	Rejected
HAR(X2) -> MB(Z) -> KP(Y)	0.148	0.139	0.108	1.377	0.169	Rejected
CIT(X3) -> MB (Z)-> KP(Y)	0.172	0.161	0.114	1.517	0.130	Rejected

Source: Output data

Based on the results of the hypothesis testing presented in the table above, the relationships between the variables can be summarized as follows:

H1. Product Quality does not have a positive influence on Purchase Decisions.

According to the table above, the t-statistic value for the product quality variable in relation to purchase decisions is 0.221, which is less than 1.65 (the critical t-value), and the p-value is 0.825, which is greater than 0.05. This indicates that in this study, the product quality variable, along with its indicators, does not significantly affect the purchase decision variable and its indicators. Therefore, H1 in this research is rejected.

H2. The Quality of the Product Positively Influences Purchase Intention

Based on the table above, the t-statistic value for the product quality variable in relation to purchase intention is $2.950 > 1.65$ (t-table) and the p-value is $0.010 > 0.05$. This indicates that in this study, the product quality variable, along with its indicators, has an impact on the purchase intention variable and its indicators. Therefore, H2 in this research is accepted

H3. Price Does Not Positively Influence Purchase Decision

According to the table above, the t-statistic value for the price variable concerning purchase decision is $0.121 < 1.65$ and the p-value is $0.904 > 0.05$. This suggests that in this study, the price variable, along with its indicators, does not influence the purchase decision variable and its indicators. Consequently, H3 in this research is rejected.

H4. Price positively influences Purchase Intention

Based on the table above, the t-statistic value for the price variable in relation to purchase intention is $2.884 > 1.65$ and the p-value is $0.004 < 0.05$. This indicates that in this study, the price variable, along with its indicators, has an effect on the purchase intention variable and its

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indicators. Therefore, H4 in this research is accepted.

H5. Brand Image does not positively influence Purchase Decision

According to the table above, the t-statistic value for the brand image variable concerning purchase decision is $0.672 < 1.65$ and the p-value is $0.502 > 0.05$. This suggests that in this study, the brand image variable, along with its indicators, does not have an effect on the purchase decision variable and its indicators. Consequently, H5 in this research is rejected.

H6. The brand image positively influences purchase intention

Based on the table above, the t-statistic value for the brand image variable concerning purchase intention is $3.060 > 1.65$, and the p-value is $0.002 < 0.05$. This indicates that in this study, the brand image variable and its indicators positively affect purchase intention and its indicators. Therefore, H6 in this research is accepted.

H7. Purchase Intention does not positively influence Purchase Decision

According to the table above, the t-statistic value for the purchase intention variable concerning purchase decision is $1.764 > 1.65$, and the p-value is $0.078 > 0.05$. This suggests that in this study, the purchase intention variable and its indicators do not positively influence the purchase decision and its indicators. Hence, H7 in this research is rejected.

H8. The quality of the product does not positively influence the purchasing decision through buying interest.

Based on the table above, the t-statistic value for the product quality variable in relation to the purchasing decision through buying interest is $1.733 > 1.65$, and the p-value is $0.084 > 0.05$. This indicates that in this study, the product quality variable and its indicators do not have a positive effect on the purchasing decision and its indicators through buying interest and its indicators. Therefore, H8 in this study is rejected.

H9. Price does not positively influence the purchasing decision through buying interest.

According to the table above, the t-statistic value for the price variable concerning the purchasing decision through buying interest is $1.377 > 1.65$, and the p-value is $0.169 > 0.005$. This suggests that in this study, the price variable and its indicators do not positively affect the purchasing decision and its indicators through buying interest and its indicators. Consequently, H9 in this study is rejected.

H10. The brand image does not have a positive impact on Purchase Decisions through Purchase Intention.

Based on the table above, the t-statistic value for the brand image variable in relation to purchase decisions through purchase intention is $1.517 > 1.65$ and the p-value is $0.130 > 0.05$. This indicates that in this study, the brand image variable and its indicators do not positively influence purchase decisions and their indicators through purchase intention and its indicators. Therefore, H10 in this research is rejected.

4.11. Discussion

There is an indication that although consumers acknowledge product quality, they do not view it as a critical element in their final purchasing decisions, possibly due to budget limitations or the availability of alternative choices. Marketers ought to reevaluate their focus on quality and explore whether the communication of quality attributes is effectively reaching and impacting

consumers.

There exists a clear and beneficial connection between Product Quality and Purchase Intention. [Sanjaya et al., \(2023\)](#) supports this correlation. Purchase intention indicates the probability that a consumer will acquire a product in the future, often influenced by perceptions of value, performance, and reliability—qualities that are inherently linked to quality. As noted by [Cao et al. \(2025\)](#), enhanced product quality elevates perceived value, subsequently increasing purchase intention. Likewise, research conducted by [Liao et al. \(2022\)](#) revealed that consumers are more likely to express strong purchase intentions when they view a product as high quality, particularly in categories that demand functional performance (such as electronics and health products).

This supports the notion that product quality acts as a foundation for consumer trust and confidence, which are essential for developing purchase intent. It underscores the importance for companies to prioritize product excellence and effectively communicate perceived quality through their marketing efforts. Although product quality may not directly lead to immediate purchases, it is crucial in shaping purchase intention, which can ultimately translate into actual buying behavior.

The price does not play a major positive role in the ultimate decision to purchase. The effect of price on consumer behavior is frequently intricate and influenced by various factors, including perceived value, income levels, product category, and brand positioning. [Lou et al., \(2022\)](#) explained that price can either promote or hinder purchases based on how it corresponds with perceived value. When the price is deemed fair in relation to the benefits received, consumers are more inclined to make a purchase. Nevertheless, in certain situations—particularly when brand loyalty or product quality take precedence—price may not have a substantial effect on the final choice.

[Reva et al., \(2024\)](#) suggested that consumers of the product (such as iPhones or premium goods) exhibit lower price sensitivity and are more swayed by elements like brand image or quality. Conversely, the market might display a value-driven approach, where consumers are prepared to pay a premium for perceived excellence. Pricing strategies should not solely concentrate on reducing prices to influence decisions, but rather on justifying the price through value-added features, branding, or perceived quality.

The price positively influences Purchase Intention, indicating that consumers view price as a significant element in their decision-making process regarding product purchases. This is consistent with value-based pricing strategies, where consumers evaluate whether the product provides satisfactory benefits in relation to its cost. Research conducted by [Ercan et al. \(2025\)](#) shows that reasonable or promotional pricing can greatly enhance purchase intention, particularly among price-sensitive or value-oriented consumers.

Although price may not be the sole factor in final purchasing decisions, it is essential in shaping consumer intentions. It can serve as an initial filter: if the price seems reasonable or competitive, consumers are likely to consider making a purchase, even if they do not always complete the transaction. Price affects consideration but does not always guarantee conversion ([Gerpott & Berends, 2022](#)). Therefore, companies should strategically utilize pricing to boost initial interest or trial, especially through limited-time offers or promotions that emphasize perceived value.

The brand image represents the perception that consumers have of a brand, shaped by their past experiences, marketing communications, and word-of-mouth ([Khan & Fatma, 2023](#)). A robust

brand image fosters emotional connections, mitigates perceived risks, and builds trust—elements that significantly affect purchasing behavior ([Handoyo, 2024](#)). Should this hypothesis be validated (i.e., if no significant influence is observed), it may be attributed to brand saturation within the market, where rival brands provide comparable value, thereby diminishing the brand image as a distinctive factor. It could also suggest that brand loyalty is not strong among the target consumers, or that other elements (such as product specifications, pricing, or availability) take precedence over branding. Therefore, it is necessary to reinvest in brand differentiation and positioning, or to explore whether brand messages are effectively resonating with the intended audience.

Brand image has a strong and positive influence on consumers' intention to buy, a link well-established in marketing research. [Theocharis & Tsekouropoulos \(2025\)](#) defines brand image as how consumers see and relate to a brand, shaped by their experiences, advertising, and social influences. A positive brand image builds trust and emotional connection, making people more likely to buy. Study by ([Salah et al., 2024](#)) support this, showing that a strong brand boosts perceived value and purchase intent. People often associate reputable brands with quality, reliability, and status—especially for high-involvement products like smartphones, fashion, and tech. If this link is confirmed in the current study, it highlights the importance of brand-building strategies—like consistent messaging, strong visuals, influencer support, and good customer experiences—in driving consumer buying decisions.

While consumers show interest in the product, there are either external or internal obstacles hindering them from making a purchase. This is especially pertinent in markets where factors like affordability or accessibility restrict actual purchasing ability. Businesses need to not only encourage consumer intent but also eliminate barriers to conversion—this could involve streamlining the purchasing process, providing flexible payment solutions, or delivering timely promotional incentives to turn interest into action.

Product quality affects people's intention to buy, which can lead to a purchase—but this effect may not always be strong. A study by [Amsl et al. \(2023\)](#) showed that when people think a product is high quality, they're more likely to want it and eventually buy it. Good quality builds trust and creates positive expectations. However, if this effect is weak in the current study, it might mean that quality influences how people feel, but not whether they actually buy. This could be because other products offer similar quality for a better price, people don't urgently need the product and other things (like design, brand, or availability) matter more when deciding. This would suggest that quality alone isn't enough to drive sales—especially when all products seem equally good. Quality helps attract buyers, but brands also need to offer extra value—like strong branding, good pricing, or special features—to turn interest into a purchase.

Although price may influence a customer's intention to buy, it doesn't always lead to an actual purchase. According to [Wulandari et al. \(2024\)](#), price can be seen as both a cost and a sign of quality. While fair pricing can increase buying interest, it doesn't always result in a decision to purchase. This can happen if customers find better deals elsewhere, are unsure of the product's value, or face unexpected financial issues. A good price alone isn't enough to secure a sale. Other factors—like brand trust, a sense of urgency, or an easy buying process—are also important. Businesses should combine competitive pricing with strategies such as limited-time offers, product bundles, or money-back guarantees to turn interest into actual purchases.

5. Conclusion

This study emphasizes the intricate decision-making process experienced by iPhone users in

Yogyakarta, where both product quality and pricing play a crucial role in shaping purchase intentions but do not consistently translate into actual buying decisions. Although consumers demonstrate a strong inclination based on these aspects, their ultimate decisions are frequently influenced by other factors such as brand trust, peer pressure, and situational limitations.

Importantly, brand image did not exhibit a significant direct effect on purchasing decisions, highlighting the necessity for iPhone and its distributors to adjust their branding strategies to stay pertinent in a competitive local marketplace. The existence of an intention–behavior gap indicates that even consumers who are interested may be reluctant to proceed due to factors like limited product availability, budgetary constraints, or the allure of competing brands.

To bridge the divide between consumer intention and actual purchases, marketers should concentrate on enhancing local brand engagement through campaigns that are culturally relevant and targeted, emphasizing perceived value, with a particular focus on the durability, performance, and seamless ecosystem of the iPhone and lowering purchasing barriers by providing flexible payment options, incentives for students, and exclusive promotions tailored to the local market.

Ultimately, merely influencing perception is insufficient—marketers must also facilitate action. For iPhone users in Yogyakarta, transforming purchase intention into a decision necessitates a strategy that integrates emotional connection, financial accessibility, and trust at the point of sale. A comprehensive approach that addresses both rational and emotional factors will be crucial in bridging the intention–behavior gap in this market.

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