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The Effect of Brand Image, Brand Value and Perceived Usefulness on Apple Smartphone Product Purchase Decisions in Jabodetabek

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ABSTRACT

The increasing use of smartphones among consumers has created competitive market dynamics, especially for premium brands such as Apple. This research aims to analyze the influence of Brand Image, Brand Value, and Perceived Usefulness on purchasing decisions for Apple smartphone products in the JABODETABEK area. The research method used involved non-probability sampling using convenience sampling techniques, and involved 120 respondents. Data was collected through a questionnaire distributed via social media with Likert scale measurements. Data analysis was carried out using SmartPLS 4 software, which includes outer model and inner model analysis. The research results show that Brand Image, Brand Value, and Perceived Usefulness have a positive and significant influence on purchasing decisions. These findings emphasize the importance of building a strong Brand Image and Brand Value, as well as ensuring products meet user expectations to encourage purchasing decisions among consumers.

Keywords: Brand Image; Brand Value; Perceived Usefulness; Purchase Decisions.

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INTRODUCTION

In the current era of rapid technological advancement, information and communication technologies have evolved at an unprecedented pace, profoundly transforming the way people interact, communicate, and conduct business. Among the most influential innovations in this domain is the smartphone, a device that represents the convergence of mobile communication and advanced computing capabilities. The emergence of smartphones has become a hallmark of the Fourth Industrial Revolution, or Industry 4.0, which integrates cyber-physical systems and automation to enhance efficiency and reduce human intervention in various processes (Keminfo, 2024). Supported by the growth of information technology, work and communication processes have become increasingly efficient, practical, and interconnected (Sudarya, 2022).

Throughout human history, technological development has continuously reshaped daily life and social interaction. One of the most transformative inventions in this context is the telephone, which revolutionized communication by bridging geographical distances (Hidayatullah et al., 2024). A few decades ago, long-distance communication could only be conducted through letters, telegrams, or landline telephones. Over time, however, telecommunication tools have undergone significant evolution, becoming more sophisticated, portable, and efficient (Paroli, 2023). This evolution led to the birth of mobile phones, and eventually, to smartphones—devices that combine telephony, computing, and internet connectivity into one compact tool (Syahroni et al., 2024).

A smartphone is a highly advanced mobile communication device equipped with both hardware and software components designed to perform multiple functions beyond voice calls. Modern smartphones feature advanced applications, cameras, and internet connectivity, making them indispensable in everyday life. The global smartphone industry is characterized by intense competition among manufacturers seeking to attract consumers through innovation, design, and technological sophistication (Aisnandi & Amron, 2024). In Indonesia, smartphone usage has grown consistently over the years, as illustrated in Figure 1.1, reflecting the country's increasing digitalization and dependence on mobile technology (BPS, 2024).

Despite the overall growth of smartphone adoption in Indonesia between 2021 and 2022, the market experienced a slight decline in 2020 due to the economic slowdown triggered by the COVID-19 pandemic. Nevertheless, global data on Apple's iPhone sales between 2021 and 2023 indicate a rebound in sales performance, highlighting the resilience of the premium smartphone market (Muhamad, 2024). Table 1.1 shows the fluctuating pattern of Apple's global smartphone revenue from 2018 to 2023, demonstrating that while the company faced challenges during the pandemic years, it recovered strongly in the subsequent period (Annur, 2023). This pattern underscores the dynamic nature of consumer demand and competition in the smartphone industry.

Similarly, data from Top Brand Award surveys between 2020 and 2024 reveal that Apple's iPhone brand experienced a decline in its brand value and image among Indonesian consumers, especially in comparison with major competitors such as Samsung, Oppo, and Xiaomi (TopBrand, 2024). Although Apple remains associated with innovation and quality, its market share has struggled to keep pace with competitors offering comparable technology at more accessible price points. This decline in market perception and brand strength raises an

important question regarding the factors that influence consumers' purchasing decisions toward Apple smartphones in the Indonesian context (Novianty, 2024).

According to Kangsadewa and Pratama (2023), brand image refers to consumers' perceptions and impressions of a brand, shaped by experiences, advertising, reputation, and product quality. A positive brand image often strengthens consumer trust and purchase intention. When consumers perceive a brand as reputable and reliable, they are more likely to purchase its products and become loyal customers. Likewise, Norbaiti and Rahmi (2020) argue that customer satisfaction with a brand's ability to meet their needs contributes directly to brand loyalty. A company that successfully builds strong brand value—the perceived worth or utility that consumers associate with a brand—can foster trust and influence purchase behavior (Mulyani et al., 2021). Therefore, strengthening both brand image and brand value is essential for maintaining competitiveness and enhancing consumer purchase decisions.

Purchasing decision-making is a complex process that involves multiple psychological and contextual factors. Although most individuals follow a similar decision-making pattern—problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation—the intensity and focus of each stage vary depending on personal characteristics such as age, income, personality, and lifestyle (Natasiah, 2024). In highly competitive markets, companies must understand these behavioral nuances to design marketing strategies that align with consumer motivations and expectations.

Another crucial construct in understanding consumer purchase decisions is perceived usefulness. According to Wilson et al. (2021), perceived usefulness refers to the extent to which consumers believe that using a particular product or service will enhance their performance, efficiency, or quality of life. In the context of smartphones, perceived usefulness may relate to how consumers evaluate the device's ability to support communication, productivity, entertainment, and daily convenience. When consumers perceive a smartphone as highly functional and beneficial, they are more inclined to purchase it and maintain brand loyalty.

To explore this phenomenon empirically, a preliminary survey was conducted with 30 respondents to identify key factors influencing purchase decisions for Apple smartphones. The results indicated that brand image, brand value, and perceived usefulness all play significant roles in shaping consumer decisions. Approximately 93% of respondents agreed that Apple is widely recognized as a symbol of innovation and premium quality; 90% expressed satisfaction with the brand's perceived value; and another 90% acknowledged that Apple's advanced features enhance productivity (Data processed, 2024). These findings suggest that the aforementioned variables strongly correlate with purchasing decisions, warranting further investigation.

Given these observations, this study aims to analyze the influence of brand image, brand value, and perceived usefulness on the purchase decision of Apple smartphone products in the JABODETABEK region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The study seeks to provide insights into how consumer perceptions of brand equity and utility drive purchasing behavior in Indonesia's competitive smartphone market. By examining these relationships, this research contributes to both academic literature and managerial practice, offering

practical recommendations for marketing strategies that can strengthen consumer engagement and sustain brand competitiveness in the era of rapid technological change.

LITERATURE REVIEW

Marketing Management

Marketing management is the process of creating, communicating, delivering, and exchanging offerings that provide value for customers and society. Kotler and Keller (2016) define it as a performance process linking producers and consumers. Marketers must carefully manage consumer expectations to avoid disappointment (Satriadi et al., 2021). Marketing combines science and art to build lasting customer relationships (Suryawardani & Wulandari, 2020; Qolbi & Hermansyah, 2023).

Consumer Behavior Theory

Consumer behavior studies how individuals or groups select, purchase, use, and dispose of goods and services to satisfy needs (Kotler & Keller, 2016). According to Schiffman (2019), it includes decision-making processes before and after purchase. Understanding consumer attitudes enables marketers and policymakers to design effective strategies for influencing preferences and promoting desired behaviors.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) by Ajzen explains that human actions are shaped by attitudes, subjective norms, and perceived behavioral control (Nuri & Budiyo, 2022; Holbert et al., 2021). PBC, related to self-efficacy (Bandura, 1977), represents perceived ease or difficulty in performing behavior, making TPB effective in predicting purchasing intentions.

Purchase Decision

A purchase decision arises when consumers choose the best alternative to meet their needs (Angelia & Widjaja, 2024). The process includes recognizing needs, searching for information, evaluating alternatives, purchasing, and post-purchase behavior (Lestiyani & Purwanto, 2024). Factors influencing decisions include cultural, social, personal, and psychological aspects (Arianty & Gultom, 2024; Hasbi & Lestari, 2022).

Brand Image

Brand image represents consumer perceptions and beliefs about a brand formed through experience and communication (Ananta et al., 2024; Mangalindung & Hendayana, 2024). It is influenced by quality, reputation, interaction, and marketing communication (Kotler & Keller, 2016). Dimensions include identity, personality, association, behavior, and brand benefits (Carlos & Meutia, 2024).

Brand Value

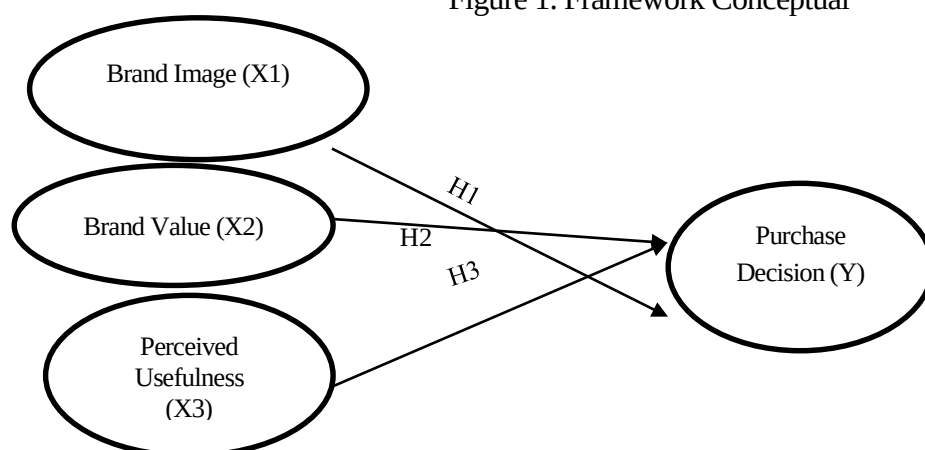
Brand value reflects the financial and emotional worth of a brand, built through trust, quality, and loyalty (Kotler & Keller, 2016; Gozen et al., 2023). It enhances competitive advantage and customer retention (Elma et al., 2024). Factors such as brand image and perceived quality strengthen its value (Pandiangan et al., 2021), while dimensions include quality, experience, reputation, and loyalty.

Perceived Usefulness

Perceived usefulness refers to the belief that using a specific system improves performance (Paramananda & Sukaatmadja, 2024). It influences intention to adopt technology (Irda et al., 2024). Users who perceive higher benefits are more likely to engage with new systems (Hakim & Supriyanto, 2024; Khasawneh & AlBahsh, 2024; Sang, 2023).

Hypothesis and Conceptual Framework

Figure 1. Framework Conceptual



H1: Brand Image (X1) has an influence positive to Purchase Decision (Y).

H2: Brand Value (X2) has an effect positive to Purchase Decision (Y).

H3: Perceived Usefulness (X3) has an effect positive Decision (Y).

METHOD

Research Time and Location

This study was conducted from February to October 2024 in the JABODETABEK area, focusing on young consumers who use Apple smartphones. The choice of JABODETABEK was based on its characteristics as Indonesia's economic and technological hub, with high levels of digital adoption and lifestyle modernization. Previous studies (Amriyani, 2016; Prasetyo, 2019) have also used this region as a representative location for analyzing smartphone consumer behavior in large urban areas.

Research Design

The study employed a causal research design to examine the cause-and-effect relationships among variables using a quantitative associative approach (Khurshid et al., 2022). Data were collected through questionnaires distributed to respondents. The research specifically analyzed the partial influence of Brand Image (X1), Brand Value (X2), and Perceived Usefulness (X3) on Purchase Decision (Y) among Apple smartphone users in JABODETABEK.

Definition and Operationalization of Variables

Research variables are defined as measurable attributes determined by the researcher to draw conclusions (Panjaitan et al., 2024). The dependent variable in this study is Purchase Decision (Angelia & Widjaja, 2024), while the independent variables include Brand Image (Carlos &

Meutia, 2024), Brand Value (Gozen et al., 2023), and Perceived Usefulness (Shaikh et al., 2023). The operationalization of these variables followed the indicators developed by Sugiyono (2022).

Measurement Scale

The measurement utilized a Likert scale to assess respondents' attitudes and perceptions toward social phenomena (Hardani et al., 2020). Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), as suggested by Sugiyono (2022). This numerical scaling allows statistical analysis to determine the strength of each respondent's perception (Anshori & Iswati, 2019).

Population and Sample

The population of this study consisted of young Apple smartphone users aged 19–23 years in the JABODETABEK area. Sampling was conducted using a purposive sampling technique based on specific criteria. Following Abdullah et al. (2022), the ideal sample size ranges from 5 to 10 times the number of indicators, resulting in a minimum of 135 and a maximum of 270 respondents. This study utilized 135 valid responses for data analysis.

Data Collection Methods

Two primary methods were used to gather data: library research and questionnaires. The library research collected theoretical references from books, journals, and online sources. The questionnaire, distributed via Google Forms, contained structured questions designed to measure respondents' perceptions and behaviors toward Apple smartphone purchasing decisions (Amarudin et al., 2022).

Data Analysis Methods

Data were analyzed using IBM SPSS Statistics 25 and SmartPLS 3 software. Descriptive statistics provided an overview of respondent characteristics and variable trends (Ghozali, 2021). Structural Equation Modeling (SEM) using Partial Least Squares (PLS) was employed to test both the measurement model (outer model) and the structural model (inner model), assessing validity, reliability, and hypothesis testing based on R-square, F-square, Q-square, and path coefficient values (Hair et al., 2019; Ghozali, 2023).

RESULTS AND DISCUSSION

Results

A. Descriptive Analysis

1. Overview of the Research Object

Apple Inc. is a multinational technology company headquartered in California, founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The company produces a range of hardware, software, and digital services that have transformed global technological consumption. Its flagship products include the iPhone, iPad, Mac, Apple Watch, and Apple TV, complemented by software ecosystems such as iOS, macOS, and iTunes. Apple's integrated ecosystem—exemplified by features such as AirDrop—has cultivated strong brand loyalty and positioned the company as a global innovator (Podolny & Hansen, 2020). The iPhone, in particular, remains the most popular product among users worldwide (CNN Indonesia, 2024).

2. Respondent Descriptive Statistics

The research involved 135 respondents who are young-generation users of Apple smartphones, aged between under 21 to over 35 years. The demographic composition includes variations in gender, age, occupation, and domicile, as outlined in the following tables.

Table 1. Respondents by Gender

Gender	Frequency	Percent	Cumulative Percent
Male	69	51.1	51.1
Female	66	48.9	100.0
Total	135	100.0	100.0

The data indicate that male respondents dominate (51.1%), slightly exceeding female respondents (48.9%). This balanced distribution ensures representativeness across gender categories.

Table 2. Respondents by Age

Age Group	Frequency	Percent	Cumulative Percent
< 21 years	21	15.6	15.6
21–25 years	61	45.2	60.7
26–30 years	38	28.1	88.9
31–35 years	13	9.6	98.5
> 35 years	2	1.5	100.0
Total	135	100.0	100.0

Source: Processed Data, SPSS v23 (2024)

The majority of respondents (45.2%) are 21–25 years old, indicating that Apple products are particularly appealing to early-career adults and university students.

Table 3. Respondents by Occupation

Occupation	Frequency	Percent	Cumulative Percent
Students	40	29.6	29.6
Private Employees	73	54.1	83.7
Civil Servants	2	1.5	85.2
Entrepreneurs	20	14.8	100.0
Total	135	100.0	100.0

Source: Processed Data, SPSS v23 (2024)

More than half of respondents (54.1%) work as private-sector employees, showing that Apple’s customer base is largely composed of young professionals.

3. Descriptive Statistics of Research Variables

Each variable was measured through multiple indicators using a Likert scale. Mean scores indicate respondents’ perceptions toward Brand Image, Brand Value, Perceived Usefulness, and Purchase Decision.

Table 4. Descriptive Summary of Key Variables

Variable	No. of Items	Highest Mean Indicator	Mean	Std. Dev.	Interpretation
Brand Image (X1)	10	“Apple smartphones have a good reputation in society.”	4.422	1.649	Very High
Brand Value (X2)	8	“Apple products have good investment value.”	4.341	1.719	Very High

Variable	No. of Items	Highest Mean Indicator	Mean	Std. Dev.	Interpretation
Perceived Usefulness (X3)	6	“Apple products enhance my productivity.”	4.311	1.715	High
Purchase Decision (Y)	10	“Buying an Apple smartphone is the right choice.”	4.289	0.976	High

Source: Processed Data, SPSS v23 (2024)

These results indicate that respondents strongly agree with statements emphasizing Apple’s brand reputation, product value, and functionality, leading to high purchase intention and satisfaction.

B. Partial Least Squares (PLS) Analysis

1. Measurement Model (Outer Model)

The outer model evaluates indicator validity and reliability. Indicators with outer loading values ≥ 0.70 are considered valid (Ghozali, 2021). All constructs met this criterion after re-specification.

Table 5. Convergent Validity Results

Variable	Indicator Range	Outer Loading Range	Status
Brand Image (X1)	X1.1–X1.10	0.778–0.841	Valid
Brand Value (X2)	X2.1–X2.8	0.762–0.855	Valid
Perceived Usefulness (X3)	X3.1–X3.6	0.752–0.839	Valid
Purchase Decision (Y)	Y1–Y10	0.702–0.818	Valid

Source: Processed Data, SmartPLS (2024)

All indicators show strong correlations with their respective latent constructs, confirming convergent validity.

2. Discriminant Validity and Reliability

Discriminant validity was evaluated using the Average Variance Extracted (AVE) and Fornell-Larcker criterion. Reliability was measured through Cronbach’s Alpha and Composite Reliability.

Table 6. Reliability and Validity Summary

Variable	AVE	Cronbach’s Alpha	Composite Reliability	Status
Brand Image (X1)	0.663	0.943	0.952	Reliable
Brand Value (X2)	0.645	0.908	0.927	Reliable
Perceived Usefulness (X3)	0.592	0.889	0.915	Reliable
Purchase Decision (Y)	0.642	0.924	0.935	Reliable

Source: Processed Data, SmartPLS (2024)

All constructs achieved $AVE > 0.5$ and reliability coefficients above 0.7, confirming measurement consistency and discriminant validity.

C. Structural Model (Inner Model) Analysis

After validating the measurement model, the Inner Model was tested to assess predictive relationships among variables. The coefficient of determination (R^2) represents the proportion of variance explained by the model.

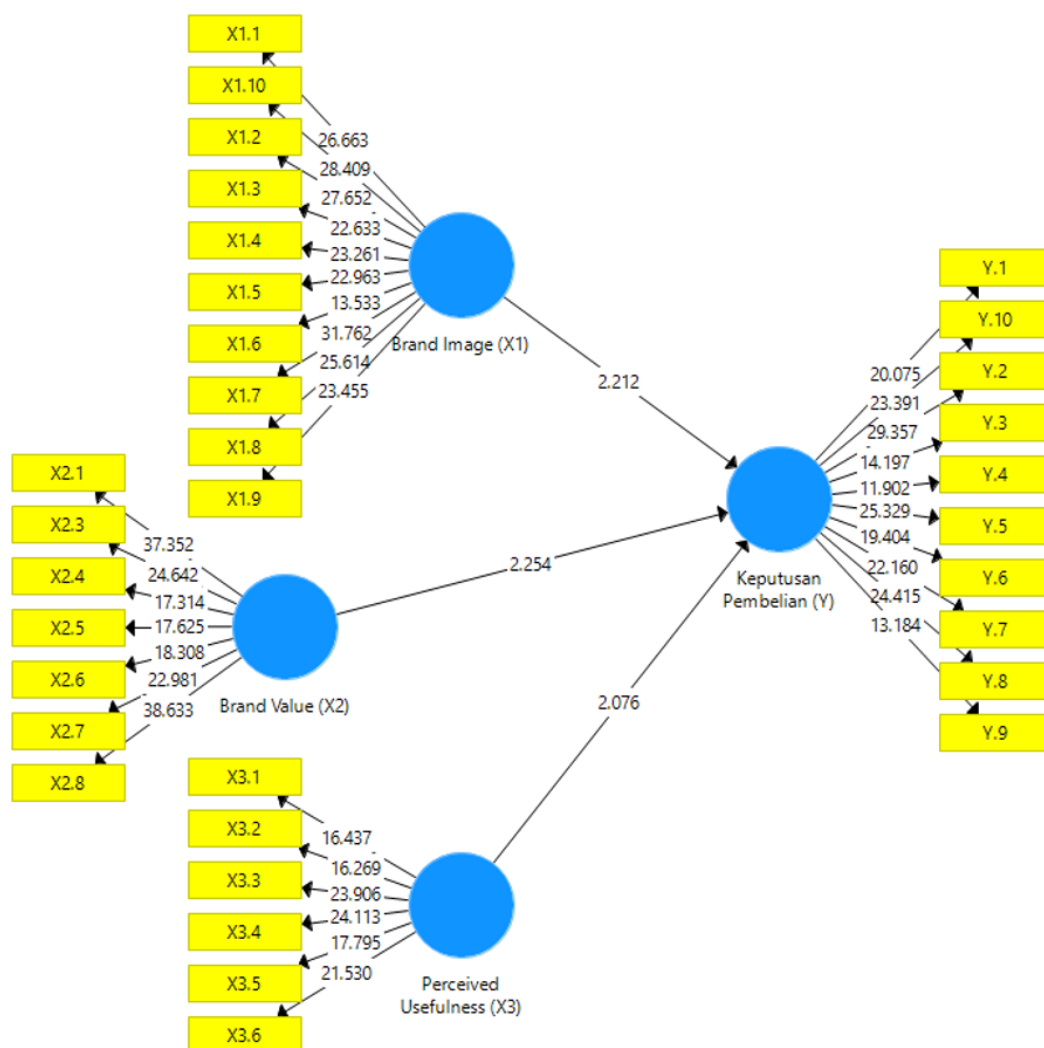
Table 7. Coefficient of Determination (R^2)

Endogenous Variable	R^2	Interpretation
Purchase Decision (Y)	0.490	Moderate Predictive Power

Source: Processed Data, SmartPLS (2024)

The R^2 value of 0.490 indicates that Brand Image, Brand Value, and Perceived Usefulness collectively explain 49% of the variance in Purchase Decision, signifying a moderate level of model predictability. This suggests that consumers' purchasing intentions toward Apple smartphones are substantially influenced by perceptions of brand reputation, value, and utility.

Figure 1. Bootstrapping Test Results



Discussion

The Influence of Brand Image on Purchase Decision

The results of this study indicate that Brand Image has a positive and significant effect on consumers' Purchase Decision for Apple smartphone products in the JABODETABEK area. The original sample value of 0.298 with a t-statistic of 2.212 (greater than 1.645) and a p-

value of 0.027 (<0.05) confirms that a stronger brand image leads to a higher likelihood of purchase. This finding demonstrates that the perception of Apple as an innovative, high-quality, and prestigious brand plays a decisive role in influencing consumer behavior. Consumers tend to associate Apple products with social status, reliability, and advanced technology, which strengthens their intention to buy. These results are consistent with Priantono et al. (2024), who found that a strong brand image positively affects purchase decisions in the smartphone market. Similarly, Mansurzada and Huseynli (2024) reported that consumers' trust and emotional attachment to brand reputation significantly increase purchasing intent. Carlos et al. (2024) also emphasized that brand image serves as a psychological cue, reducing consumer uncertainty and reinforcing their confidence in choosing a product. Therefore, a consistent and credible brand image acts as a strategic asset that directly contributes to consumers' purchasing behavior.

The Influence of Brand Value on Purchase Decision

The analysis results show that Brand Value significantly and positively affects the Purchase Decision, with an original sample value of 0.354, a t-statistic of 2.254, and a p-value of 0.025 (<0.05). This indicates that the higher the perceived value of the Apple brand, the greater the consumers' willingness to purchase. Brand value represents not only the tangible benefits of a product but also the symbolic meaning and emotional benefits attached to it. Consumers perceive Apple products as long-term investments due to their durability, design excellence, and integrated ecosystem, which strengthen their brand loyalty. These findings align with Garti and Develi (2022), who noted that high brand value increases consumers' willingness to pay a premium price. Khofifah and Supriyanto (2022) also revealed that brand value significantly enhances purchase decisions through perceived quality and emotional satisfaction. Similarly, Sayidah et al. (2022) demonstrated that the perceived superiority of a brand creates consumer trust and justifies purchasing decisions even at higher prices. Therefore, the value embedded in Apple's brand identity becomes a critical determinant in motivating consumers to purchase and remain loyal over time.

The Influence of Perceived Usefulness on Purchase Decision

The findings further indicate that Perceived Usefulness has a significant and positive influence on consumers' Purchase Decision, with an original sample value of 0.278, a t-statistic of 2.076, and a p-value of 0.038 (<0.05). This shows that the more consumers perceive Apple products as beneficial and supportive of their daily activities, the more likely they are to make purchasing decisions. Apple's reputation for seamless integration, intuitive design, and user-friendly functionality enhances users' perception of usefulness. Consumers consider Apple devices not only as communication tools but also as productivity enhancers and creative enablers. These results are consistent with Mairani and Lubis (2024), who found that perceived usefulness significantly affects purchase intentions in technology-based products. Aisnandi and Amron (2024) also emphasized that perceived usefulness mediates consumer trust and satisfaction in mobile technology adoption. Likewise, Fadillah and Batu (2023) confirmed that perceived usefulness is a strong determinant of purchase behavior, particularly for high-involvement products. Therefore, improving the functional utility and perceived benefits of Apple's products is essential to sustain consumers' purchasing motivation and product loyalty.

CONCLUSION

This study examined the influence of Brand Image, Brand Value, and Perceived Usefulness on consumers' Purchase Decisions for Apple smartphones in the JABODETABEK area. The findings revealed that all three variables—Brand Image, Brand Value, and Perceived Usefulness—have a positive and significant impact on Purchase Decisions. Specifically, a strong Brand Image enhances consumers' emotional attachment and trust in Apple products, while a high Brand Value reinforces the perception of product excellence and exclusivity. Furthermore, Perceived Usefulness plays a critical role by shaping consumers' belief that Apple products improve their productivity and quality of life. These findings imply that consumer purchase behavior is not only driven by rational assessments but also by emotional and symbolic values attached to the brand. From a managerial perspective, Apple and similar technology companies should prioritize strategies that strengthen brand perception, enhance product value communication, and highlight functional benefits through engaging marketing initiatives. For future research, it is recommended to incorporate additional variables such as brand trust, customer satisfaction, and perceived quality, as well as explore comparative analyses across different product categories or geographic regions to enrich the understanding of consumer decision-making dynamics in the digital technology market.

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