#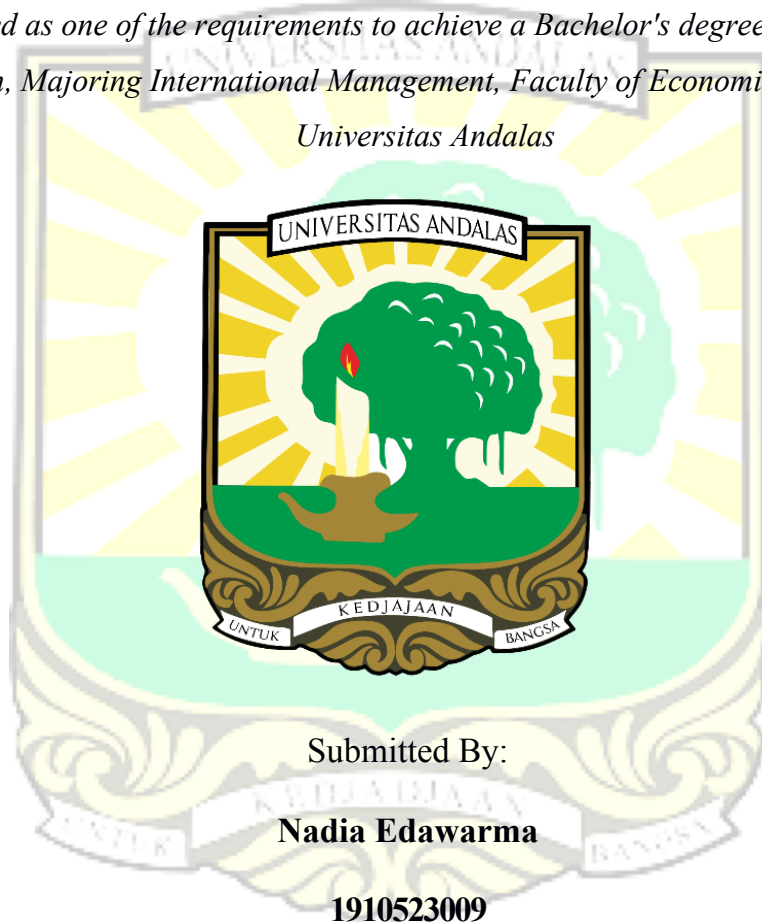 THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, PRICE, AND PHYSICOLOGICAL FACTOR ON PURCHASE DECISION OF SECOND HAND IPHONE PRODUCT AMONG Z GENERATION

THESIS

Submitted as one of the requirements to achieve a Bachelor's degree in the S1 Study Program, Majoring International Management, Faculty of Economics andBusiness, Universitas Andalas

Submitted By:

Nadia Edawarma

1910523009

BACHELOR'S DEGREE IN INTERNATIONAL MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

ANDALAS UNIVERSITY

PADANG

2023

BACHELOR DEGREE

MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

ANDALAS UNIVERSITY

LETTER OF THESIS APPROVAL
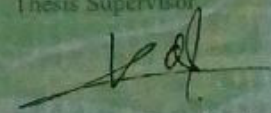
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Name	:	Nadia Edawarma
Student Number	:	1910523009
Study Program	:	International Management
Concentration	:	Marketing
Title	:	The Effect of Brand Image, Product Quality, Price, and Physiological Factor on Purchase Decision of Second Hand iPhone Product Among Z Generation

Has already passed the thesis seminar on July, 11th 2023 based on procedures and regulations, which are prevail in the faculty of economic and business.
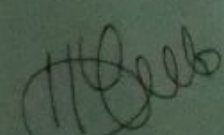
Padang, January 17th 2023

Thesis Supervisor,

Dessy Kurnia Sari, SE., M.Bus(Adv), Ph.D
NIP.198012112005012002

Approved:

Head of Management Dapartment

Hendra Lukito, S.E., M.M., Ph.D
NIP.197106242006041007

Head of International Management Dapartement

Berri Brilliant Albar, S.E.M.M
NIP.198506152019031009

LETTER OF STATEMENT

I am who undersigned this letter hereby declare that the thesis entitled:"**The Effect of Brand Image, Product Quality, Price, and Physicological Factor on Purchase Decision of Second Hand iPhone Product Among Z Generation**" is the result of my own work, and there is no part or all posts that contain the phrase, idea or opinion from another source without giving citation and acknowledgment to the originals , author As they parts are sourced from other people's work have included the sources in accordance with the norms, ethics, and rules of scientific writing. If they find a *plagiarism* in this thesis, I am willing to accept the sanction of revocation of academic degree that I have beengained.

Padang, July 17ᵗʰ2023

Person Inresponsible

Nadia Edawarma
19105230059

	Alumni Number at University	**Nadia Edawarma**	Alumni Number at Faculty
	a) Place/Date of Birth: Solok, February 14th 2001 b) Parents Name : Fadhlul Hanif S.Sos and Upita Agustin A.Md c) Faculty: Economics and Business d) Department: International Management e) ID Number :1910523009 f) Graduate Date: July 2th, 2023 g) Grade: With Great Honors h) GPA : 3,69 i) Length of Study : 3 years 11 month j) Parents Address: Tanjung Harapan, Kota Solok.		

The Effect of Brand Image, Product Quality, Price, and Physicological Factor on Purchase Decision of Second Hand iPhone Product Among Z Generation

Thesis by: Nadia Edawarma
Supervisor: Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D

ABSTRACT

This study investigated the impact of brand image, product quality, price, and psychological factors on the purchase decision of second-hand iPhone products among the Z Generation. A non-probability sampling technique with a purposive sampling method was employed, involving 155 respondents. The research data were processed using the SmartPLS version 4.0 program to determine the relationship between the independent variables and the dependent variable. The findings indicated a significant influence of brand image, product quality, price, and psychological factors on the purchase decision of second-hand iPhone products among the Z Generation. This study contributes to understanding the factors that affect the purchase decision of second-hand iPhone products among the Z Generation and provides valuable insights for marketers to develop effective marketing strategies

Keywords: *Brand Image, Product Quality, Price, Physicological Factors, Purchase Decision, Second Hand iPhone*

This thesis is already examined and passed on July, 11th 2023. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D	Syafrizal, SE, ME, Ph.D	Chairunnisya, SE, MM

Acknowledged by,
Head of Management Department

Hendra Lukito, S.E., M.M., Ph.D
NIP.197106242006041007

Signature

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: Nadia Edawarma

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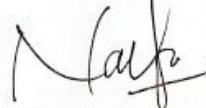StudyProgram   : InternationalManagement

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ACKNOWLEDGEMENT

PraisebetoAllahSWT,whohasgivenHisgraceandgiftssothattheauthorcancompletethethesisantitled**"TheEffectofBrand Image, Product Quality, Price, and Physicological Factor on Purchase Decision of Second Hand iPhone Product among Z Generation"** which is one of the requirements forcompleting undergraduate studies in the Department of Management, Faculty ofEconomicsand Business, Andalas University.

Ialsofeeldeeplyindebtedtoagreatmanypeoplewhohaveinspiredmeandsupportedmeduring mystudyand writingofthisthesis.Inparticular,Iwould liketo thank:

1. Mr. Efa Yonnedi, S.E., MPPM, Ph.D, Ak., CA as Dean of the Facultyof Economics and Business, Andalas University who has supported theprocess of learning the Faculty of Economics and Business, AndalasUniversity.

2. Mr. Hendra Lukito, S.E., M.M, Ph.D as the Head of the ManagementDepartmentandMr.Syafrizal,S.E.,M.E.,Ph.D.asSecretaryof Management Department who has facilitated from the thesis proposalwritingto thesis seminarexamination.

3. Mr.BerriBrilliantAlbar,S.E.,M.M.asHeadofInternationalManagement Study Program and also as my academic supervisor whohassupported and taughtme duringlearning process.

4. MamDessyKurniaSari,S.E.,M.Bus(Adv).,Ph.D.asmythesissupervisor. Thank you for all time, knowledge, insight, experience andprovide me with valuable lessons that you have given to me in this research and during my studyprocess.

5. Mr. Dr Fajri Adrianto, SE.M.Bus as my academic advisor. Thank you for guiding me in college and helping me in every journey of my collage

6. Mr.Syafrizal,S.E.,M.E.Ph.D.Berry Brilliant Albar S.E., M.E. andMamChairunnisya,S.E.,M.M.whohas been pleased to be the examiner in my thesis seminar. Thank youSir and Mam for the insights and recommendations that have given animprovementin my thesis.

7. All lecturers, teaching and administrative staff in the Department ofManagement,FacultyofEconomicsandBusinesswhohavebeenhelpingthe learning process inlectures sofar.

8. To my parents, Abak and Amak I want to express my deepest gratitude for your unwavering support and the life you have given me. Without both of you, I wouldn't have been able to reach this stage in my life. Thank you for always being there for me, guiding me, and providing me with love and care. Your sacrifices and dedication have shaped me into the person I am today. I am truly blessed to have you as my parents.

9. I would also like to extend my appreciation to my younger siblings, Gibran and Riski. Thank you for being such wonderful siblings to me. Your presence in my life brings joy and happiness. I am grateful for the

bond we share and the memories we have created together. Your love and support mean the world to me

10. Hj. Yuniar Salim (alm) as my grandmother who has accompained me, support me,and given everything for me. And also umi as my grandmother thank you for loving and always praying for me.

11. To all of my cousin and especially to Mbaya and Karin as my friend and cherished companions who have always supported me and provide valuable insights, i express my gratitude.

12. To the entire extended Agusman and Zahari S family, who have always showered me with love and supported me, I am deeply thankful.

13. To my dear friends Raesa, thank you for always being there for me and sharing every experience together. Yelli, I appreciate your guidance and advice since I got to know Padang. Nabilla, thank you for embarking on many crazy adventures with me. Shally, thanks for providing me with food and being a listening ear for me. Annisa, thank you for accompanying me through the challenges of completing our theses. And lastly, to Leony, thank you for being with me throughout our college journey until the end.

14. I express my gratitude to Puja and her family, who have become my second family and have shared many experiences with me. May we continue to grow stronger together and strive for even better times ahead.

15. All my colleagues in international management class 2019, thank youfor fighting together, supporting and helping each other, for being myfriend.

Ihopeonedaywe can achieveour dreams.

16. My friends from the KKN VI Tribe 2022, for making my college journey incredibly colorful and fulfilling.

17. MM English Class 2022, thank you for being together and navigating through some challenging and enjoyable moments. May we become even more cohesive after this.

18. I extend my sincere gratitude to a beloved man who consistently provides me with inspiration, happiness, and affection, fostering my enthusiasm throughout the process of working on my thesis. Thank you for your patient waiting.

19. all parties and colleagues that I cannot mention one by one who have helped me in preparing my thesis and my collage journey

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Padang, July 17th2023

Sincerely,

<u>Nadia Edawarma</u>

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CHAPTER I

INTRODUCTION

1.1 Background

Technology advancements are now a regular component of human existence, whether it be for job, recreation, or interpersonal communication. Every civilization now considers communication to be a natural behavior that is even required daily to build human connection and friendship. Communication has become a human need to get information, news, even just to exchange news. Technological changes are still happening and are increasingly felt in various aspects of human life. Technology is something that was created to facilitate humans' ability to meet their needs. Unconsciously, technology will continue to evolve and develop with the times (Merdeka.com, 2021).

Technology advancements is no longer a problem because in the midst of the current era of sophistication in Information and communication technology we are assisted by the Internet. Where the internet makes people connect to each other easily, quickly and at a relatively low cost. The internet is usually accessed by anyone, there is no limit to accessing the internet, therefore humans will be closer and connected to the outside world easily.

There are many devices that we can use to access the internet today. One of the devices that allow us to communicate and also access the internet is a smartphone. Smartphone devices are different from mobile phones or cellphones which only function to make calls and send short messages because a smartphone is a smartphone device that has standard cell phone features and is equipped with

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various advanced features such A web browser, email, Whatsapp, Instagram, Line, a camera, a video recorder, an audio player, data storage, game play, and many other capabilities are included(Statisca.com, 2023).

In general, people buy smartphones to help and facilitate their daily activities and also to get a prestige that will provide satisfaction for the owner or even just to meet lifestyle standards. The increasing consumer demand for smartphone products makes smartphone manufacturers / vendors compete to create product lines that can meet consumer needs and at the same time attract consumers to purchase their goods. Everybusinessneeds a competitive advantage which is largely determined by the company's ability to provide higher value or even its own uniqueness compared to its competitors.

Apple is a company engaged in hardware and software, including the hardware made by Apple is the iPhone. iPhone is the first smartphone made by Apple, which was launched in 2007. The iPhone tries to enter the market with a different concept, it can be seen from the aspect of price, and the quality of the product. The current iPhone can be said to have a distinctive brand image, because it uses a distinctive information system. The iPhone brand image is number one product because iPhones are made for simple mobility and have a distinctive physical shape, the iPhone brand is often regarded as the best product. iPhone users can quickly recognize and use iPhone items(Britanica, 2021).

Second hand iPhone refers to a used iPhone that has been previously owned and used by someone else. In general, purchasing a used iPhone can be

done through several channels, such as authorized stores that sell used products, online stores, or through direct sales from the previous owner. The price of a used iPhone can be much cheaper than the price of a new iPhone (investopedia.com, 2021).Purchasing second-hand iPhones has become a trend in recent years. This trend is driven by several factors, including the high cost of new iPhones, the desire for a more affordable option, and the availability of second-hand iPhones in good condition.

The iPhone products available in the market can be purchased not only through official distributors but also in used condition. Considering that both Android and iPhone devices in used condition tend to have lower prices, this research focuses on the comparison of used international iPhones with their official distributor counterparts. The term "iPhone ex inter" refers to a type of used smartphone that originates from foreign countries. Typically, these iPhones come from countries such as the United States, United Kingdom, South Korea, Singapore, and Japan. They are directly imported and sold in Indonesia at significantly lower prices (pinhome.id, 2022).

An article on Forbes that talks about second hand iPhones is titled "Why Buying A Used iPhone 6 Might Be The Smartest Decision You Make This Year" by Ewan Spence. The article discusses the advantages and disadvantages of buying a used iPhone, as well as offering tips for buying a used iPhone safely. In the article, the author explains that buying a used iPhone can be a smart decision as it is cheaper than buying a new iPhone. However, buyers need to pay attention to a few things, such as buying from a trusted seller and checking the condition of

the iPhone before buying. The author also highlights some of the advantages and disadvantages of buying a used iPhone, such as the advantage of a more affordable price, but also the risk that the iPhone may have been damaged or have technical issues (Forbes, 2016).

The increasing sales of international second hand iPhones may be attributed to their lower prices compared to official Indonesian iPhones (iBox) (CNBCIndonesia, 2023). However, it should be noted that international used iPhones are pre-owned devices from foreign countries and do not undergo the same rigorous quality control as brand-new iBox iPhones. Additionally, international used iPhones do not come with official Apple warranties, and there is limited knowledge about their previous usage history Aropah et al. (2022). Therefore, careful consideration of the advantages and disadvantages is necessary before purchasing an international used iPhone to avoid future regrets.

According to a study conducted in Ponorogo, the sales of international used iPhones in several stores have been consistently increasing each year Aropah et al. (2023) This trend is also observed in the United States, where sales of used smartphones have risen due to the high prices of new phones with minimal new features. Second hand iPhones, which are pre-owned iPhones that have been repaired and reconditioned by the original manufacturer, are gaining significant popularity among smartphone consumers worldwide.

Table 1.1

Global Used Phone Market Share In 2022

Horizontal bar chart showing Global Used Phone Market Share in 2022 with the following categories along the y-axis: Another Brand (~17, blue 0-19), Huawei (~2, blue), Oppo (~3, blue), Vivo (~3, blue), Samsung (~26, green 40-59), Apple (iPhone) (~49, purple >60). Legend: >60 (purple), 40-59 (green), 20-39 (red), 0-19 (blue). X-axis from 0 to 60.
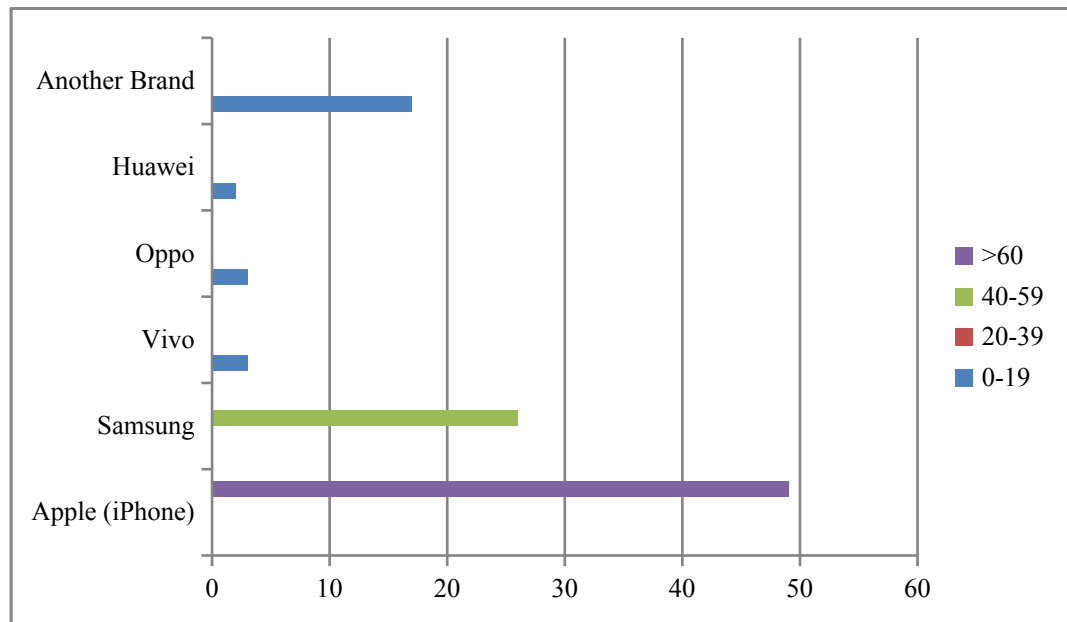
Source: Counterpoint Research 2022

According to Counterpoint Research, Second hand iPhones captured 49% of the global second hand phone market share in 2022, showing an increase from 44% in 2021. Second iPhones undergo a rejuvenation process and direct inspection by Apple to ensure they perform optimally, similar to new devices.

The rejuvenation process includes retesting all phone functions to meet Apple's manufacturing standards, replacing original spare parts if necessary, and repackaging the device in a new box along with various accessories. According to Apple's official website, the company currently offers several refurbished models from the iPhone 12 series, available in various colors and memory capacities.

However, it should be noted that when purchasing second hand iPhones, including EX international second hand iPhones, the IMEI numbers are often not registered. Therefore, it is essential to check the IMEI number and buy from trusted online stores before purchasing an second hand iPhone.

To gather information about the public's interest in the Second Hand IPhone, an initial survey was conducted in the city of Padang. The survey targeted 30 respondents who expressed their interest in purchasing a second-hand IPhone. This sample size was considered appropriate for the study, providing a reasonable representation of potential buyers in the local market. The survey was designed to collect specific information about the respondents' preferences, requirements, and expectations when purchasing a second-hand IPhone. It aimed to understand factors such as price range, desired specifications, preferred models, and overall satisfaction with previous experiences of purchasing second-hand electronics.

Table 1. 1
Preliminary Survey in 2023

	Statement	SD	D	N	A	SA	Total	MEAN SCORE
		1	2	3	4	5		
	e you interested in buying the rent iPhone EX Inter (second nd)?	0	6	4	15	5	30	3.85
	you prefer the iPhone EX Inter cond hand) over the new iPhone?	1	4	10	10	5	30	0.58
	you have plans to buy an iPhone he near future?	1	5	10	12	2	30	0.55
	ill consider the price of the iPhone inter (second hand) offered	1	2	7	13	7	30	0.63

5	lone's quality products made me erested in choosing these products	0	0	6	3	21	**30**	**0.75**
6	el the Iphone Brand Has a Brand age that is considered good	0	0	5	7	18	**30**	**0.74**

Source : Preliminary Survey (2023)

A preliminary survey was conducted in 2023 using an online platform, specifically a Google Form, to gather data from 30 respondents. The survey aimed to gather insights and opinions regarding the interest and preferences for the current iPhone EX Inter (second hand) among respondents. The survey included six statements, and participants were asked to rate each statement on a scale from 1 to 5, with 1 representing "Strongly Disagree" (SD) and 5 representing "Strongly Agree" (SA).

Based on the survey results, the statement "Are you interested in buying the current iPhone EX Inter (second hand)?" received a mean score of 3.85, indicating a moderate level of interest among respondents. This suggests that there is a considerable segment of potential buyers for the second-hand iPhone EX Inter. Regarding the preference for the iPhone EX Inter over the new iPhone, the mean score was 0.58. This relatively low score suggests that most respondents showed a preference for new iPhones rather than opting for second-hand devices.

When asked about their plans to buy an iPhone in the near future, the mean score was 0.55. This indicates a relatively low intention to purchase an iPhone among the surveyed respondents Considering the price of the iPhone EX Inter, the mean score was 0.63, suggesting that respondents do consider the price as

a significant factor in their decision-making process. This implies that the affordability of the second-hand iPhone EX Inter is a crucial consideration for potential buyers. The quality of iPhone products appeared to be a significant factor in generating interest, with a mean score of 0.75 for the statement "iPhone's quality products made me interested in choosing these products." This indicates that respondents recognize and value the quality associated with iPhone devices.

Furthermore, the iPhone brand image was also positively perceived, with a mean score of 0.74 for the statement "I feel the iPhone brand has a brand image that is considered good." This suggests that the iPhone brand has established a positive reputation and perception among respondents. The preliminary survey revealed a moderate level of interest in buying the current iPhone EX Inter (second hand). While respondents generally showed a preference for new iPhones and had a relatively low intention to purchase an iPhone in the near future, factors such as price, product quality, and brand image played significant roles in shaping their decision-making process. These insights can be valuable for further market analysis and understanding the potential demand for second-hand iPhones.

Based on the data that was collected through interviews on second hand iPhone sales in SumbarSmarphone and SaranaSmartphone Padang in 2021, the average Second hand Iphone sales are 100-300 units per month. In 2022, it will increase by 200 units or as much as. In one of the other smartphone stores, which is a store with a smaller scale than before, it also has an increase in demand for iphone purchases every year. Especially the second hand iPhone which always has

fans from year to year. In this store they can sell 40-100 pcs of Iphone per month. With this, it can be said that international Iphone Ex sales in several stores in Padang each year continue to increase.

In this study, the authors have successfully conducted a pilot study of a number of respondents who are interested in purchasing second hand iPHone and conducted a survey at two stores that sell second hand iPhones in the city of Padang. From the results of the pilot study that the authors have conducted, the authors can conclude that the interest in purchasing second hand iPhones in the city of Padang is quite high and the increase in second hand iPhone sales in the city of Padang has increased from year to year.

The iPhone smartphone was chosen as the research subject because, according to data on smartphone sales in Indonesia and around the globe, it is one of the most well-liked brands and its sales are continuing to rise despite the products' relatively high prices. Referring to a survey conducted by the Counterpoint company related to research on the "Global Monthly Handset Sales Tracker" to get the 10 best-selling types of smartphones globally.
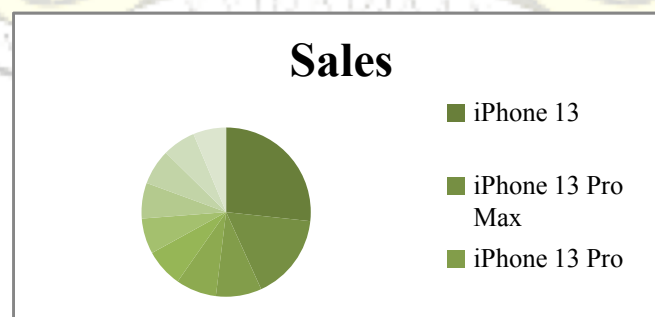
Figure 1. 1Global Monthly Handset Sales Tracker

Counterpoint's Global Monthly Handset Model Sales report is a comprehensive analysis that examines the global market trends and provides insights into the performance of different mobile phone brands. The report takes into account the sales figures and market share of various smartphone models. According to Counterpoint's Global Monthly Handset model sales (Self Through) T, It demonstrates that Apple, which is ranked top, is the best HP brand, with Samsung coming in second. The results were collect from the large number of total sales of mobile phone products until April 2022.

To ensure success, businesses should strive to have a thorough understanding of the customer's decision-making process, encompassing all stages from initial learning and evaluation to product utilization and even post-purchase experiences. It is at the buying decision stage that the consumer ultimately makes the purchase, making it a critical point for businesses to influence and provide compelling reasons for customers to choose their products or services over competitors. By recognizing the factors that drive the buying decision, such as brand image, product quality, price perception, and customer satisfaction, businesses can tailor their marketing strategies to effectively meet customer needs and preferences, ultimately increasing the likelihood of successful conversions and long-term customer loyalty.

By comprehending the customer's decision-making process, businesses gain valuable insights into the factors that influence purchasing decisions. This understanding enables them to tailor their marketing strategies, product offerings, and customer experiences to meet the specific needs and preferences of their target

audience.In this study, the authors pay attention to brand image, product quality, and price are some of the elements that affect purchase decision. The decision factors for purchasing iPhone smartphones are very much considered in this study in order to produce results that can help sellers and marketers in marketing iPhone smartphones.

Brands have characteristics that distinguish one product from another, even though they are similar. The demand for an increasingly quality product makes companies compete to improve product quality and maintain the brand image of the products they have. Image is the way people perceive (think about) a company or its products. Image is formed to strengthen the brand's position in the minds of consumers, because a strong brand is its ability to create consistent perceptions based on its relationship with customers. A product that can maintain its image to be better than its competitors will provide protection for the product.

At its appearance, the iPhone has an image that will make its users look luxurious and increase prestige. However, with the increasing number of competitors and the increasing number of people who own iPhones, the strength of the image of the iPhone brand has begun to weaken and is now not an expensive and luxury item anymore. And with the emergence of used iPhones from Ex Inter and Refurbish which are currently circulating in the Indonesian market, some people think that the iPhone is not a luxury item anymore. However, the iPhone has spawned a new product that costs up to tens of millions. So that the new iPhone is still considered a luxury item.

"Product quality is the ability of a product to meet or exceed customer expectations. A good quality product is one that is appropriate for the needs and wants of the customer, durable, easy to use, and has the features and benefits desired." (Kotler & Keller, 2021, p.215) because for consumers the priority is the quality of the product itself. While factors like pricing, marketing, and brand reputation can influence purchase decisions, it is the product's quality that determines long-term satisfaction and repeat business. Companies that prioritize product quality, maintain consistent standards, and continually improve their offerings are more likely to gain a competitive edge and succeed in meeting consumer expectations.

Talking about quality, the original iPhone has a good quality level, it is proven that not a few consumers from the backpacker group, Influencers, Social Media Admins, Vloggers, Youtubers and others who use iPhones to help carry out their activities, many users claim to be very satisfied with the quality of iPhone products. They benefit from many things such as smooth and fast iPhone performance, a more secure iPhone system that prevents malware and viruses from entering. Not only that, one of the advantages that characterizes other iPhones is that the camera results are better than Android, even though it doesn't rely on high resolution, but the photos and videos produced by the iPhone are perfect with sharp quality and fairly good low-light. The stability of the camera when recording video is also stable so that it looks like it was recorded with a professional camera. There are also those who judge from the battery life for this product and the

materials used, such as the iPhone smartphone body design which uses high-quality materials.

Several iPhone users complain about existing iPhone facilities such as not being able to send data with other smartphones via bluetooth, all downloaded content is paid for, and the absence of an external memory slot. Refurbished products made by the iPhone make many consumers afraid to buy an iPhone. This happens because refurbished products are products that have been damaged, so consumers doubt the quality of the refurbished iPhone products.

In the minds of consumers, price is an important consideration in buying a product because price is one of the determining factors in bringing up consumer buying decisions. The price of the iPhone product is relatively expensive compared to its competitors, but the iPhone works with a different operating system (iOS) so that the iPhone product has more sophistication than its competitors, especially the Android operating system.

According to an article from Makemac 2022 titled "Apart from Being Cheaper, Here Are 4 Reasons to Buy a second-hand iPhone," the reason why iPhone ex inter is cheaper is that it is a second-hand phone. There are several reasons why second-hand iPhones are priced lower. Firstly, after the launch of a new iPhone, the price of older models tends to drop significantly. Secondly, second-hand iPhones typically have a worse condition compared to new iPhones, with issues like suboptimal battery health or damage to certain parts. Additionally, second-hand iPhones no longer come with a warranty, which means that any repair

costs will have to be covered by the buyer. Moreover, when purchasing a second-hand iPhone, buyers usually do not receive new accessories such as chargers or earphones.Below is a comparison of the prices between new and second-hand iPhones at Sumbarsmartphone, a renowned smartphone store in Padang.

Figure 1.2
Harga iPhone New vs Second Hand

Source: Instagram account @sumbarsmartphone

Figure 1.2 illustrates a significant price difference between new and second-hand iPhones at Sumbarsmartphone, a renowned smartphone store in Padang. The price gap is approximately 2 million rupiahs, with second-hand iPhones being more affordable compared to new ones. Based on this observation, it is advisable to consider purchasing a second-hand iPhone if you are seeking a more budget-friendly option. However, it is crucial to exercise caution when buying a second-hand iPhone. It is important to thoroughly inspect the phone's

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condition, verify its authenticity, and check if it is locked or not. Additionally, it is worth noting that second-hand iPhones do not come with a warranty, meaning any repairs or damages will be the buyer's responsibility.

However, despite the lower price, there are important considerations to keep in mind when buying a second-hand iPhone. It is crucial to thoroughly check the physical condition and performance of the iPhone before making a purchase. Verifying the IMEI is also important to ensure that the device is not locked, and checking the authenticity of the iPhone is essential to avoid purchasing counterfeit products (idntimes.com, 2022). second-hand iPhones are cheaper due to factors such as price drops, poorer condition, the absence of warranties, and the lack of new accessories. Prospective buyers should exercise caution and perform necessary checks to ensure the quality and authenticity of the second-hand iPhone they intend to purchase.

In recent years, the market for second-hand electronic devices, particularly smartphones, has witnessed significant growth. With the ever-increasing pace of technological advancements and the desire for the latest models, consumers are constantly seeking ways to upgrade their smartphones. This trend has given rise to a thriving secondary market for used smartphones, with the iPhone being one of the most popular choices among buyers.

Understanding the factors that drive consumers' purchase decisions in the second-hand iPhone market is crucial for businesses, marketers, and researchers alike. While previous studies have extensively explored psychological

factors influencing consumers' decisions in the primary market, there is a growing need to investigate how these factors manifest in the context of purchasing second-hand iPhones.

Psychological factors play a pivotal role in shaping consumers' behavior and decision-making processes. They encompass a wide range of internal aspects, including perception, motivation, attitudes, personality traits, and cognitive processes. By delving into the psychological underpinnings of consumers' decision-making when it comes to second-hand iPhones, researchers can gain valuable insights into the complex interplay between human psychology and purchasing behavior in this specific context.

One important psychological factor to consider is perceived value. Consumers' perceptions of value are multifaceted, encompassing both economic and psychological aspects. Economic value refers to the tangible benefits consumers expect to gain from a product, such as cost savings, while psychological value relates to the emotional and experiential benefits associated with owning a particular brand or model. Understanding how consumers evaluate the perceived value of second-hand iPhones will shed light on their motivations and priorities when considering a purchase.

Additionally, trust and perceived risk are critical psychological factors in the second-hand iPhone market. As consumers engage in transactions with individual sellers or online platforms, they must navigate uncertainties related to product quality, authenticity, and seller credibility. Examining how trust is

established and how consumers perceive and manage risks will provide valuable insights into their decision-making processes in this unique context.

Furthermore, consumers' attitudes and social influences cannot be overlooked when studying the purchase decisions of second-hand iPhones. Individuals may hold positive or negative attitudes towards buying used products, influenced by various factors such as environmental concerns, financial constraints, or the desire for uniqueness. Moreover, social factors, including recommendations from friends, online reviews, and social media influence, can significantly impact consumers' decisions to purchase a second-hand iPhone.

To address the research gap and gain a comprehensive understanding of the influence of psychological factors on the purchase decision of second-hand iPhones, a systematic investigation is required. Utilizing both qualitative and quantitative research methods, researchers can collect data from diverse samples to identify and analyze the psychological factors that influence consumers' decision-making processes. By doing so, the findings can contribute to developing effective marketing strategies, informing consumer education initiatives, and aiding businesses in catering to the evolving needs and preferences of second-hand iPhone buyers.

Talking about smartphones cannot be separated from generation Z which is also a market for various smartphone products in Indonesia, because the total population of generation Z will reach one-third of the population in Indonesia detik.com,(2019) In age grouping, there are generational groupings based on age or

year of birth. Putra(2020), classifies generations into several groups. The first group is the silent gentes born during wartime where they are surrounded by rules and restraints for their every day actions. The second group is baby boomers, this generation was born in 1946-1964 years. This generation is the generation after the world war and the birth rate soared followed by the development of the world economy. The third group is gen X, this generation was born in 1965-1980 years. This generation lived in the midst of world industrial developments but this generation lived during times of world monetary crises in the span of the 80s to the mid-90s. Next is generation Y or Millennials, this generation was born in 1981-1996 years. This generation was born and grew up in the early days of the development of the digital world with the introduction of the internet.

According to Stillman (2017) suggests that Generation Z is the newest working generation, born between 1995 and 2012, also known as the Net Generation or the Internet Generation. According to the study, Generation Z differs from Generation Y or the Millennials. In Stillman's book, "How the Next Generation Is Transforming the Workplace" (2017), he explains the differences. One key distinction between Generation Y and Generation Z is that the latter is more technologically advanced, possesses a more open-minded mindset, and is less concerned with societal norms.

The emergence of the Internet and digital technologies has shaped the experiences and characteristics of Generation Z. Growing up in an era of widespread connectivity, they have become highly adept at using technology for communication, information gathering, and entertainment. This proficiency with

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technology sets them apart from previous generations, allowing them to navigate the digital landscape with ease and utilize online platforms and tools more effectively.

Piper Jaffaray conducts surveys to generation Z twice a year conducted once every six months. This aims to find out the current market conditions that teenagers are interested in which results in data where 83 percent of respondents use iPhone devices PiperJaffaray (2018).One of the consumer segments that use smartphones a lot is the z generation. Generation Z is seen as an intellectual group that must always be up to date to keep up with the rapid changes in information. Among generation Z, the right choice of smartphone is not only a fulfillment of basic needs for information media, but also a primary need and prestige in their respective communities.

Based on the previous research, the prevalence of iPhone usage among the Generation Z population in Padang supports the notion that this demographic is a target market for the product. This observation has piqued the interest of researchers, who are now motivated to delve deeper into this phenomenon. By studying the reasons behind Generation Z's preference for iPhones in Padang, researchers aim to gain a comprehensive understanding of the factors driving this consumer behavior.Judging from the data above, it is found that brand image, product quality, and price are the 3 highest factors that influence purchasing decisions for the selected iPhone according to the results of a pre-survey on Economic Education students. The results of the pre-survey which show that brand

image, product quality, and price perception are reinforced by previous theories and research that these three subjects influence purchasing decisions.

Identification of the problem in this study is the decline in Apple's stock price caused by declining iPhone products that affect sales of iPhone products, the image of the iPhone brand is starting to weaken because the iPhone is no longer an exclusive product, the emergence of refurbished iPhones and Second hand make people start to doubt the quality of the iPhone. In the market, the price of the iPhone is not proportional to the quality it has and has resulted in a decline in iPhone sales, the decline in iPhone purchasing decisions is caused by the emergence of refurbished and second Hand iPhones.

From the description of problem identification that has been stated above, in analyzing purchasing decisions can be achieved through perceived value, trust, brand associations, consumer attitudes, promotions, brand image, product quality, and price perceptions. The problem that will be studied in this research is limited to the influence of brand image, product quality and price perception on iPhone purchasing decisions. This limitation is carried out by considering the theories and the results of previous research reviews and has been explained in the background above.

Based on the above background, the researchers are interested in conducting research with the title **"The Effect of Brand Image, Product Quality, and Price on Purchase Decisions on iPhone Second (Research on Second Hand Iphone users in Padang City)"**

1.2   Formulation of the problem

Based on the limitations of the problem that has been stated above, the formulation of the problem in this study is:

1.   How does brand image influence on the purchase decision

2.   How does product quality influence the purchase decision

3.   How does price influence on the purchase decision

4.   How does physicological factor on the purchase decision

5.   How does brand image, product quality, price and physicological factor simultaneously have a significant effect on purchase decisions?

1.3   Research purposes

The objectives of this research are as follows:

1. To determine the effect of brand image on purchase decisions.

2. To determine the effect of product quality on purchase decisions.

3. To determine the effect of price on purchase decisions.

4. To determine the effect of physicological factor on purchase decision

5. To determine the effect of brand image, product quality, price and physicological factor together on purchase decisions.

1.4 Benefits of research

The benefits expected from this research are:

1. For the development of science

   Through this research, it is expected to increase understanding and knowledge of Marketing Management, especially in shaping and building purchasing decisions through product image, product quality, and price perception. In addition, the results of this study can be used as reference material for further research in building purchasing decisions.

2. For Sellers (Third Parties)

   The results of this study can be applied by business actors in the Apple iPhone sales business, especially in shaping and building purchasing decisions through strategies for brand image formation, product quality improvement, and price perception.

3. For Researchers

   The results of this study are expected to increase knowledge and understanding of the influence of brand image, price perception and product quality on consumer decisions in purchasing iPhone smartphones.

4. For Consumers

   This research is expected to contribute to enriching information and studies related to brand image, price perception and product quality before consumers decide to buy iPhone smartphone

1.5   The scope of research

1. Theoretical Scope

    In conducting this research the focus is to determine the factors that influence purchasing decisions. The variables are brand image, product quality, and price.

2. Conceptual Scope

    The Conceptual Scope of this research will focus on the Z generation in Padang.

1.6   Research Systematics

In order to make it easier and moderate the forwarding of content, this research is divided into five chapters as follows:

CHAPTER 1 INTRODUCTION

This chapter contains an explanation of the background of the problem, problem formulation, research objectives, research benefits, scope of discussion and systematic writing.

CHAPTER 2: LITERATUR REVIEW

This chapter will explain the theoretical foundationsthat are relevant to the research discussed. In addition, this chapter will also discuss previous research, developing hypotheses, and the conceptual framework of the research.

CHAPTER 3: RESEARCH METHODS

This chapter contains the research design, population and research samples, types and methods of data collection, identification of variables and their measurements, and techniques to be used.

CHAPTER 4 RESULTS AND DISCUSSION

This chapter contains the results of the process of distributing research questionnaires, general descriptive respondents, and data analysis used to prove the hypothesis.

CHAPTER 5: CLOSING

The last chapter contains conclusions from the research results, research implications, research limitations and suggestions.

CHAPTERII

LITERATURE REVIEWS

2.1 Consumer Behavior

Consumer behavior refers to the actions and activities that consumers undertake when searching for, selecting, purchasing, using, and evaluating products or servicesTerraLogiq (2022) It is an important area of study for businesses as it helps them understand why consumers make certain purchasing decisions and how they can design marketing programs that are relevant to their target audience. Consumer behavior is based on curiosity and the desire of consumers to find the product they want. According to Kotler and Amstrong (2018:158) suggests that consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption

According to Malau (2017:217) consumer behavior is an attitude about individual groups or institutions and the stages they go through to determine securing and consuming product experiences or ideas for satisfaction. According to the American Marketing Association AMA In Peter and Olson (2014:P6) consumer behavior as a dynamic interaction between influence and awareness of behavior and the environment in which humans exchange aspects of life.

The definition of consumer behavior according to Solomon et al. (2019) refers to the study of consumer behavior in choosing, buying, using, and disposing

of products, services, ideas, or experiences to meet their needs and wants. Research in the field of consumer behavior involves observing, measuring, and analyzing the factors that influence consumer behavior, including internal factors such as motivation, perception, attitudes, and values, as well as external factors such as cultural, social, and environmental.

In understanding consumer behavior, it is important to understand the consumer decision-making process, which includes stages such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Overall, the study of consumer behavior helps businesses and marketers to understand consumer preferences and behaviors so that they can develop products, services, or experiences that are more suitable and satisfying for their target market.

According to Khan et al. (2022), consumer behavior is the study of the relationship between individual customers, groups, or organizations when they select, buy, use, and dispose of ideas, goods, and services to meet their needs and requirements. Each product's consumer behavior is divided into four categories: psychological, social, personal and economic. Consumer behavior characteristics can impact the influence and effect of artificially intelligent products on the buyer. Consumer behavior by Zhao et al. (2021) is a collection of behaviors or trends before customers purchase. It starts when customers know they want or want to but a product ends with a purchase transaction.

"Consumer behavior is the actions and decisions taken by individuals in buying, using, and disposing of products, services, and ideas. Consumer behavior is strongly influenced by psychological, social, cultural, and situational factors, as well as previous purchasing experiences" By understanding consumer behavior, marketers can develop products that meet the needs and desires of consumers, determine the right price, develop effective promotional messages, and choose appropriate distribution channels. Therefore, an understanding of consumer behavior is essential for marketers to achieve their business goals. (Kotler & Amstrong, p. 2018:156) There are several factors that influence consumer behavior. These factors can be divided into four main categories, namely psychological, social, cultural, and situational factors.

1. Psychological Factors

Psychological factors influence consumer behavior through internal processes that occur in the minds of consumers. Psychological factors include motivation, perception, learning, attitude, and personality.

2. Social Factors

Social factors influence consumer behavior through interactions with other people in the consumer's social environment. Social factors include family, reference groups, social status, and social roles.

3. Cultural Factors

Cultural factors influence consumer behavior through values, beliefs, norms, and customs in consumer culture. Cultural factors include religion, ethnic groups, values and beliefs, and subcultures.

4. Situational Factors

Situational factors influence consumer behavior through conditions or situations in the environment around consumers. Situational factors include time, mood, and environmental conditions.

The American Marketing Association (AMA) offers the following formal definition: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2017)

There are two important elements of the meaning of consumer behavior, namely the decision-making process and physical activity, all of which involve individuals in assessing, obtaining and using goods and services economically. Individuals who make purchases to meet their personal needs or household consumption can be called final consumers. But that does not mean that other people are not involved in the buying process, after all, many people will be involved in making the decision to buy (Goenadhi, 2011).

Based on some of these explanations, it can be concluded that consumer behavior is the stages and actions of a person related to searching,

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determining, purchasing, using, and evaluating goods or services in order to satisfy consumer needs and desires in making product purchasing decisions.

2.2 Z Generation

Generation Z, also known as iGen or Post-Millennial, is a group of generations born between 1995 and 2010. They are the group that grew up in the era of rapidly developing technology and digital..

According to Florescu and Popescu (2018), Generation Z tends to have a positive attitude towards technology and digital innovation, and are more open to cultural experiences and diversity. They also care deeply about social issues, such as the environment and human rights. One of the defining characteristics of Generation Z is their extensive use of social media. According to Pew Research Center (2018), 95% of Generation Z say they use their smartphones regularly, while 45% spend more than 10 hours a day using social media.

According to Li et al. (2019), Generation Z is a very hopeful, ambitious, and creative group. They are more likely to consider social and environmental factors in making purchasing decisions, and are more attracted to brands that have strong social and ethical values. Hirschfelder-Aschner (2020) says that Generation Z is a highly talented and innovative group. They tend to be successful young entrepreneurs, and have the ability to adapt quickly to changes in technology and the business environment.

Generation Z is a group that is different from previous generations in terms of behavioral patterns, preferences, and use of technology. They are more open to

cultural experiences and diversity, and care deeply about social issues. They are also more attracted to brands that have strong social and ethical values, and have the potential to become successful and innovative young entrepreneurs.

According to Lee, et al. (2019), Generation Z is a generational group born between 1995 and 2015. They grew up in a complex and changing environment, so they tend to be more adaptive and flexible in the face of change. Generation Z is also known as "digital natives" because they grew up with digital technology and the internet. They are accustomed to using social media and technology to communicate and seek information, so they are considered to be smarter and more critical consumers in choosing products or services. In addition, Generation Z is also considered as a group that is more tolerant and inclusive of diverse identities and cultures, and is very concerned about social and environmental issues.

Generation Z's unique characteristics include:

1. Mobile and Multitasking: Generation Z grew up in a technology-heavy environment, so they tend to be familiar with multitasking and the use of mobile devices.

2. Visual-oriented: Generation Z prefers visual media such as images, videos, and animations over text.

3. Critical and innovative thinking: Generation Z often asks deeper and more critical questions to problems, and tends to think more innovatively in finding solutions.

Lee et al. (2019) conducted a scoping review titled "Understanding Generation Z" in the Journal of Business Research, which shed light on the distinctive attributes, values, and preferences of Generation Z in comparison to the preceding Generation Y or Millennials. The study highlighted that Generation Z has grown up in a highly intricate and dynamic environment, making them more adaptable and flexible in navigating these changes. In a related study, Kim and Park (2017) explored the characteristics of Generation Z in their paper titled "Generational Cohort Theory-Based Consumer Research: A Review and Future Directions," published in the Journal of Consumer Behavior. This research delved into the unique aspects of Generation Z, providing insights into their consumer behavior patterns based on generational cohort theory.

These additional scholarly contributions further support the notion that Generation Z possesses distinct qualities and attributes, which have a significant impact on their preferences and consumer behavior. Understanding these characteristics is crucial for businesses and marketers when targeting and catering to this specific demographic.According to the journal, some of the main characteristics of Generation Z are:

1. Digital Native: Generation Z was born in the era of digital technology and the internet, so they are very familiar with technology and use it actively in their daily lives. They are more open to new technologies and tend to adapt more easily to technological changes.

2. Multitasking: Generation Z tends to multitask, such as using a smartphone while watching television or working on multiple projects at once. They prefer to break up their time and do several things at once rather than focusing on one task at a time.

3. Creativity and innovation: Generation Z is considered to be a very creative and innovative generation. They are more open to new ideas and tend to think "out of the box" in solving problems or creating new products.

4. Tolerance and inclusiveness: Generation Z is more open and tolerant of differences and diversity in society. They tend to pay more attention to social and environmental issues and participate in social movements that champion human values and sustainability.

5. Visual content: Generation Z prefers visual content such as images and videos over long texts or writing. They tend to be more interested in visually appealing content and prefer social media platforms that prioritize images and videos such as Instagram and Snapchat.

In age grouping, there are generational groupings based on age or year of birth. (Putra, 2020), classifies generations into several groups. The first group is the silent gentes born during wartime where they are surrounded by rules and constraints on their every day actions. The second group is baby boomers, this generation was born in 1946-1964 years. This generation is the generation after the world war and the birth rate soared followed by the development of the world economy. The third group is gen X, this generation was born in 1965-1980 years.

This generation lived in the midst of world industrial developments but this generation lived during times of world monetary crises in the span of the 80s to the mid-90s. Next is generation Y or Millennials, this generation was born in 1981-1996 years. This generation was born and grew up in the early days of the development of the digital world with the introduction of the internet. Next is generation Z, this generation was born in 1997-2012 with an age range of 9-24 years. In other words, Generation Z knows or is introduced to the internet earlier. In fact, they live and grow with dependence on technology. Generation Z or the post-millennial generation is the age group born between 1997-2012.

2.3 Brand Image

According to Kotler and Keller (2021) "Brand image is the set of beliefs, ideas, and impressions that a person holds regarding a particular brand. It is the sum total of all the impressions that a brand creates in the minds of consumers. A strong brand image helps a company to differentiate itself from its competitors and build customer loyalty". In Kotler and Keller's view, brand image can be improved through the right branding strategy, such as building brand equity or brand value, and managing the brand consistently and continuously. According to Priansa (2017: 266) that brand image arises from experience and communication efforts until assessment or development takes place in one or both of these things. Brand image What arises from experience provides an overview of the involvement between consumers and brands.

According to Kotler and Keller (2021: p. 231-232) argue that brand image is a belief in a brand which is referred to as a brand image, which includes the following:

1. Brand attributes: physical and abstract features and characteristics associated with the brand, such as quality, price, design, and so on.

2. Brand benefits: benefits or values received by consumers when using the brand's products or services, such as convenience, prestige, and so on.

3. Brand personality: the personality assigned to the brand, such as a human or fictional character, such as honest, brave, and so on.

4. Brand associations: mental connections and relationships made by consumers between the brand and certain symbols, feelings, values, and experiences.

Brand Image consists of components, namely brand association or brand association and favorability, strength & uniqueness of brand association or positive attitude. A positive attitude (favorability) and the uniqueness of brand associations consist of 3 things in the minds of consumers, namely the desire, then the belief that a certain brand can fulfill their desires and the most important thing is the consumer's belief that the brand has a significant difference compared to other brands.

One expert who discusses the aspects that make brand image vary is Aaker (2018) in his book "Building Strong Brands". Here are some aspects that can affect brand image variations according to Aaker:

1. Customer perception: Customer perceptions of the brand greatly affect the brand image. Each customer has different experiences, preferences, and needs, so their perceptions of the brand will also be different. Therefore, the brand image will vary greatly depending on customer perceptions.

2. Product category: Product category also affects the brand image. The brand image for a luxury product may be very different from the brand image for a financially affordable product. Also, the brand image for products related to health and fitness may differ from the brand image for products related to entertainment or lifestyle.

3. Brand communication: The way a brand communicates with customers also affects the brand image. Clear, consistent and relevant communication can help build a positive brand image, whereas ambiguous or inconsistent communication can make the brand image variable.

4. Rivals and brand positioning: Competition can also affect brand image. If the brand is in a unique position in the product category, then the brand image may become variable. Conversely, if the brand is in a position that is less distinct from rivals, then the brand image may be less unique.

5. Brand value: Brand value can also affect brand image. If the brand has strong and consistent values, then the brand image will also be strong and consistent. Conversely, if the brand values are inconsistent or lack clarity, then the brand image may be variable.

2.3.1 Indicator of Brand Image

According to Yi-Hsin Lin a, Feng-Jyh Lin b, Kuo-Hsiung Wang C (2020) there are several indicators that influence brand image, including:

1. Functional

a. The products have a high quality

b. The products have better characteristics than competitor

2. Affective

a. The brand is nice

b. The brand has personality that distinguishes it from competitors

c. It is a brand that does not disappoint its customer

3. Reputation

a. It is one of the best brands in the sector

b. The brand is very consolidated in market

2.4 Product Quality

According to Kotler and Keller (2021) product quality is the product's ability to meet consumer expectations and needs. Quality products are products that meet consumer expectations in terms of performance, features, reliability, parts availability, durability, aesthetics, value, and others. In addition, product

quality also includes the product's ability to maintain its performance over its lifetime of use and avoid damage or failure.

Product quality can be measured by several metrics such as defect rate, customer satisfaction level, and return rate. To achieve good product quality, companies must have good quality control at every stage of production and ensure the products produced meet the set quality standards. maintaining good product quality requires a proactive approach that combines robust quality control measures, continuous monitoring of metrics like defect rate and customer satisfaction, and a commitment to meeting or exceeding set quality standards. By prioritizing product quality, companies can enhance customer satisfaction, build brand loyalty, and gain a competitive advantage in the market.

According to Kotler and Keller (2021) states that, "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, convenience, product operation and repair as well as other product attributes. There are eight dimensions of product quality, namely:

1. Performance: The ability of the product to perform its primary task or function well.

2. Features: Additional features on the product that provide added value to consumers.

3. Reliability: The ability of a product to perform consistently without failure or damage.

4. Conformance: The conformity of the product to predetermined standards and specifications.

5. Durability: The ability of the product to last and function properly over the expected period of use.

6. Serviceability: Ease of repair and maintenance of the product and availability of spare parts.

7. Aesthetics: Visual or aesthetic aspects of the product that appeal to consumers.

8. Perceived quality: The image or perception of product quality perceived by consumers based on the brand or reputation of the company.

2.4.1 Indicator of Product Quality

According to the research journal Susanti (2017), there are five dimensions and product quality indicators, namely:

1. Performance:

a. Product function

b. Convenience in using the product

c. Product benefits

2. Durability:

a. Shatterproof

b. Not easily broken

c. Durable

3. Product features:

a. Has a variety of colors

b. Has a unique shape

c. Equipped with the addition of other features

4. Conformance to specifications:

a. Has complete specifications and types

b. Has several recognized standards

c. Has a design shape that can be used in home needsladder

5. Reliability:

a. Have warranty

b. Has a function according to the type of product

c. Provides comfort for the wearer

2.5 Price

Price has a significant influence in determining a product because the price is an attribute among several other attributes in consumer decision-making. The value of a product is its ability to be exchanged for other goods, according to Alma (2016). This value can be observed in barter transactions, such as the exchange of products for goods. Price then expresses the value of a product as a sum of money.

Price plays a crucial role in the buying and selling process as it serves as a medium of exchange in trade. It represents the value of goods or services being offered by a company in return for monetary compensation. Being a part of the marketing mix, price is a dynamic element that can be adjusted and modified to meet market demands and conditions. Haryanto (2013) defines price as the

monetary value set by a company for its products or services. It reflects the perceived worth of the offerings and serves as a mechanism to satisfy consumer desires and needs. Price is not only a reflection of the cost incurred in producing and delivering a product, but it also takes into account factors such as market competition, consumer demand, and perceived value. The flexibility of price allows companies to respond to changes in market conditions, such as shifts in supply and demand, fluctuations in production costs, or changes in consumer preferences. Companies can adjust their prices to remain competitive, attract customers, and maximize profitability.

2.5.1 Pricing Method

Pricing methods are grouped into four main categories: demand-based, cost-based, profit-based and pricing methods competition based. According to Kotlerand Keller (2021: 424-432) explains the pricing method as follows:

1. Cost-based pricing: this method sets prices by taking into account production, distribution, and marketing costs, then adding a certain markup to get the selling price.

2. Value-based pricing: this method sets prices based on the value that consumers receive from the products or services offered. The price is set based on how much consumers are willing to pay to obtain the product or service.

3. Competition-based pricing: This method sets prices based on competitors' prices or takes a certain percentage of competitors' prices.

4. Dynamic pricing: this method sets prices based on the changing supply and demand in the market.

5. Geographical pricing: this method sets different prices for different geographical areas.

2.5.2 Purpose of Pricing

   Certainly, when establishing a business, a company must choose the target price that applies to the company. This is because of the setting Prices affect the company's desire for business activities to run well. According to Tjiptono (2014) there are five objectives of pricing, namely:

a. Profit Oriented Goals

   According to classical economic theory states that every company always choose the price that can generate the most profit or profit tall.

b. Volume Oriented Goals

   In addition to aiming at profit-oriented, several companiessets its price based on volume-oriented objectives or what is usually known as volume pricing objectives.

c. Image Oriented Goals

   Corporate image can be formed by pricing strategy.Companies can charge a high price to build or maintain the best image.

d. Price Stabilization Purpose

In a market where consumers are highly price sensitive, whencompany lowers its price, then its competitors must also lowered the price. This condition underlies the formation of goals stabilization of prices in certain industries whose products are highly standardized.

e. Other Purposes

Prices can also be set to prevent competitors from entering, maintain customer loyalty, encourage resale, oravoid different interference. From this, we can conclude that the pricing is very important for the company's competitive strategy. Therefore, based on Pricing objectives above, the company must set a target right for the company, because it can affect the slow and fast goals achieved by the company.

2.5.3 Indicator of Price

According to Satyanegara et.al (2016), there are four price indicators dimensions namely:

1. Affordability: This indicator refers to the consumer's ability to pay the price demanded by the producer or seller. If the asking price is too high, then consumers may not be able to afford the product, while if the price is too low, then the product may be perceived as lacking quality. Therefore, prices that are affordable or in accordance with consumer purchasing power can be an indicator of success in marketing.

2. Conformity of price with quality: This indicator shows the extent to which the price of the product is proportional to its quality. If the asking price is too high

compared to the quality of the product, then consumers may not be willing to pay the price, while if the price is too low compared to the quality of the product, then consumers may doubt its quality. Therefore, a price that matches the quality of the product can be an indicator of success in marketing.

3. Price Competitiveness: This indicator refers to the company's ability to compete with prices set by competitors. If the price offered by the company is higher than competitors, then the company may lose market share, while if the price is lower, then the company may incur losses. Therefore, competitive pricing can be an indicator of success in marketing.

4. Conformity of price with benefits: This indicator shows the extent to which the price of the product is proportional to the benefits received by consumers. If the asking price is too high compared to the benefits received, then consumers may not be willing to pay the price, while if the price is too low compared to the benefits received, then the company may incur losses. Therefore, the price in accordance with the benefits received can be an indicator of success in marketing.

2.6 Physicological Factor

Psychological factors are social, cultural, environmental, and personal influences that affect an individual's mental health and behavior. These factors can impact an individual's personality, decision-making, and perception of the world around them. Psychological factors play an important role in consumer purchasing behavior, particularly in the real estate market. According to Bartkowiak et al. (2018), a study on Psychological Factors Affecting Purchasing Decisions on the

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Real Estate Market, psychological factors such as perception, motivation, learning, beliefs, and attitudes are the most influential factors on consumer purchase behavior. The study aims to identify factors that influence the decision making process in the real estate market, with particular emphasis on psychological factors. The study suggests that understanding these factors is important for businesses to design effective marketing strategies that appeal to consumers' psychological needs and desires. Another study from Grum et al. (2015), proposes a model of real estate and psychological factors in decision-making to buy real estate.

Psychological factors are one of the major factors that influence consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision. Some of the important psychological factors are motivation, perception, learning, attitudes, and beliefs (Rangaiah, analiticsteps, 2021). The level of motivation influences the buying behavior of consumers. Perception is the process through which the individual selects, organizes, and interprets information to draw a meaningful conclusion. Learning is the process of acquiring knowledge or skills through experience, study, or being taught. Attitudes and beliefs are formed through a combination of personal experiences, social interactions, and cultural influences. Understanding these psychological factors is important for businesses to design their marketing campaigns and connect with their target audience emotionally

Brand familiarity refers to the level of knowledge and experience that consumers have with a particular brand. Consumers who are more familiar with a brand tend to have a deeper understanding of the products or services offered by

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that brand. The research findings showed that brand familiarity has a significant positive influence on purchase intention. In a multiple brand context, consumers' familiarity with a brand can influence their choices in making a purchase. Additionally, the study also examined the impact of consumer trust on purchase intention. Trust refers to the positive belief or confidence that consumers have in the quality, reliability, and integrity of a brand. The results indicated that consumer trust has a significant positive influence on purchase intention. Consumers with a high level of trust in a brand are more inclined to make a purchase from that brand.

This research provides a better understanding of the psychological factors that influence consumer purchase intention in a multiple brand context. By enhancing brand familiarity and building consumer trust, companies can increase the likelihood of generating higher purchase intentions from consumers

According to Wang, Zhang, and Ouyang (2020) titled "Why Do Consumers Buy Second-Hand? The Role of Environmental Concerns, Financial Constraints, and Negative Emotions" examines the psychological factors that influence consumers' decision to purchase second-hand items. This research provides valuable insights into the underlying motivations and influences behind consumer behavior in the context of second-hand purchases.

One significant psychological factor identified in the study is environmental concerns. Consumers who prioritize sustainability and environmental responsibility may choose to buy second-hand items as a way to reduce waste and contribute to a more sustainable consumption pattern.

Environmental concerns can arise from a desire to minimize resource consumption, lower carbon footprint, and support the circular economy.

Financial constraints also emerge as a psychological factor impacting the purchase of second-hand items. Consumers who face budget limitations or seek cost savings may opt for second-hand products, as they often come at a lower price compared to new items. Financial constraints can drive consumers to explore alternative purchasing options, and second-hand markets provide an avenue for acquiring desired goods at a more affordable cost.

There is a research study that can be used as a reference for indicators of consumers' psychological factors influencing the purchase of second-hand items. For example, the study by Wang, Zhang, and Ouyang (2020) titled "Why Do Consumers Buy Second-Hand? The Role of Environmental Concerns, Financial Constraints, and Negative Emotions" identifies several psychological factors that influence the purchase of second-hand items.

Indicators of Physicological Factor

1. Environmental Awareness:

a. To what extent do you care about environmental issues related to your consumption?

b. How much does environmental factors influence your decision to purchase second-hand items?

c. To what extent do you consider environmental aspects when choosing to buy second-hand items instead of new ones?

2. Financial Constraints:

a. To what extent do financial limitations influence your decision to purchase second-hand items?

b. How much do you see buying second-hand items as a more affordable alternative compared to buying new ones?

c. To what extent do financial factors affect your preference in choosing second-hand iPhone products?

3. Negative Emotions:

a. To what extent do you feel guilty about excessive consumption of new iPhone products?

b. How much do you feel the need to reduce consumption of new products and choose to buy second-hand iPhones?

c. To what extent does social stigma associated with purchasing used products affect your decision to buy second-hand iPhones?

These indicators provide insights into the psychological factors that influence consumers' purchase of second-hand items. By understanding these factors, businesses and policymakers can better cater to consumer needs and promote sustainable consumption practices.

2.7   Purchase Decision

Purchase decision, also known as consumer decision-making, is a complex process that involves multiple factors such as personal, social, and cultural influences. In recent years, there has been significant research on this

topic, focusing on various aspects of consumer decision-making such as the role of emotions, cognitive biases, and the impact of online reviews.

Hossain et al. (2018) highlight that purchase decisions encompass the process of selecting and acquiring products or services. They emphasize that these decisions are influenced by a variety of factors, including psychological, social, and environmental aspects. The psychological factors refer to the individual's internal thoughts, motivations, and perceptions that shape their decision-making process. Social factors involve the influence of family, friends, and reference groups on the decision, while environmental factors pertain to external influences such as cultural norms, economic conditions, and marketing stimuli.

Wijaya et al. (2019) emphasize that purchase decisions are choices made by consumers when selecting products or services that align with their needs and preferences. The decision-making process involves a consideration of various factors such as product features, brand reputation, price, quality, and personal preferences. Consumers assess the available options and make a decision based on their perceived value, satisfaction, and alignment with their desired outcomes.

Soares et al. (2018) argue that the purchase decision is a complex process influenced by both cognitive and affective processes. It involves the evaluation of information, experiences, and consumer preferences. The cognitive processes involve rational thinking, information processing, and weighing the pros and cons of different options. On the other hand, the affective processes involve emotions, feelings, and subjective evaluations that can influence the final decision.

Park and Lee (2019) suggest that the purchase decision is a dynamic process influenced by various factors. These factors include personal factors (such as individual needs, attitudes, and values), situational factors (such as time, location, and available alternatives), and social factors (such as family, peers, and culture). The interaction of these factors shapes the decision-making process and ultimately affects the choice of products or services.

Lim and Kim (2020) contribute to the understanding of purchase decisions by highlighting that consumers make decisions based on selecting products or services that can meet their needs. This aligns with the basic principle of consumer behavior where individuals seek to fulfill their needs and desires through their purchasing choices. The decision-making process is influenced by a combination of psychological, social, and situational factors.

Psychological factors play a crucial role in purchase decisions. These factors include individual motivations, perceptions, attitudes, and preferences. Consumers' psychological state and internal processes shape their evaluation of different options and their ultimate decision to purchase a particular product or service. Social factors also exert influence on purchase decisions. Social influences can arise from interactions with family, friends, reference groups, or societal norms. Consumers may be influenced by the opinions, recommendations, or experiences of others, leading them to choose products or services that align with social expectations or group affiliations. Situational factors refer to the

specific circumstances and context in which purchase decisions are made. These factors can include time constraints, budget limitations, or the availability of alternatives. The situational context can impact the decision-making process, leading consumers to adapt their choices based on the immediate situation they find themselves in.

Chen et al. (2018) contribute to the understanding of purchase decisions by emphasizing the evaluation process conducted by consumers. Consumers actively assess and compare different products or services based on a range of internal and external factors. Internal factors, such as personal preferences, past experiences, and perceived value, influence the evaluation process. External factors, such as marketing messages, brand reputation, and product attributes, also impact the evaluation. Similarly, Yang and Kim (2019) highlight the importance of psychological, social, and situational factors in purchase decisions. By considering these factors, consumers can identify products or services that align with their needs and make informed decisions.

This study shows that online reviews have a significant influence on consumer purchase intentions. Positive online reviews can increase purchase intentions, while negative online reviews can decrease purchase intentions. In addition, this study also shows that the need for cognition can moderate the effect of online reviews on purchase intentions.

The need for cognition is the tendency of individuals to seek and evaluate information in depth and think critically. In this study, the authors show

that individuals who have a high need for cognition are more likely to be influenced by online reviews than individuals who have a low need for cognition.

Indicator of Purchase Decision

Prasad (2017) identified several indicators that influence consumer purchasing decisions, namely:

1. Care about which one i will buy

2. Make a right choice of the product

3. Care about the consequence of my choices when choosing product

In conclusion, purchase decision-making is a complex process influenced by various personal, social, and cultural factors. Understanding these factors can help businesses develop effective marketing strategies and improve customer engagement. Additionally, further research is needed to better understand the impact of emerging technologies and digital platforms on consumer decision-making.

2.8 PreviousResearch

Previous research is used as a reference to find some things that are used as the basis and comparisons related to the systematic theory of the research carried out. In this study, researchers always refer to several sources as reference material. Based on the previous discussion about the influence of brand image, product quality, price perception on purchasing decisions

Table 2. 1

Summary of Previous Research

No.	Researcher	Title	Research Results	Similarities of the Research	Differences of the Research
	Barış et al. (2017)	Effect of Price and Brand on Purchase Decision An Application on Turkish Smart Phone Consumers	Price has been found to have a significant effect on consumers' smart phone purchase decision	This study has similarities variable namely price and purchase decision	This study utilizes SPSS for data processing, The study examines the influence of price and brand on purchase decisions among Turkish smartphone consumers
	Valaei et al. (2017)	Does Brand Personality and Perceived Product Quality Play a Major Role in Mobile Phone Consumers' Switching Behaviour?	Perceived product quality directly and indirectly influences consumer switching behavior through customer satisfaction.	the equation aims to understand the influence of brand personality, perceived product quality	This research uses SPSS and analyzes the role of mediating variables.
	Bartkowiak et al. (2018)	Psychological Factors Affecting Purchasing Decisions on the Real Estate Market	This paper has identified and systematised the psychological factors that have a major influence on consumers' purchasing decisions on the real estate market, based on a literature review.	The study has similarities focus on physicological factor on purchasing decision	This research general real estate market
1	Agmeka et.al (2019)	The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce	The result of this study the brand image significantly influences purchase intention.	This study has similarities variable namely brand image and purchase decision	The different between researcher this research use SPSS for data processing, while the author research use SEM PLS

No.	Researcher	title	Research Results	Similarities of the Research	Differences of the Research
2	Wen et.al (2020)	The Interaction Effects of Online Reviews, Brand, and Price on Consumer Hotel Booking Decision Making	brand familiarity significantly influenced booking intention, while the effect of price was insignificant, confirming that online review is a higher-scope cue than either brand famil- iarity or price, and brand is a higher-scope cue than price.	This study has similarly a variable namely price	This research has mediation variable.Using One-Way ANOVA analysis,
3	Satyanegara et.al (2016)	Product Attributes and Price on Purchase Decision of Xiaomi Smartphone	Indicate that price of Xiaomi smartphones can be received by the respondents very well in keeping with the wishes of consumers.	This study examines Price on purchase decision of smartphone .	This study effect of product attribute and price on purchase decision Using SPSS software with 100 respondent.
4	Adhi et al. (2022)	The Influence Of Brand Image And Product Price Towards Purchase Decision At E-Commerce Tokopedia	The results showed that a brand image and product price have a substantial influence on purchasing decisions on Tokopedia	The same examines the variable brand image and price on purchase decisions. Doing quantitative methods. And the data will be collected using a questionnaire in the form of an online questionnaire using the Google Form.	The research object is E-commerce and does not have a searchable product quality. Using SPSS

No.	Researcher	title	Research Results	Similarities of the Research	Differences of the Research
5	Rachma et al. (2020)	The Influence Of Price, Product Quality And Brand Image On Purchase Decisions (Study At Nahdlatul Ulama University Students Of Surabaya Using Ink Brand Helmet)	price and product quality have a positive effect on pre-purchase decisions, while brand image has no positive effect on the purchase decision	Having the same variables, namely price, product quality and brand image in purchasing decisions. Using the same method, namely quantitative	Having differences in research objects and places of research conducted in Surabaya using. Using smartPLS 3.0
6	Olbrich et al. (2016)	Effects of pricing strategies and product quality on private label and national brand performance	The market share performance of national brands does not depend as heavily on the price as it does on promotion share and product quality. For manufacturers of non-food products, a higher price may even lead to higher market shares.	The research equation has the same variables, namely price and product quality	The difference is the variable promotion share and market share on private label and national brand performance.
7	Noor et al. (2015)	Analysis of the effect of brand image, product quality and after-sales service on repurchase decision of samsung smartphones	Samsung consumers or smartphone users are in the middle class social level that is active in the use of mobile phones in everyday life. Product quality and after-sales service influence repurchase decisions, while brand image has no effect on Samsung smartphone repurchase decisions.	The research equation uses the same variables as brand image and product quality in purchasing decisions. Same using quantitative methods. And using a Likert scale	The difference in this study is the after-sales service variable. processed using SmartPLS 2.0 Software

No.	Researcher	title	Research Results	Similarities of the Research	Differences of the Research
8	Chong (2022)	Effect Of Advertising, Buyer Reviews And Product Quality On Purchase Decisions	The result of this research: 1. Advertising affects purchase decisions. 2. Buyer reviews affect purchase decisions. 3. Product Quality Affect Purchase Decision.	This study has similarities variables : product quality and purchase decision	The method of writing scientific articles is the qualitative method and literature review
9	Yi-Hsin Lin a et al. (2020)	The Effect Of Social Mission On Service Quality And Brand Image	the results of this study indicate that the communication of a social enterprise's social mission to its customers can directly enhance positive assessments of perceptions of service quality and brand image.	This study has similaritics, namely examining brand image.	This study uses different variables namely: social mission and service quality
10	Pandey et al. (2021)	Analysis Of The Effect Of Product Quality And Price On Purchase Decision (Case Study Of Adidas India, Indonesia, And Malaysia)	Adidas product quality and price on the customers' purchasing decision is 50.1%. In other words, Adidas product quality and price are the most considered factors by the customers in purchasing the product.	This study has similaritic variables: product quality, price and purchase decision. And both use Quantitative methods	The difference from this study with the author's research is that this study only uses the variable Product quality, and price, while the author's has variable Brand Image
11	Adenan et al. (2018)	Country Of Origin, Brand Image And High Involvement Product Towards Customer Purchase Intention: Empirical Evidence Of East Malaysian Consumer	The results of this research show that East Malaysian consumers put slightly more importance on COO than to brand image	This study has similarities examining the brand image variable as an independent variable.	This study has different data processing with SPSS

No.	Researcher	title	Research Results	Similarities of the Research	Differences of the Research
12	Harisandi et al. (2022)	The Effects Of Price, Brand Image, And Product Quality On Customer Loyalty And Repurchase (A Case Study On Customers Of Walls Products)	Price, brand image, and product quality all have a significant impact on customer loyalty, and customer loyalty also has a significant impact on consumer repurchase intentions.	This study employs a quantitative research approach. This study also has similarities Independent variables: price, brand image and product quality.	The different this study data processing using sps software

2.9 Hypotheses

A hypothesis makes of two words: hypo, which means "weak" or "insufficient," and thesis, which means "opinion" or "truth." The hypothesis can be summarized as follows: a weak assertion must verify for veracity. When the hypothesis tests through the scientific method, it becomes a thesis, view, or theory (Suliyanto, 2018:99).

The research hypothesis is as follows, based on the theoretical foundation provided above:

2.9.1 The Influence of Brand Image on Customer Purchase Decisions

The result of previous research conducted by Sulihandini et.al (2022) suggests that brand image influences purchasing decisions positively and significantly. The positive image that is owned by a brand is believed to increase the possibility of an item or service being selected to be used as a purchasing decision. Because every consumer before making a purchase action always looks at the positive and negative sides of the image of an item or service.

According to Jamila et.al (2022) with consumer research objects who make purchasing decisions in the Starbucks Coffee beverage industry explains that the variables Brand Image and Lifestyle simultaneously influence the Purchase Decision. This means that the brand image of Starbucks coffee affects people who make purchases of Starbucks coffee. According to Devita et.al (2019) research on the Purchase Decision of South Korean Cosmetics Etude House found that brand image has a positive and significant influence on the purchae decision Etude House partially and simultaneously. In this study, it can be concluded that the influence of brand image has a significant effect on purchase decisions.

H1: Brand Image has a positive and significant effect on customer purchase decisions

2.9.2   Product Quality on Customer Purchase Decisions

According to Lalu et al. (2022), based on the results of this study, found that product quality has a positive and significant effect on purchase decision for Mie Gacoan in Yogyakarta. This shows that consumers pay attention and consider product quality before making a purchase decision. This means that consumers will consciously look for good and superior product quality, for example in terms of taste, presentation, and others. According to Rudresh et al. (2021) This research analyzes the effect of product quality and price on the purchase decision of Adidas India, Indonesia, and Malaysia. The results of this research state that Adidas product quality influences the customers purchase decision positively and significantly.

According to Mamluatul Maghfiroh, Rachma Indrarini (2020) This study shows that product quality has a significant influence on consumer purchasing decisions for Wardah cosmetic products. In order to increase the effect of product quality on consumer purchasing decisions, companies need to pay attention to moderating factors that can affect the intensity of their influence. In addition, companies also need to ensure that the quality of the products offered matches consumer expectations and pay attention to other factors such as brand and price to build positive perceptions of their products and brands. So it can be seen that product quality has a positive and significant influence on purchasing decisions for Wardah cosmetic products.

H2: Product Quality has a positive and significant effect on customer purchase decisions.

2.9.3   The Effect of Price on Customer Purchase Decisions

The result of previous studies conducted by Ferrari et.al (2022) About how Product Quality, Price, and Purchase decisions are applied by Mixue cafe. States that price has a significant effect on consumer purchase decisions for Mixue cafe Price also has a significant influence on purchase decisions Where at a certain price level, if the benefits felt by consumers of Mixed cafes increase, then the value will increase.

According to research results from Imaningsih et.al (2018) about Consumers who will make the decision in choosing HONDA H-RV will consider various things in buying. Considerations are influenced by product quality, price and promotion. explained that the result price is a variable that significantly

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influences the purchase decision, the more appropriate price is given to consumers, it will cause consumers to decide to buy it. Based on research from Rudresh et.al (2021) the effect of product quality and price on the purchase decision of Adidas India, Indonesia and Malaysia. The result indicates that the price of Adidas product influences customers' purchase decision positively and significantly.

H3: Price has a positive and significant effect on customer purchase decisions

2.8.4 The Effect of Physicological on Customer Purchase Decision

The study by Wang, Zhang, and Ouyang (2020) titled "Why Do Consumers Buy Second-Hand? The Role of Environmental Concerns, Financial Constraints, and Negative Emotions" found significant results regarding the factors influencing consumers' purchase of second-hand items. The study identified the psychological factors of environmental concerns, financial constraints, and negative emotions as significant predictors of consumers' decision to buy second-hand products. These factors were found to play a role in shaping consumers' intentions and behaviors towards sustainable consumption practices.

According to Bartkowiak et al. (2018) "Psychological Factors Affecting Purchasing Decisions on the Real Estate Market" discusses the impact of psychological factors on purchasing decisions in the real estate market. The study found that psychological factors such as motivation, emotions, attitudes, perception, beliefs, and needs have a significant impact on purchasing decisions. The study suggests that understanding these psychological factors can help real estate professionals better understand their clients and tailor their marketing

strategies to meet their needs. By understanding the psychological factors that influence purchasing decisions, real estate professionals can create more effective marketing campaigns and improve their overall sales performance. The study highlights the importance of considering psychological factors in decision-making processes and provides insights into how these factors can be leveraged to improve sales performance in the real estate market. Overall, the study emphasizes the need for real estate professionals to understand the psychological factors that influence purchasing decisions in order to be successful in the market.

The journal titled "Psychological Factors Affecting Purchasing Decisions in E-Commerce Transactions" by Noor et al. (2020) discusses the impact of psychological factors on purchasing decisions in e-commerce transactions. The study found that psychological factors such as perception, attitude, and motivation have a significant impact on purchasing decisions. The study suggests that understanding these psychological factors can help e-commerce businesses better understand their customers and tailor their marketing strategies to meet their needs. By understanding the psychological factors that influence purchasing decisions, e-commerce businesses can create more effective marketing campaigns and improve their overall sales performance. The study highlights the importance of considering psychological factors in decision-making processes and provides insights into how these factors can be leveraged to improve sales performance in e-commerce transactions.

H4: Physicological Factor has a positive and significant effect on customer purchase decisions

2.10 Frameworks
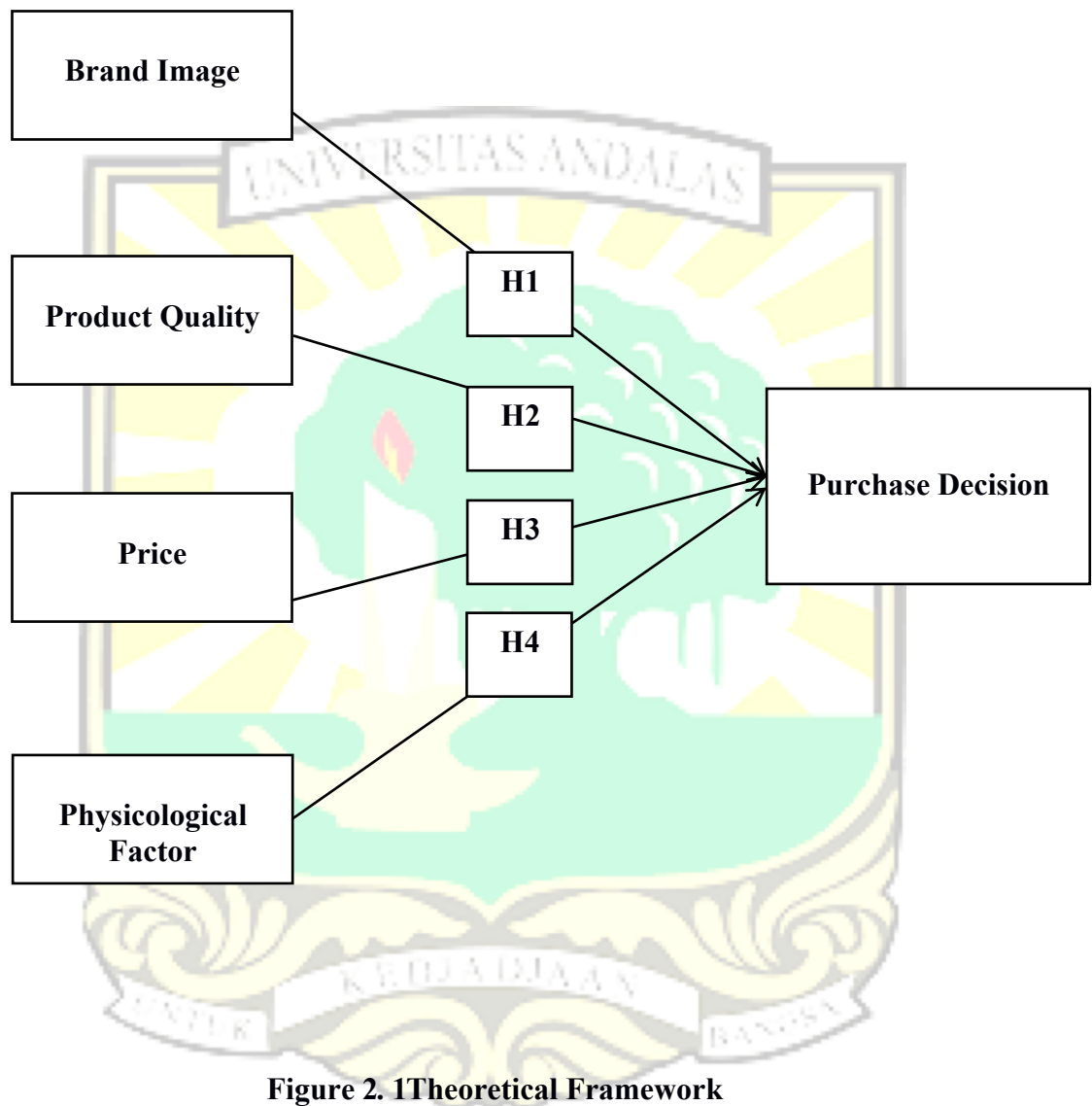
Figure 2. 1Theoretical Framework

It can be seen from the figure 2.1 theoretical framework that brand image (X1), product quality (X2), price (X3) and physicological factor (X4) are independent variables which have an influence on the dependent variable, namely purchase decision (Y). Hypothesis one (H1) describes brand image as having a

positive and significant effect on purchase decision, hypothesis two (H2) describes product quality as having a positive and significant effect on purchase decision, hypothesis three (H3) describes price as having a positive and significant effect on purchase decision. While hypotesis four (H4 describe physicological factor having a positive and significant effect on purchase decision.

CHAPTER III

RESEARCH METHOD

3.1 Research Design

In this research, researchers used quantitative methods. Quantitative data is data numbers (Suliyanto, 2018:20). Based on the time horizon, and the research process carries out with one shoot (cross-section) where the data was collected only once to answer the researchers' questions to the respondents. The process of determining the research carries out by the researcher in a non-situation where the research process did not occur during a crisis. This research uses a unit of analysis focusing on individuals from Z generation. This research is in the form of a questionnaire via Google Forms. A questionnaire is a pre-written set of questions to which the respondent records the answer, usually within a narrow range of options (Sekaran et al., 2016). Its goal is to collect data in order to answer research questions. Data collected via questionnaire will be processed, and hypotheses tested using Partial Least Squares (PLS) software.

The independent variables in this research are brand image (X1), product quality (X2), price (X3) and physicological factor the dependent variables are customer purchase decisions (Y). Through this method, it is expected to find out The Effect of Brand Image, Product Quality and Price on Customer Purchase Decisions of Second Hand iPhone Products.

3.2 Population and Samples

3.2.1 Population

A population is a collection of people, events, or things that the researcher wishes to investigate (Sekaran et al., 2016). The researcher who will conduct research in an area are population studies and census studies of all these elements. Stillman (2017) argues that generation Z is the newest work generation, born between 1995 and 2012, also called the net generation or internet generation. Based on this research, generation Z is different from generation Y or millennials.

In this research, the research population studied were Z Generation in Padang, who bought second-hand iPhones at offline stores in Padang.Based on the results of Pilot Study conducted by the author in this study, 100% of iPhone smartphone users who filled out the questionnaire were from generation Z, so the researchers decided to focus the population of this study on Generation Z in the city of Padang, aged 17-27 years in 2023.

3.2.2 Samples

According to Sekaran et al. (2016) sample is a subgroup or subset of the population. The researcher should be able to draw generalizable conclusions about the population of interest by studying the sample. The sample is a part of the total population and its characteristics (Sugiyono, 2012: 116). Using samples will be far more effective and efficient in producing the necessary data. Using samples in research allows for the presentation of data in a relatively shorter time than the population.

According to Hair et al. (2017), because the population has not been determined, the number of tests for this research will be determined using the calculation strategy. The minimum requirement for this test is five times the number of indicators in the research. This research contains 31 pointers, so the sample size is:

Sample size = 5 x number of indicators

= 5 x 31

= 155 respondents

So, in this research the researchers used a sample size of 155 respondents.

3.2.3 Sampling Techniques

Sampling is the process of selecting items from a population to generalize sample characteristics to the entire population. Sampling entails design and sample size decisions (Sekaran et al., 2016). In this research, researchers employed a non-probability sampling strategy as a sampling technique. Non-probability sampling is a sampling design in which the population elements have no known or predetermined chance of being chosen as sample subjects (Sekaran et al., 2016). The sampling technique used a purposive sampling method to conduct this investigation. Purposive sampling is a non-probability sampling design in which the required information is gathered rationally from special or specific

targets or groups of people. This method involves picking samples based on a set of criteria. Those specific criteria include:

1. Z Generation aged 17-27 years in 2023

2. Who knows iPhone product

3. Have second-hand iPhone smartphone

3.3 Types of Data

Data collection techniques in this research use primary data. Primary data was collected first hand for subsequent analysis to find solutions to the problems investigated (Sekaran et al., 2016). The primary data from these considerations was obtained directly by the researchers from online surveys given to the Z generation who have second hand iPhone product. The researcher used a questionnaire as a data collection technique in this research. During this Covid-19 period, effective data collection was using a questionnaire via a Google Form.

On June 1, 2023, the questionnaire in this research began to be distributed. This questionnaire is distributed through social media such as: Whatsapp and Instagram. There is also direct or face to face. The distribution of this questionnaire was also assisted by the families and friends of the researchers. After the data is collected, the data is transferred to Microsoft excel and saved in Command.

3.4 Variables and Measurements

3.4.1 Variables

A variable is anything with the ability to take on different or varying values (Sekaran et al., 2016). A research variable is a characteristic, nature, or value of a person, item, or activity that the researcher has decided to investigate and reach conclusions from (Sugiyono, 2012:61). There are two kinds of variables in the research: the dependent variable and the independent variable. This research focuses on Z Generation in Padang who use the iPhone Smarphone.

a. Independent Variable (X)

Independent variable is a variable that influences and accounts for (or explains) the variance of the dependent or criterion variable. The Independent Variables (X) in this research are Brand Awareness and Online Customer Reviews.

1. Brand Image

Brand Image (X1) is a belief in a brand which is referred to as a brand image, which includes brand attributes, benefits, personality, and associations.. (Kotler & Keller, 2021: 256).

2. Product Quality

Product Quality (X2) product quality is the ability of a product to meet or exceed consumer expectations. Product quality includes product attributes such as design, features, performance, reliability, durability, ease of maintenance, and usability. Good product quality can increase consumer satisfaction, improve brand reputation, and generate higher consumer loyalty. (Kotler & Armstrong, 2021 : 290).

3. Price

Prices (X1)price is the amount of money consumers must pay to buy a product or service. The price reflects the value provided by the product or service, and regulates the revenue stream received by the company. Price can also influence consumer perceptions of the quality and value of a product or service. (Kotler & Armstrong, 2021:328).

4. Physicological Factor

According to a study conducted by Bearden et al. (1983), the psychological factors they identified are consumer expectations, perceived product quality, and brand personality attributes. The study aimed to identify the factors that influence consumer satisfaction and complaint reporting.

Consumer expectations refer to the pre-purchase or pre-experience expectations that consumers have for a product or service. The research findings indicate that consumer expectations have a significant influence on consumer satisfaction. If a product or service can meet or exceed consumer expectations, consumers are more likely to feel satisfied with their experience.

b. Dependent Variable (Y)

According to Sekaran et al. (2016), the dependent variable is the researcher's primary interest variable. A dependent variable is influenced or is the result of independent variables (Sugiyono, 2017:39). The dependent variables in this research are Customer Purchase Decisions. The purchase decision is the introduction of wants, information search, evaluation of alternatives before

buying, purchasing, consumption, and evaluation of other options after purchase are all steps of the decision-making process (Engel et al., 2016).

3.4.2 Measurements

Measurement is assigning numbers or other symbols to objects (or attributes) in accordance with a set of rules (Sekaran et al., 2016). The Likert scale is the scale that researchers use to determine each of the independent and dependent variables. The Likert scale is a scale for measuring a person's attitudes, views, and perceptions about a specific object or phenomenon. An interval scale that employs the five anchors of strongly agree, agree, neutral, disagree, and strongly disagree (Sekaran et al., 2016). The author has defined this phenomenon in detail, and will refer to it as the research variable from now on (Siregar, 2016: 138). The following is how each question's score is determined:

1. Strongly Agree (SA) with a score = 5

2. Agree (A) with a score = 4

3. Neutral (N) with a score = 3

4. Disagree (D) with a score of = 2

5. Strongly Disagree (SD) with a score = 1

3.5 Operational Variables

Table 3. 1

Operational Variable

No.	Variables	Definition	Dimensions	Indicators	Scale	Resources
1.	Brand Image (X1)	Brand image are perceptions and beliefs made by consumers, as reflected in consumer memory (Kotler and Keller, 2009:346)	Functional	a. The products have a high quality b. The products have better characteristic Than competitor	Likert	lin et al. (2021)
			Affective	a. The brand is nice b. The brand has personality that distinguishes it from competitors c. It is a brand that doesnot disappoint its customer		
2.	Product Quality (X2)	Product quality is one of the most important keys for companies to attract consumers' attention to buy the products they produce (Kotler and Amstrong, 2014: 11)	Performance:	a. Product function b. Convenience in using the product c. Product benefit	Likert	Susanti (2017)
			Durability	a. Shatterproof b. Not easily broken c. Durable		
			Product features	a. Has a variety of colors b. Has a unique shape c. Equipped with the addition of other features		
			Conformance to specifications	a. Has complete specifications and types b. Has several recognized standards c. Has a design shape that can be used in home needs ladder		
			Reliability	a. Have warranty b. Has a function according to the type of product c. Provides comfort for the wearer		

No.	Variables	Definition	Dimensions	Indicators	Scale	Resources
	Physicological Factor	Psychological factors are social, cultural, environmental, and personal influences that affect an individual's mental health and behavior. (Bartkowiak et al., 2018)	Environmental Concern	a. Environmental Issue b. Sustainable intentions c. Environmental Aspect	Likert	Zhang et al. (2020)
			Financial Constraints	a. Financial limitations b. Affordability Perception c. Financial factor		
			Negative Emotiond	a. Guilt of excessive consumption b. Need to reduce consumption c. Impact of social stigma		
3.	Price	Price is an amount of money place a burden on a product or service, or a number of values changed by a consumer on benefits since he owns or uses the product or the service. (Kotler and Armstrong, 2013: 151)		a. Product price of second hand iphone smartphone is very affordable b. Second hand iphone product prices according to the quality offered c. Second hand iphone product price are competitive with other d. Second hand iphone product have more benefit than the price has been paid	Likert	Satyanegara et.al (2016)
	Purchase Decision (Y)	Purchase decision is the process of choosing two or more alternative choices that resulted in a decision to buy or not to buy (Schiffman and Kanuk 2008: 43)		a. Care about which one i will buy b. Make a right choice of the product c. Care about the consequence of my choices when choosing product		Prasad et.al (2017)
No.	**Variables**	**Definition**	**Dimensions**	**Indicators**	**Scale**	**Resources**

3.	Price	Price is an amount of money place a burden on a product or service, or a number of values changed by a consumer on benefits since he owns or uses the product or the service. (Kotler and Armstrong, 2013: 151)		a. Product price of second hand iphone smartphone is very affordable b. Second hand iphone product prices according to the quality offered c. Second hand iphone product price are competitive with other d. Second hand iphone product have more benefit than the price has been paid	Likert	Satyanegara et.al (2016)
	Purchase Decision (Y)	Purchase decision is the process of choosing two or more alternative choices that resulted in a decision to buy or not to buy (Schiffman and Kanuk 2008: 43)		a. Care about which one i will buy b. Make a right choice of the product c. Care about the consequence of my choices when choosing product		Prasad et.al (2017)

3.6 Data Analysis

3.6.1 Data Processing and Descriptive Analysis

SmartPLS 4.0 will process the quantitative data collected and the descriptive analysis focusing on the respondents' characteristics. SmartPLS 4.0 was used to interpret the data, which can be used to analyze research findings. The information is that the Structural Equation Model (SEM) was used to account for any latent variables that are unmeasured but may be involved in the model.

The Structural Equation Model (SEM) method is used in testing the hypothesis in this research with the help of SmartPLS software. A Multivariate statistical technique compares the dependent and independent variables using Partial Least Square (PLS) analysis. PLS designs to solve double linear regression problems when specific problems occur in the data, such as multicollinearity, small research sample size (under 100 samples), and missing values. PLS has the potential to be a powerful and capable analytical strategy. SmartPLS is used to evaluate models by testing their validity and reliability.

3.6.2 Instrumental Tests

3.6.2.1 Measurement of Outer Model

The outer measurement model defines as a model that depicts the relationship between variables and their indicators. The SmartPLS software is used to test the validity of indicators of each of the existing variables during the validity test. This external demonstration is also required to determine the validity and reliability later. The goal here is to ensure that the data collected does not deviate

from the description of its validity. This test employs two types of validity tests: convergent validity and discriminant validity.

3.6.2.2 Convergent Validity

Validity is evidence that the instrument, technique, or process is used to measure a concept measures the desired concept (Sekaran et al., 2016). The average value of derived variance is often used to determine the validity or is called the AVE. The convergent validity test here points to serve as a researcher in the precise and accurate estimation of each marker of each variable. To test the value of convergent validity, it must be more than 0.7.

3.6.2.3 Discriminant Validity

The Average Variance Extracted (AVE) shows the internal intercorrelation between each indicator and another latent variable in discriminant validity. Furthermore, the AVE value will be correlated to determine discriminant validity. Average Variance Extracted (AVE) from this research already meets the minimum value to measure valid or invalid, which is 0.5 or higher (Hair et al., 2017).

According to Mikhalkin et al. (2017), The Fornell Larcker compares the square root of the Average Variance Extracted (AVE) to the correlation of latent constructs. A latent construct should better explain its own indicator's variance than the variance of other latent constructs. As a result, the square root of the AVE of each construct should be greater than the correlations with other latent constructs.

3.6.2.4 Composite Reliability

According to Sekaran et al. (2016), reliability attests to the measuring instruments' consistency and stability. The test determines whether the questionnaire as a measuring tool is a reliable predictor variable. Composite reliability and Cronbach alpha are used to calculate the reliability value. The reliability test tries to assess the consistency of a person's responses to the questionnaire's question items, with the Cronbach Alpha value for each variable serving as the reliability test criterion. A variable considers dependable if its Cronbach Alpha value is more significant than 0.6. According to Juliandi (2013:83), reliability also knows as trust, reliability, and stability. Reliability testing aims to determine whether the research instrument is trustworthy and reliable. After validating the validity of the already valid questions, the reliability test conducts. The following were the requirements for dependability testing:

a. If the reliability coefficient value exceeds 0.6, the instrument under evaluation has good reliability/dependability.

b. The instrument tests are unreliable if the reliability coefficient is less than 0.6.

3.6.3 Structural Model Test (Inner Model)

3.6.3.1 R-Square

The R-Square value uses to test this structural model. The coefficient of determination, R Square indicates how the structure variable can explain using the independent variable (Hair et al., 2017). The R-Square value shows to determine the ability of the independent variables to explain the dependent variable. This R-Square alter is used to determine whether a specific independent idle variable can influence than subordinate variables. The model can be considered valid when the values of R Square are higher than 0.2 (Urbach et al., 2010).

3.6.3.2 F-Square

According to Hair et al. (2017), the F-Square is a metric for assessing the relative influence of a predictor construct. The F-Square test was used to determine the effectiveness of the research model used in this research and to determine the effect of the variables on each other. F-Square or effect size is used to calculate the R-Square when certain exougenouos are removed from the model and it is used to determine whether the constructs that have been removed have any relationship to the endogenous constructs. According to Cohen (1988), the range value for F-Square is, if the value has the effect < 0.02 it means the variable has a weak effect. If the value is > 0.35 it means the variable has a strong affect relationship.

3.6.3.3 Q-Square

According to Hair et al. (2017), The Q-Square is a measure of a model's predictive power it examines whether a model accurately predicts data that was notused in model parameter estimation. Q Square employs the blindfolding technique, which estimates model parameters using a subset of the available data and then predicts the omitted data. R-Square value in structural model with the total for the latent variable is higher than zero, it indicates the relevance of model prediction in a specific construction method.

3.7 Hypothesis Testing

Hypothesis testing is a test that uses bootstrapping to determine the T statistics value. If the T statistics is more significant than 1.96, the two-tailed hypothesis can be accepted. SmartPLS software does not assume data normality or distribution and instead determines the significance level using a non-parametric test. The value of the T statistics can be used to determine the significance of variables. The minimum value needed in view of the T-statistic value is higher than 1.96, and for one-tailed speculation with the alpha value is 0.05 (Hair et al., 2017).

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1   Research Overview

This research distribute questionnaire in order to obtain the needed primary data for further analysis, Google Form were utilized as the media for the questionnaire to be filled in by potential respondent and as per. The questionnaire consists of several set of statements that describe conditions which the respondent potentially could've felt during impulse buying with Likert scale as the measurement of the intensity of agreement with the statements or not. This research also used SmartPLS 4.0 to process and analyze the obtained data. By the end of questionnaire distribution, 155 respondents were obtained.

4.2   Profile and Characteristic of Respondents

The profile of respondents can be explained as the following characteristics which include gender, address/domicile, age, occupation, last education, and income per month.

Table 4. 1

Profile and Characteristic based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Year	17-19Year	43	27.7	27.7	27.7
	20-22Year	**90**	**58.1**	58.1	85.8
	23-25Year	21	13.5	13.5	99.4
	26-27Year	1	.6	.6	100.0
	Total	155	100.0	100.0	

In terms of the age of the respondents, there are four age ranges represented. The youngest age range is 17-19 years old, while the oldest is 26-27 years old. The majority of the respondents, 58.1%, fall within the 20-22 years old age range, totaling 90 individuals. This age range represents the highest percentage of respondents and accounts for 85.8% of the total respondents. It is important to note that this research specifically focuses on Generation Z as the target respondents, ensuring that the age range does not exceed 27 years old by December 2022.

The high number of respondents in the 20-22 years old age range suggests that this group is most likely to engage in impulsive purchases on Tokopedia. This age range also includes individuals who are in their final years of university, which could contribute to their higher likelihood of impulsive buying behavior.

4.2.1 Profile and Characteristic Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	49	31.6	31.6	31.6
	Female	**106**	**68.4**	68.4	100.0
	Total	155	100.0	100.0	

The respondents' gender distribution shows that there are two categories: male and female. Among the respondents, 31.6% are male, totaling 49 individuals. On the other hand, the majority, 68.4%, are female, with a total of 106 respondents.

It is worth noting that the research captured a larger proportion of female respondents compared to male respondents. This distribution suggests that females

are more likely to participate in the study or that they have a higher representation in the target population.

4.2.2 Profile and Characteristic based on Occupation

Table 4. 2

Profile and Characteristic based on Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BUMN/BUMD	14	9.0	9.0	9.0
	Civil Servants	7	4.5	4.5	13.5
	Private company employees	31	20.0	20.0	33.5
	Collage Student	**76**	**49.0**	49.0	82.6
	Entrepreneurs	27	17.4	17.4	100.0
	Total	155	100.0	100.0	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The respondents' occupation is an important characteristic that has been recorded. This characteristic is divided into five groups. Among the respondents, college students constitute the largest group, with 76 individuals accounting for 49.0% of the total respondents. The second-largest occupation group is entrepreneurs, with 27 individuals representing 17.4% of the total respondents. Civil servants follow with 7 individuals, making up 4.5% of the total respondents. Private company employees comprise 31 individuals, accounting for 20.0% of the total respondents. Lastly, employees of state-owned enterprises or regional-owned enterprises (BUMN/BUMD) constitute 14 individuals, representing 9.0% of the total respondents.

It is evident that college students are the majority among the respondents, with a significant difference compared to the other occupation groups, especially private company employees. This suggests that college students are more likely to engage in impulsive purchases compared to those who are employed or still in school. Given that the majority of respondents are Gen Z and still in higher education, they might have less financial responsibilities compared to employed Gen Z or school students. This potentially translates to higher purchasing power and a greater likelihood of impulsive buying behavior among college students.

4.2.3 Profile and Characteristic Based on Last Education Level

Table 4. 3

Profile and Characteristic Based on Last Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3	13	8.4	8.4	8.4
	D4	15	9.7	9.7	18.1
	S1	52	33.5	33.5	51.6
	S2	7	4.5	4.5	56.1
	Senior High School	**67**	**43.2**	43.2	99.4
	Junior High Shool	1	.6	.6	100.0
	Total	155	100.0	100.0	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The data shows the distribution of respondents based on their last education level. The majority of the respondents, 43.2%, have completed high school (SMA/SMK), with a total of 67 individuals. Following that, 33.5% of the

respondents hold a Bachelor's degree (S1), accounting for 52 individuals. The next significant group consists of individuals with a Diploma 4 degree (D4), totaling 15 individuals, making up 9.7% of the respondents. Additionally, there are 13 respondents who have completed a Diploma 3 degree (D3), representing 8.4% of the total respondents. Furthermore, a smaller proportion of the respondents possess higher education qualifications, with 7 individuals holding a Master's degree (S2), accounting for 4.5% of the total respondents. Lastly, there is a single respondent who has completed Junior High School (SMP), representing 0.6% of the total respondents.

The data indicates that the respondents' last education level is diverse, with a notable representation of high school graduates and a considerable number of bachelor's degree holders. This educational diversity may impact their purchasing behavior and impulsive buying tendencies. Further analysis is required to understand the relationship between education level and impulsive purchase behavior among the respondents.

4.2.4 Profile and Characteristic Based on Income per Month

Table 4. 4

Profile and Characteristic Based on Income per Month

	Frequency	Percent	Valid	Cumulative

				Percent	Percent
Valid	< Rp.2.000.000	39	25.2	25.2	25.2
	Rp.2.000.000 – Rp.3.999.999	**44**	**28.4**	28.4	53.6
	Rp.4.000.000 – Rp.5.999.999	32	20.6	20.6	73.2
	Rp.6.000.000 – Rp.7.999.999	26	16.8	16.8	91.0
	Rp.8.000.000 – Rp.9.999.999	8	5.2	5.2	96.2
	> Rp.10.000.000	6	3.9	3.9	100.0
	Total	155	100.0	100.0	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The data reveals the distribution of respondents' monthly income or allowance. The largest group, comprising 28.4% of the respondents, falls within the income range of Rp.2,000,000 to Rp.3,999,999, with a total of 44 individuals. Following this, 25.2% of the respondents have a monthly income or allowance of less than Rp.2,000,000, accounting for 39 individuals.

Furthermore, there are 32 individuals (20.6%) who fall into the income range of Rp.4,000,000 to Rp.5,999,999, and 26 individuals (16.8%) in the range of Rp.6,000,000 to Rp.7,999,999. The income range of Rp.8,000,000 to Rp.9,999,999 is represented by 8 individuals (5.2%), and the highest income category of > Rp.10,000,000 comprises 6 individuals (3.9%).

These income categories provide insights into the financial resources available to the respondents. Understanding the income distribution can help analyze the relationship between income levels and impulsive purchasing behavior.

Further analysis is required to explore any potential connections between income and impulsive buying tendencies among the respondents.

4.2.5   Profile and Characteristic Based on Domicile

Table 4. 5

Profile and Characteristic Based on Domicile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kabupaten Agam	11	7.1	7.1	7.1
	Kabupaten Dharmasraya	8	5.2	5.2	12.3
	Kabupaten Kep Mentawai	7	4.5	4.5	16.8
	Kabupaten Lima Puluh Kota	15	9.7	9.7	26.5
	Kabupaten Padang Pariaman	7	4.5	4.5	31.0
	Kabupaten Pasaman	10	6.5	6.5	37.4
	Kabupaten Pasaman Barat	3	1.9	1.9	39.4
	Kabupaten Pesisir Selatan	2	1.3	1.3	40.6
	Kabupaten Sijunjung	3	1.9	1.9	42.6
	Kabupaten Solok	9	5.8	5.8	48.4
	Kabupaten Tanah Datar	3	1.9	1.9	50.3
	Kota Bukittinggi	12	7.7	7.7	58.1
	Kota Padang	**40**	**25.8**	25.8	83.9
	Kota Padang Panjang	6	3.9	3.9	87.7
	Kota Pariaman	7	4.5	4.5	92.3
	Kota Payakumbuh	10	6.5	6.5	98.7
	Kota pekanbaru	1	.6	.6	99.4
	Kota Solok	1	.6	.6	100.0
	Total	155	100.0	100.0	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The data displays the distribution of respondents based on their place of residence. Among the respondents, the majority reside in Kota Padang, with 40 individuals accounting for 25.8% of the total respondents. Following Kota Padang, the next significant residence groups are Kabupaten Lima Puluh Kota, with 15

individuals (9.7%), and Kabupaten Agam, with 11 individuals (7.1%). Other notable residence locations include Kota Bukittinggi with 12 individuals (7.7%) and Kabupaten Pasaman with 10 individuals (6.5%). The rest of the residence locations represent smaller proportions of the respondents.

The geographical distribution of respondents' residences provides insights into the representation of different areas in the study. Understanding the distribution can help analyze potential regional variations in impulsive buying behavior. Further analysis may be required to explore any possible connections between residence and impulsive purchase tendencies among the respondents.

4.2.6 Profile and Characteristic based onHave Ever Purchase New iPhone

Table 4. 6

Profile and Characteristic based on Have Ever Purchase New iPhone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Pernah	29	18.7	18.7	18.7
	Pernah	**126**	**81.3**	81.3	100.0
	Total	155	100.0	100.0	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Based on the data analysis, it was found that among the respondents, 81.3% have ever purchased a new iPhone, while 18.7% have never made a purchase of a new iPhone. This suggests that a significant majority of the respondents have had experience with purchasing new iPhones. The findings indicate that there is a considerable level of interest and engagement among the respondents towards acquiring new iPhone products. The high percentage of respondents who have made a purchase suggests a positive perception of the brand and its offerings, as well as a willingness to invest in new iPhone models.

These results provide valuable insights into the market behavior and consumer preferences of the respondents. The data suggests that there is a significant potential customer base for new iPhone products among this particular group. This information can be used by businesses and marketers to develop targeted strategies and campaigns to effectively reach and engage with this segment of consumers.

4.3 Descriptive Analysis

To assess variables in the questionnaire descriptive analysis is performed, it is a way to see the general answer of respondents for each question during answering the questionnaire. Using Likert scale as measurement, each scale indicates the level of agreement respondent have towards the statement, with 5 as the highest and 1 as the lowest.

4.3.1 Brand Image

Table 4. 7

Respondent's Response on Emotion

No	Item	Respondent's answer					Total	Mean
		1	2	3	4	5		

BI1	In my opinion, the iPhone brand product high quality	5	8	39	67	36	155	3.78
BI2	In my opinion the iPhone brand has better characteristics than its competitors	2	6	36	63	48	155	3.96
BI3	In my opinion the iPhone brand is very Good	2	10	33	62	48	155	3.93
BI4	I think the iPhone has its own uniqueness that sets it apart from its competitors	4	8	27	75	41	155	3.91
BI5	In my opinion this iPhone brand is not disappoint customers	1	10	33	69	42	155	3.91
BI6	In my opinion iPhone is the best brand in the smartphone sector	3	7	35	74	36	155	3.86
BI7	In my opinion the iPhone is very consolidated in the market	3	8	39	69	36	155	3.82
Total Mean								3.91

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The table above presents respondents' perceptions of the iPhone brand, rated on a scale from 1 to 5, where 1 represents the lowest agreement and 5 represents the highest agreement. The total number of respondents for each item is 155.

The respondents' perception of the iPhone brand is positive overall, with a mean score of 3.91. This indicates that, on average, the respondents have a favorable opinion of the iPhone brand and its products. Among the items, "BI2 - In my opinion, the iPhone brand has better characteristics than its competitors" and "BI3 - In my opinion, the iPhone brand is very good" received the highest mean scores of 3.96 and 3.93, respectively.On the other hand, "BI1 - In my opinion, the iPhone brand product is of high quality" received the lowest mean score of 3.78, which still indicates a generally positive perception.

These results suggest that the iPhone brand is well-regarded among the respondents, with a strong perception of its characteristics, uniqueness, and market consolidation. It reflects a positive image of the iPhone brand in the smartphone sector.

4.3.2 Product Quality

Table 4. 8

Respondent's Response on Product Quality

No	Item	Respondent's answer					Total	Mean
		1	2	3	4	5		
PQ1	In my opinion used iPhone products work well	5	6	39	63	42	155	3.85
PQ2	In my opinion used iPhone products work well	1	10	34	66	44	155	3.92
PQ3	In my opinion, used iPhone products provide benefits for their users	2	11	32	63	47	155	3.92
PQ4	I think used iPhone products are not easily damaged	3	11	32	74	35	155	3.82
PQ5	In my opinion used iPhone products last a long time	4	8	29	67	47	155	3.94
PQ6	In my opinion, the colors provided by second-hand iPhone product sellers vary greatly	1	10	38	70	36	155	3.84
PQ7	The form of second-hand iPhone products, in my opinion, is very unique	2	10	40	60	43	155	3.85
PQ8	I think iPhone products are equipped with various additional features	4	9	38	59	45	155	3.85
PQ9	In my opinion, second-hand iPhone products are compatible with the specifications offered	3	7	34	68	43	155	3.91
PQ10	In my opinion, second-hand iPhone products have complete specifications and product types	3	10	34	66	42	155	3.86
PQ11	I think used iPhone products have some recognized standards	1	12	36	55	51	155	3.92
PQ12	In my opinion iPhone designed products that are easy to use	3	9	33	73	37	155	3.85
PQ13	According to me, used iPhone products come with a warranty	2	12	29	68	44	155	3.9

PQ14	In my opinion, second-hand iPhone products have product functions according to the type of product	2	12	28	66	47	155	3.93
PQ15	I'm comfortable using used iPhone products	1	11	31	69	43	155	3.92
Total Mean								3.9

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Based on the respondents' answers, the overall mean score for the perception of product quality of used iPhone devices is 3.9. This indicates a positive opinion about the quality of the devices. Among the items, "PQ5 - In my opinion, used iPhone products last a long time" received the highest mean score of 3.94, suggesting that the respondents believe that used iPhone devices have a long lifespan. On the other hand, "PQ4 - I think used iPhone products are not easily damaged" received a relatively lower mean score of 3.82, indicating that there might be some concerns about the durability of used iPhone devices.

Overall, the respondents' responses indicate that they perceive used iPhone products to be reliable, beneficial, and with good longevity. The variety of colors, unique form, additional features, compatibility with specifications, recognized standards, ease of use, warranty, and appropriate product functions also contribute to a positive perception of the product quality. These results suggest that the respondents have a generally positive opinion about the quality of used iPhone products.

4.3.3 Price

Table 4. 9

Price

No	Item	Respondent's answer					Total	Mean
		1	2	3	4	5		
PQ1	In my opinion, the price of second-hand iPhone products is very affordable	3	7	27	72	46	155	3.97
PQ2	In my opinion, the price of the second iPhone product offered is in accordance with the quality offered	3	10	30	63	49	155	3.94
PQ3	I think the price of used iPhone products compete with others	2	13	27	75	38	155	3.86
PQ4	In my opinion second iPhone products have more benefits than the price offered	2	10	32	66	45	155	3.92
Total Mean								3.93

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The respondents' perceptions of the iPhone brand were assessed using four items. The overall mean score for all these perception items is 3.93, which indicates a generally positive perception of the iPhone brand among the respondents.Among the perception items, "PR1 - " received the highest mean score of 3.97, indicating that the respondents strongly agree that the iPhone brand is of high quality. On the other hand, "PR3 - " received a relatively lower mean score of 3.86, suggesting that the respondents have slightly less agreement when it comes to considering the iPhone brand to be a very good brand.

Overall, the respondents' answers suggest that they have a positive perception of the iPhone brand, perceiving it to be of high quality and having better characteristics compared to its competitors. The results indicate that the iPhone brand is well-received among the respondents, and they view it favorably.

4.3.4 Physicological Factor

Table 4. 10
Physicological Factor

No	Item	Respondent's answer	Total	Mean

90

		1	2	3	4	5		
PF1	I have environmental awareness	3	13	35	68	36	155	3.78
PF2	In my opinion, buying a used iPhone will reduce the negative impact of consumption on the environment	3	11	30	71	40	155	3.86
PF3	In my opinion, buying a used iPhone is an environmentally friendly alternative	2	8	41	64	40	155	3.85
PF4	I chose a used iPhone because of budget constraints	3	10	36	69	37	155	3.82
PF5	I think buying a used iPhone is one way to save money	2	10	37	58	48	155	3.9
PF6	I think buying a used iPhone can meet the needs of a limited budget	3	9	36	65	42	155	3.86
PF7	I feel guilty about the excessive consumption culture	4	11	35	64	41	155	3.82
PF8	I want to reduce unnecessary consumption through second-hand purchases	4	9	37	64	41	155	3.83
PF9	I want to reduce unnecessary consumption through second-hand purchases	1	11	35	60	48	155	3.92
Total Mean								3.85

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

The respondents' answers reflect their environmental awareness and attitudes towards buying used iPhones. The overall mean score for all these perception items is 3.85, which indicates a positive tendency towards environmentally conscious behavior among the respondents.

Among the perception items, "PF9 - I want to reduce unnecessary consumption through second-hand purchases" received the highest mean score of 3.92, indicating that the respondents strongly agree with the idea of reducing unnecessary consumption through buying used iPhones.

On the other hand, "PF1 - I have environmental awareness" received a relatively lower mean score of 3.78, suggesting that the respondents have slightly less agreement when it comes to expressing their environmental awareness.

Overall, the respondents' answers suggest that they have some level of environmental awareness and view buying used iPhones as a more environmentally friendly alternative. They also see purchasing used iPhones as a way to save money and reduce unnecessary consumption, which aligns with their positive environmental attitudes.Top of Form

4.3.5 Purchase Decision

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Table 4. 11

Purchase Decision

</div>

No	Item	Respondent's answer					Total	Mean
		1	**2**	**3**	**4**	**5**		
PD1	I care which one iPhone product I buy	4	12	21	74	44	155	3.92
PD2	I think it is necessary to make the right choice when buying used iPhone products	2	10	32	62	46	155	3.94
PD3	I realize the consequences of my choices when choosing used iPhone products	3	12	29	65	46	155	3.9
Total Mean								3.92

<div align="center">

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

</div>

The respondents' answers indicate their level of concern and considerations when selecting iPhone products, particularly when purchasing used ones. The overall mean score for all these perception items is 3.92, suggesting that the respondents place importance on making informed decisions and being mindful of their choices when it comes to iPhone products.

Among the perception items, "PD2 - I think it is necessary to make the right choice when buying used iPhone products" received the highest mean score of 3.94, indicating that the respondents strongly believe in the importance of making the correct decision when purchasing used iPhone products. On the other

hand, "PD1 - I care which one iPhone product I buy" received a mean score of 3.92, reflecting that the respondents are mindful of the specific iPhone product they choose to purchase.

Overall, the respondents' answers suggest that they are conscious of their choices and the consequences when selecting iPhone products, including when buying used ones. They place importance on making informed decisions and ensuring that they choose the right iPhone product based on their preferences and needs.

4.4   Instrumental Test

To analyze this study, SmartPLS 4 is employed, and initially, the dataset format is converted into Comma Separated Value (CSV) format using Ms. Excel. The instrumental test will be conducted in two measures: the measurement of the outer model and the inner model. The outer model aims to assess the reliability and validity of the indicators representing the latent variables, while the inner model focuses on evaluating each latent variable individually. Since there are multiple dimensions for each independent variable, a second-order method will be employed for the instrumental test in this research.

4.4.1   Measurement of Outer Model

This test is to measure the relationship between latent variable and its indicator, in order to determine whether the instrument used for this research is

acceptable or not. Second order method is performed in this test due to dimension within variable.

4.4.1.1 Convergent Validity

During convergent validity, item or indicator and variable correlation will be measured by looking at the outer loading score. As stated by Hair et al. (2019), the value should be, at least, higher than 0.5 for the construct to be considered as valid. Furthermore, the value of AVE should be higher than >0.6 as well to pass the validity test.
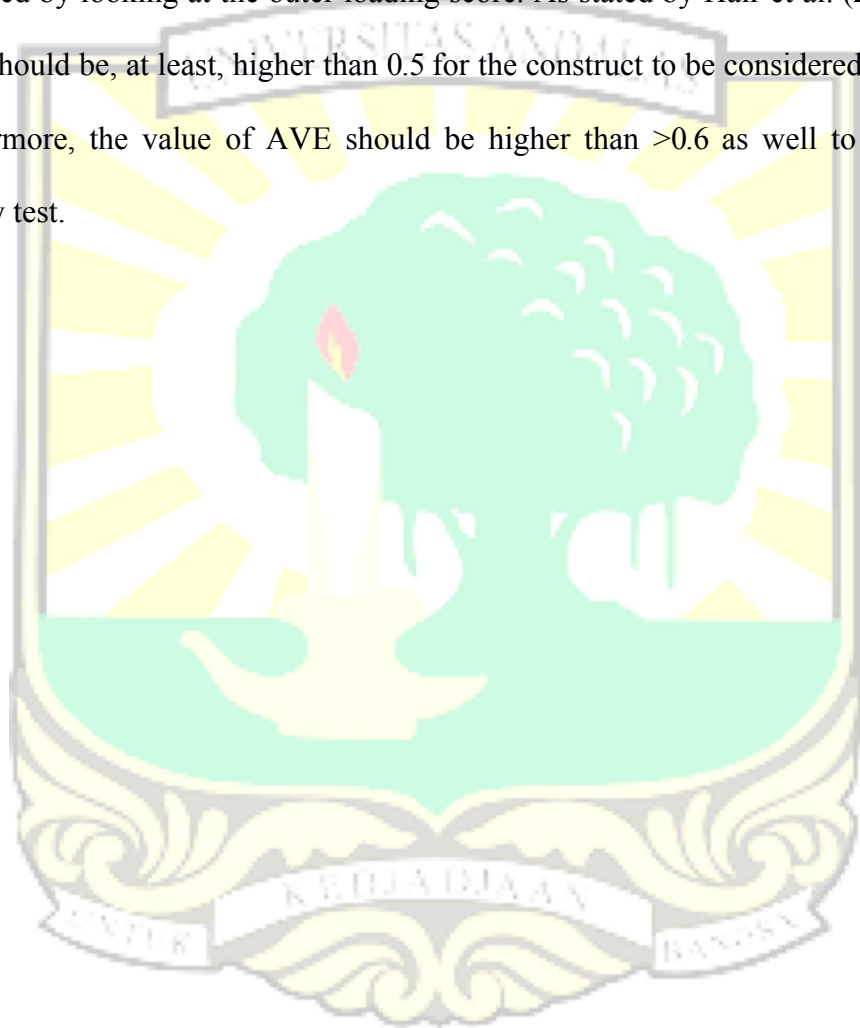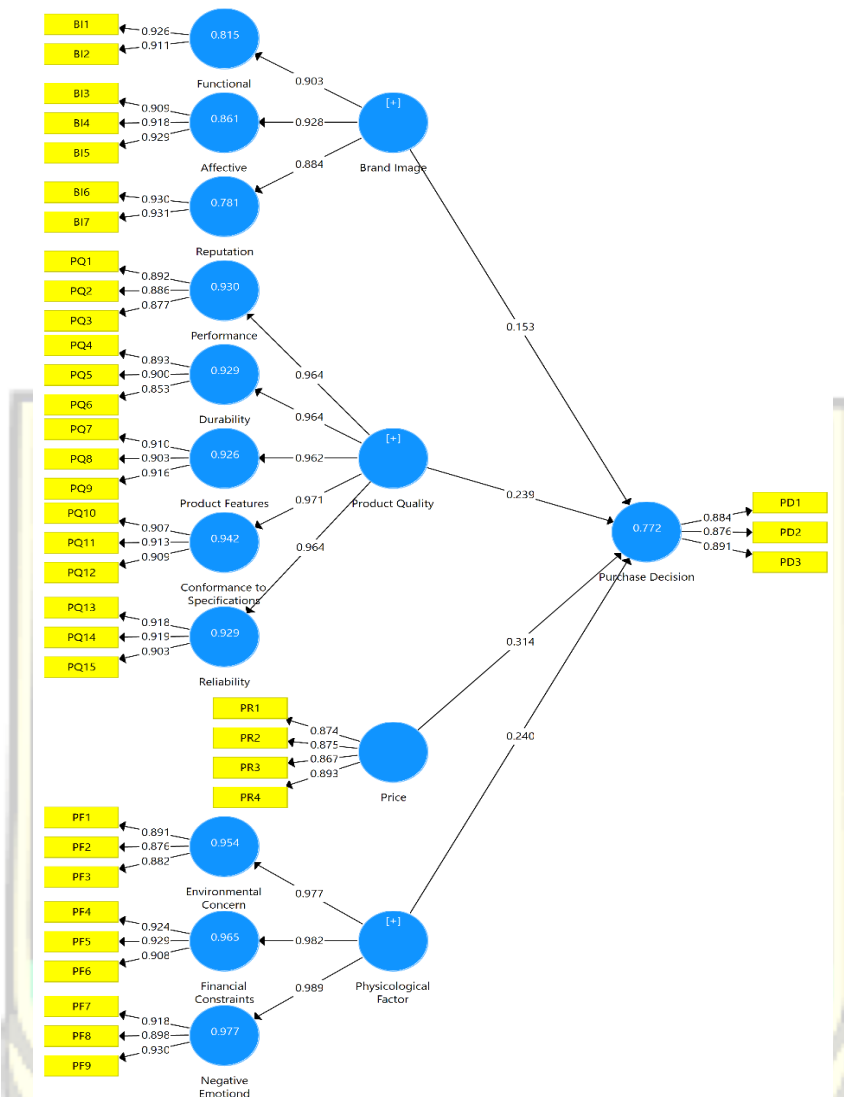
Figure 4. 1First Outer Model Loading in Validity

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Figure 4.1 shows that each variable has met the requirements for the validity level, which is greater than the value > 0.7. This means that nothing else needs to be taken out. Here you can also see the outer measurement, which shows how latent variables relate to their indicators.

Table 4. 12

	Af ective	Brand image	Conformance to Specifications	Durability	Environmental Concern	Financial Constraints	Functional	Negative Emotiond	Performance	Physicological Factor	Price	Product Features	Product Quality	Purchase Decision	Reliability	Reputation
BI1		0.864														
BI1							0.926									
BI2		0.792														
BI2							0.911									
BI3		0.848														
BI3	0.909															
BI4		0.846														
BI4	0.918															
BI5		0.864														
BI5	0.929															
BI6		0.818														
BI6																0.930
BI7		0.826														
BI7																0.931
PD1														0.884		
PD2														0.876		
PD3														0.891		
PF1										0.858						
PF1					0.891											
PF2										0.864						
PF2					0.876											

97

PF3									0.865					
PF3				0.882										
PF4									0.896					
PF4					0.924									
PF5									0.909					
PF5					0.929									
PF6									0.906					
PF6					0.908									
PF7									0.902					
PF7							0.918							
PF8									0.902					
PF8							0.898							
PF9									0.910					
PF9							0.930							
PQ1											0.870			
PQ1								0.892						
PQ10											0.891			
PQ10		0.907												
PQ11											0.889			
PQ11		0.913												
PQ12											0.868			
PQ12		0.909												
PQ13											0.882			
PQ13													0.918	
PQ14											0.883			

98

Item								
PQ14								0.919
PQ15							0.876	
PQ15								0.903
PQ2							0.848	
PQ2					0.886			
PQ3							0.842	
PQ3					0.877			
PQ4							0.859	
PQ4			0.893					
PQ5							0.898	
PQ5			0.900					
PQ6							0.790	
PQ6			0.853					
PQ7							0.871	
PQ7						0.910		
PQ8							0.878	
PQ8						0.903		
PQ9							0.876	
PQ9						0.916		
PR1						0.874		
PR2						0.875		
PR3						0.867		
PR4						0.893		

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Table above contains loading factors to show the correlation between indicators and latent variables, where the outer loading for each indicator is above 0.7. Here it can be concluded that each item is valid for measuring each variable.

Table 4. 13

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affective	0.908	0.908	0.942	0.844
Brand Image	0.929	0.929	0.943	0.701
Conformance to Specifications	0.895	0.896	0.935	0.827
Durability	0.858	0.862	0.914	0.779
Environmental Concern	0.859	0.859	0.914	0.780
Financial Constraints	0.910	0.910	0.943	0.847
Functional	0.815	0.819	0.915	0.843
Negative Emotiond	0.903	0.903	0.939	0.838
Performance	0.862	0.862	0.916	0.784
Physicological Factor	0.967	0.968	0.972	0.793
Price	0.900	0.901	0.930	0.770
Product Features	0.896	0.896	0.935	0.827
Product Quality	0.977	0.977	0.979	0.754
Purchase Decision	0.860	0.860	0.915	0.781
Reliability	0.900	0.900	0.938	0.833
Reputation	0.845	0.845	0.928	0.866

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Tables show the results of the data, which show that all of the variables in the study have good convergent validity. All of the outer loading values are over 0.5, and the AVE value must also be over 0.5, so all of the variables in this study are valid. All of the variables in this research can be taken out, as shown by the value of cross loading, which compares the values that each indicator creates with each other. Overall, the existing variables have an acceptable level of variable reliability or each of the measurement items as a whole is reliable.

Table 4. 14

First Order Cross Loading

	Affective	Brand Image	Conformance to Specifications	Durability	Environmental Concern	Financial Constraints	Functional	Negative Emotiond	Performance	Physicological Factor	Price	Product Features	Product Quality	Purchase Decision	Reliability	Reputation
BI1	0.732	0.864	0.717	0.739	0.679	0.653	0.926	0.658	0.727	0.675	0.732	0.711	0.743	0.684	0.693	0.721
BI1	0.732	0.864	0.717	0.739	0.679	0.653	0.926	0.658	0.727	0.675	0.732	0.711	0.743	0.684	0.693	0.721
BI2	0.634	0.792	0.613	0.648	0.583	0.567	0.911	0.557	0.662	0.579	0.681	0.615	0.657	0.641	0.636	0.654
BI2	0.634	0.792	0.613	0.648	0.583	0.567	0.911	0.557	0.662	0.579	0.681	0.615	0.657	0.641	0.636	0.654
BI3	0.909	0.848	0.635	0.679	0.629	0.614	0.674	0.631	0.666	0.636	0.701	0.635	0.680	0.687	0.670	0.658
BI3	0.909	0.848	0.635	0.679	0.629	0.614	0.674	0.631	0.666	0.636	0.701	0.635	0.680	0.687	0.670	0.658
BI4	0.918	0.846	0.684	0.713	0.672	0.651	0.668	0.671	0.700	0.676	0.690	0.681	0.723	0.679	0.712	0.646
BI4	0.918	0.846	0.684	0.713	0.672	0.651	0.668	0.671	0.700	0.676	0.690	0.681	0.723	0.679	0.712	0.646
BI5	0.929	0.864	0.643	0.664	0.579	0.557	0.712	0.573	0.660	0.579	0.612	0.621	0.673	0.629	0.660	0.642
BI5	0.929	0.864	0.643	0.664	0.579	0.557	0.712	0.573	0.660	0.579	0.612	0.621	0.673	0.629	0.660	0.642
BI6	0.639	0.818	0.601	0.647	0.550	0.550	0.712	0.552	0.620	0.560	0.656	0.616	0.641	0.584	0.612	0.930
BI6	0.639	0.818	0.601	0.647	0.550	0.550	0.712	0.552	0.620	0.560	0.656	0.616	0.641	0.584	0.612	0.930
BI7	0.674	0.826	0.594	0.654	0.571	0.549	0.684	0.559	0.625	0.569	0.635	0.602	0.640	0.632	0.615	0.931
BI7	0.674	0.826	0.594	0.654	0.571	0.549	0.684	0.559	0.625	0.569	0.635	0.602	0.640	0.632	0.615	0.931
PD1	0.713	0.750	0.684	0.722	0.707	0.678	0.688	0.695	0.724	0.705	0.768	0.662	0.715	0.884	0.662	0.625
PD2	0.577	0.624	0.711	0.697	0.731	0.702	0.592	0.701	0.716	0.724	0.766	0.684	0.728	0.876	0.702	0.525
PD3	0.625	0.678	0.706	0.720	0.686	0.684	0.634	0.680	0.703	0.696	0.696	0.720	0.741	0.891	0.725	0.581
PF1	0.609	0.621	0.701	0.693	0.891	0.813	0.594	0.830	0.705	0.858	0.736	0.680	0.717	0.693	0.681	0.465
PF1	0.609	0.621	0.701	0.693	0.891	0.813	0.594	0.830	0.705	0.858	0.736	0.680	0.717	0.693	0.681	0.465
PF2	0.574	0.638	0.684	0.665	0.876	0.834	0.596	0.840	0.656	0.864	0.746	0.672	0.690	0.693	0.649	0.571

PF2	0.574	0.638	0.684	0.665	0.876	0.834	0.596	0.840	0.656	0.864	0.746	0.672	0.690	0.693	0.649	0.571
PF3	0.623	0.670	0.680	0.693	0.882	0.820	0.635	0.850	0.673	0.865	0.724	0.692	0.710	0.736	0.686	0.558
PF3	0.623	0.670	0.680	0.693	0.882	0.820	0.635	0.850	0.673	0.865	0.724	0.692	0.710	0.736	0.686	0.558
PF4	0.614	0.651	0.686	0.665	0.832	0.924	0.616	0.881	0.673	0.896	0.762	0.661	0.694	0.702	0.664	0.532
PF4	0.614	0.651	0.686	0.665	0.832	0.924	0.616	0.881	0.673	0.896	0.762	0.661	0.694	0.702	0.664	0.532
PF5	0.639	0.664	0.685	0.675	0.863	0.929	0.592	0.888	0.671	0.909	0.764	0.683	0.700	0.707	0.661	0.560
PF5	0.639	0.664	0.685	0.675	0.863	0.929	0.592	0.888	0.671	0.909	0.764	0.683	0.700	0.707	0.661	0.560
PF6	0.571	0.638	0.698	0.676	0.876	0.908	0.632	0.887	0.688	0.906	0.705	0.687	0.709	0.741	0.674	0.539
PF6	0.571	0.638	0.698	0.676	0.876	0.908	0.632	0.887	0.688	0.906	0.705	0.687	0.709	0.741	0.674	0.539
PF7	0.634	0.658	0.732	0.698	0.874	0.866	0.606	0.918	0.717	0.902	0.755	0.699	0.733	0.763	0.691	0.534
PF7	0.634	0.658	0.732	0.698	0.874	0.866	0.606	0.918	0.717	0.902	0.755	0.699	0.733	0.763	0.691	0.534
PF8	0.594	0.648	0.706	0.702	0.877	0.884	0.599	0.898	0.674	0.902	0.738	0.690	0.712	0.703	0.664	0.570
PF8	0.594	0.648	0.706	0.702	0.877	0.884	0.599	0.898	0.674	0.902	0.738	0.690	0.712	0.703	0.664	0.570
PF9	0.638	0.664	0.666	0.666	0.861	0.891	0.617	0.930	0.656	0.910	0.729	0.673	0.691	0.685	0.671	0.536
PF9	0.638	0.664	0.666	0.666	0.861	0.891	0.617	0.930	0.656	0.910	0.729	0.673	0.691	0.685	0.671	0.536
PQ1	0.679	0.728	0.848	0.820	0.687	0.657	0.689	0.667	0.892	0.682	0.763	0.829	0.870	0.718	0.810	0.607
PQ1	0.679	0.728	0.848	0.820	0.687	0.657	0.689	0.667	0.892	0.682	0.763	0.829	0.870	0.718	0.810	0.607
PQ10	0.677	0.712	0.907	0.855	0.714	0.680	0.664	0.694	0.853	0.708	0.762	0.837	0.891	0.738	0.845	0.584
PQ10	0.677	0.712	0.907	0.855	0.714	0.680	0.664	0.694	0.853	0.708	0.762	0.837	0.891	0.738	0.845	0.584
PQ11	0.634	0.682	0.913	0.835	0.682	0.665	0.650	0.685	0.860	0.689	0.719	0.848	0.889	0.720	0.835	0.565
PQ11	0.634	0.682	0.913	0.835	0.682	0.665	0.650	0.685	0.860	0.689	0.719	0.848	0.889	0.720	0.835	0.565
PQ12	0.630	0.697	0.909	0.820	0.732	0.700	0.667	0.712	0.823	0.727	0.776	0.827	0.868	0.703	0.809	0.604
PQ12	0.630	0.697	0.909	0.820	0.732	0.700	0.667	0.712	0.823	0.727	0.776	0.827	0.868	0.703	0.809	0.604
PQ13	0.706	0.741	0.822	0.845	0.733	0.711	0.688	0.726	0.840	0.736	0.761	0.828	0.882	0.767	0.918	0.609
PQ13	0.706	0.741	0.822	0.845	0.733	0.711	0.688	0.726	0.840	0.736	0.761	0.828	0.882	0.767	0.918	0.609

PQ14	0.662	0.703	0.834	0.849	0.690	0.652	0.638	0.665	0.830	0.680	0.760	0.827	0.883	0.728	0.919	0.605
PQ14	0.662	0.703	0.834	0.849	0.690	0.652	0.638	0.665	0.830	0.680	0.760	0.827	0.883	0.728	0.919	0.605
PQ15	0.660	0.705	0.842	0.829	0.662	0.620	0.658	0.629	0.818	0.647	0.719	0.831	0.876	0.661	0.903	0.593
PQ15	0.660	0.705	0.842	0.829	0.662	0.620	0.658	0.629	0.818	0.647	0.719	0.831	0.876	0.661	0.903	0.593
PQ2	0.655	0.688	0.808	0.806	0.668	0.663	0.646	0.672	0.886	0.679	0.756	0.779	0.848	0.753	0.815	0.558
PQ2	0.655	0.688	0.808	0.806	0.668	0.663	0.646	0.672	0.886	0.679	0.756	0.779	0.848	0.753	0.815	0.558
PQ3	0.616	0.696	0.812	0.784	0.685	0.632	0.676	0.640	0.877	0.663	0.749	0.807	0.842	0.676	0.787	0.611
PQ3	0.616	0.696	0.812	0.784	0.685	0.632	0.676	0.640	0.877	0.663	0.749	0.807	0.842	0.676	0.787	0.611
PQ4	0.652	0.705	0.821	0.893	0.699	0.669	0.649	0.690	0.798	0.698	0.746	0.817	0.859	0.728	0.819	0.615
PQ4	0.652	0.705	0.821	0.893	0.699	0.669	0.649	0.690	0.798	0.698	0.746	0.817	0.859	0.728	0.819	0.615
PQ5	0.711	0.762	0.852	0.900	0.705	0.656	0.726	0.679	0.869	0.691	0.767	0.857	0.898	0.735	0.859	0.631
PQ5	0.711	0.762	0.852	0.900	0.705	0.656	0.726	0.679	0.869	0.691	0.767	0.857	0.898	0.735	0.859	0.631
PQ6	0.607	0.674	0.759	0.853	0.642	0.606	0.626	0.621	0.731	0.634	0.725	0.711	0.790	0.672	0.758	0.606
PQ6	0.607	0.674	0.759	0.853	0.642	0.606	0.626	0.621	0.731	0.634	0.725	0.711	0.790	0.672	0.758	0.606
PQ7	0.639	0.696	0.836	0.827	0.711	0.697	0.648	0.704	0.823	0.716	0.725	0.910	0.871	0.706	0.809	0.607
PQ7	0.639	0.696	0.836	0.827	0.711	0.697	0.648	0.704	0.823	0.716	0.725	0.910	0.871	0.706	0.809	0.607
PQ8	0.608	0.680	0.852	0.829	0.703	0.669	0.674	0.686	0.834	0.698	0.776	0.903	0.878	0.706	0.819	0.574
PQ8	0.608	0.680	0.852	0.829	0.703	0.669	0.674	0.686	0.834	0.698	0.776	0.903	0.878	0.706	0.819	0.574
PQ9	0.670	0.712	0.825	0.811	0.691	0.642	0.653	0.659	0.825	0.675	0.712	0.916	0.876	0.713	0.849	0.605
PQ9	0.670	0.712	0.825	0.811	0.691	0.642	0.653	0.659	0.825	0.675	0.712	0.916	0.876	0.713	0.849	0.605
PR1	0.607	0.682	0.687	0.726	0.692	0.660	0.642	0.666	0.712	0.684	0.874	0.694	0.719	0.716	0.654	0.613
PR2	0.666	0.726	0.737	0.742	0.741	0.723	0.686	0.717	0.760	0.739	0.875	0.696	0.765	0.727	0.758	0.623
PR3	0.650	0.717	0.744	0.743	0.747	0.724	0.704	0.718	0.764	0.742	0.867	0.725	0.767	0.755	0.730	0.601
PR4	0.625	0.695	0.733	0.756	0.740	0.726	0.671	0.736	0.761	0.747	0.893	0.730	0.768	0.754	0.726	0.600

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

After the convergent tests, the Fornell-Larcker Criterion needs to be used for the discriminant validity tests. To figure out if the discriminant validity testing values are valid or not, the indicators correlation construct must have a higher value than the other indicators correlation construct. When the values are higher, it means that the constructs have a high validity.

Table 4. 15
Fornell-Larcker Criterion First Order

	Affective	Brand Image	Conformance to Specifications	Durability	Environmental Concern	Financial Constraints	Functional	Negative Emotiond	Performance	Physiological Factor	Price	Product Features	Product Quality	Purchase Decision	Reliability	Reputation
Affective	**0.919**															
Brand Image	**0.928**	0.837														
Conformance to Specifications	0.712	0.766	**0.909**													
Durability	0.746	0.810	**0.920**	0.883												
Environmental Concern	0.682	0.728	0.780	0.774	**0.883**											
Financial Constraints	0.660	0.707	0.749	0.730	**0.931**	0.920										
Functional	0.746	0.903	0.726	0.757	0.689	0.666	**0.918**									
Negative Emotiond	0.680	0.718	0.766	0.752	**0.951**	0.962	0.663	0.915								
Performance	0.735	0.796	**0.930**	0.908	0.768	0.735	0.757	0.745	0.885							
Physiological Factor	0.686	0.730	0.778	0.765	0.977	0.982	0.685	**0.989**	0.762	0.891						

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Price	0.726	0.804	0.827	0.846	0.833	0.808	0.770	0.809	0.854	0.831	**0.877**					
Product Features	0.702	0.765	**0.921**	0.904	0.771	0.736	0.724	0.751	0.910	0.766	0.811	0.910				
Product Quality	0.753	0.812	**0.971**	0.964	0.799	0.762	0.764	0.778	0.964	0.793	0.861	0.962	0.868			
Purchase Decision	0.723	0.774	0.793	0.807	0.801	0.779	0.723	0.783	0.809	0.801	0.842	0.779	0.823	**0.884**		
Reliability	0.741	0.785	0.912	0.921	0.761	0.724	0.724	0.738	0.908	0.754	0.818	0.908	**0.964**	0.788	0.913	
Reputation	0.706	0.884	0.642	0.699	0.602	0.591	0.750	0.597	0.669	0.607	0.694	0.655	0.688	0.654	0.660	**0.930**

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)
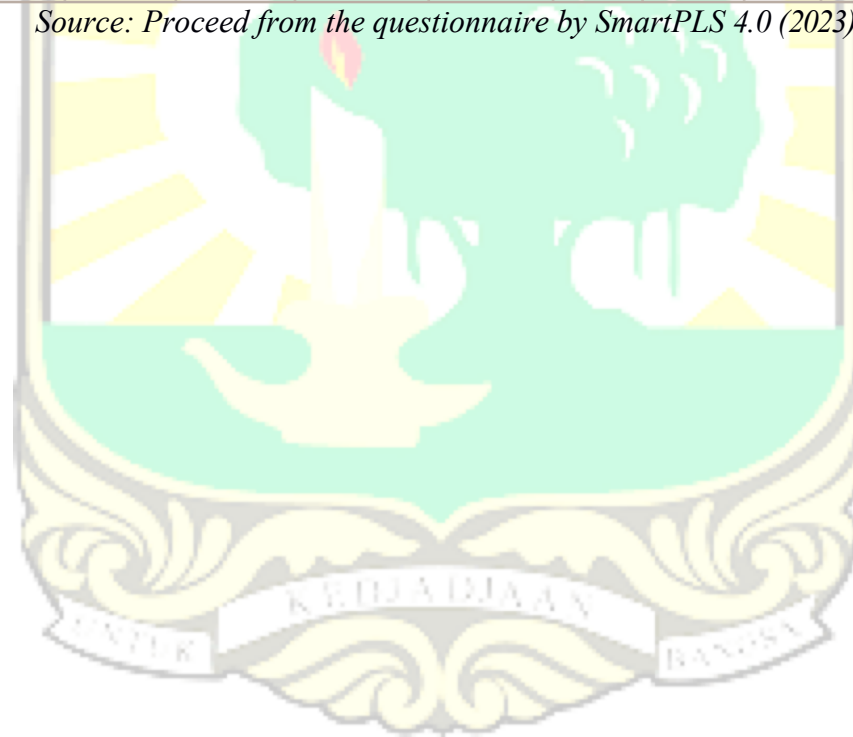
In the table, all variables pass the validity test by having a rooted AVE (bolded values) more significant than the other variables in the table. It also includes validity values greater than 0.8, as well as a favorable comparison of AVE values and passes loading to see which are additionally demonstrate validity.

4.4.1.2 Second Order Moel
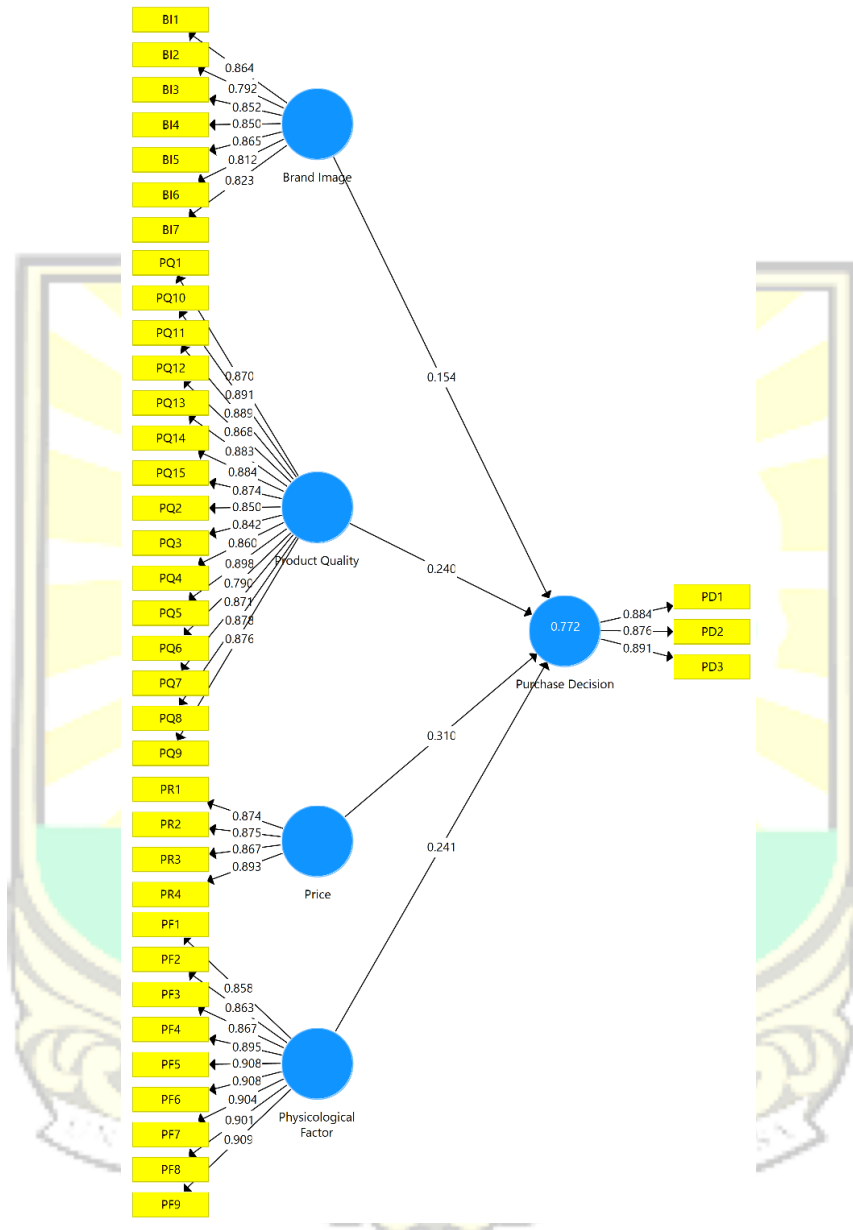
Figure 4. 2Second Order Outer Loading Model

Source: Proceed from the questionnaire by SmartPLS 4.0 (2022)

The measurement model in figure 4.2 seems to consist of 2 levels which show the relationship between latent variables. The two stage approach for the second order here can be done because the previous first order model has met the requirements and nothing needs to be removed anymore. Here the variable for social media marketing is calculated through its dimensions because it is the only variable that has dimensions.

Table 4. 16

Value Of The Outer Loading

	Brand Image	Physicological Factor	Price	Product Quality	Purchase Decision
BI1	0.864				
BI2	0.792				
BI3	0.852				
BI4	0.850				
BI5	0.865				
BI6	0.812				
BI7	0.823				
PD1					0.884
PD2					0.876
PD3					0.891
PF1		0.858			
PF2		0.863			
PF3		0.867			
PF4		0.895			
PF5		0.908			
PF6		0.908			
PF7		0.904			
PF8		0.901			
PF9		0.909			
PQ1				0.870	
PQ10				0.891	
PQ11				0.889	
PQ12				0.868	
PQ13				0.883	

PQ14				0.884	
PQ15				0.874	
PQ2				0.850	
PQ3				0.842	
PQ4				0.860	
PQ5				0.898	
PQ6				0.790	
PQ7				0.871	
PQ8				0.878	
PQ9				0.876	
PR1			0.874		
PR2			0.875		
PR3			0.867		
PR4			0.893		

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

As seen from table above, the value of the outer loading in each variable indicator is valid because it meets the requirements above 0.7. There can be seen a large correlation between each indicator for each latent variable that exists. Here it can also be concluded that the value for outer loading in the second order is also valid formeasuring the variable.

Table 4. 17

Average Variance Extracted (AVE) Second Order

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.929	0.930	0.942	0.701
Physicological Factor	0.967	0.968	0.972	0.793
Price	0.900	0.901	0.930	0.770
Product Quality	0.977	0.977	0.979	0.754
Purchase Decision	0.860	0.860	0.915	0.781

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Tables show that all of the research variables have a high level of convergent validity. All of the outer loading values are higher than 0.5, and the AVE >0.5 criterion is also met. The validity of results is shown by the value of cross loading, which compares the value that each indicator makes to each other.

Table 4. 18

Second Order Cross Loading

	Brand Image	Physicological Factor	Price	Product Quality	Purchase Decision
BI1	0.864	0.675	0.732	0.743	0.684
BI2	0.792	0.579	0.681	0.657	0.641
BI3	0.852	0.636	0.701	0.681	0.687
BI4	0.850	0.676	0.690	0.724	0.679
BI5	0.865	0.579	0.612	0.673	0.629
BI6	0.812	0.560	0.656	0.641	0.584
BI7	0.823	0.570	0.635	0.640	0.632
PD1	0.751	0.706	0.768	0.716	0.884
PD2	0.626	0.725	0.766	0.728	0.876
PD3	0.678	0.697	0.696	0.742	0.891
PF1	0.623	0.858	0.736	0.717	0.693
PF2	0.639	0.863	0.746	0.690	0.693
PF3	0.671	0.867	0.724	0.710	0.736
PF4	0.652	0.895	0.762	0.694	0.702
PF5	0.666	0.908	0.764	0.700	0.707
PF6	0.639	0.908	0.705	0.710	0.741
PF7	0.660	0.904	0.755	0.734	0.763
PF8	0.649	0.901	0.738	0.713	0.703
PF9	0.666	0.909	0.729	0.691	0.685
PQ1	0.729	0.683	0.763	0.870	0.718
PQ10	0.713	0.708	0.762	0.891	0.738
PQ11	0.683	0.689	0.719	0.889	0.720
PQ12	0.698	0.727	0.776	0.868	0.703
PQ13	0.743	0.737	0.761	0.883	0.767

PQ14	0.704	0.680	0.760	0.884	0.728
PQ15	0.706	0.648	0.719	0.874	0.661
PQ2	0.689	0.680	0.756	0.850	0.753
PQ3	0.696	0.663	0.749	0.842	0.676
PQ4	0.706	0.698	0.746	0.860	0.728
PQ5	0.764	0.692	0.767	0.898	0.735
PQ6	0.674	0.634	0.725	0.790	0.672
PQ7	0.696	0.717	0.725	0.871	0.706
PQ8	0.680	0.698	0.776	0.878	0.706
PQ9	0.713	0.675	0.712	0.876	0.713
PR1	0.682	0.684	0.874	0.719	0.716
PR2	0.727	0.739	0.875	0.766	0.727
PR3	0.718	0.743	0.867	0.768	0.755
PR4	0.696	0.747	0.893	0.768	0.754

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

Furthermore, the discriminant validity testing through Fornell Larcker Criterion will also be needed. When the indicator correlation construct has a higher value than the other indicator correlation construct, the discriminant validity testing values are considered to be valid. The higher the value, the more likely it is that the constructs are true.

Table 4. 19

Fornell–Larcker Criterion Second Order

	Brand Image	Physicological Factor	Price	Product Quality	Purchase Decision
Brand Image	0.837				
Physicological Factor	0.732	0.891			
Price	0.805	0.831	0.877		
Product Quality	0.814	0.794	0.861	0.868	
Purchase Decision	0.776	0.802	0.842	0.824	0.884

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

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The correlation value of a variable in its individual variable is greater than the correlation value of the variable relative to other variables, as shown in table, indicating that all variables are valid. This completed the validity testing where all of the variable outer loading and AVE values are greater than 0.5, with a strong correlation between AVE value and the cross-loading test.

4.4.2 Reliability Test

Reliability testing is used to measures the consistency of the data (Sekaran & Bougie, 2016).iAccording to the thumb rule for Cronbach's alpha, the reliabilities value are distinguished into three range: less than 0.60 is considered bad, between 0.70 and 0.80 is acceptable, and over 0.80 is good (Sekaran & Bougie, 2016).

Table 4. 20

Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Brand Image	0.929	0.942
Physicological Factor	0.967	0.972
Price	0.900	0.930
Product Quality	0.977	0.979
Purchase Decision	0.860	0.915

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

4.4.3 Structural Model Test (Inner Model)

Structural model test refers to the measurement of r-square value within the dependent variable. R-square value indicate how significant the influence of independent variable toward dependent variable.

Table 4. 21

R-Square value

Dependent Variable	R-square
Purchase Decision (Y)	0.772

Source: Data analysis with SmartPLS 4 (2023)

The r-square as shown in the table is at 0.772 or 77%, which indicate that impulse buying can be influenced 77% by brand image, product quality, price and physicological factor, and 23% by variable that is not within this research framework.

Table 4. 22

F-Square Value

	Brand Image	Physicological Factor	Price	Product Quality	Purchase Decision
Brand Image					0,031
Physicological Factor					0,072
Price					0,078
Product Quality					0,052
Purchase Decision					

Source: Data analysis with SmartPLS 4 (2022)

According to the table, brand image has a medium effect on the Purchase Decision with a value of 0.031. The psychological factor has a medium effect with

a value of 0.072. Price has a medium effect with a value of 0.078. Product quality has a small effect with a value of 0.052.

Table 4. 23

Q-Square value

	Q2 Predict
BI	
PF	
PR	
PQ	
PD	0.587

Source: Data analysis with SmartPLS 4 (2023)

Based on the value of Q-square shown in table 4.19, the value of Q-square is higher than 0 thus making it past the requirement for Q-square assessment which make the variable in this research is relevant.

4.5   Hypothesis Test

4.5.1   Discussion

Hypothesis test in SmartPLS can be assessed through path coefficient. Path coefficient level indicate whether the hypothesis of research is significant through t-statistic value, that if the value of t-statistic is above 1.65 with p-value no more than 0.05. Relationship of variable within hypothesis can be assessed as well through the value of original sample.

Table 4. 24

Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Purchase Decision	0.154	0.157	0.064	2.426	**0.016**
Product Quality -> Purchase Decision	0.240	0.241	0.081	2.980	**0.003**
Price -> Purchase Decision	0.310	0.307	0.088	3.520	**0.000**
Physicological Factor -> Purchase Decision	0.241	0.240	0.081	2.983	**0.003**

Source: Data analysis with SmartPLS 4 (2023)

4.5.1.1 The Impact of Brand Image on Purchase decision

The impact of Brand Image on Purchase Decision is analyzed using T-Statistics and P-Values. The T-Statistics value is calculated by dividing the Original Sample (O) by the Standard Deviation (STDEV) and taking the absolute value. In this case, the T-Statistics value is 2.426.

The P-Value is a measure of the significance of the relationship between Brand Image and Purchase Decision. In this case, the P-Value is 0.016.

According to the analysis, the relationship between Brand Image and Purchase Decision is positive and significant. The Original Sample value of 0.154 indicates that there is a positive relationship between Brand Image and Purchase Decision. The T-Statistics value of 2.426 confirms the significance of this relationship. Additionally, the low P-Value of 0.016 further supports the significance of Brand Image's impact on Purchase Decision.

The result of this research is consistent with previous studies (Destari et al., 2020; Yi & Jai, 2020) which also found that Brand Image has a positive and significant influence on Purchase Decision, particularly when positive emotions

are involved. The descriptive analysis of emotion shows that respondents are happy when making a purchase or shopping (item E1).

The research findings indicate that Brand Image has a positive and significant impact on Purchase Decision, especially when positive emotions are involved. Therefore, hypothesis 1 is supported.

4.5.1.2 The Impact of Product Quality on Purchase decision

The analysis of the provided data reveals a significant relationship between Product Quality and Purchase Decision. The Original Sample value of 0.240 indicates a positive association, suggesting that as the perception of product quality increases, consumers are more inclined to make a purchase. The T-Statistics value of 2.980 further reinforces this relationship, indicating a strong impact. A higher T-Statistics value signifies a more substantial influence. Moreover, the low P-Value of 0.003 confirms the statistical significance of the relationship.

These findings align with several other studies conducted on the influence of Product Quality on Purchase Decision. Verhoef et al. (2014) investigated the impact of product quality on consumers' purchase decisions and found that a higher perception of product quality positively influenced purchase decisions. Lai et al. (2020) focused on the context of e-commerce and similarly discovered a significant positive influence of product quality on consumers' purchase decisions. Dodds et al. (2021) conducted a broader examination across various industries and found a consistent positive impact of product quality on purchase decisions.

Combining the results of these studies with the analysis of the provided data, it becomes evident that Product Quality plays a crucial role in influencing consumers' purchase decisions. Consumers are more likely to choose a product when they perceive it as having higher quality. Consequently, businesses should prioritize the development and maintenance of high-quality products to attract and retain customers. By offering products that consistently meet or exceed consumers' expectations in terms of quality, businesses can enhance their competitiveness in the market and establish a positive brand image that fosters customer loyalty.

The research findings indicate that Product Quality has a positive and significant impact on Purchase Decision, especially when positive emotions are involved. Therefore, hypothesis 2 is supported.

4.5.1.3 The Impact of Price on Purchase decision

The analysis of the data reveals a significant impact of Price on consumers' Purchase Decision. The Original Sample value of 0.310 indicates a positive association between Price and Purchase Decision, suggesting that the pricing of a product influences consumers' decision-making process. The T-Statistics value of 3.520 further supports this finding, indicating a strong and significant relationship between Price and Purchase Decision. Additionally, the extremely low P-Value of 0.000 confirms the statistical significance of the relationship, highlighting the importance of Price in shaping consumers' purchase behavior.

Numerous studies have also yielded noteworthy results regarding the influence of Price on Purchase Decision. For instance, Chen et al. (2015) conducted

research on the impact of price on consumers' purchase decisions and found that lower prices had a positive influence on purchase decisions. This emphasizes the significance of competitive pricing strategies to attract customers. Similarly, Lee and Kwon (2018) investigated the relationship between price and consumers' purchase decisions in the context of online shopping. Their study revealed that price sensitivity significantly affected purchase decisions, indicating that consumers are more likely to make a purchase when they perceive prices to be more favorable.

These studies, in conjunction with the analysis of the provided data, emphasize the substantial influence of Price on Purchase Decision. Price is a critical factor that affects consumers' decision-making process, as they consider the affordability, perceived value for money, and benefits of a product relative to its price. Businesses should carefully assess their pricing strategies to align with consumers' price perceptions and optimize purchase decisions. Furthermore, understanding consumers' price sensitivity and offering competitive pricing can play a pivotal role in attracting and retaining customers. By considering the impact of Price on Purchase Decision, businesses can enhance their overall marketing and pricing strategies to effectively meet consumer expectations and drive sales.

The research findings indicate that Price has a positive and significant impact on Purchase Decision, especially when positive emotions are involved. Therefore, hypothesis 3 is supported.

4.5.1.4 The Impact of Physicological Factor on Purchase decision

The impact of Physiological Factor on Purchase Decision is analyzed using T-Statistics and P-Values. The T-Statistics value is calculated by dividing the Original Sample (O) by the Standard Deviation (STDEV) and taking the absolute value. In this case, the T-Statistics value is 2.983.

The P-Value is a measure of the significance of the relationship between Physiological Factor and Purchase Decision. In this case, the P-Value is 0.003.

According to the analysis, the relationship between Physiological Factor and Purchase Decision is positive and significant. The Original Sample value of 0.241 indicates that there is a positive relationship between Physiological Factor and Purchase Decision. The T-Statistics value of 2.983 confirms the significance of this relationship. Additionally, the low P-Value of 0.003 further supports the significance of Physiological Factor's impact on Purchase Decision.

Several studies have also found significant results regarding the influence of Physiological Factor on Purchase Decision. According to Gupta et al. (2019) investigated the impact of physiological factors on consumers' purchase decisions and found a significant positive relationship between physiological factors and purchase decisions. Kim et al. (2018) conducted research on the effects of physiological factors on consumers' purchase intentions and found that physiological factors have a significant influence on purchase decisions.

These studies, along with the analysis of the provided data, suggest that Physiological Factor has a significant impact on Purchase Decision. This indicates

that consumers' physiological responses and factors play a crucial role in their decision-making process when making purchases.

The research findings indicate that Physicological Factor has a positive and significant impact on Purchase Decision, especially when positive emotions are involved. Therefore, hypothesis 4 is supported.

4.5.2 Hypothesis Conclusion

Based on the finding and explanation of hypothesis testing and discussion, the hypothesis can be concluded as shown by the following table.

Table 4. 25

Hypothesis Conclusion

No	Hypothesis	Result	Conclusion	
1	Brand image has a positive and significant effect on purchase decision	Brand image has a positive and significant effect on purchase decision	Supported	
	Product Quality has a significant effect on purchase decision	Product Quality has a significant effect on purchase decision	Supported	
	Price has a significant effect on purchase decision	Pricehas a significant effect on purchase decision	Supported	
	Physicological Factor has a significant effect on purchase decision	Physicological Factor has a significant effect on purchase decision	Supported	

Source: Proceed from the questionnaire by SmartPLS 4.0 (2023)

CHAPTER V

CLOSING

5.1 Research Conclusion

This research is conducted to see The Influence of Brand Image, Product Quality, Price and Physicological Factor on Purchase Decisions Second Hand iPhone Products Among Gen Z. The research is quantitative and use primary data in nature with data collection method is through questionnaire distribution. Data is then processed using Ms. Excel to provide the descriptive analysis of each item and SmartPLS 4 to measure the outer model through the validity and reliability test, the inner model through R-square and F-square and hypothesis test through bootstrapping to see the path coefficient. Hypothesis can be concluded as such:

1. Brand image has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation

2. Product Quality has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation

3. Price has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation

4. Physicological factor has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation

5.2 Research Implication

The significant findings of this research have several detailed implications for the store smartphone industry targeting the Z generation's purchase decision of second-hand iPhone products:

a. Brand Building: Store smartphone retailers should invest in strategic efforts to develop a strong and favorable brand image. This includes effectively communicating the brand's value proposition and creating compelling brand stories that resonate with the Z generation.

b. Product Quality: Ensuring high product quality is crucial for attracting the Z generation. Implementing robust quality control measures, such as inspections, certifications, and warranties, can provide assurance to customers and enhance their confidence in the purchase.

c. Pricing Strategies: Tailoring pricing strategies to meet the expectations of the Z generation is essential. Conducting market research to understand price sensitivity and preferences can inform the development of dynamic pricing models, such as personalized pricing or bundled offers.

d. Psychological Factors: Understanding and addressing the psychological factors that influence the Z generation's purchase decisions is crucial. Building trust through transparent communication, personalized recommendations, and providing detailed product information can alleviate concerns and enhance confidence.

e. Marketing and Promotions: Effective marketing and promotional strategies are essential for capturing the Z generation's attention. Leveraging popular

social media platforms and crafting tailored marketing messages that highlight the unique value of second-hand iPhone products can resonate with the Z generation's values and preferences.

The significant findings of this research on the effect of brand image, product quality, price, and psychological factors on the purchase decision of second-hand iPhone products among the Z generation have important implications for consumer behavior:

a. Information Processing: The research suggests that the Z generation engages in thorough information processing when making purchase decisions for second-hand iPhone products. Consumers actively evaluate brand image, product quality, price, and psychological factors before making a purchase. Understanding this information processing behavior can help marketers tailor their messaging and provide relevant information that aligns with the Z generation's decision-making process.

b. Brand Perception: The study highlights the significant impact of brand image on the purchase decision. Consumers of the Z generation attach value and meaning to brands when considering second-hand iPhone products. Marketers should focus on building positive brand perceptions through effective branding strategies, including brand storytelling, consistent brand experiences, and engagement with brand communities. Enhancing brand perception can increase the Z generation's likelihood of choosing specific brands.

c. Quality Expectations: The research emphasizes the importance of product quality in the purchase decision of second-hand iPhone products. Consumers have high expectations for quality and reliability, which significantly influence their willingness to buy. Marketers should prioritize quality control measures, certifications, and warranties to assure the Z generation of the product's condition and value. Meeting or exceeding quality expectations can enhance the Z generation's confidence in their purchase decision.

d. Price Sensitivity: The study reveals the Z generation's sensitivity to price when considering second-hand iPhone products. Marketers should carefully determine pricing strategies to balance affordability and perceived value. Conducting market research to understand the Z generation's price preferences and exploring dynamic pricing models, such as personalized pricing or price bundling, can help meet their expectations and increase purchase intention.

e. Psychological Factors: The research highlights the influence of psychological factors, such as trust, personal values, and social identity, on the Z generation's purchase decision. Marketers should focus on building trust through transparent communication, providing personalized recommendations, and utilizing social proof. Incorporating elements that align with the Z generation's personal values and social identity can further resonate with their motivations and enhance their purchase decision.

By considering these implications and focusing on brand building, product quality, pricing strategies, psychological factors, and effective marketing and promotions, store smartphone retailers can optimize their strategies to cater to the preferences and buying behaviors of the Z generation. This can lead to increased sales and customer loyalty among this target demographic.

5.3 Research Limitation

This research is with its own limitation and obstacles that might affect the result of this research, there are several notable limitations that has been found during this study:

1. The scope this research is only limited to Brand Image, Product Quality, Price and Physicological Factor. However, outside of these variables, there are might be other variables that can influence on Purchase Decisions

2. The respondent of this research is also only limited to Gen Z specifically individuals aged 17-27 years in 2023

3. This research is only limited to individuals who are familiar with iPhone product

5.4 Suggestion

There are several notable suggestions that should be included or conducted for further improvement of this study:

1. It is necessary to bring variables that is outside of the variables of this research.

2. It is also necessary to increase the number of samples in order to improve the quality of the research and its result.

3. Another generation with purchasing power such as Millennial should be added as comparison because Millennial has higher purchasing power than Gen Z currently.

4. Another smartphone should be added as well to compare the phenomenon in different research object.

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APPENDIX
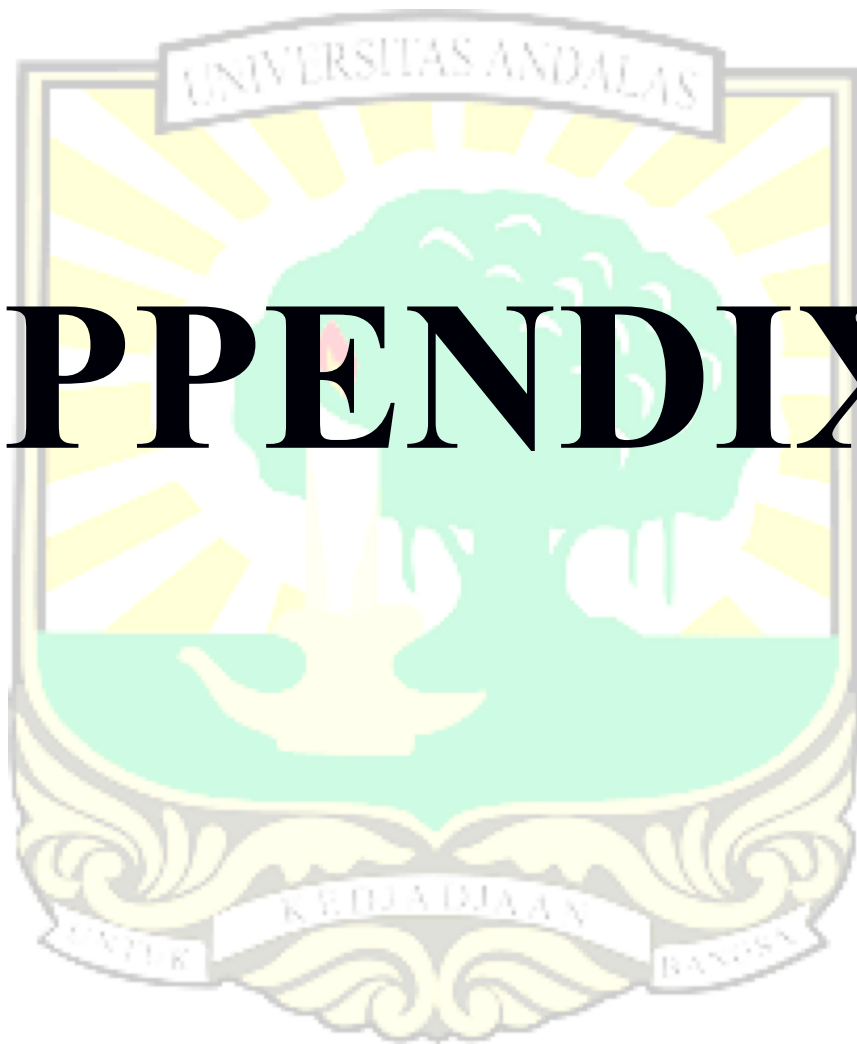
Kuisioner Penelitian

Assalamualaikum wr. wb.

Yth. Saudara/i Responden

Dengan hormat,

Perkenalkan saya Nadia Edawarma, mahasiswa Program Studi Manajemen S1 Fakultas Ekonomi dan Bisnis Universitas Andalas. Saya sedang melakukan penelitian untuk tugas akhir skripsi dengan judul "Pengaruh Citra Merek, Kualitas Produk, Harga, dan Faktor Psikologis Terhadap Keputusan Pembelian iPhone Bekas di Kalangan Generasi Z". Saya memohon kesediaan Anda untuk mengisi kuesioner ini dengan baik dan benar.

Syarat menjadi responden:

1. Generasi Z, lahir antara tahun 1997-2006, usia saat ini 17-26 tahun pada tahun 2023.
2. Memiliki smartphone iPhone.
3. Pernah membeli iPhone bekas (second hand).

Data yang Anda berikan akan dirahasiakan dan digunakan hanya untuk kepentingan akademis. Terima kasih atas partisipasinya.

Informasi lebih lanjut dan pertanyaan dapat menghubungi:

No Telp / WA: 0895338359237
Email: nadiaedawarmaa@gmail.com
Dosen Pembimbing: Dessy Kurnia Sari, SE, M.Bus(Adv), PhD

Terima kasih atas perhatian dan kesediaan Anda dalam membantu mengisi kuesioner ini.

Hormat saya,
Nadia Edawarma (1910523009)

Kuisioner Penelitian

nadiaedawarmaa@gmail.com Ganti akun

☁

Menunjukkan pertanyaan yang wajib diisi

Bagian Tanpa Judul

Nama *

Jawaban Anda

Umur *

○ 17-19 tahun

○ 20-22 tahun

○ 23-25 tahun

○ 26-27 tahun

Jenis kelamin *

○ Laki-Laki

○ Perempuan

Pekerjaan *

○ Pelajar/Mahasiswa

○ Wirausaha

○ Pegawai Negeri Sipil

○ Pegawai Swasta

○ BUMN/BUMD

○ Yang lain: _____

Pendidikan Terakhir *

○ SMP

○ SMA/SMK

○ D3

Kuisioner Penelitian

nadiaedawarmaa@gmail.com Ganti akun

☁

* Menunjukkan pertanyaan yang wajib diisi

Bagian Tanpa Judul

Nama *

Jawaban Anda

Umur *

○ 17-19 tahun

○ 20-22 tahun

○ 23-25 tahun

○ 26-27 tahun

Jenis kelamin *

○ Laki-Laki

Jenis kelamin *

○ Laki-Laki

○ Perempuan

Pekerjaan *

○ Pelajar/Mahasiswa

○ Wirausaha

○ Pegawai Negeri Sipil

○ Pegawai Swasta

○ BUMN/BUMD

○ Yang lain: _____

Pendidikan Terakhir *

○ SMP

○ SMA/SMK

○ D3

○ D4

○ S1

○ S2

Pendapatan/uang saku perbulan *

○ < Rp.2.000.000

○ Rp.2.000.000 – Rp.3.999.999

○ Rp.4.000.000 – Rp.5.999.999

○ Rp.6.000.000 – Rp.7.999.999

○ Rp.8.000.000 – Rp.9.999.999

○ > Rp.10.000.000

Domisili

○ Kabupaten Agam

○ Kabupaten Dharmasraya

○ Kabupaten Kep Mentawai

○ Kabupaten Lima Puluh Kota

○ Kabupaten Padang Pariaman

○ Kabupaten Pasaman

○ Kabupaten Pasaman Barat

○ Kabupaten Pesisir Selatan

○ Kabupaten Sijunjung

○ Kabupaten Solok

○ Kabupaten Solok Selatan

Domisili

○ Kabupaten Agam

○ Kabupaten Dharmasraya

○ Kabupaten Kep Mentawai

○ Kabupaten Lima Puluh Kota

○ Kabupaten Padang Pariaman

○ Kabupaten Pasaman

○ Kabupaten Pasaman Barat

○ Kabupaten Pesisir Selatan

○ Kabupaten Sijunjung

○ Kabupaten Solok

○ Kabupaten Solok Selatan

○ Kabupaten Tanah Datar

○ Kota Bukittinggi

○ Kota Padang

○ Kota Padang Panjang

○ Kota Pariaman

○ Kota Payakumbuh

○ Kota Sawahlunto

○ Kota Solok

○ Yang lain:

Apa saja produk Apple yang Anda miliki?

- ☐ iPhone
- ☐ iPad
- ☐ Mac
- ☐ Apple Watch
- ☐ AirPods
- ☐ HomePod
- ☐ iPod Touch

Apakah Anda pernah membeli iPhone baru?

- ◯ Belum Pernah
- ◯ Pernah

Sejauh ini, berapa banyak produk iPhone yang telah Anda beli?

- ◯ 1
- ◯ 2
- ◯ 3
- ◯ 4
- ◯ 5

Dari mana Anda mendapatkan dukungan dan saran dalam keputusan pembelian produk iPhone Anda?

- ◯ Keluarga
- ◯ Teman
- ◯ Sosial Media
- ◯ Yang lain: _____

Apakah Anda pernah membeli iPhone Baru?

- ◯ Ya
- ◯ Tidak

Dalam pembelian iPhone bekas, apakah Anda melakukan pembelian secara

- ◯ Offline Store
- ◯ Online Store
- ◯ Yang lain: _____

Kembali	Berikutnya	Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir

Kuisioner Penelitian

nadiaedawarmaa@gmail.com Ganti akun

☁ Draf disimpan

* Menunjukkan pertanyaan yang wajib diisi

Brand Image

Citra Merek

Menurut pendapat saya, produk merk iPhone *

berkualitas tinggi

Sangat Tidak Setuju

1 ○

2 ○

3 ○

4 ○

5 ◉
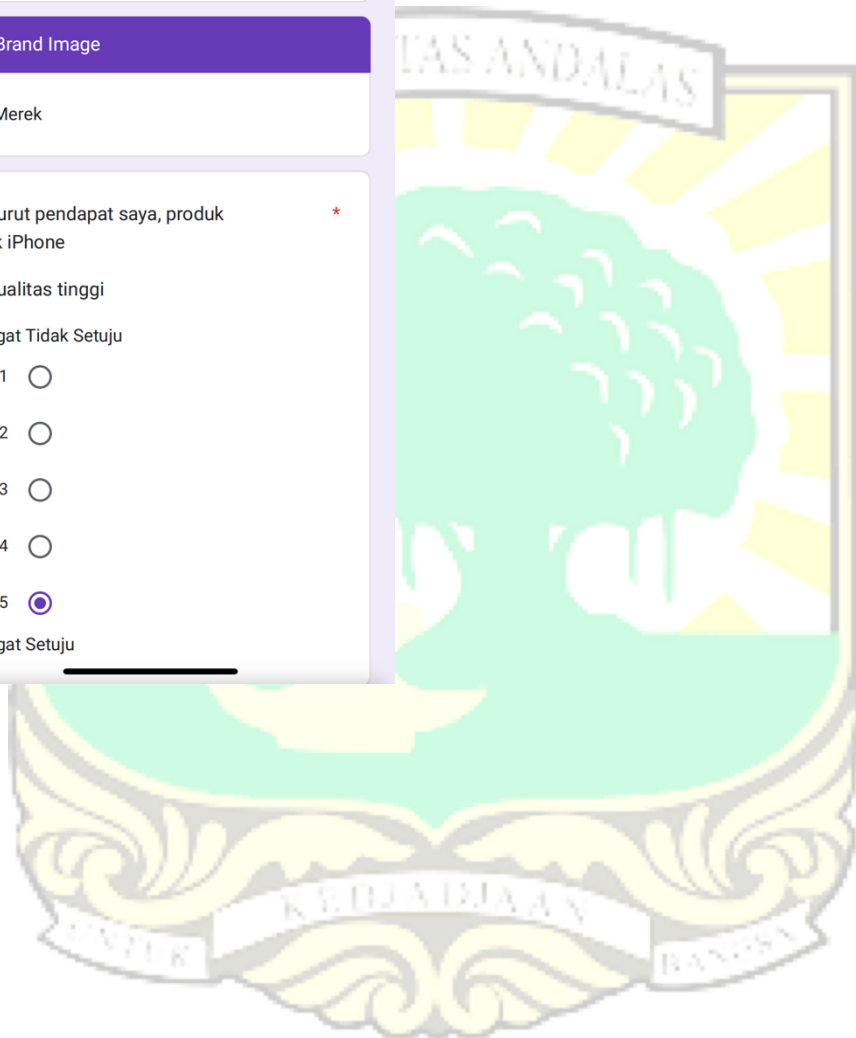
Sangat Setuju

Menurut pendapat saya merek iPhone mem *
iliki karakteristik yang lebih baik
dibanding kompetitornya

Sangat Tidak Setuju

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Sangat Setuju

Menurut pendapat saya Merk iPhone sanga *
t bagus

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya iPhone memiliki keunikan   *
tersendiri yang membedakannya dari para
pesaingnya

Sangat Tidak Setuju

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Sangat Setuju

Menurut pendapat saya smartphone   *
merek iPhone ini tidak mengecewakan pela
nggannya

Sangat Tidak Setuju

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Sangat Setuju

Menurut pendapat saya iPhone adalah merek terbaik di sektor smartphone *

Sangat Tidak Setuju

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Sangat Setuju

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*

Menurut pendapat saya merk iPhone sangatlah populer dan kuat di pasaran.

Sangat Tidak Setuju

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Sangat Setuju

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nadiaedawarmaa@gmail.com Ganti akun

☁

* Menunjukkan pertanyaan yang wajib diisi

Product Quality

Kualitas Produk

Menurut pendapat saya, produk second hand iPhone berfungsi dengan baik. *

Sangat Tidak Setuju

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Sangat Setuju

Menurut pendapat saya, Produk second hand

Menurut pendapat saya, Produk second hand iPhone nyaman digunakan

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya produk iPhone bekas tidak m *
udah rusak

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya produk iPhone Second   *
Hand memberikan manfaat bagi
penggunanya

Sangat Tidak Setuju

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Sangat Setuju

Menurut pendapat saya produk iPhone   *
second hand bertahan lama

Sangat Tidak Setuju

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Sangat Setuju

141

Menurut saya, pilihan warna yang ditawarkan oleh penjual produk iPhone second hand sangat beragam. *

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya desain produk iPhone sangat unik *

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya produk iPhone second hand juga sudah dilengkapi dengan berbagai fitur tambahan *

Sangat Tidak Setuju

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4 ◯

5 ◯

Sangat Setuju

Menurut saya produk iPhone second hand memiliki kesesuaian dengan spesifikasi yang ditawarkan *

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya produk iPhone second hand *
memiliki kelengkapan spesifikasi dan jenis
produk

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya ada beberapa standar yang *
diakui untuk produk iPhone second hand

Sangat Tidak Setuju

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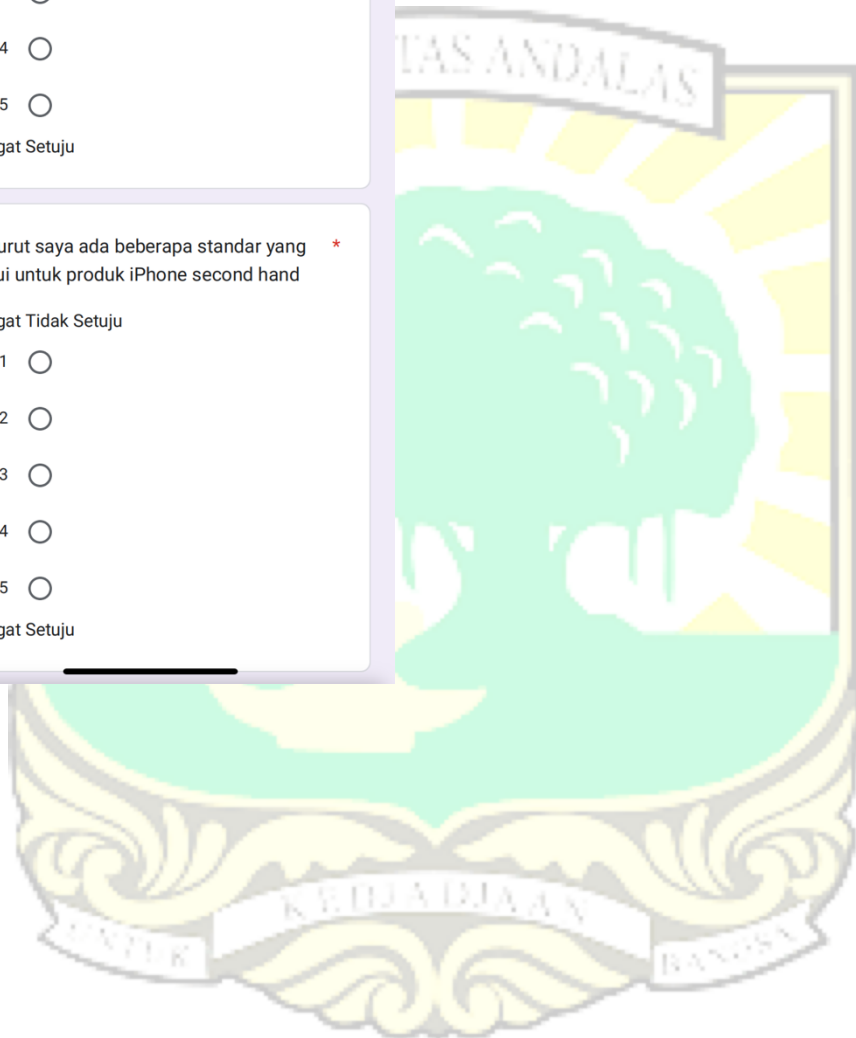
Sangat Setuju

Menurut pendapat saya iPhone *
merancang produk yang mudah digunakan

Sangat Tidak Setuju

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Sangat Setuju

Menururt saya produk iPhone second *
hand dilengkapi dengan garansi

Sangat Tidak Setuju

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Sangat Setuju

Saya nyaman menggunakan produk iPhone *
second hand

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya produk iPhone second hand *
memiliki fungsi produk sesuai dengan jenis
produknya

Sangat Tidsk Setuju

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Sangat setuju

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Menunjukkan pertanyaan yang wajib diisi

Price

Harga

Menurut saya harga produk iPhone second *
hand sangat terjangkau

Sangat Tidak Setuju

1 ○

2 ○

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5 ○

Sangat Setuju

Menurut saya harga produk iPhone second *
yang ditawarkan sesuai dengan kualitas
yan ditawarkan

Sangat Tidak Setuju

1 ○

2 ○

3 ○

4 ○

5 ○

Sangat Setuju

Menurut saya harga produk iPhone second *
hand bersaing dengan produk smartphone
merk lainnya

Sangat Tidak Setuju

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4 ○

5 ○

Sangat Setuju

3 ◯

4 ◯

5 ◯

Sangat Setuju

Menurut saya produk iPhone second *
hand lebih banyak manfaatnya daripada har
ga yang ditawarkan

Sangat Tidak Setuju

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5 ◯

Sangat Setuju

Kembali	Berikutnya	Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Google Formulir

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☁

* Menunjukkan pertanyaan yang wajib diisi

Physicological Factor

Faktor Psikologi

Saya meiliki kesadaran terhadap lingkungan *

Sangat Tidak Setuju

1 ◯

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4 ◯

5 ◯

Sangat Setuju

Menurut saya dengan pembelian *

Menurut saya dengan pembelian iPhone second hand akan mengurangi dampak negatif konsumsi terhadap lingkungan *

Sangat Tidak Setuju

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Sangat Setuju

Menurut saya pembelian iPhone second hand sebagai alternatif yang ramah lingkungaan *

Sangat Tidak Setuju

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Sangat Setuju

Saya memilih iPhone second hand karna keterbatasan anggaran *

Sangat Tidak Setuju

1 ◯

2 ◯

3 ◯

4 ◯

5 ◯

Sangat Setuju

Menurut saya pembelian iPhone second hand adalah salah satu cara untuk menghemat uang *

Sangat Tidak Setuju

1 ◯

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3 ◯

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Sangat Setuju

Menurut saya membeli iPhone second hand dapat memenuhi kebutuhan dengan anggaran yang terbatas *

Sangat Tidak Setuju

1 ◯

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3 ◯

4 ◯

5 ◯

Sangat Setuju

Saya merasa bersalah dengan budaya konsumsi yang berlebihan *

Sanagat Tidak Setuju

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Sangat Setuju

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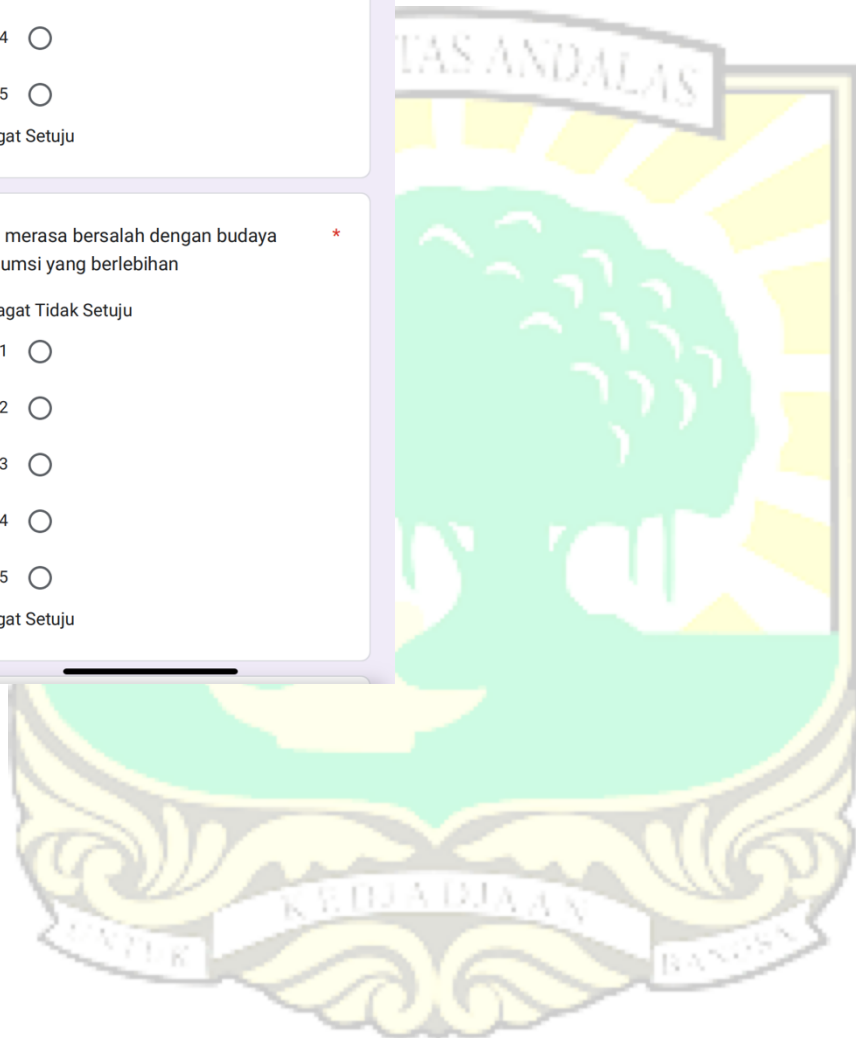
Saya ingin mengurangi konsumsi yang tidak *
perlu melalui pembelian iPhone second
hand

Sangat Tidak Setuju

1 ○

2 ○

3 ○

4 ○

5 ○

Sangat Setuju

Menurut saya pembelian iPhone second *
hand memunculkan stigma sosial

Sangat Tidak Setuju

1 ○

2 ○

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5 ○

Sangat Setuju

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☁

* Menunjukkan pertanyaan yang wajib diisi

Purchase Decision

Keputusan Pembelian

Saya peduli terhada produk iPhone mana *
yang akan saya beli

Sangat Tidak Setuju

1 ○

2 ○

3 ○

4 ○

5 ○

Sangat Setuju

Menurut saya penting
untuk membuat pilihan
yang tepat saat membeli produk
iPhone second hand *

Sangat Tidak Setuju

1 ○

2 ○

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Sangat Setuju

Saya menyadari konsekuensi dari pilihan sa *
ya saat memilih produk iPhone second
hand

Sangat Tidak Setuju

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Sangat Setuju
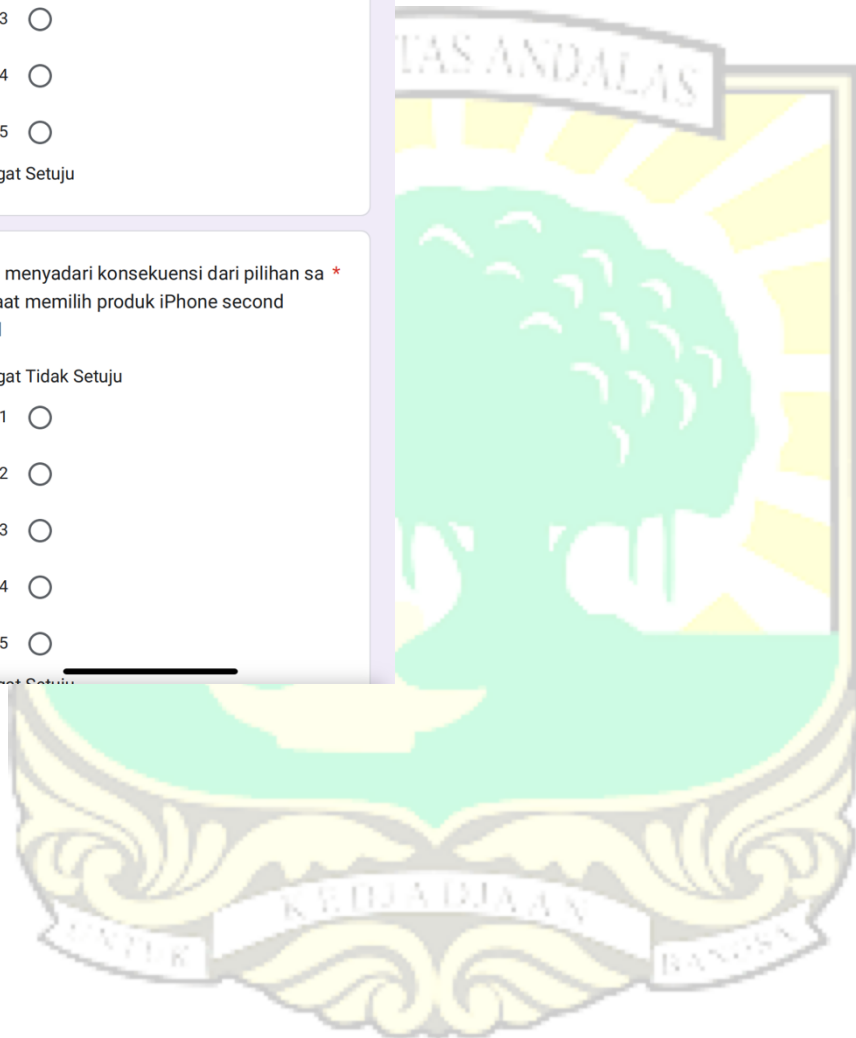
ResearchQuestioannaire

No.Ques

tionnaire:

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, PRICE AND PHYSICOLOGICAL FACTOR ON PURCHASE DECISION OF SECOND HAND IPHONE PRODUCTS AMONG Z GENERATION

Dear.Respondent

In order to conduct a research entitled **"The Effect of Brand Image, Product Quality, Price and Physicological Factor on Purchase Decisions of Second Hand iPhone Products   among   Z Generation"**forthecompletionofresearchproposalasarequirementtocompletestudiesintheDepartmentof S1Management,Faculty of Economics, AndalasUniversity.

SoI,theundersigned:

Name   : Nadia Edawarma

Student ID   :1910523009

Major   :Management

Faculty   :EconomicsandBusiness

I request your willingness to take the time to fill out some of the questions and statements in thisquestionnaire properly and correctly. All information provided will be kept confidential. The dataobtained in this study are solely for academic purposes. The requirements to become a respondent forthis researchare:

a) Z Generation in Padang city with the range of birth years 1996-2015 years, with an estimatedcurrentagerange of aged 17-27 years in 2023 .

b) Have an iPhone smartphone.

c) Z Generation who purchase second hand iPhone in Offline store.

The result of this questionnaire will be used as research data that will provide a positive input   foriPhone   productandalsoforconsumerswhowillchoose iPhoneproducts.Iappreciateyourparticipation asa respondentinthis research.

Sincerely,
Nadia edawarma

SECTIONA(CharacteristicRespondent)

Instruction: Chooseoneoftheanswersprovided followingthequestions.Puta checklist (☐)orcross

(x)   inoneoftheboxesprovidedaccordingtoyouropinion.

1.   Name   :

2.   YearofBirth   :

☐   1982 – 1986

☐   1987 – 1991

☐   1992 – 1996

☐   1997 – 2017

3.   Gender   :☐Male   ☐Female

4.   AreyourespondentdomiciledinPadang?

☐   Yes

☐   No

5.   DoyouknowanyinformationaboutiPhone smartphoneproduct?

☐   Yes

☐   No

6.   HaveyoueverpurchasedorusedproductsiPhone?

☐   Yes

☐   No

7.   Whatstore doyouusuallyusetopurchasediphone smartphoneproduct?

☐   Online Store

☐   Offline Store

SECTIONB

Instruction:

1.   Filloutthequestionnaire truthfullybasedonyoursituation.

2.   Putachecklist(☑)orcross(x)onthealternativeanswersinthetableaccordingyouropinion.

3.   Theanswerweightsconsistof:

5	4	3	2	1
Strongly Agree(SA)	Agree(A)	Neutral(N)	Disagree(D)	(Strongly Disagree)(SD)

Brand Image

No.	Statements	SA	A	N	D	SD
1	In my opinion, iPhone products are of high quality					
2	In my opinion the iPhone brand has better characteristics than its competitors					
3	In my opinion the iPhone brand is very good					
4	In my opinion iPhone has a personality that distinguishes it from its competitors					
5	In my opinion this iPhone brand does not disappoint its customers					
6	In my opinion iPhone is the best brand in the smartphone sector					
7	In my opinion iPhone is very consolidated in the market					

Product Quality

No.	Statements	SA	A	N	D	SD
1	I think second hand iPhone products work well					

153

2	I am comfortable when using second hand iPhone					

No.	Statements	SA	A	N	D	SD
3	In my opinion Second hand iPhone products provide benefits to their users					
4	In my opinion second hand iPhone products do not break easily					
5	I think second hand iPhone products last for a long time					
6	I think the colors provided by the seller of second hand iPhone products are very varied					
7	I think the shape of second hand iPhone products is very unique					
8	I think iPhone products are equipped with various additional features					
9	I think second hand iPhone products have suitability in specifications					
10	I think second hand iPhone products have completeness in specifications and product types					
11	I think second hand iPhone products have several recognized standards					
12	I think I design second hand iPhone products are easy to use					
13	I think Second hand iPhone products are equipped with a guarantee					
14	I think that second hand iPhone products have product functions according to the type of product					
15	I am comfortable using second hand iPhone products					

Price

No.	Statements	SA	A	N	D	SD
1	In my opinion the price of second hand iPhone products is very affordable					
2	In my opinion the price of the products offered second hand Iphone is in accordance with the quality offered					
3	in my opinion the price of second hand iPhone products is competitive with others					
4	in my opinion Second hand iPhone products have more benefits than the price offered					

PurchaseDecision

No.	Statements	SA	A	N	D	SD
1	I care about which one iPhone product I buy					
2	I think it is necessary to make the right choice when buying a second hand iPhone product					
3	I am aware of the consequences of my choices when selecting iPhone products					

APPENDIX C

Respondents' Responsento Indicator

Functional		Affective			Reputasi		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PR1	PR2	PR3	PR4	Environmental Concern			Financial Constraints			Negative Emotions			PD1	PD2	PD3
BI1	BI2	BI3	BI4	BI5	BI6	BI7	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PR1	PR2	PR3	PR4	PF1	PF2	PF3	PF4	PF5	PF6	PF7	PF8	PF9	PD1	PD2	PD3
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