

**THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, PRICE, AND  
PHYSIOLOGICAL 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 SI Study  
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Submitted By:

**Nadia Edawarma**

**1910523009**

Supervisor:

**Dessy Kurnia Sari, S.E., M.Bus (Adv.), Ph.D**

**BACHELOR'S DEGREE IN INTERNATIONAL MANAGEMENT**

**FACULTY OF ECONOMICS AND BUSINESS**

**ANDALAS UNIVERSITY**

**PADANG**

**2023**



Alumni Number at University	<b>Nadia Edawarma</b>	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 Physiological 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, Physiological Factors, Purchase Decision, Second Hand iPhone*

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

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

Acknowledged by,  
Head of Management Department

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

Signature

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Alumni Number at Faculty	Name	Signature
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