

ABSTRACT

Technological developments can bring changes in consumer behavior, gadgets are one of the products that can bring about these changes, such as creating a sense of prestige so that many companies place their brand positioning as a prestige brand. Known as the Masstige or mass-prestige brand because they have high prices with good quality even though the products they make include many and there are many customer requests so that the prices they create are high in proportion to their quality, Apple also has a unique design. Apple is a company that produces a variety of technological tools (gadgets), operating in the mass market causing Apple to try to adopt a differentiation strategy as a basis for competitive advantage, including through products that have added value in terms of quality, Perceived Quality, Brand Image and Perceived Value of product users. Apple towards the Apple brand can create a sense of prestige to its users.

This research is a quantitative study that aims to analyze the effect of Perceived Quality (X1) Brand Image (X2) Perceived Value (X3) on Perception of Masstige on Apple products (Y). Data collection using questionnaire distribution techniques with a sample size of 184 respondents taken with Non Probability Sampling technique. Based on the results of the study, it was found that Perceived Quality, Brand Image and Perceived Value had a partial and simultaneous effect on Perception of Masstige with a percentage of 60.6% while 39.4% was influenced by other factors.

Keywords: Apple, Perceived Quality, Brand Image, Perceived Value, Perceived Masstige