

ABSTRACT

This study aims to analyze the influence of social influence and perceived value on the iPhone purchase decision among students of the Business Administration Study Program at Telkom University. Specifically, this research examines the effect of social influence on perceived value, the effect of perceived value on purchase decision, the direct effect of social influence on purchase decision, and analyzes the mediating role of perceived value in this relationship.

This study employs a quantitative approach using a survey method via questionnaires. The sample consisted of 100 respondents, drawn from a population of active students from the 2023-2024 academic year of the Business Administration study program who are iPhone smartphone users. The sampling technique used was non-probability sampling, specifically purposive sampling. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. This research involved descriptive analysis as well as outer model and inner model analyses to test the relationships between the studied variables.

Descriptive analysis revealed a "fairly good" response to Social Influence, a "good" perceived value, and a "very good" purchase decision, confirming the significant roles of Social Influence and Perceived Value in driving iPhone purchase decisions among Business Administration students at Telkom University. The research findings indicate that (1) social influence has a positive and significant effect on perceived value, (2) perceived value has a positive and significant effect on purchase decision, (3) Social Influence is proven to have no significant effect on Purchase Decision, and (4) Perceived Value is proven to significantly mediate the influence of Social Influence on Purchase Decision. The key finding of this study demonstrates that perceived value acts as a full mediator, effectively bridging the influence of social influence on the purchase decisions of Generation Z.

Keywords: Social Influence, Perceived Value, Purchase Decision, Generation Z, PLS-SEM, iPhone.