

ABSTRAK

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Program Studi: Manajemen
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Judul : Penengaruh *Perceived Product Quality*, *Perceived Price Affordability*, dan *Perceived Ease of Access* terhadap *Purchase Intention smartphone* iPhone Pada mahasiswa Generasi Z (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh)

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Product Quality*, *Perceived Price Affordability*, dan *Perceived Ease of Access* terhadap *Purchase Intention* smartphone iPhone pada mahasiswa Generasi Z, dengan objek penelitian mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei, di mana data dikumpulkan melalui kuesioner yang disebarikan kepada 120 responden. Teknik pengambilan sampel dalam penelitian ini dilakukan dengan teknik *Purposive Sampling*. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan aplikasi SmartPLS. Hasil analisis menunjukkan bahwa *Perceived Product Quality*, *Perceived Price Affordability*, dan *Perceived Ease of Access* berpengaruh positif dan signifikan terhadap *Purchase Intention*. Temuan ini menunjukkan bahwa persepsi mahasiswa terhadap kualitas produk, keterjangkauan harga, dan kemudahan akses berperan penting dalam mendorong niat beli terhadap produk iPhone. Oleh karena itu, strategi pemasaran yang menekankan pada tiga aspek tersebut penting diterapkan untuk menarik minat beli konsumen dari kalangan mahasiswa Generasi Z.

Kata Kunci: *Perceived Product Quality*, *Perceived Price Affordability*, *Perceived Ease of Access*, *Purchase Intention*, iPhone, SEM-PLS, Generasi Z

ABSTRACT

Name : Inas Hendrawan
Program Studi: Management
Faculty : Economics and Business
Title : Influence of Perceived Product Quality, Perceived Price Affordability, and Perceived Ease of Access on Purchase Intention of iPhone smartphones on Generation Z students (Study on Students of the Faculty of Economics and Business, Malikussaleh University)

This study aims to analyze the effect of Perceived Product Quality, Perceived Price Affordability, and Perceived Ease of Access on Purchase Intention of iPhone smartphones on Generation Z students, with the research object of Malikussaleh University Faculty of Economics and Business students. The research approach used is quantitative with a survey method, where data is collected through a questionnaire distributed to 120 respondents. The sampling technique in this study was carried out using Purposive Sampling technique. Data analysis was carried out using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the help of the SmartPLS application. The results of the analysis show that Perceived Product Quality, Perceived Price Affordability, and Perceived Ease of Access have a positive and significant effect on Purchase Intention. This finding shows that students' perceptions of product quality, price affordability, and ease of access play an important role in encouraging purchase intentions for iPhone products. Therefore, marketing strategies that emphasize these three aspects are important to implement to attract consumer buying interest from Generation Z students.

Keywords: *Perceived Product Quality, Perceived Price Affordability, Perceived Ease of Access, Purchase Intention, iPhone, SEM-PLS, Generation Z.*