

THE INFLUENCE OF INFLUENCER MARKETING AND PRICE PERCEPTION ON IPHONE PURCHASE DECISIONS IN SURABAYA CITY

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Abstract. Opportunities for telecommunications companies have been greatly enhanced by the development of communications technology, particularly smart phones. Due to their growing functionality, which includes basic communication, internet access, and versatile applications, smart phones are increasingly being used as communication tools. iPhone from Apple Inc. with its unique iOS operating system, has a large market share worldwide. High pricing and varied influencer ratings are two factors that impact customers' buying decisions. The goal of this research is to find out what Surabaya residents think about the current iPhone pricing and how influencer marketing has affected their decision to buy. The 108 participants in this quantitative study are all residents of Surabaya and use iPhones. The sample was chosen using a purposive sampling approach. We checked our assumptions, validity, and reliability using Partial Least Squares (PLS), and we gathered data from both primary and secondary sources. Findings show that (1) influencer marketing has a substantial effect on whether or not someone decides to buy an iPhone, and (2) the perception of pricing has a substantial and favourable effect on whether or not someone decides to buy..

Keywords: influencer marketing; price perception; purchasing decisions

I. INTRODUCTION

The development of smartphones and other forms of information technology in the last few decades has drastically changed people's daily routines. In addition to being an important component in everyday life, smartphones also function as a means of communication. Statista predicts that by 2023, there will be 6.8 billion smartphone users worldwide. This data clearly shows that this gadget has become an important part of contemporary civilization, even in Indonesia. According to We Are Social and Hootsuite (2023), Indonesia is one of the largest potential markets for various smartphone brands, including the iPhone, with more than 210 million active internet users. In addition, 98% of them access the internet via mobile devices. The younger generation in Indonesia loves the iPhone. Many people see this Apple product as a sign of how socially wealthy they are. In terms of smartphone sales in Indonesia, the iPhone is the third most popular, after Samsung and Xiaomi, both of which use the Android operating system (Counterpoint Research, 2022). The exclusive iOS operating system and the iPhone's high-end reputation make it a popular choice among performance- and quality-conscious buyers. Most price-conscious buyers in Indonesia consider the iPhone to be too expensive when compared to other brands. The latest iPhone can cost between IDR 20 million and IDR 30 million on local e-commerce sites

such as Tokopedia, which is too expensive in the eyes of most Indonesian consumers (Tokopedia, 2023).

The power of influencer marketing is a key component in the consumer decision-making process. Consumers in Indonesia are increasingly turning to gadget reviews as a source of product information, due to the country's high social media usage (89% of internet users are active on sites like TikTok, Instagram, and YouTube). Gadgetin, Putu Reza, and Jagat Review are some of the tech influencers who have contributed to the public's positive impression of the iPhone and its features. According to the Edelman Trust Barometer study (2018), influencer marketing is crucial in the consumer decision-making process as 51% of consumers trust the evaluations and advice of the influencers they follow. However, there are other pitfalls associated with this phenomenon, especially when influencer evaluations are skewed due to financial relationships. Especially in a price-sensitive market like Indonesia, where influencers play a significant role, consumers' perception of price plays a significant role in their final purchasing choices. Siregar (2013) found that when making a purchase, price is a major consideration for Indonesian consumers. These buyers prioritize finding goods with good quality but at an affordable price. Customers who prioritize cost-effectiveness often choose competing brands that have comparable features at a

lower price, while those who value prestige and high-quality products may choose the iPhone. Apple may need to think about a more inclusive approach in the Indonesian market because there are some market groups that cannot afford the iPhone.

As the smartphone industry has become more competitive and technology has advanced, other companies such as Xiaomi and Samsung have introduced devices that rival the iPhone in terms of quality and price. Businesses need a significant competitive advantage to survive in today's market, Callizta and Hasbi (2020) say. For this reason, it is crucial for businesses to understand elements such as influencer marketing and price perception to create successful marketing campaigns.

Apple, in particular, can take strategic steps to increase the market penetration of the iPhone in Indonesia by balancing the premium aspect and the more affordable local needs. Although influencer marketing has done a good job of promoting Apple products, users of these products in Indonesia are still relatively few compared to other brands. By overcoming the price challenge and strengthening the product's position through the right influencers, Apple has the opportunity to increase its market share in Indonesia. Based on these problems or events, the author wants to explore further regarding "The Influence of Influencer Marketing and Price Perception on iPhone Purchasing Decisions in Surabaya City." To better understand the interaction between these two variables and to help businesses and marketers in Indonesia develop strategies that meet consumer demand, this study aims to dig deeper into the topic. amount of information that influences their choice to buy, (2) the importance of preferred brands, (3) how well the product meets their needs and wants, and (4) the impact of recommendations from others. By understanding these elements, organizations can develop more successful marketing tactics in attracting customers.

The conceptual framework used in the research is as follows

A. Influencer Marketing

marketing method known as "influencer marketing" uses popular people on social media to advertise products or services. Carter (2016) stated that the primary motivation for the rapid expansion of this sector is the desire to increase brand awareness through the distribution of content by influential social media users. According to Byrne et al. (2017), selecting the right influencer is crucial to achieving the desired goals because this approach focuses on hiring prominent people to reach a wider audience. Information (relevant data conveyed by the influencer), drive (internal motivation that drives the audience to act), role (social status of the influencer in society), and status (the influencer's position in relation to his/her followers) are indicators that can be used to measure the effectiveness of influencer marketing.

B. Price Perception

The term "price perception" refers to the subjective evaluation that buyers make of the price offered by a seller. The price of a product is the monetary amount that customers must pay to obtain it (Suparyanto & Rosad, 2015). Here, we look at the extent to which customers believe that the given

price is reasonable in relation to the value they evaluate (Lee & Lawson-Body, 2011). People often look at the price tag to determine the value and quality of a product. This suggests that price perceptions take into account factors beyond just the numerical value, such as quality and satisfaction. Price affordability, price-quality fit, price competitiveness, and price-benefit fit are the four main indicators in price perception, according to Kotler & Keller (2008), as stated in Iqbal Krisdayanto & Haryono (2018).

C. Purchase Decision

Consumer behavior is influenced by many elements, one of which is the purchasing decision-making process. Several aspects influence consumers' decision-making processes when it comes to making purchases. These elements include economic, financial, technical, political, cultural, product, pricing, and geographical considerations, among others. (Alma, 2016). According to Kotler and Armstrong (2018), consumers carefully consider all their options before making a purchase, which reflects their opinions. In addition, they also mentioned four main factors that consumers consider when making a purchase: (1) the amount of information that influences their choice to buy, (2) the importance of preferred brands, (3) how well the product meets their needs and wants, and (4) the impact of recommendations from others. By understanding these elements, organizations can develop more successful marketing tactics in attracting customers.

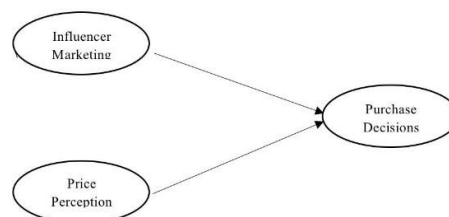


Figure 1 conceptual framework

H1: Effects of Social Media Influencers on iPhone Purchase Intentions in Surabaya, Indonesia.

H2: The Influence of Price Perception on iPhone Purchasing Decisions in Surabaya City.

II. RESEARCH METHOD

Quantitative methodology was used in this research by collecting data through questionnaires distributed online using Google Form. In this research, "population" means a set of people who share the traits that are the subject of the investigation. People living in or around Surabaya City who have bought an iPhone are the focus of this research. A subset of the population, the sample is chosen to represent the study's target variables. The sample size is determined by multiplying the number of indicators by 5 to 10, as suggested by Ghazali (2011), in order to guarantee a representative sample. This methodology is used in this research. This research used a sample size of 108 respondents and twelve indicators.

Researchers utilize a nonprobability selection strategy based on the convenience sampling approach to choose respondents at random, with an emphasis on those who have bought an iPhone, because of how easy it is for them to access their information.

III. RESULTS AND DISCUSSION

A. Analysis pls model

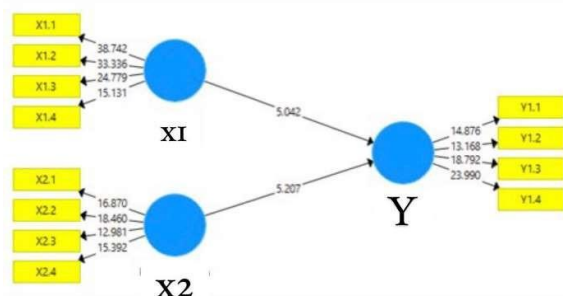


Figure 2. PLS Model

The PLS output graph displays the loading factor values of each indicator above the arrows that relate the variables to the indicators. Information stands out among the Influencer Marketing indications (X1) with a loading factor of 0.895. As a result, it is clear that the information provided by influencers has a significant impact on what is decided to be purchased. With a loading factor of 0.831, the indication of price-quality fit has the greatest impact on the Price Perception variable (X2). Thus, it is clear that customers think about whether the price of the product is reasonable considering the quality provided.

Inner Model

Table 1. R-Square

	R Square	R Square Adjusted
Purchase Decisions	0.639	0.632

The R-squared value of Purchase Decision is 0.632, as can be seen that the information conveyed by influencers is highly considered by consumers. Consumers highly value information about the features, functions, advantages, and disadvantages of the iPhone. People are not only more receptive to advertising when they have all the information they need to make the right decision about the item to be purchased.

This conclusion is supported by Agustin & Amron (2022), who showed that Influencer Marketing significantly and positively influences purchasing choices. Mahardini et al. (2022) add weight to this finding by showing the substantial impact of Influencer Marketing on consumer choice.

A. How Influencer Marketing Impacts People's Decisions to Buy iPhones

This study's results show that Influencer Marketing has

a substantial and favourable effect on iPhone purchases. This proves that consumers are more likely to purchase an iPhone if influencers give a positive assessment of the device. The previous analysis showed that the largest contribution of the Influencer Marketing variable came from the Information indicator. This indicator obtained the highest value, indicating

B. How People Evaluate Prices and How It Affects Their Decisions to Buy iPhones

The research found that people's perceptions of prices significantly impact their decision to buy an iPhone. This indicates that customers' purchasing choices are positively correlated with their views on the price of iPhone products. According to previous studies, price-quality fit is the most important factor in determining how people perceive price. This suggests that product quality is very important to iPhone buyers. People who own an iPhone are willing to spend more on the brand than they do on competing phones because the quality of the iPhone meets or exceeds their expectations. Ina Yulistiowati Astutik and Hery Pudjoprastyono (2024) from the table above. Influencer marketing (X1) and price came to a similar conclusion about the importance of consumers' perception (X2) are independent variables that contribute 63.2% perceptions of pricing on their ultimate purchases, which is in line of the purchase decision in this research model. While factors not with our findings. Satriani Adaming's research (2019) attests to the included in this analysis contribute the remaining 36.8%. fact that customers' estimations of prices significantly influence their ultimate purchase decisions.

IV. CONCLUSIONS

This study in Surabaya City shows that consumers' perceptions of price and the effectiveness of influencer marketing From the table above, we can obtain the conclusion of the play a role in their choice to purchase an iPhone. Consumers' hypothesis which states: Marketing via Influencers Drives Consumer Propensity to Purchase. Testing the hypothesis that influencer marketing has an effect on consumers' propensity to make a purchase yields a 0.438 in the route coefficient section. Compared to the T-table value of 1.96, the T-statistic value is 5.042. Results are considered statistically significant with a P-value of 0.000, which is lower than the significance level of 0.05. Thus, it is not possible to accept the null hypothesis. What Influences Consumer Decisions Is the Ideal Perceived Value. The conclusion about the impact of price perception on buying decisions is shown by the following: a path coefficient value of 0.442, a T-Statistic value of 5.207 (> 1.96 (T-Table value)), and a P-Value of 0.000 < 0.05 (showing statistical significance). As a result, we may affirm the second hypothesis

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