

Identifying Factors That Influence iPhone Purchases

Nur Widyawati
University of August 17, 1945 Surabaya
Email: nur.widyawati4692@gmail.com

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Abstract

This study sought to ascertain and examine how purchase intention for iPhone items was influenced by perceived ease of use, perceived usefulness, trust, benefit, and risk. This study's methodology is quantitative and makes use of SEM PLS. The millennial generation that enjoys iPhone products was the subject of the investigation. Since all of the study's participants were millennials with iPhones, a sample of 100 respondents was drawn. The results showed that perceived ease of use, perceived usefulness and benefit had no effect on purchase intention but trust and risk had a significant effect on purchase intention.

Keywords: *Technology_Acceptance_Model, purchase_intention, IPHONE*

INTRODUCTION

In the digital era like today, everything must use smartphones, from working to studying. Now it makes everyone more dependent on smartphones because all matters are required to be online and there is convenience from *Artificial Intelligence* (AI). As cellphones have advanced, they are now utilized not only for communication but also as a tool to assist people with everyday tasks including working, checking emails and data, making payments, and more. According to research firm Data Reportal, there were 370.1 million cellular-connected devices in Indonesia as of January 2022. When compared to the same period last year, this number rose by 13 million, or 3.6% (suara.com).

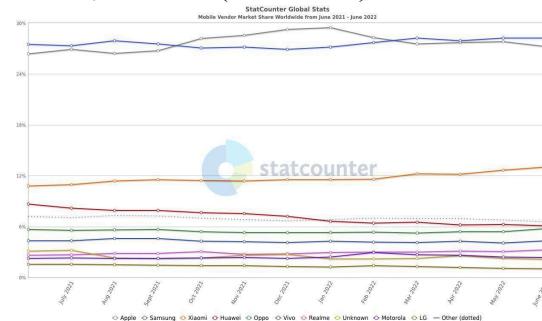


Figure 1 . Mobile Vendor Market Share Worldwide

From Figure 1, it can be seen that Samsung smartphones rank first globally, followed by Apple and Xiaomi. Samsung Presentation 28.24% , Apple 27.22%, Xiaomi 13.04%. Although it has not yet dominated the world market share, Apple

products have increasingly shown an increase in percentage over the past few months. There are factors which make Apple iPhone did not rank first in the Top Brand Awards Indonesia among others is Apple iPhone has fewer product variants compared to its competing smartphone companies, the price is offered exclusively so that the Apple iPhone is not ranked first.

Technology Acceptance Model (TAM) was first introduced by Davis (1989). This model changes the components of the Theory of Reason Actioned (TRA), including belief, attitude, intention, and user behavior relationship. The goal of the Technology acceptability Model (TAM) is to elucidate the factors that influence the overall acceptability of information-based technology. Additionally, TAM can explain end-user behavior when utilizing a wide range of information technology, which can serve as a platform for understanding how outside influences impact the psychological underpinnings. In addition, the Technology Acceptance Model (TAM) explains the causal relationship between beliefs (usefulness and ease of use) and user behavior, goals and needs, and actual use of information systems.

According to Kotler (2014), The choice to purchase a specific brand over a range of other brands is known as buying intention. This purchase goal may originate from a number of phases, including needs analysis, information gathering, evaluation, and, lastly, consumer enthusiasm in making a buy. One element that may affect a consumer's desire in making a purchase is promotion. Customers will want to purchase the goods more if it is being promoted. Customers will evaluate products against one another. Some factors that influence the desire to buy a product include ease of use, ease of use, benefits obtained, trust in the product, and even the risks that people accept when using it.

Ease and usefulness of technology is defined as the degree to which a person believes that learning, using, and using technology is perceived as easier for people or society. Perceived usability can be defined as the degree to which a person believes that learning, using, and using technology will be easy for them. Online shopping does not require much effort and energy, so if it is effective, customers are likely to use it (Zahro, DA, & Nugraha, J. (2021)). *Perceived usefulness* is perception subjective user to the system that is created to provide improvements in job performance when carrying out tasks, and influences the acceptance of system use. Perceived usefulness or perception of benefits is the extent to which individuals believe that the use of a particular technology will be able to provide improvements to their job performance (Cheunkamon E. Et al (2020)). Trust has a remarkable ability to attract opportunities in transactions. A business process is built on trust. If two or more people trust one another, a transaction will take place. The conviction that one will get what one wants from an exchange partner is known as trust. Three primary categories of factors—online merchant trust, shopping channels, and structural assurances pertaining to business and environmental regulations—determine the degree of trust. According to Issam A. et al. (2022), trust has the unique ability to attract opportunities in transactions. Benefit is a benefit that can be obtained by

consumers in using a product produced by a company and can then be used as a basis for positioning that distinguishes the company from other companies. Perceived benefit is a combination of physical attributes, service attributes and technical support related to the usefulness of the product or service. Benefit has a beneficial impact on people's inclinations to use technology, according to perceived benefit. Benefits are advantages that customers might experience when utilizing a company's product, and they can serve as the foundation for positioning that sets the business apart from competitors. Risk is the potential impact that will occur if a product is used. Risk is a precursor factor that results in trust. In trading in Internet, The risk is considered higher than physical trade because of the limited physical contact between consumers and the product, so consumers cannot make monitoring product performance before making a purchase. Risk is the uncertainty that buyers experience when they are unable to foresee how their purchases will affect them. Another definition of risk perception is an individual's subjective evaluation of the likelihood of an accident and their level of concern about the resulting effects or repercussions.

iPhone product purchases are influenced by several complex factors, including perceived ease of use, perceived usefulness, trust, benefits, and risk. In this context, trust and risk play an important role in influencing consumer purchase intention. High trust in the iPhone brand and product can increase purchase intention, while perceived risk can reduce purchase intention. Therefore, further research is needed to understand how these factors interact and influence consumer purchase decisions. Thus, this study can help iPhone manufacturers and marketers to develop more effective strategies in increasing consumer purchase intention and maintaining a strong market position. This study can also provide valuable insights for the technology industry and marketing on how to increase consumer trust and reduce risks associated with products.

Several previous studies that have been conducted include research by Zahro, DA, & Nugraha, J. (2021), which states that perceived ease of use does not have a positive or significant impact on behavioral intentions to use; research by Heri et al. (2020), which states that perceived ease of use does not have a positive or significant impact on the intention of Islamic and conventional bank customers to use internet banking. In contrast to research by Chaunkamon et. al (2020), which states that perceived ease of use has a positive or significant impact and research by Chaunkamon et. al (2020), also states that perceived usefulness has a positive or significant impact. The results of Chaunkamon et. al (2020) research allow tourism entrepreneurs to understand exactly the factors that stimulate tourists' intentions to use social media to make travel planning decisions, which will help lead to the development of tourism marketing strategies and support sustainable competition. but different from the results of Bora Ly and Romny (2022); Heri et al. (2020) and Issam A, et al. (2022) who said that the research is not significant. There are also research results from Evon et al. (2022) which found that perceived trust affects behavioral intentions to continue using

social media. These results are also consistent with research by Heri et al. (2020); Issam A, et al. 2022 and Bora Ly and Romny (2022). However, it is inconsistent with previous research, namely Widyawati et al., 2023, which found that trust did not affect the intention to buy goods, and Cheunkamon's research (2020) found that trust did not affect the intention to use social media. Research from Zahro, DA, & Nugraha, J. (2021) , also found that perceived benefits had a positive and significant impact on behavioral intentions to use; and research by Park et al. (2019), which found that perceived benefits had a positive impact on customers' desire to use m-payment but were not the same as the results from Issam A, et al. (2022) and Park J , et al. (2019).

Based on the background above, the researcher took the title " Identifying Factors Influencing iPhone Purchases ".

METHOD

The research methodology is quantitative in nature. Questionnaires are used to gather data, and the Structural Equation Model (SEM), which is based on Partial Least Square (PLS), is used for data analysis. Millennials who own and use iPhone devices make up the study's demographic. One hundred respondents served as the study's sample. The following is the operational definition used in this study :

Table 1. Operational Definition of Variables

Independent Variable	Perceived Ease Of Use (X ₁)	<ol style="list-style-type: none"> 1. This product is easy to use 2. Learning how to operate this product is easy. 3. The usage of this product is clear and easy to understand. 4. I found it easy to find the data I needed in this product. 5. I find it easy to do what I need
	Perceived Usefulness (X ₂)	<ol style="list-style-type: none"> 1. This product is easy to use 2. The use of this product is fast 3. product improves my performance in searching for something. 4. This product increases my effectiveness in searching for something. 5. product tool is useful for me
	Trust (X ₃)	<ol style="list-style-type: none"> 1. This product is trustworthy 2. This product gives the impression that they keep their promises and responsibilities. 3. This store's behavior is in line with my expectations.

		4. I believe this product always prioritizes my best choice
	Benefits (X ₄)	<ol style="list-style-type: none"> 1. In my opinion, this product is useful. 2. I can save money by using this product 3. I can save time by using this product 4. Utilizing this product allows me to complete tasks faster than using others 5. Using this product increases my efficiency in my activities.
	Risk (X ₅)	<ol style="list-style-type: none"> 1. Purchasing this product will pose a greater financial risk compared to others. 2. The overall risk perception of this product is high
Dependent Variable	Purchase Intention (Y)	<ol style="list-style-type: none"> 1. I might buy this product 2. I would probably recommend this product to my friends. 3. I would not hesitate to provide information about this product. 4. I will use my credit card to purchase this product. 5. I will most likely transact with this store in the future.

Source: Processed Data (2025)

RESULTS AND DISCUSSION

One hundred respondents were given questionnaires for this investigation. Two tests must be performed on the data to be tested. The convergent validate test and the significant test are the initial tests. The following are the test results

Convergent Validity Test

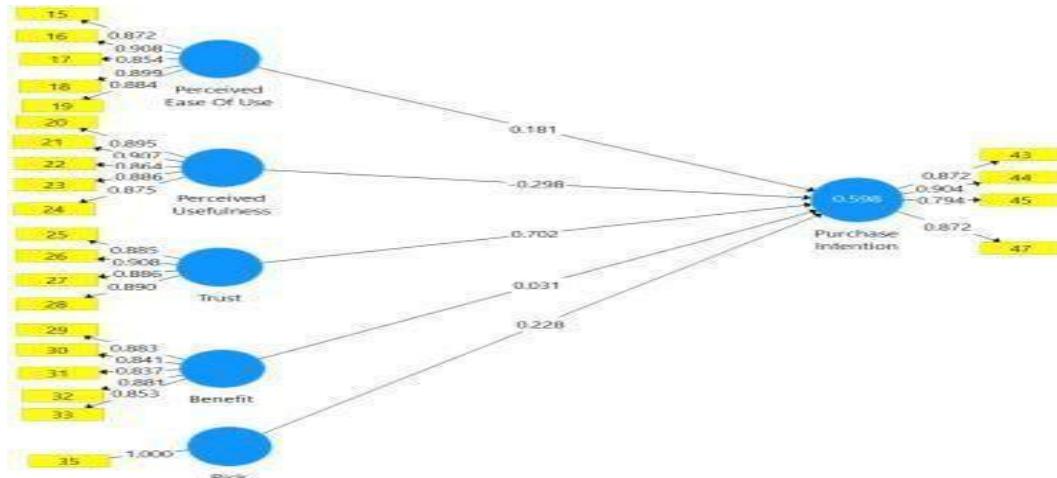


Figure 2. Results Test Loading Factor

Average Variance Extracted (AVE) > 0.5 and outer loading > 0.7 are criteria used in convergent validity (Chin, 1995). The findings, which are based on Figure 2, demonstrate that all indicators have convergent validity when they can explain each of their latent variables with an outer loading value more than 0.7.

Significance test

Table 2. Significance Test Results

Path Coefficients

	Original Sample (O)	Sample ...	Standard ...	T Statistics (O/ST...)	P Values
Benefit -> Purchase Intention	0.031	0.043	0.202	0.152	0.879
Perceived Ease Of Use -> Purchase Intention	0.181	0.183	0.160	1.131	0.258
Perceived Usefulness -> Purchase Intention	-0.298	-0.283	0.272	1.096	0.273
Risk -> Purchase Intention	0.228	0.232	0.115	1.980	0.048
Trust -> Purchase Intention	0.702	0.666	0.241	2.918	0.004

Table 2's findings indicate that 1) risk influences purchase intention, as indicated by T-statistics above 1.97, 1.98, and a positive effect of 0.228 for the original sample data. Therefore, the intention to buy increases with risk. 2) The original sample data shows a positive effect with a value of 0.702, and the T-statistics value over 1.97, or 2.918, indicates that trust influences purchase intention. Therefore, the intention to buy increases with the degree of trust. On the other hand, purchase intention is not much impacted by perceived benefits, usefulness, or convenience of use.

R – Square Test

R-square is used to evaluate the model fit in the structural model test between latent variables. The requirement for model fit if the R-square value is 0.19 means the model is categorized as "weak"; indigo R-square as big as 0.33 gives the meaning that the model created is classified as "moderate"; and the R-square value of 0.63 will have the meaning that the model created is classified as "moderate"; "good" (Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2010)).

Based on The results of the analysis obtained, the R-square value is 0.598. Thus it means that the model created indicates a moderate model.

DISCUSSION

Perceived Easy of Use (X₁) has a significant influence on Purchase Intention (Y)

Perceived ease of use (X₁) has no effect on *Purchase Intention (Y)* because the T-value is 0.131 and the *p-value* is 0.258 so that the first hypothesis is rejected. This means that the ease of use of iPhone products is not a determining factor in purchasing decisions for consumers. Consumers focus more on the features and benefits of iPhone products than on ease of use. Ease of use may be considered a standard for iPhone products, so it is not a differentiating factor in purchasing decisions. The results of this study are consistent with research Zahro, DA, & Nugraha, J. (2021) , which states that perceived ease of use does not have a positive or significant impact on behavioral intention to use; research by Heri et al. (2020), which states that perceived ease of use does not have a positive or significant impact on the intention of Islamic and conventional bank customers to use internet banking. This result is different from the research by Chaunkamon et. al (2020), which states that perceived ease of use has a positive or significant impact.

Perceived Usefulness (X₂, has a significant influence on Purchase Intention (Y)

Perceived usefulness (X₂) has no influence on *Purchase Intention (Y)* because the T-value is 1.096 and the *p-value* is 0.273 so that the second hypothesis is rejected. This means that the usefulness of the iPhone product is not a determining factor in purchasing decisions for consumers. Consumers focus more on other aspects such as design, price, or social status associated with iPhone products. The usability of iPhone products is considered standard for consumers, so it is not a differentiating factor in purchasing decisions. This result is different from the research of Chaunkamon et. al (2020), which stated that the perception of usability has a positive or significant impact. The results of the research by Chaunkamon et. al (2020) allow tourism entrepreneurs to understand exactly the factors that stimulate tourists' intentions to use social media to make travel planning decisions, which will help lead to the development of tourism marketing strategies and support sustainable competition. This result is also inconsistent with research from Bora Ly and Romny (2022); Heri et al. (2020) and Issam A, et al. (2022).

Trust (X₃, has a significant influence on Purchase Intention (Y)

Trust (X₃) has an influence on *Purchase Intention (Y)* because the T-count value is 2.918 and the *p-value* is 0.048 so that the third hypothesis is accepted. This means that consumers are more likely to buy iPhone products if they have high trust in the brand and product. Trust can influence consumer purchasing decisions, so iPhone manufacturers need to maintain and increase consumer trust. Consumers are looking for assurance of quality and reliability of iPhone products, and trust can be a determining factor in purchasing decisions. The iPhone brand and

reputation can be important factors in influencing consumer trust and purchasing decisions. The results of this study are in accordance with the research of Evon et al. (2022) which found that perceived trust influences behavioral intentions to continue using social media. These results are also consistent with the research of Heri et al. (2020); Issam A, et al. 2022 and Bora Ly and Romny (2022). This result is inconsistent with previous research, namely Widyawati et al., (2023) , who found that trust did not affect the intention to purchase goods, and Cheunkamon's (2020) research found that trust did not affect the intention to use social media.

Benefit (X4) has a significant influence on Purchase Intention (Y)

Benefit (X4) has no effect on *Purchase Intention (Y)* because the T-count value is 0.152 and the *p-value* is 0.879 so that the fourth hypothesis is rejected. This means that consumers do not consider the benefits of iPhone products as a determining factor in purchasing decisions. Consumers focus more on other aspects such as brand, design, price, or social status associated with iPhone products. The benefits of iPhone products are considered standard for consumers, so they are not a differentiating factor in purchasing decisions. The results of this study contradict the research of Zahro, DA, & Nugraha, J. (2021) , which found that perceived benefits have a positive and significant impact on behavioral intentions to use; and research by Park et al. (2019), which found that perceived benefits have a positive impact on customers' desire to use m-payment

Risk (X5) has a significant influence on Purchase Intention (Y)

Risk (X5) has an influence on *Purchase Intention (Y)* because the T-value is 1.980 and the *p-value* is 0.048 so that the fifth hypothesis is accepted. This means that consumers consider the risks associated with purchasing iPhone products as a determining factor in purchasing decisions. Consumers want to minimize the risks associated with purchasing iPhone products, such as financial risk, quality risk, or security risk. Risks can influence consumer purchasing decisions, so iPhone manufacturers need to pay attention to and reduce the risks associated with their products. Consumers seek assurance of the safety and quality of iPhone products to reduce the risks associated with purchasing. The results of this study are not the same as previous studies, namely the results of Issam A, et al. (2022) which stated that perceived risk does not have a significant effect on attitudes towards the SANAD Application. Likewise with the results of researchers an Park J , et al. (2019).

CONCLUSION

Based on the results of hypothesis testing and discussion in the previous chapter, the following conclusions can be drawn: 1) *Perceived Ease Of Use* on *Purchase Intention* gives positive and insignificant results ; 2) *Perceived Usefulness* on *Purchase Intention* gives negative and insignificant results ; 3) *Trust* on *Purchase Intention* gives positive and significant results ; 4) *Benefit* on *Purchase Intention* gives positive and insignificant results and 5) *Risk* on *Purchase Intention* gives positive and insignificant results. positive and

significant . The variables that influence purchase intention are only Risk and Trust of potential buyers for iPhone products .

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