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The Effect of Brand Image and Product Quality on iPad Purchasing Decisions for Generation Z in Indonesia

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Abstract

This research aims to analyze the influence of brand image (X1) and product quality (X2) variables on iPad purchasing decisions for gen Z in Indonesia. Employing a quantitative methodology via a survey instrument. The data collection methodology uses a survey of purposive sampling methods and nonprobability techniques, using the coachran formula with the results of 384.5 then rounded up to 385 respondents and the data obtained will then be quantified using a Likert scale. Respondents research are iPad users in gen Z in Indonesia. The results show of this study indicate that the brand image and product quality have a significant positive effect on purchasing decisions by 18.4%, and the remaining 81.6% is influenced by other variables.

Keywords: Brand Image, Product Quality, Purchase Decision

INTRODUCTION

The development of information and information exchange technology advances rapidly and permeates all facets of human existence; this pervasive digital trend assists individuals in executing their routine tasks (Sigar et al., 2021). Gadgets or telecommunication devices are a means and support in this disruption era, not just communicating, now it can also be used to get various information quickly (Krismajayanti & Darma, 2021). Based on the percentage of device ownership in Indonesia (Goodstats, 2023), the percentage of tablet ownership in Indonesia is recorded at 18.2%. Tablets occupy an intermediate position in device ownership.

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According to data from *We Are Social*, in 2021, 90.78% of individuals aged 15-24 years dominate the data on device users by age group. The use of devices is inextricably linked to social media engagement, in a survey conducted by Jakpat (2023) with the title *Indonesia: Mobile Digital Entertainment & Social Networking Patterns - Second Half of 2023*, 47% of generation Z spent time interacting with social media for more than one hour per access opportunity. The findings of the 2020 demographic survey, published by Badan Pusat Statistik in late January 2021, indicate that the majority of Indonesia's inhabitants comprises Generation Z, accounting for 27.94%. Gen Z represents the cohort born in the period spanning 1997 to 2012 (Litbang Kemdikbud, 2021). This demographic group differs from previous generations in their familiarity with technology products, including tablets.

The community's need for a computer that has fast network access, has complete applications and is thinner in size are factors that make tablets grow rapidly (Sriayudha, 2019). Tablet or better known as Tab can also be interpreted as a portable computer with all parts of the screen that can be touched by hand or using a special pen (Lipsendy & Iswati, 2023). In the past, it took several devices to access information technology features, access to information that could only be accessed through computers, can now be accessed through tablets (Lo et al., 2023). One of the tablet manufacturers in Indonesia is Apple Inc.

Apple Inc. constitutes a global technology conglomerate headquartered in Cupertino, California, USA. Apple is widely recognized for its innovation in designing and producing integrated hardware, applications, and virtual platforms. Notable among its premier offerings is the smartphones namely iPhone, tablet namely iPad, computers namely, smartwatches namely Mac Apple Watch, and wireless audio devices from Apple namely AirPods.

iPad represents a slate-format computing device engineered by Apple Inc., initially unveiled by Steve Jobs on January 27, 2010 and officially released to the market on April 3, 2010. The device was designed to fill the gap between smartphones and laptops, offering a more portable yet still functional computing experience, as well as supporting a variety of applications previously available on the iPhone, but with a display optimized for a larger screen.

Apple has proven to rank among the prominent corporations, evidenced by Apple's worldwide sales volume attaining 150 million units; however, within Indonesia, as per TBI data from 2011 to 2013, its market share was limited to under 5%The Apple brand on the iPad is one of the considerations of buyers in their acquisitions; a brand that is capable

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of being accepted by the market is the hope of all companies, many brands have sprung up but it is difficult to reach the *top of mind* stage, one brand that has succeeded in achieving this is Apple Inc. From the research results of The Most Valuable Brands Globally in 2024 as the first rank in the most valuable brands in the world which is estimated to have a brand value of 516.6 billion US dollars (Statista.com, 2024). The Apple logo is in the shape of a bitten apple, this logo shows an apple bite on the upper right side of the apple, the slogan *"Think Different"* is Apple's company slogan, which shows the company's courage to continue to innovate and change the world with its technology (Yukasih, 2024).

The iPad operates on iOS which is specifically designed for tablets that offer a smoother and friendlier *user experience*, examples of features such as *Split View* and *Picture-in-Picture* that allow users to *multitask* more. The iOS operating system on the iPad excels in performance and luxury design to keep its fans loyal, examples of its advantages include iTunes, Appstore, Mac Os, and iCloud, quality camera performance, good security, and *up-to-date* applications (Apple, 2024).

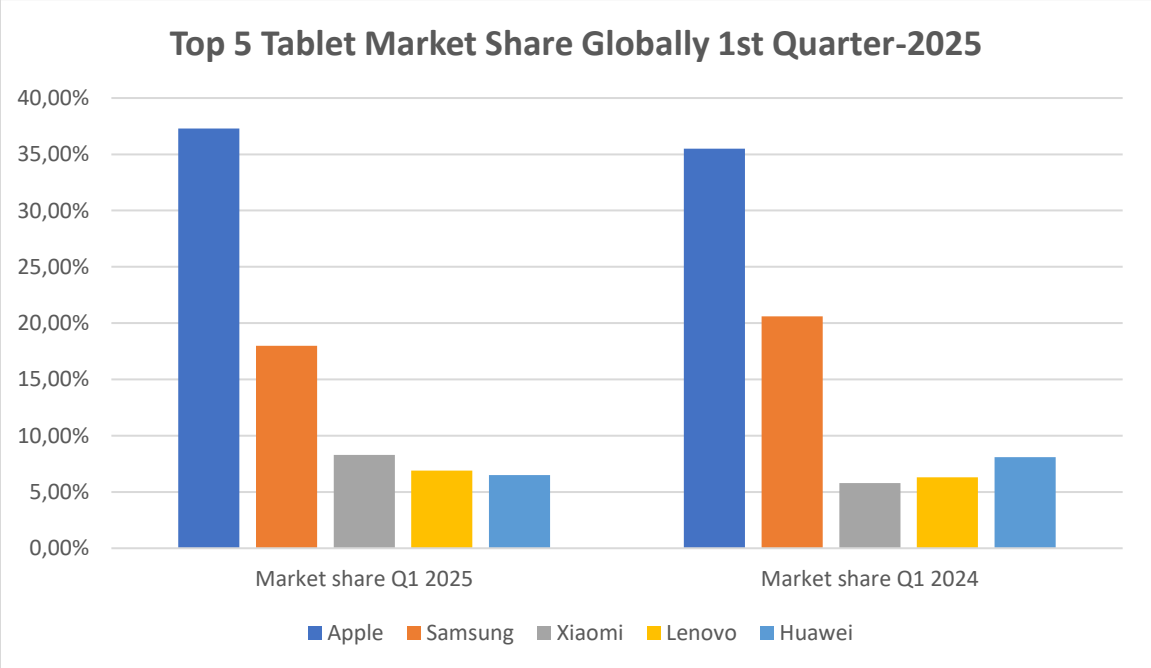


Figure 1. Top 5 Tablet Market Share Globally 1st Quarter-2025
Source : kompas.com (2025)

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During January-March 2025, Apple still dominated the global tablet market by shipping 13.746 million iPad units worldwide, which is about 37.3%, in this period Apple's annual shipment growth increased 14% from the previous year. The increase in sales was driven by increased purchasing power, high interest in technology, and aggressive marketing strategies of Apple and its partners (Arswenda & Huda, 2024).

Consumer purchasing decisions involve several things such as views on *brand* image. According to Prabowo and Nurhadi (2019) Apple possesses a perception that will render its users as sophisticated and elevate their status. Given a good brand reputation, companies can increase sales of their products through recommendations from consumers to the surrounding environment (Muhram & Hubbansyah, 2024).

This study's novelty focused on Generation Z within Indonesia concerning iPad acquisition choices which are still rarely researched compared to other Apple products such as iPhones and Macbooks, bolstered by information obtained from the Central Statistics Agency (2021) Gen Z in Indonesia totaling 74.93 million. Considering the observed occurrence, the foundational context of the issue, and the disparity arising from the results of previous studies, therefore the researcher is motivated to undertake an investigation titled "The Influence of Brand Perception and Product Attributes on iPad Acquisition Choices (Study on Generation Z in Indonesia)".

LITERATURE REVIEW

Brand Image

As stated by Firmansyah (2019) that *brand image* constitutes a mental representation that emerges in the consciousness of buyers upon recalling a brand associated with a specific product category. Brand image or brand image exerts an influence on acquisition choices. Consumer considerations in assessing brand image can be measured by a positive impression in their field, high reputation, and easily recognizable advantages (Hasmawati et al., 2024).

Product Quality

As defined by Kotler & Armstrong (2018), product attributes denote a feature of a good or service that is contingent upon its capacity to fulfill consumer demands, whether explicitly articulated or implicitly understood. Products also cannot be defined as simple as useful goods, but are a collection of physical, psychological, service, and symbolic attributes made to satisfy customer needs and desires (Setiyaningrum et al., 2015).

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Purchase Decision

Kotler & Keller (2016) that acquisition choices represent a sequence wherein buyers navigate five phases, specifically issue identification, information gathering, option assessment, purchase execution, and post-acquisition conduct, commencing well in advance of the actual transaction and possessing a lasting consequence thereafter.

Conseptual Framework

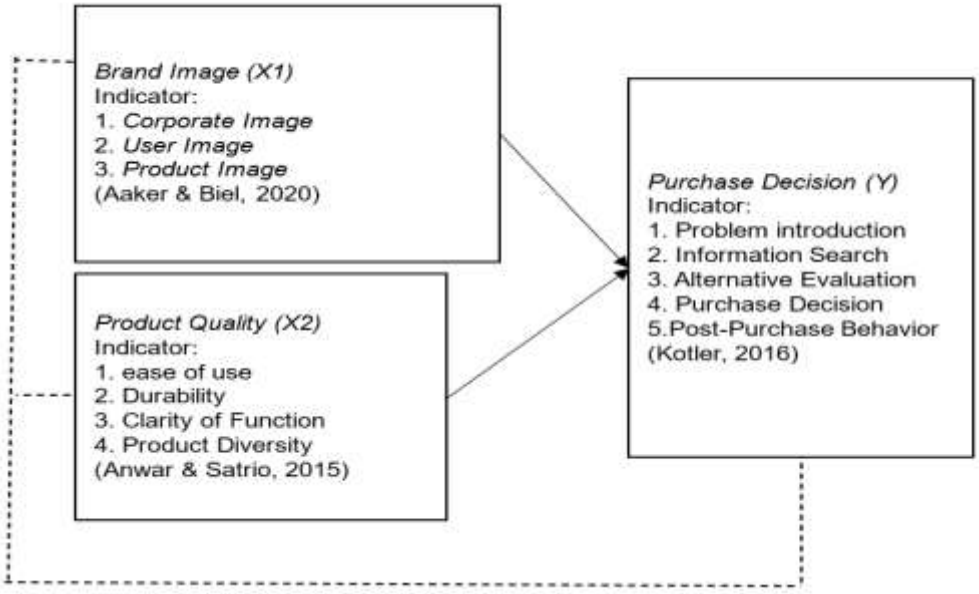


Figure 2. Conceptual Framework

H1 : The Effect of *Brand Image* on Purchasing Decisions
H2 : The Effect of *Product Quality* on Purchasing Decisions
H3 : The Effect of *Brand Image* and *Product Quality* on Purchasing Decisions

RESEARCH METHODS

In the investigastion, scholars employed explanatory study utilizing quantitative study methodologies. As stated by Sugiyono (2023), the quantitative approach can be construed as a research technique grounded in the tenets of positivism, applied to the examination of specific populations or subsets. With a subset of 385 participants chosen via a purposive sampling technique, incorporating nonprobabilty sampling technique

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The sample used is part of the population that has characteristics relevant to the research objectives (Sugiyono, 2023), namely consumers who have bought an iPad, including gen Z in Indonesia. The data-gathering tool in this inquiry employed a Google Forms-based questionnaire featuring a likert scale with a range of 1 to 5. Data acquisition was conducted directly through the dissemination of questionnaires via WhatsApp and X (twitter). SPSS 26 was then used to analyze the gathered data.

RESULTS

Validity Test

Table 1. Validity Test Results

Variables	Item	Counter	R tabel	Results
Brand Image	X1.1	.428	0,361	Valid
	X1.2	.602	0,361	Valid
	X1.3	.648	0,361	Valid
	X1.4	.492	0,361	Valid
	X1.5	.552	0,361	Valid
	X1.6	.639	0,361	Valid
	X1.7	.461	0,361	Valid
	X1.8	.474	0,361	Valid
	X1.9	.660	0,361	Valid
Product Quality	X2.1	.606	0,361	Valid
	X2.2	.719	0,361	Valid
	X2.3	.676	0,361	Valid
	X2.4	.766	0,361	Valid
Purchase Decision	Y1	.669	0,361	Valid
	Y2	.746	0,361	Valid
	Y3	.625	0,361	Valid
	Y4	.564	0,361	Valid
	Y5	.599	0,361	Valid

Refering to the validity testing table, the items are deemed legitimate which has rcount more than rtable.

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Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Standard	Results
Brand Image (X1)	.707	.600	Reliable
Product Quality (X2)	.636	.600	Reliable
Purchase Decision (Y)	.629	.600	Reliable

This test indicates that all constructs are deemed dependable or stable, as Cronbach's alpha exceeds 0.60.

Classical Assumption Test

Normality Test

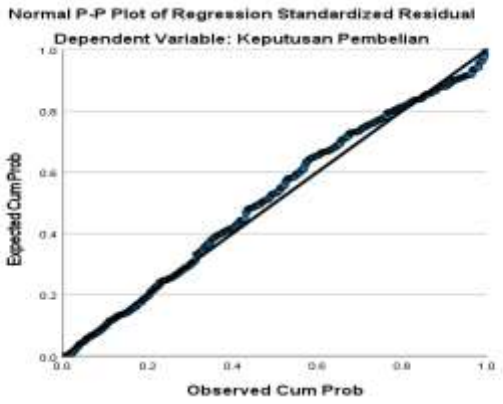


Figure 1. Normality Test Results

With reference to a normal probability plot, the data observations are positioned along the diagonall axis and conform to the trajectory of said axis; consequently, can be deduced that the dataset displays a Gaussian distribution, as the data markers align with the diagonal axis pattern. This indicates that the information derived from the research questionnaire is normally distributed and reflects several groups or segments. Consequently, the error terms in this investigation have satisfied the prerequisite of normality.

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Heteroscedasticity Test

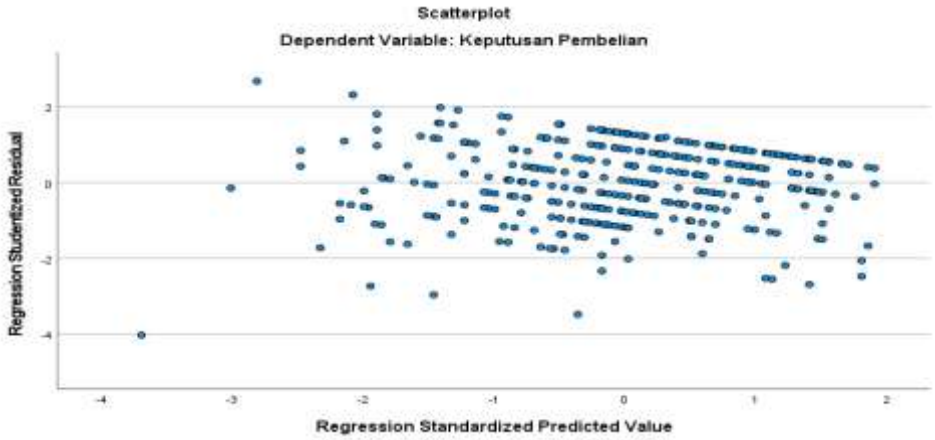


Figure 2. Heteroscedasticity Test Results

With reference to a visual representation provided, it is observable that the data points appear scattered randomly or lack a discernible structure; furthermore, the points are distributed both above and below the zero line. This implies an absence of correlation between the estimated value and the error term. Consequently, it can be inferred that heteroscedasticity is not present in this investigation.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.999	1.001
	Product Quality	.999	1.001

The multicollinearity assessment seeks to ascertain the presence of correlation among predictor variables within the predictive model; drawing from the presented table, the two variables show the VIF level below 10 or the tolerance level above 0.1. Therefore, the test shows that there is no multicollinearity.

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Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	12.513	1.284	
	Brand Image	.058	.028	.096
	Product Quality	.448	.049	.421

a. Dependent Variable: Purchase Decision

With reference to outcomes presented in the preceding table, the intercept value is 12.513. The coefficient for brand perception is 0.058, and for product attributes, it is 0.448. Consequently, to ascertain the impact brand perception, product attributes, and hedonic lifestyle on iPad acquisition choices among Generation Z in Indonesia, the following regression equation can be examined:

$$Y= a + \beta_{(1)} x_{(1)} + \beta_{(2)} x_{(2)} + \beta_{(3)} x_{(3)} + e$$
$$Y= 12.513 + 0.058X_1 + 0.448X_2$$

Description:
Y : Dependent Variable (Purchase Decision)
A : Constant
$\beta_{(1)}$ $\beta_{(2)}$ $\beta_{(3)}$: Regression coefficient of each independent variable
X1 : *Brand image*
X2 : *Product quality*
e : Epsilon (influence of other factors)

Referring to the regression equation, The following is an explanation of the multivariate linear regression analysis's results :

a. The regression equation in this investigation yields an intercept of 12.513, signifying that in the event the predictor variables, specifically *brand image* and *product quality*, register a value of 0, the dependent variable regarding acquisition choices receives a final value of 12.513.

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b. The multivariate linear regression parameter for the brand image construct (X1) is 0.058 or 5.8%, implying that for every single unit increment in brand image, the brand image variable and other variables are 0, the iPad purchasing decision for generation Z in Indonesia will increase by 0.058 or 5.8%, in the sense that it's affirmative, denoting a singular directional relationship between brand image construct and the acquisition choice construct.
c. The multivariate linear regression parameter for the product quality variable is 0.448 or 44.8%, indicating that for each unit increase in the product attributes construct and other variables are 0, the iPad purchasing decision for generation Z in Indonesia will increase by 0.448 or 44.8%, in the sense that it's affirmative, denoting a singular directional relationship between brand image construct and the acquisition choice construct.

Hypothesis Test
T Test

Table 5. Results of the t-test

Model		T	Sig.
1	(Constant)	9.747	<.001
	Brand Image	2.078	.038
	Product Quality	9.102	<.001

a. Dependent Variable: Purchase Decision

a. Referring to the comparison between the of the tcount and ttable values, it can be concluded that tcount> ttable, namely 2.078> 1.966, with a probability value 0.038 <0.05. the signifies a positive and substantial influence of the brand perception construct on the acquisition choice construct. Therefore, grounded in these outcomes, the initial hypothesis (Ha1) is affirmed.
b. Referring to the comparison comparing the derived t-statistic and the benchmark t-value, it is inferred that the t-statistic exceeds the benchmark t-value, specifically 9.102 > 1.966, with a probability index of 0.001< 0.05; this denotes a positive and considerable impact of the product attributes construct on the acquisition choice construct. Consequently, from these findings, Ha2 is supported.

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F test

Table 6. f Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	519.852	2	259.926	44.109	<.001[b]
	Residuals	2239.250	380	5.893		
	Total	2759.102	382			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image

Referring to the preceding table, the results of the F-test indicate that the computed F-statistic exceeds the critical F-value, specifically 44.109 > 3.02, with an associated probability of 0.001 < 0.05. This evidence substantiates that brand perception and product attributes exert a concurrent and substantial effect on iPad acquisition choices among Generation Z in Indonesia. Referring to the assessment of the derived F-statistic and the critical F-value, it can be inferred that the Alternative Hypothesis (Ha) in this investigation is supported.

Determination Coefficient Test

Table 7. Constant Determination Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.434[a]	.188	.184	2.428

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Purchase Decision

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Referring to the preceding table, it is evident that the r-value is 0.434, signifying a moderate association or linkage between acquisition choices and the two predictor constructs, specifically brand image and product attributes. The explanatory power (R2) reported is 0.184, or 18.4%. This suggests that 18.4% of the variability in acquisition choices can be explained by the predictor constructs within this investigation, namely the brand image and product quality variables. Conversely, the residual 81.6% is impacted by alternative factors not considered within the scope on the investigastion.

DISCUSSION

The Effect of Brand Image on Purchasing Decisions

That investigation reveals that the brand image value, as determined by the t-statistic (2.078), exceeds the critical t-value (1.966). The associated significance level is 0.038, confirming that 2.078 > 1.966. Consequently, can be deduced that brand perception yields a positive and considerable impact on acquisition choices. This underscores that acquisition choices are considerably influenced by brand perception. The outcomes of this research suggest that a favorable corporate, product, and user perception influences acquisition choices. These indicators highlight the fact that perceived brand image is a primary determinant in iPad acquisition decision.

Brand image encompasses buyers interpretations of a brand, mirroring the connections present in their cognitive frameworks (Kotler and Keller, 2016). Setiadi (2016) elucidates that brand perception constitutes a depiction of the holistic understanding of the brand, shaped by information and prior interactions with the brand itself. Consequently, all information and previous engagements contribute to a representation that molds consumer interpretations of the brand.

Respondents said that they strongly agree to buy an iPad because apple is a popular company, ipad is a sophisticated tablet, has a guaranteed warranty, and is suitable for various ages. This can certainly help the company to maintain a good image as it currently has. In addition, it can be understood that there are elements that dictate the triumph of a product, specifically the presence of a brand, because without this brand it cannot be identified and distinguished from competitors and consumers will also have difficulty in searching and finding the desired product (Muhram & Hubbansyah, 2024).

This investigation, it can be deduced that brand perception plays a crucial part in shaping iPad purchasing decisions in generation Z in Indonesia. This is consistent with prior investigations undertaken by Fasya, et al. (2024), demonstrating that brand image positively influences acquisition choices.

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The Effect of Product Quality on Purchasing Decisions

The outcomes of this inquiry indicate that product attributes exert a positive and considerable impact on acquisition choices. In the t-test, the computed t-statistic is 9.102, while the critical t-value is 1.966. This signifies that 9.102 > 1.966, with a significance level of <0.001. It can be deduced that product attributes have a meaningful and significant effect on acquisition choices. The superior the level of product quality, the greater the consequence on generation Z's motivation to purchase an iPad.

As defined by Kotler & Armstrong (2018), product quality represents an attribute of a product or service that is contingent upon its capacity to fulfill consumer demands, whether explicitly articulated or implicitly understood. Consequently, product quality can be interpreted as the capability of a output to execute its designated purposes, encompassing dependability, longevity, precision, and user-friendliness, and other aspects.

Respondents said that they strongly agree to buy an iPad because the iPad has long-term durability of use and has clarity of function iPad covers all the things needed. This can provide an important explanation for the Apple corporation to sustain the caliber of the iPad. This research can enhance the comprehension of the advantageous correlation between product quality and iPad acquisition choices in generation Z in Indonesia. This aligns with investigations undertaken by Arswenda, et al. (2024), demonstrating that product quality positively influences acquisition choices

The Effect of Brand Image and Product Quality on Purchasing Decisions

The findings of this investigation reveal that brand perception and output attributes exert a substantial and positive impact on acquisition choices. For these two predictor variables, the calculated F-statistic exceeds the critical F-value, specifically 44.109 > 3.02, with an associated probability of 0.001 < 0.05. This evidence substantiates that brand perception and product attributes exert a simultaneous and considerable impact on iPad acquisition choices among Generation Z in Indonesia.

Brand Image constitutes a depiction of the understanding of brand that is able to meet consumer needs when deciding to make a purchase decision. Product attributes encompass the entirety of aspects and traits offered to meet consumer needs and desires. These two independent variables have a positive relationship, namely brand image and product quality. With an increase in these two independent variables, there will be an increase in influencing iPad purchasing decisions for generation Z in Indonesia.

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Apple can improve its brand image and product quality through more targeted marketing. These two factors are believed to have an impact on iPad sales efforts in the future. The outcomes of this inquiry align with prior studies undertaken by Aulia & Wati (2024), which demonstrates that brand image exerts a positive and substantial influence on acquisition choices. This finding is also supported by Diandini & Wiyadi (2024) who state that output attributes yields a favorable and considerable effect on acquisition choices.

CONCLUSION

Brand Image exerts a positive and substantial influence on iPad acquisition choice for Generation Z in Indonesia, The conclusion of this investigation endeavors to enhance purchasing decisions and increase sales, Apple organizations should sustain brand image and innovate more by improving a better image, because the more favorable the brand perception of the Apple Corporation, the greater their tendency to make purchases.

Product Quality exerts a positive and considerable influence on iPad acquisition choices among Generation Z in Indonesia, the inference drawn from this investigation is to persistently enhance product attributes so that consumers are more comfortable and potential consumers do not hesitate with the tablet of their choice. Therefore, iPad needs to continue to create superior quality compared to other tablets in order to further compete in sales

Brand Image and **Product Quality** in this investigation exerts a positive and substantial influence on iPad acquisition choices within Generation Z. Referring to the findings regarding the explanatory power assessment, brand image and product quality factors collectively account for 18.4% in the choice of buying an iPad in generation Z. Therefore, it can be said that generation Z in Indonesia work together to significantly influence iPad purchasing decisions.

SUGGESTIONS

1. For Apple Company

   The suggestion in this study for Apple is Apple's brand image so that the company continues to maintain a brand image that is already ingrained in the consciousness of buyers through continuous innovation and presents features that are relevant to consumer needs
2. For future researchers

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Future researchers can use other variables to make the research more comprehensive, and conduct research with different demographic segmentations to get a broader picture and understanding of the perceptions and changes in iPad consumer behavior over time.

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