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Influence Price, Trend And Viral Marketing In Social Media On Generation Z's Purchase Decisions On Products Iphone (Studies Case In the Medan Petisah Community)

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Abstract

The development of lifestyle patterns, particularly among Generation Z, shows significant dynamics where prestige and social identity have become important elements in daily life. Technology products, such as flagship smartphones including the iPhone, are often perceived as symbols of social status, modernity, and exclusivity. However, along with the emergence of more rational and critical thinking, Generation Z's interest in iPhones tends to decline. This is due to more careful consideration regarding the balance between price and the benefits received. In addition, high product prices, rapid changes in technology trends, and the influence of viral marketing on social media, which often highlight product weaknesses, also affect the purchasing decision-making process. This research was conducted among Generation Z in Medan Petisah District, Medan City, over a period of three months, from December 2025 to February 2026. The method used was a quantitative approach with an explanatory associative research type aimed at analyzing the relationship between independent and dependent variables. The population in this study consisted of Generation Z in Medan Petisah, whose exact number is unknown; Therefore, the sample was determined using the Lemeshow formula, resulting in 96 respondents. The sampling technique used was accidental sampling. The results of the study indicate that the price variable has a negative effect on the purchase decision of iPhones among Generation Z, while trend

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and viral marketing variables have a positive effect. Simultaneously, all three variables are proven to influence purchase decisions. These findings are expected to contribute US a reference for future research, serve as strategic considerations for companies in formulating marketing policies, and provide relevant learning resources for academics, especially students.

Keywords: Price, Trend, Viral Marketing, Purchase Decision

INTRODUCTION

The development of contemporary lifestyles shows significant acceleration, particularly in the aspect of the need for prestige, which is increasingly integrated into the construction of social identity. For the younger generation, ownership of certain products is often interpreted as a representation of exclusivity that can increase self-confidence. This phenomenon is clearly visible in Generation Z, who tend to adopt modern lifestyles as a means of self-expression in an increasingly competitive social environment. For Generation Z, lifestyle is no longer positioned as a secondary need, but has become an essential part of building self-image, expanding social relations, and efforts to gain acceptance from the environment. Growing up in the digital era, this group uses lifestyle as a primary indicator of their existence and social relevance, both through direct interactions and representation on social media. Consequently, their consumption behavior is often influenced by the urge to stay in tune with ongoing trends.

In the context of fulfilling prestige needs, technology products occupy a strategic position as the main consumption object. Devices such as premium laptops, wearable devices, and flagship smartphones are perceived as symbols of progress and modernity. More than just functional tools, these products It serves as a marker of social status that is closely linked to the Generation Z lifestyle . One product consistently associated with a premium image and prestige is the iPhone. Its elegant design, strong ecosystem integration, and exclusive positioning make the iPhone a popular choice for various segments of society. iPhone ownership not only reflects a preference for technology, but also represents social identity and a symbol of prestige in the social environment.

However, as more critical thinking patterns develop, Generation Z's interest in the iPhone is showing a downward trend. This is due to their increased ability to evaluate the suitability between the benefits obtained and the costs incurred. The concept of value for money is a primary consideration, so that the iPhone is no longer automatically seen as the optimal choice if the perceived benefits are deemed not commensurate with

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the price paid. Decrease in decision level iPhone purchases among Generation Z are becoming more visible as the product is no longer seen as a priority need. Most of them assess that the allocation of funds big to obtain iPhone does not provide significant added value in supporting daily activities. The implication of this perception is a decline in interest in purchasing or upgrading devices, even when companies launch new series.

Price is the main determinant influencing Generation Z's interest in purchasing an iPhone. A growing perception suggests that the prices offered are relatively high and do not fully reflect the appropriateness of the features and benefits obtained. When the costs incurred are considered disproportionate and have the potential to create a financial burden, Generation Generation Z tends to delay purchases or switch to alternative brands that are considered more economical. Thus, price becomes a crucial variable in the iPhone purchasing decision-making process. In addition to price, the dynamics of changing trends also play a role in influencing iPhone purchasing decisions among Generation Z. In the rapidly evolving smartphone industry, preferences Consumers tend to shift toward products perceived as more innovative, relevant, and aligned with their current needs. This situation means the iPhone isn't always at the center of attention, allowing consumer interest to fluctuate with changing trends.

LITERATURE REVIEW

Generation Z shows a tendency towards more selective behavior in responding to trends. They don't simply follow a product's popularity, but also consider its relevance and the value it offers. When the iPhone is no longer a key symbol of technology or lifestyle trends , the impulse to purchase tends to decrease. Thus, trends become a significant factor in shaping purchasing decisions. In addition, viral marketing on social media also has the potential to influence iPhone purchasing decisions, especially if the circulating content creates an unfavorable perception. Reviews, comments, and digital trends that highlight product shortcomings or question the value of price versus benefits can shape Generation Z's views on the iPhone. Critical viral information has the potential to degrade the product's image, thus impacting purchasing decisions.

Various previous studies have shown inconsistent findings regarding the factors that influence iPhone purchasing decisions among Generation Z. Putri and Sari's (2021) research revealed that price has a significant influence on purchasing decisions, in line with the level of financial sensitivity of Generation Z. However, these findings are not completely This is supported by Wijaya et al. (2022), who stated that price is not always

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the main determinant due to strong brand loyalty and the attractiveness of the Apple ecosystem.

Furthermore, Rahman and Hidayat (2021) found that technological trends have a strong influence on purchasing decisions. However, these results differ from Kurniawan et al. (2023), who showed that Generation Z does not automatically follow trends and tends to be more selective. On the other hand, Salsabila and Prasetyo (2022) concluded that viral marketing influential positive on purchasing decisions, while Lestari et al. (2024) found that negative viral content can actually reduce consumer purchasing interest.

The discrepancies in these research results indicate a research gap regarding the influence of price, trends, and viral marketing on iPhone purchasing decisions. Therefore, further research is needed that more specifically examines Generation Z behavior, particularly in the Medan Petisah area, to gain a more contextual, comprehensive, and relevant understanding of current conditions.

RESEARCH METHODS

Method was conducted on Generation Z in the Medan Petisah area, Medan City, North Sumatra, within a period of three months, namely December 2025 to February 2026. The study used a quantitative approach with an explanatory associative research type, which aims to explain the causal relationship between independent variables (price, trends, and viral marketing) to the dependent variable (purchase decisions). The research population was all Generation Z in Medan Petisah with an unknown number of individuals, so the sample determination used the Lemeshow formula with a 95% confidence level, a maximum estimate of 0.5, and a 10% error rate, resulting in a sample size of 96 respondents. The sampling technique used was accidental sampling, namely respondents were selected based on anyone who happened to be met and met the research criteria. The data used consists of primary data obtained through the distribution of questionnaires and secondary data sourced from journals, books, reports and official documentation, where all data is presented in numerical form for statistical analysis purposes.

Data quality testing was conducted through validity and reliability tests, where the instrument was declared valid if the calculated r value was > 0.3 and reliable if the Cronbach's Alpha value was ≥ 0.6. Data analysis began with a classical assumption test which included a normality test (through the Normal Probability Plot graph and the Kolmogorov-Smirnov test with a significance of > 0.05) , a multicollinearity test (based

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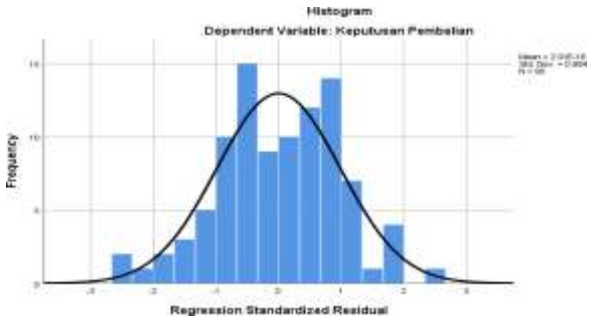
on a VIF value < 10 and a tolerance close to 1), and a heteroscedasticity test (through a scatterplot distribution pattern that did not form a specific pattern). Furthermore, multiple linear regression analysis was used to test the influence of the independent variable on the dependent variable with the equation Y = a + b1X1 + b2X2 + b3X3.

The coefficient of determination (Adjusted R^2) is used to measure the contribution of independent variables to the dependent variable. Hypothesis testing is carried out through a t-test to determine the partial influence of each independent variable and an F-test to test the simultaneous influence of all independent variables on the dependent variable, with decision-making criteria based on a significance value < 0.05 .

RESULTS AND DISCUSSION

Normality Test

Normality test is one of the procedures in statistics that is used to find out whether the data in a sample comes from a normal distribution or not. The normal distribution itself is a crucial assumption in various statistical analyses, such as linear regression, ANOVA, and other parametric tests. There are two ways to detect whether residuals are normally distributed: graphical analysis and statistical tests.

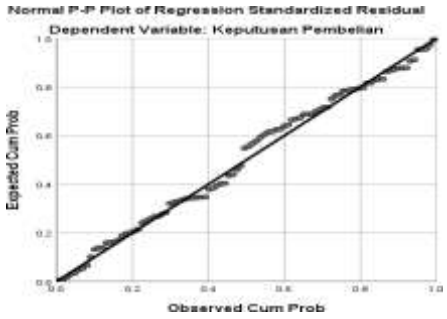


Picture 1. Chart Histogram

Based on the image above, it can be seen that picture bell-shaped line, neither deviating to the left nor to the right. This shows that The data is normally distributed and meets the assumptions of normality.

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Picture 2. Chart *Normal Probability Plot of Regression*

Based on the image above, it shows that the data (dots) are spread around the diagonal line and follow the diagonal line. So from the image it can be concluded that the residuals of the regression model are normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters [a , b]	Mean	.0000000
	Standard Deviation	2.63849381
Most Extreme Differences	Absolute	.064
	Positive	.051
	Negative	- .064
Test Statistics		.064
Asymp. Sig. (2- tailed)		.200 [c ,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

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Based on the table above, the test results prove that the significant value produced is greater than 0.05 , namely 0.200, so it can be concluded that the data is classified as normally distributed.

Test Multicollinearity

Testing multicollinearity can seen on table under This :

Table 2. Results Test Multicollinearity (Test VIF)

Coefficients [a]

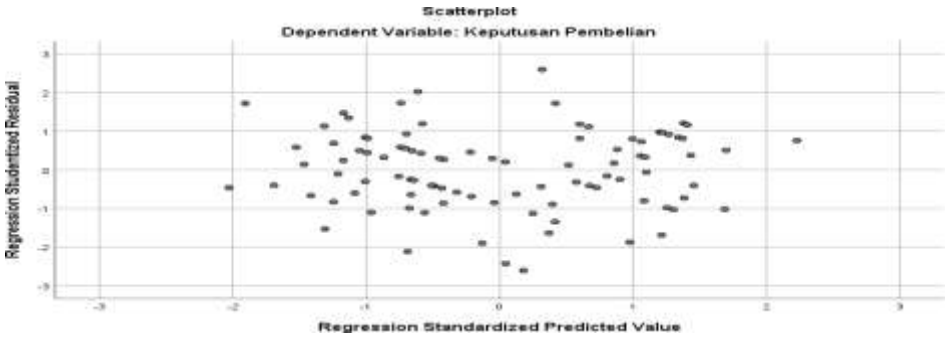
Unstandardized Coefficients				Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,162	2,317		.501	.617		
	Price	.381	.072	.498	5,323	.000	.642	1,558
	Trend	.168	.070	.227	2,422	.017	.639	1,565
	Viral Marketing	.194	.058	.253	3,359	.001	.994	1,006

a. Dependent Variable: Decision Purchase

Based on the table above can it is known that for every variables has a *tolerance value* > 0.1 and a VIF value < 10. Therefore, no multicollinearity problems were found in this study.

Test Heteroscedasticity

Following This testing heteroscedasticity can seen on picture under:



Picture 3. Chart *Scatterplot*

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scatterplot graph presented, it can be seen that the points are spread out evenly. random And No form A pattern certain Which clear as well as spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so that the regression model can be used to predict performance based on the input of the independent variables.

Testing heteroscedasticity can seen on table under This :

Table 3. Results Test Glacier (Heteroscedasticity)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,826	1,281		2,206	.030
	Price	.063	.040	.202	1,590	.115
	Trend	- .038	.038	- .126	- .988	.326
	Viral Marketing	- .048	.032	- .155	- 1,520	.132

a. Dependent Variable: ABS_RES

Based on the table above, it can be seen that the significance level of each variable is greater than 0.05 . Based on the calculation results and significance levels above, no heteroscedasticity was found.

Model Study

Results testing analysis regression linear multiple can seen on the table below is as follows:

Table 4. Results Test Coefficient Regression Multiple

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,162	2,317		.501	.617		
	Price	.381	.072	.498	5,323	.000	.642	1,558

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	Trend	.168	.070	.227	2,422	.017	.639	1,565
	Viral Marketing	.194	.058	.253	3,359	.001	.994	1,006

a. Dependent Variable: Decision Purchase

Decision Purchase = 1,162 + 0.381 Price + 0.168 Trend + 0.194 Viral Marketing + e

Based on equality on, so:

1. Constant (a) = 1.162. This means that if the independent variables, namely Price (X1) , *Trend* (X2) , and *Viral Marketing* (X3) , have a value of 0, then the Purchase Decision (Y) is 1.162.
2. If there is an increase in price, the purchasing decision will increase by 38.1 % .
3. If there is an increase in *the trend* , the purchasing decision will increase by 16.8 % .
4. If there is an increase in *Viral Marketing* , the Purchasing Decision will increase by 19.4 % .

Coefficient Determination (R^2)

Results testing coefficient determination can seen on table under This:

Table 5. Testing Coefficient Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 [a]	.483	.466	2,681

a. Predictors: (Constant), Viral Marketing, Price, Trend

b. Dependent Variable: Decision Purchase

Based on the table above, the Adjusted R Square coefficient of determination is 0.466. This indicates that the variables Price (X1), *Trend* (X2), and *Viral Marketing* (X3) are able to explain its influence on Purchasing Decisions (Y) by 46.6%. Meanwhile, the remaining 53.4 % comes from the influence of other independent variables not analyzed in this study.

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Testing Hypothesis In a way Simultan (F-test)

The results of simultaneous hypothesis testing can be seen in the table below as follows:

Table 6. Testing Hypothesis Simultan

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	616,883	3	205,628	28,604	.000 [b]
	Residual	661,357	92	7,189		
	Total	1278.240	95			

a. Dependent Variable: Decision Purchase

b. Predictors: (Constant), Viral Marketing, Price, Trend

Based on the table above, the Ftable value was obtained at 2.70 and the significance level was α = 5% (0.05), while the Fcount was recorded at 28.604 with a sig.a value of 0.000. This finding indicates that the research this accepts Ha and reject H0. The comparison between Fhitung and Ftabel proves that simultaneously, Price, *Trend* , and *Viral Marketing* have a significant influence on Purchasing Decisions.

Testing Hypothesis In a way Partial (t-test)

The results of partial hypothesis testing can be seen in the table below as follows:

Table 7. Results Testing Partial

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,162	2,317		.501	.617		
	Price	.381	.072	.498	5,323	.000	.642	1,558
	Trend	.168	.070	.227	2,422	.017	.639	1,565
	Viral Marketing	.194	.058	.253	3,359	.001	.994	1,006

a. Dependent Variable: Decision Purchase

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Based on table in on, seen that :

1. For the Price variable (X1), the calculated t value of 5.323 shows that the calculated t greater than t table (1.987), with a significance level of 0.000 which is smaller than 0.05. This indicates that there is a positive and significant partial influence between Price and Purchasing Decisions.
2. In the *Trend variable* (X2), the calculated t value The recorded value is 2.422, which is also greater than the t table. (1.987), with a significance level of 0.017 which is less than 0.05 . Therefore, it can be concluded that *Trend has* a significant partial influence on Purchasing Decisions.
3. For the *Viral Marketing variable* (X3), the calculated t value of 3.359 shows that the calculated t greater than t table (1.987), with a significance level of 0.001 which is smaller than 0.05. This indicates a partial significant influence between *Viral Marketing* and Purchasing Decisions.

DISCUSSION

Based on the results of multiple linear regression analysis, the equation obtained shows that purchasing decisions are influenced by price, trends, and viral marketing with a value of constant as big as 1,162. Mark constant This show that when If all independent variables are assumed to be zero, the Purchase Decision Level remains at 1.162. This indicates that other factors outside the model continue to influence the formation of purchase decisions, such as individual preferences, brand loyalty, and consumer psychological factors.

The regression coefficients for each variable indicate a positive relationship. The Price variable has a coefficient of 0.381, indicating that each increase in perceived price appropriateness will increase the Purchase Decision. Matter This show that consumer, specifically Generation Z, Consumers tend to consider the appropriateness of price to the benefits obtained (value for money). In other words , the more rational and appropriate the price offered, the higher the consumer's tendency to make a purchase.

The Trend variable has a coefficient of 0.168, which indicates that changes in trends also influence Purchasing Decisions, although with a smaller influence than price. This indicates that Generation Z does not completely follow trends impulsively, but still considers the relevance and benefits of products in everyday life. Thus, trends still play a role as a driving factor, but are not the main determinant in purchasing decisions.

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Furthermore, Viral Marketing has a coefficient of 0.194 which indicates a positive influence on Purchasing Decisions. This indicates that information spread on social media, whether in the form of reviews, recommendations, or viral content, can shape consumer perceptions of a product. The more positive and interesting the content circulating, the more likely consumers will be encouraged to make a purchase.

The coefficient of determination test results show an Adjusted R Square value of 0.466, meaning that the Price, Trend, and Viral Marketing variables are able to explain 46.6% of the variation in Purchasing Decisions. Meanwhile, the remaining 53.4 % is influenced by other variables not examined in this study, such as product quality, brand image, lifestyle, and other social factors. This indicates that although the research model is quite strong, there is still room for development of other variables in further research.

Simultaneous hypothesis testing (F test) shows that the calculated F value of 28.604 is greater than the F table of 2.70 with a significance level of 0.000 < 0.05. These results indicate that the variables Price, Trend, and Viral Marketing together have a significant influence on Purchasing Decisions. Thus, the regression model used in this study is declared appropriate and capable of explaining the relationship between variables as a whole.

Meanwhile, the partial test results (t-test) show that all independent variables have a significant influence on Purchasing Decisions. Price has the most dominant influence with the highest t-value of 5.323, followed by Viral Marketing at 3.359 and Trend at 2.422. This finding confirms that price remains a primary consideration for Generation Z in making purchasing decisions, followed by the influence of digital information and emerging trends. Thus, it can be concluded that these three variables partially or simultaneously contribute significantly in forming consumer purchasing decisions.

CLOSING

Conclusion and Suggestions

Based on the research results, it can be concluded that price has a negative influence on Generation Z's purchasing decisions on iPhone products, while trends and viral marketing have a positive influence on purchasing decisions. Simultaneously, price, trend, and viral marketing have been shown to influence Generation Z's iPhone purchasing decisions. The results of this study are expected to provide a conceptual foundation and empirical reference for future researchers in developing studies related to consumer behavior, particularly by adding variables such as product quality, brand image, lifestyle , and other social media factors to achieve a more comprehensive understanding.

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For company, findings This can become material consideration in formulating marketing strategies, particularly in setting prices that align with Generation Z's purchasing power, and optimizing the use of trends and viral marketing to increase product appeal. Furthermore, this research is also expected to serve as an academic reference for students of the Faculty of Economics, Prima Indonesia University, and serve as a reference for future researchers to expand research objects, add variables, and increase the number of samples to achieve more representative and comprehensive results.

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