

Perceptions of Quality, Price and Brand Image Affect the Loyalty of Yogyakarta Adolescent Consumers in Using Iphone Products



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ABSTRACT: The purpose of this study was to examine product quality on price, brand image, and its impact on consumer loyalty to Iphone products in a case study of adolescents aged 17-22 years in Yogyakarta. The population used is all teenagers aged 17-22 who use Iphone in Yogyakarta, and the sample is a portion of teenagers who use Iphone in Yogyakarta as many as 166 respondents. The sampling technique uses Non-Probability Sampling, namely convenience sampling. The analysis used uses the SEM method and the AMOS application program version 22.0. Data variables used in this include quality, brand image, price, and consumer loyalty. These variables form six hypotheses. The results of data analysis show that product quality has a positive effect on brand image, price, and consumer loyalty. Prices have a positive effect on image and consumer loyalty. Image has a positive effect on consumer loyalty.

KEYWORDS: quality, price, brand image, consumer loyalty

PRELIMINARY

The big role of technology has had a significant influence on human activities. Electronic media in the current digital era is a reliable source of media for communication. Technology users, especially smartphones, help people to be able to interact, communicate and even carry out activities and business transactions with other people without incurring large costs. In recent years, smartphone technology has developed very rapidly, causing many smartphone technology companies to release their products in various forms. Changes in trends at this time also make people more sensitive to their styles and loyalties, one of which is among young people.

Customer loyalty is defined as the strength of the relationship between the client's relative attitude and trade repurchase.

Customer loyalty is also described as a strong ongoing commitment to repurchase preferred products/services consistently in the future, thereby creating repeated purchases of products or brands (Dam & Cuong, 2021). The importance of customer loyalty is closely related to the continued viability of the business and the influence of future growth (Kim *et al.*, 2004). There are several factors that affect consumer loyalty, namely perceived quality, brand image, price (Susanto *et al.*, 2019). In order to achieve the company's goals in getting customers who are loyal to the product, it is necessary to perceive quality.

According to Susanto *et al.*, (2019) Customers want good quality products at affordable prices that they can buy easily and if there are companies that provide these to customers, the company will build good long-term relationships with customers. Price is a psychological factor from various that has an important influence on consumer reactions in making purchasing decisions (Havidz & Mahaputra, 2020). Apart from being accepted as a nominal value, price is also used as a large comparative reference against the customer's background. The price balance with the quality of the product provided also affects the brand image. Lourenço *et al.*, (2015) has proven that price has an effect on image

Brand image has a positive effect on consumer loyalty (Ozora & Stiefanie, 2012). Brand image is a set of beliefs, ideas and impressions that an individual has towards an object, which makes a product class or grade in the scope of society. Brand image is very important for a product, which will form a certain impression for consumers about the product. According to Yogyakarta Central Statistics Agency (BPS) data, the number of teenagers in Yogyakarta at the last 2020 census counted around 22 682.4 people, where this data shows that the number of youths is greater than the number of other people. From this amount, it can be ascertained that more than 50% of teenagers in Yogyakarta use Iphone gadgets.

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LITERATURE REVIEW

Consumer loyalty

According to Kasiri *et al.*, (2017) Consumer loyalty is defined as a customer's commitment to a product, and does not easily switch from one product to another, even if the same product is offered in the future. Loyalty becomes a means to build commitment between the company and the customer. Loyal consumers can increase profits through routine and periodic transaction processes within a company (Month, 2016). Increased profit due to increased revenue, reduced costs to get customers and price sensitivity as well as improved management and financial performance are the benefits of customer loyalty (Albari & Mardawasti, 2007)

Perceived Quality

Perceived quality or *perceived quality* is one of the determinants of whether consumers will buy a product or not. Quality products are a consideration for consumers when making their choices. Perceived quality is the customer's perception of the overall quality or superiority of a product or service related to what is expected by the customer (Durianto, 2011). Because perceived quality is the perception of the customer, it cannot be determined objectively. Customer perception will involve what is important to customers because customers have interests that are measured relatively differently to a product or service (Khasanah, 2014).

Product quality is a characteristic of a product provided to customers. With the good quality of a company's products, loyal customers are created which will increase profit opportunities and broad market share coverage for the company. The determining factor for success in creating loyal customers is that the company is able to create customer satisfaction (Pramudyo, 2012). Tri Yunanto (2010) found a positive and significant relationship between perceived quality. The results of Arokiasami's research (2010), product quality has a positive and significant influence on customer loyalty. This indicates that companies that want customers to have high loyalty must maintain and improve the quality of their products and services. Then the hypothesis is determined:

H1: Perceived Quality Has a Positive Effect on Consumer Loyalty

The perception of good quality can help all elements of a marketing program be more effective. Perceived high quality will make the advertising and promotion process more effective. When a brand has a good image in the eyes of consumers, it can influence the perception of quality. A good image in the eyes of consumers, it can affect the perception of quality. Perception is an important factor in understanding consumer buying behavior. According to Muhammad Sabbir (2012) perception is included in how consumer behavior towards brand image in choosing the desired product. Consumers will see the product in terms of quality, and the image they have. According to Anandia's research (2015) perception plays an important role in strengthening the brand image that will be generated in the minds of consumers. So that the perception of quality becomes one of the factors consumers prioritize brand image. Then the hypothesis is determined:

H2: Perceived Quality Has a Positive Influence on Brand Image

Price

Price is a value that states the amount of money charged for a product or service (Denniswara, 2016). Price is the only element of the *marketing mix* that generates sales revenue, while the other elements are only cost elements. An appropriate price does not mean a cheap and affordable price, but the perceived value is appropriate at the time the transaction is made. In economic theory it is stated that the price of a good or service whose market is competitive, the high and low prices are determined by market demand and supply.

According to Bei and Chiao (2001) price is something that is given or sacrificed by someone to gain profit from a product. Many consumers think that if a product is of high quality, the price of the product will also be high. Price is also considered as an indicator of value, if the price is related to product quality, then consumers will feel the benefits of the product itself, and cause its value to increase (Purnamasari, 2015). A product that is the same can be considered differently and responded to differently by consumers simply because of the difference in price given. Then the hypothesis is determined:

H3: Perceived Quality Has a Positive Effect on Price

Theoretically, the relationship between price and customer loyalty is shown by the opinion of Santika *et al.*, (2019) which states that customers will be loyal if companies set product prices that are proportional to the value of the benefits provided to customers. Price is an important factor for consumers in making purchasing decisions for products. The higher the price of a product, the less the number of requests for the product, and vice versa if the customer feels a match with the price offered, the customer will make a purchase of the product. Price has a positive effect on customer loyalty (Tomida and Satrio, 2016). Followed by Bulan (2016) which states that price has a significant effect on customer loyalty. then the hypothesis is

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determined:

H4: Price Has a Positive Effect on Loyalty

Price can contribute to the brand image of a product in the eyes of consumers. Some of these considerations include costs, competition, profits and changes in market demands (Hamdi, 2019). Moenroe (1990) argues "price is an economic sacrifice made by customers to obtain products or services". Pricing is very complicated and difficult to understand, so transparency in pricing plays an important role in creating a brand image. Low prices are used to form an image of value. Falihah (2013) concluded that the price variable has a significant effect on the brand image of a product. Lourenco *et al.* (2015) proved that price has an effect on image.

The results of research conducted by Albari & Kartikasari, (2019) price has a significant effect on the brand image of a product. Then the hypothesis is determined:

H5: Price has a positive effect on brand image

Brand Image

According to Kotler & Armstrong (2013) brand image is a set of beliefs or beliefs held by customers towards a product. The image of a brand is the second dimension, but customers usually develop brand trust to know the identity of the product itself (Sangadji, 2010). Brand image is related to attitudes in the form of beliefs and preferences for a brand. A well-managed brand image will benefit the company. By creating a good impression for the company will foster consumer confidence in the product. Brand image is a form of the totality of impressions that exist in the minds of consumers. Image can support or undermine the customer's perceived value, and therefore image can affect loyalty. Brands that have a positive impression on consumers' views will create a sense of pride for the consumers themselves, so that it will have an impact on loyalty (Muhammad Rizan, 2012). A very good image can represent a product on the market, so it will further enhance the name of the product in the minds of consumers. According to Rangkuti (2006) customers who think that certain brands are physically different between companies, if these customers already like and feel satisfied with the brand, it will stick continuously so as to form loyalty to the brand. then the hypothesis is determined:

H6: Brand image has a positive effect on consumer loyalty

RESEARCH FRAMEWORK

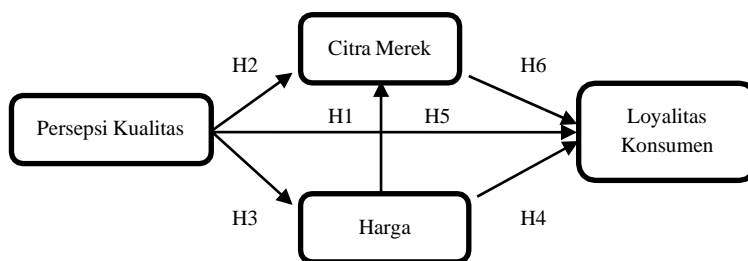


Figure 1. Research Framework

Based on the literature review, a research framework is obtained that explains the perceived quality variable which will have a positive influence on brand image, price and consumer loyalty. The price variable has a positive effect on consumer loyalty and brand image. Then the brand image variable has a positive effect on customer loyalty.

RESEARCH METHODOLOGY

Research conducted in Yogyakarta; this research was conducted using quantitative methods. Furthermore, there are many iPhone sales centers in Yogyakarta, such as iDevice, Apple Showroom, iBox, iCorner, and Emax, which are referred to by teenagers. The number of stores selling smartphones is felt to make it easier to do research. In this study, the population was adolescents aged 17-22 years who were using iPhones in Yogyakarta. This research sample selection using non-probability sampling method. According to Malhotra (2010) the non-probability sampling method used is a sampling method where all elements in the population do not have the same opportunity to be selected for sampling. Then the technique used in this sampling method is convenience sampling in which sampling is carried out by chance and can be found according to what is needed. This sampling technique was applied to respondents via Google Form. With the right number of samples, it can be calculated using a manual formula, at least 5 x number of items and a maximum sample of 10 x number of items (Ferdinand, 2006). The analytical method can be used to determine the sample size. The number of samples that

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will be needed if the analysis model uses *structural equation modeling* (SEM) with the AMOS application program version 22.0 (Gozali, 2011). Approximately 166-200 respondents, so that the results of the model testing the influence of a variable on other variables can be obtained simultaneously. To get a good model, the test must fulfill the procedures that must be carried out first, namely according to the criteria of *Goodness-of-Fit*.

ANALYSIS RESULTS

Before the research was carried out, the instrument used to collect the actual data was first tested/try out the instrument, to determine the level of validity (validity) and reliability (reliability).

Validity test is used to measure whether or not a questionnaire is valid. The process of measurement is to test the accuracy of the items in each question to carry out the 33 measuring functions where the smaller the variance of the error, the more valid the measuring instrument. A data is said to be valid if the questions in the questionnaire can reveal something to be measured by the questionnaire (Ghozali, 2015). The validity of an instrument if it can measure what it wants. Therefore, item analysis was carried out using the Pearson *product moment* correlation method (*r*). Correlating the score of the answers obtained on each item with the total score of all items is a validity test method. A significance level of $\alpha = 5\%$ is used in the validity test of this study. The reliability of the variable construct is the reliability level of the questionnaire revealing the research variables. The reliability of a data if a person's answer to a question is stable or consistent from time to time according to (Ghozali, 2015). *Cronbach Alpha* from the results of data processing with the SPSS program is the method used in measuring reliability. A question is declared reliable if the alpha coefficient value is greater than 0.6 (Sekaran and Bougie, 2013).

According to Ghozali (2014) the minimum factor loading is ≥ 0.5 or ideally ≥ 0.7 . If there is a value that is still below 0.5 it will be *dropped* and excluded from the analysis. Test the validity of the research data using AMOS version 24 where the entire list of questions is complete to represent each variant being tested. The factor loading values for all research indicators show a value of > 0.5 , thus all question indicators representing all variables are declared valid

Table 1. Validity Test Results and Reliability Tests

Variable	Item	Factor Loading	Information	Construct Reliability	Ket
Perceived Quality	The performance of iphone products is very good	0.805	Valid	0.954	Reliable
	The applications provided on iPhone products are easy to use	0.813	Valid		
	iPhone products have very good color resolution	0.821	Valid		
	iPhone smartphone products can be used for more than 2 years	0.840	Valid		
	The response and speed of iPhone smartphone products is very good	0.699	Valid		
	iPhone smartphone products have attractive designs and features	0.864	Valid		
	iPhone smartphone products are not easily damaged	0.835	Valid		
	iPhone smartphone products have clear sound	0.805	Valid		
	The quality of the iPhone smartphone camera has sharp colors and satisfying results	0.872	Valid		
	iPhone smartphone battery life is very good	0.855	Valid		
Brand Image	The name of the iPhone smartphone is well known to many people	0.859	Valid		

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	The iphone brand has a brand image according to product quality	0.869	Valid	0.961	Reliable
	The iphone brand has a positive brand image in the eyes of consumers	0.872	Valid		
	The iphone brand has a classy and exclusive feel to the customers	0.891	Valid		
	Iphone smartphone brand is easily remembered by customers	0.868	Valid		
	Brand iphone smartphones increase self- confidence	0.899	Valid		
	The iPhone smartphone brand has its own characteristics in each of its products	0.919	Valid		
Price Perception	Iphone has an affordable price compared to other smartphone brands	0.829	Valid	0.935	Reliable
	iphone has conformity product price with product quality	0.759	Valid		
	iPhone smartphone prices can compete with other brands	0.794	Valid		
	iphone prices according to exclusivity	0.815	Valid		
	The price of an iPhone smartphone is in accordance with the benefits obtained	0.848	Valid		
	The price of an iPhone smartphone is in accordance with the quality of service provided	0.811	Valid		
Loyalty	I will make repeated purchases of iphone smartphone products	0.774	Valid	0.941	Reliable
	I am not easily influenced by products other than iPhone smartphones	0.816	Valid		
	I will recommend iphone smartphone products to others	0.835	Valid		
	I have no intention of moving to another smartphone product	0.812	Valid		
	I will refuse and not be affected if offered another smartphone product	0.865	Valid		
	I will make a repurchase if the iPhone releases another product	0.892	Valid		
	I will follow various types of iPhones product developments	0.839	Valid		

Table 2: Goodness of Fit Test Results

<i>Goodness of fit index</i>	<i>Cut-off values</i>	Research Model	Model
X2- Chi Square	Expected small	612,028	Marginal Fit
RMSEA	≤0,08	0.051	Good Fit
GFI	≥0,90	0.827	Marginal Fit
AGFI	≥0,90	0.799	Marginal Fit
CMIN/DF	≤2,00	1,430	Good Fit
TLI	≥0,90	0.960	Good Fit
CFI	≥0,90	0.963	Good Fit

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goodness-of-fit measurement table, there are two indices that show marginal fit. However, the model proposed in this study is still acceptable because the scores and CMIN/DF, RMSEA, CFI and TLI all meet the fit criteria. Furthermore, based on the existing data values in the validity and reliability variables contained in table 1, it can be used to test the research model so that the results of the goodness of fit research model can be obtained. The test results can be summarized in table 2.

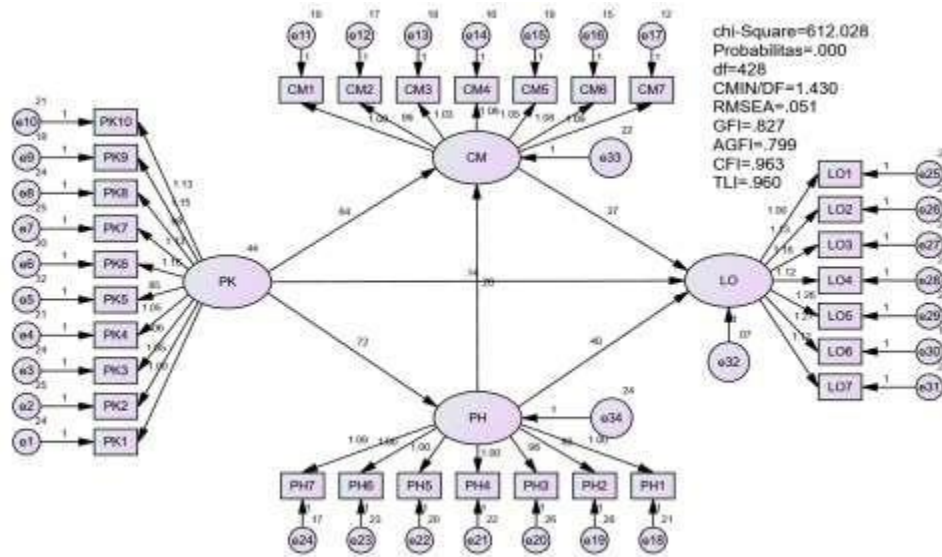


Figure 2: Structural Equation Model Results

Table 3: Hypothesis Test Results

No	hypothesis	Estimates	CR	P	Limit	Information
1	Perceived Quality Has a Positive Influence on Consumer Loyalty	0.142	2,038	0.042	0.05	supported
2	The Effect of Perceived Quality on Brand Image	0.636	6,376	0.000	0.05	supported
3	Influence Perceptions of Quality Against Price	0.721	8,618	0.000	0.05	supported
4	Price Effect on Consumer Loyalty	0.402	6,035	0.000	0.05	supported
5	Effect of Price on Brand Image	0.263	2,953	0.003	0.05	supported
6	Brand image has a positive effect on consumer loyalty	0.369	5,786	0.000	0.05	supported

Based on Table 3 above, the results of the regression weight test can be seen which can explain the coefficient of influence between relevant variables. The results of the regression weight analysis show the following:

a. Effect of Perceived Quality on Consumer Loyalty

The estimated parameter value of the regression weight coefficient is 0.142, which indicates that the effect of Perceived Quality on Consumer Loyalty is positive. This means that the better the perceived Quality Perception will be able to increase Consumer Loyalty. Testing the influence between variables shows a CR value of 2.038 > 1.96 and a probability value of 0.042 (p < 0.05), so hypothesis 1 which states Perceived Quality Has a Positive Influence on Consumer Loyalty is proven.

b. The Effect of Perceived Quality on Brand Image

The estimated parameter value of the regression weight coefficient is 0.636, which indicates that the effect of perceived quality on brand image is positive. This means that the better the perceived Quality Perception will be able to improve the Brand Image. Testing the influence between variables shows a CR value of 6.376 > 1.96 and a probability value of 0.000 (p < 0.05), so hypothesis 2 which states Perceived Quality Has a Positive Influence on Brand Image is proven.

c. Perceived Quality Influences Perceived Price

The estimated parameter value of the regression weight coefficient is 0.721, which indicates that the effect of Perceived Quality on Perceived Price is positive. This means that the better the Perceived Quality will be able to increase the Perceived Price. Testing the influence between variables shows a CR value of 8.618 > 1.96 and a probability value of 0.000 (p < 0.05), so hypothesis 3 which states Perceived Quality Has a Positive Influence on Price is proven.

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d. Price Perception Influences Consumer Loyalty

The estimated parameter value of the *regression weight coefficient* is 0.402, which indicates that the effect of Perceived Price on Consumer Loyalty is positive. This means that the better the perceived Price Perception will be able to increase Consumer Loyalty. Testing the effect between variables shows a CR value of 6.035 >

1.96 and a probability value of 0.000 ($p < 0.05$), so hypothesis 4 which states Price Perception Has a Positive Effect on Consumer Loyalty is proven.

e. The Effect of Perceived Price on Brand Image

In the fifth hypothesis, the estimated parameter value of the *regression weight coefficient* is 0.263, this indicates a positive influence of Price Perception on Brand Image. This means that the better the perceived Price Perception will be able to improve the Brand Image. Testing the influence between variables shows a CR value of 2.953 > 1.96 and a probability value of 0.003 ($p < 0.05$), so that hypothesis 5 which states that price perception has a positive effect on brand image is proven.

f. Effect of Brand Image on Consumer Loyalty

The estimated parameter value of the *regression weight coefficient* is 0.369, which indicates that the effect of brand image on consumer loyalty is positive. This means that the better the perceived Brand Image will be able to increase Consumer Loyalty. Testing the influence between variables shows a CR value of 5.786 > 1.96 and a probability value of 0.000 ($p < 0.05$), so hypothesis 6 which states Brand Image Has a Positive Influence on Consumer Loyalty is proven.

DISCUSSION

The results of this study indicate that perceived quality has a significant and significant effect on consumer loyalty. The perception of good quality will further increase consumer loyalty to the use of Iphone products. This is in line with the results of previous research by Arokiasamy (2010) which proved that product quality has a positive and significant influence on customer loyalty. Quality that is well perceived by consumers is obtained from their experience in using the product. The product is considered capable of providing good performance and function according to the needs expected by consumers. According to Kotler & Keller (2009) that if product quality does not meet customer expectations, it will cause disappointment for customers to get the product, whereas for products that have good quality, customers will feel satisfied and dependent on the product itself. According to Yunanto (2010) there is a positive and significant relationship between perceived quality and the desire of customers to be able to recommend it to others.

Perceived quality has a positive and significant influence on brand image. This means that the good quality of a product in accordance with the expectations and expectations of consumers will shape the perception and assessment of the product as a whole. In line with previous research by Rizki (2011) which explained that brand image has a significant effect on the dimensions of brand equity, which is caused by a unique, strong and preferred brand image that will bring the brand to a strategic position in consumer memory. Iphone products are considered to have good quality by consumers as users. The overall performance features and capabilities offered are able to meet consumer expectations in meeting their needs as a *smartphone*. Consumers' better-quality perceptions of Iphone products create a positive brand image in society.

The results also show that perceived quality has a positive impact on consumer perceptions of price. This result means that the perception of good quality has a positive impact on the price perception felt by consumers on Iphone products. In line with the results of previous research by Nurvica (2018) which showed that product quality has a positive effect on price perceptions. Consumers always expect that the goods or products they buy and use have good functional performance and are useful as they should be. According to Purnamasari (2015) said that price has a relationship with the benefits that consumers feel for the product they buy. Consumers have a tendency to be willing to buy products that they feel have good quality and have functions that suit their needs. Consumers feel that Iphone products have good benefits and functions and are in accordance with the price they have to pay.

Price perception has a positive and significant impact on consumer loyalty. This means that the better the price perceived by consumers, the higher consumer loyalty will be in using Iphone products. According to Tomida and Satrio (2016) said that price has a positive effect on customer loyalty. Price is an important factor that is considered by consumers to purchase a product and use it continuously. Consumers will evaluate by comparing the price they have to pay with the benefits of the product they get. According to Santika *et al.*, (2019) said that consumers will be loyal if companies set product prices that are comparable to the value of the benefits provided to customers. Consumers judge that the price set for Iphone products has matched or even exceeded the benefits they get, this will lead to consumer loyalty to Iphone products.

The results of the study also show that price perceptions have a positive and significant influence on brand image as

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assessed by consumers. This means that the suitability of the price set by the company for goods or products will enhance the brand image of iPhone products that consumers feel. In accordance with the findings of Nurul (2013) who concluded that the price variable has a significant effect on the brand image of a product. The price applied to the product will shape the image circulating in the community. A better brand image will represent a product with product features and capabilities on the market, which will enhance that image in the minds of consumers. A good brand image can contribute to the price given to the product. Consumers consider that the good image of the iPhone brand circulating in the community has a positive effect on the suitability of prices that consumers feel.

The results showed that brand image has a positive and significant influence on consumer loyalty. The point is that the better the brand image of iPhone products circulating in the community will increase consumer loyalty in using the product. Meanwhile, the brand image of a product represents the quality and attributes attached to the product. Brand image will be formed based on the evaluation felt by consumers who have used or are still using the product. A pleasant experience and in accordance with consumer expectations for the benefits provided by the product will affect positive emotions and will ultimately form a good image on the brand. The brand image of iPhone products is considered good by consumers, iPhone is known to have good quality and creates pride in consumers who make them continue to use it.

CLOSING

The results of the research that has been done can be concluded that perceived quality, brand image and perceived price have an influence on consumer loyalty to continue using iPhone products for young consumers in Yogyakarta. iPhone products are considered by consumers to have good quality based on the specifications and features offered to meet consumer needs.

The brand image of iPhone products is also considered well-known by the wider community, especially among teenagers, which creates pride in consumers in using them. The perception of the price of iPhone products is considered to be in accordance with the quality and benefits obtained by consumers. Therefore, it is important for companies or business people to consider product quality, price perception and brand image circulating in the community to maintain consumer loyalty so that they continue to use the products they market and do not switch to competing products.

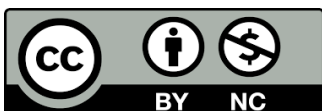
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