

PENGARUH PERSEPSI HARGA DAN MOTIF HEDONISME TERHADAP KEPUTUSAN PEMBELIAN IPHONE PADA KALANGAN GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini dilatarbelakangi oleh fenomena masifnya penggunaan iphone pada kalangan Generasi Z serta temuan dari penelitian terdahulu yang menunjukkan berbagai faktor yang mempengaruhi keputusan pembelian. Tujuan dari penelitian ini adalah menganalisis pengaruh persepsi harga dan motif hedonisme terhadap keputusan pembelian iphone pada kalangan Generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel dilakukan secara purposive sampling, dengan jumlah responden sebanyak 97 orang yang merupakan pengguna iphone dari kalangan Generasi Z. instrumen penelitian berupa kuesioner yang telah melalui uji validitas dan uji reliabilitas untuk memastikan kelayakan alat ukur. Skala pengukuran yang digunakan adalah skala likert 4 poin yang kemudian dianalisis menggunakan SPSS (*Statistical Product and Service Solution*) for windows versi 22.0. analisis data dilakukan melalui serangkaian uji statistik seperti uji regresi linier berganda, uji asumsi klasik dan uji hipotesis yang menunjukkan hasil persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian, motif hedonisme berpengaruh positif dan signifikan terhadap keputusan pembelian, persepsi harga dan motif hedonisme secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Penelitian ini memberikan implikasi bahwa Generasi Z perlu bijak dalam mempertimbangkan keputusan pembelian, termasuk bagaimana mengelola dorongan hedonistik agar tetap selaras dengan kebutuhan dan kemampuan finansial.

Kata Kunci: *Persepsi Harga, Motif Hedonisme, Keputusan Pembelian*



**THE EFFECT OF PRICE PERCEPTION AND HEDONISTIC MOTIVES ON
IPHONE PURCHASE DECISIONS AMONG GENERATION Z IN THE
SPECIAL REGION OF YOGYAKARTA**

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Abstract

This research is motivated by the phenomenon of massive iPhone use among Generation Z and findings from previous studies that show various factors that influence purchasing decisions. The purpose of this study is to analyze the influence of price perception and hedonism motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. This study uses a quantitative approach. The sampling technique was carried out by purposive sampling, with a total of 97 respondents who are iPhone users from Generation Z. The research instrument was a questionnaire that had gone through validity and reliability tests to ensure the feasibility of the measuring instrument. The measurement scale used was a 4-point Likert scale which was then analyzed using SPSS (Statistical Product and Service Solution) for Windows version 22.0. Data analysis was carried out through a series of statistical tests such as multiple linear regression tests, classical assumption tests and hypothesis tests which showed that price perception had a positive and significant effect on purchasing decisions, hedonism motives had a positive and significant effect on purchasing decisions, price perception and hedonism motives simultaneously had a positive and significant effect on purchasing decisions. This research implies that Generation Z needs to be wise in considering purchasing decisions, including how to manage hedonistic impulses to remain aligned with their needs and financial capabilities.

Keywords: *Price Perception, Hedonistic Motives, Purchasing Decisions*