ABSTRAK

Di tahun 2016, jumlah pengguna ponsel pintar diperkirakan mencapai 2,1 miliar. Sementara jumlah pengguna ponsel di seluruh dunia diperkirakan akan melampaui angka lima miliar pada tahun 2019. Jumlah pengguna ponsel pintar diperkirakan akan terus tumbuh dari 2,1 miliar di tahun 2016 menjadi sekitar 2,5 miliar pada tahun 2019, dengan tingkat penetrasi perangkat cerdas ini yang juga turut meningkat. Terdapat lebih dari 36 persen populasi dunia diproyeksikan menggunakan ponsel pintar pada tahun 2018, angka ini naik sekitar 10 persen sejak tahun 2011. Perkembangan teknologi ikut mendorong semakin berkembangnya tren ponsel di Indonesia. Menurut *Market Analyst* IDC Indonesia, Risky Febrian, disepanjang tahun 2019 ini tren ponsel masih akan terkait dengan *display* yang semakin atraktif dengan *body ratio* yang semakin kecil, fitur kamera serta fitur *mobile game* yang di proyeksi dalam penjualan *smartphone*. Selain itu berdasarkan riset IDC Indonesia pertumbuhan penjualan ponsel di Indonesia hingga tahun 2023 diperkirakan dapat mencapai 5-7% per tahun **Iphone** adalah jajaran telepon pintar yang dirancang dan dipasarkan oleh *Apple INC*. Iphone menggunakan sistem operasi *IOS Apple* yang dikenal dengan nama "*Iphone IOS*" sampai pertengahan 2010 sesaat setelah peluncuran Ipad. Iphone pertama diluncurkan pada tahun 2007.

Metode penilitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS 22. Pengumpulan data dilakukan dengan penyebaran keusioner kepada 108 responden dengan karakteristik responden pria dan wanita berumur 18 – 60 tahun, dan mempunyai minat untuk membeli iPhone 11 dan berpenghasilan minimal Rp.2000.000,00.

Hasil penelitian menunjukan *perceived innovation* berpengaruh signifikan terhadap *perceived quality* dengan nilai regresi sebesar 0,217, *brand awareness* berpengeruh signifikan terhadap *perceived quality* dengan regresi sebesar 0,636, *perceived quality* berpengaruh signifikan terhadap *perceived value* dengan nilai regresi sebesar 0,725, *perceived innovation* berpengaruh signifikan terhadap *purchase intention* dengan nilai regresi sebesar 0,301, *brand awareness* berpengaruh signifikan terhadap *purchase intention* dengan nilai regresi sebesar 0,326, *perceived quality* berpengaruh signifikan terhadap *purchase intention* dengan nilai regresi sebesar 0,210, *perceived value* berpengaruh signifikan terhadap *purchase intention* dengan nilai regresi sebesar 0,152.

Kata kunci : *perceived innovation, brand awareness, perceived quality, perceived value, purchase intention*

/In 2016, the number of smartphone users is estimated to reach 2.1 billion. Meanwhile, the number of mobile phone users worldwide is expected to surpass the five billion mark by 2019. The number of smartphone users is expected to continue to grow from 2.1 billion in 2016 to around 2.5 billion in 2019, with the penetration rate of these smart devices at a high rate. also increased. More than 36 percent of the world's population is projected to use smart phones in 2018, this figure has increased by about 10 percent since 2011. Technological developments have contributed to the growing trend of cell phones in Indonesia. According to IDC Indonesia's Market Analyst, Risky Febrian, throughout 2019 the trend of cellphones will still be associated with increasingly attractive displays with smaller body ratios, camera features and mobile game features that are projected in smartphone sales. In addition, based on IDC Indonesia's research, cellphone sales growth in Indonesia until 2023 is estimated to reach 5-7% per year. Iphone is a line of smart phones designed and marketed by Apple INC. Iphone used Apple's IOS operating system known as "Iphone IOS" until mid-2010 shortly after the launch of the Ipad. The first iPhone was launched in 2007.

The research method used is a quantitative method with data processing using SPSS 22. The data collection was carried out by distributing questionnaires to 108 respondents with the characteristics of male and female respondents aged 18-60 years, and having an interest in buying an iPhone 11 and earning a minimum income of Rp. 2,000,000.00 .

The results showed that perceived innovation has a significant effect on perceived quality with a regression value of 0.217, brand awareness has a significant effect on perceived quality with a regression of 0.636, perceived quality has a significant effect on perceived value with a regression value of 0.725, perceived innovation has a significant effect on purchase intention with a value regression of 0.301, brand awareness has a significant effect on purchase intention with a regression value of 0.326, perceived quality has a significant effect on purchase intention with a regression value of 0.210, perceived value has a significant effect on purchase intention with a regression value of 0.152.

Keywords: perceived innovation, brand awareness, perceived quality, perceived value, purchase intention