

ABSTRACT

Technological developments that occur over time have led to the emergence of many new companies in the field of technology and information that continue to compete with each other. Therefore, in order not to lose in competition, companies must strive to retain their consumers. And seeing these conditions, this study aims to analyze the effect of perceived price and product innovation on purchasing decisions through the intervening variable of buying interest in Apple consumers in Central Java.

The population used in this study are consumers who use Apple products in Central Java. The number of samples used in this study were 120 respondents. The data collection method was carried out by distributing questionnaires. The data that has been collected is then processed using the Structural Equation Modeling (SEM) analysis technique with the AMOS 24 application.

The results of this study indicate that Purchase Intention has a positive effect on Purchasing Decisions. Price Perception has a positive effect on Purchasing Decisions. Price Perception has a positive effect on Purchase Intention. Product Innovation has a positive effect on Purchasing Decisions. Product Innovation has a positive effect on Purchase Intention.

Keywords: Price Perception, Product Innovation, Purchase Intention, and Purchase Decision Making