

# Analisis pengaruh perceived usefulness, perceived ease of use, brand image, dan attitude towards using terhadap purchase intention perangkat Apple watch = The influence of perceived usefulness perceived ease of use brand image and attitude towards using on purchase intention of Apple watch

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## Abstrak

Penelitian ini bertujuan untuk mengetahui hal yang mempengaruhi minat pembelian konsumen terhadap perangkat Apple Watch di Indonesia, berdasarkan faktor - faktor yang terbentuk, seperti: Perceived Usefulness, Perceived Ease of Use, Brand Image, dan Attitude towards Using Apple Watch. Data diperoleh dari penyebaran kuesioner kepada 250 responden, pria dan wanita berkewarganegaraan asli Republik Indonesia, dengan usia berkisar antara 17-30 tahun yang merupakan pengguna iPhone khususnya di wilayah Jabodetabek. Analisis data dilakukan menggunakan software Lisrel 8.80, dengan metode Structural Equation Modeling atau SEM. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh secara langsung pada perceived usefulness terhadap attitude towards using Apple Watch, brand image terhadap attitude towards using Apple Watch, attitude towards using Apple Watch terhadap purchase intention, dan perceived ease of use terhadap perceived usefulness. Selain itu juga terdapat beberapa variabel yang tidak memiliki pengaruh satu sama lain, yakni perceived ease of use terhadap attitude towards using Apple Watch, perceived usefulness terhadap purchase intention, dan brand image terhadap purchase intention. Kata kunci: Perceived Usefulness, Perceived Ease of Use, Brand Image, Attitude Towards Using Apple Watch, Purchase Intention.

.....This study aims to analyze factors which influence consumers 39 purchase intention to use Apple Watch, based on factors performed, such as Perceived Usefulness, Perceived Ease of Use, Brand Image, and Attitude towards Using Apple Watch. Data were collected using questionnaire which distributed to 250 respondents, aiming for man and woman from 17 to 30 years old who are using iPhone as their smartphones in Indonesia especially in Jabodetabek. Lisrel 8.80 is used to analyze the data, with Structural Equation Modeling SEM method. The result of this research shows that perceived usefulness has a direct impact on attitude towards using Apple Watch, brand image has a direct impact on attitude towards using Apple Watch, attitude towards using Apple Watch has a direct impact on purchase intention, and perceived ease of use has a direct impact on perceived usefulness. Futhermore, the result of this research also finds that perceived ease of use does not have a direct impact on attitude towards using Apple Watch, perceived usefulness does not have a direct impact on purchase intention, and brand image does not have a direct impact on purchase intention. Keywords Perceived Usefulness, Perceived Ease of Use, Brand Image, Attitude towards Using Apple Watch, Purchase Intention.