

## ABSTRAK

Fenomena penelitian ini menggambarkan pasar smartphone yang dikuasai Android menandakan penjualan smartphone merek Iphone menurun sehingga dapat diindikasikan niat pembelian yang masih kurang pada calon konsumen iPhone sehingga mempengaruhi penurunan penjualan yang berdampak pada pangsa pasar iPhone tersebut menurun. Penelitian ini bertujuan untuk mengetahui hubungan antara *technological newness* dan *post-consumer perceived brand innovativeness* (Post-CPBI) dan *brand attitude* dan *purchase intention*. Responden dalam penelitian ini adalah responden yang menggunakan barang dengan merk Apple sejumlah 313 responden. Penelitian ini menggunakan pengolahan data dengan menggunakan *Partial Least Square – Structural Equation Modeling (PLS-SEM)* dan diolah dengan menggunakan *software SmartPLS*. Hasil penelitian menunjukkan bahwa hubungan *Technological Newness* dengan *Consumer Perceived Product Innovativeness* (CPPI) ditemukan berpengaruh positif. Selanjutnya, *Consumer Perceived Product Innovativeness (CPPI)* dengan *Post-Consumer Perceived Brand Innovativeness (Post-CPBI)* ditemukan berpengaruh positif. Sedangkan, *Post-Consumer Perceived Brand Innovativeness (Post-CPBI)* yang memediasi pengaruh *Consumer Perceived Product Innovativeness (CPPI)* terhadap *Brand Attitude* ditemukan berpengaruh positif. Terakhir, *Post-Consumer Perceived Brand Innovativeness (Post-CPBI)* yang memediasi pengaruh *Consumer Perceived Product Innovativeness (CPPI)* terhadap *Purchase Intention* ditemukan berpengaruh positif. Implikasi managerial dalam penelitian bahwa Iphone harus melakukan inovasi merk produk yang baru karena konsumen masih terpengaruh dengan persepsi inovasi atas produk yang sebelumnya dipakai, memperhatikan inovasi dan pembaharuan teknologi ketika merilis produk baru, mempertahankan model saat ini dengan konseptualisasi sederhana, mengedepankan inovasi yang dapat menunjukkan hasil kerja yang positif atas suatu merk dan elakukan inovasi yang lebih atas produk yang akan diluncurkan karena dapat mendorong niat pembelian konsumen itu sendiri.

Kata Kunci : *technological newness, post-consumer perceived brand innovativeness (Post-CPBI), brand attitude, purchase intention*

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This research was conducted with the Android-dominated market share indicating a decline in smartphone sales so that it can be indicated that purchase intentions are still lacking in potential iPhone consumers, thus affecting a decrease in sales which has an impact on the iPhone's market share decreasing. To know the relationship between technological newness and post-consumer perceived brand innovativeness (Post-CPBI) and brand attitude and purchase intention. Respondents in this study were respondents the Apple brand, a total of 313 respondents. This study uses data processing using Partial Least Square – Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. The results showed that the relationship between Technological Newness and Consumer Perceived Product Innovativeness (CPPI) was found to have a positive effect. Furthermore, Consumer Perceived Product Innovativeness (CPPI) and Post-Consumer Perceived Brand Innovativeness (Post-CPBI) were found to have a positive effect. Meanwhile, Post-Consumer Perceived Brand Innovativeness (Post-CPBI), which mediates the influence of Consumer Perceived Product Innovativeness (CPPI) on Brand Attitude, was found to have a positive effect. Finally, Post-Consumer Perceived Brand Innovativeness (Post-CPBI), which mediates the influence of Consumer Perceived Product Innovativeness (CPPI) on Purchase Intention, was found to have a positive effect. Managerial implications in this study are to consider new product brand innovations because consumers are still influenced by perceptions of innovation for previously used products, pay attention to innovation and technological renewal when releasing new products, maintain current models with simple conceptualizations, promote innovations that can show work results. positive attitude towards a brand and do more innovation on the product to be launched because it can encourage the consumer's purchase intention itself.

Keywords: technological newness, post-consumer perceived brand innovativeness (Post-CPBI), brand attitude, purchase intention