

PENGARUH *REFERENCE GROUP*, *REASONABLE PRICE*, DAN *PERCEIVED USEFULNESS* TERHADAP ONLINE PURCHASE INTENTION

ABSTRAK

Abstract: *This study aims to analyze the influence of reference group, reasonable price, and perceived usefulness on online purchase intention on iPad products in Indonesia. Data collection was carried out using a closed questionnaire assisted by Google Forms with a target respondent of 165 iPad product users in Indonesia chosen by the purposive sampling technique. The data obtained were then processed with IBM SPSS 27 using multiple regression analysis tests including pre-test tests of validity, reliability, and classical assumptions, as well as main-test tests of descriptive analysis, hypothesis testing, and coefficient of determination tests. It was concluded that reference group, reasonable price, and perceived usefulness have a significant and positive impact on online purchase intention on iPad products in Indonesia, both partially and simultaneously.*

Keywords: *Reference group, reasonable price, perceived usefulness, online purchase intention*

Abstrak: *Penelitian ini bermaksud dalam menganalisis pengaruh reference group, reasonable price, dan perceived usefulness terhadap online purchase intention pada produk iPad di Indonesia. Pengambilan data penelitian dilakukan dengan kuesioner tertutup dibantu Google Forms dengan target responden sebanyak 165 orang pengguna produk iPad di Indonesia yang dipilih dengan teknik purposive sampling. Data yang didapat kemudian diolah dengan IBM SPSS 27 menggunakan uji analisis regresi berganda yang meliputi uji pre-test dari validitas, reliabilitas, hingga asumsi klasik, serta uji main-test dari analisis deskriptif, uji hipotesis, hingga uji koefisien determinasi. Didapatkan kesimpulan bahwa reference group, reasonable price, dan perceived usefulness berdampak signifikan serta positif terhadap online purchase intention pada produk iPad di Indonesia, baik secara parsial maupun simultan.*

Kata kunci: *Kelompok referensi, harga wajar, persepsi kebermanfaatan, minat pembelian daring*