ABSTRAK

MINAT BELI KONSUMEN PADA iPHONE 15: PERAN CITRA MEREK, INOVASI, DAN *FEAR OF MISSING OUT (FOMO)*

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Tujuan dari penelitian ini adalah untuk mengetahui: (1) pengaruh citra merek terhadap minat beli konsumen iPhone 15, (2) pengaruh inovasi terhadap minat beli konsumen iPhone 15, (3) pengaruh *fear of missing out (fomo)* terhadap minat beli konsumen iPhone 15. Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian ini adalah seluruh warga D.I. Yogyakarta yang mengetahui produk iPhone 15, dengan jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan teknik *probability sampling* dengan metode *simple random sampling*. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda dengan menggunakan program aplikasi *SPSS Statistics* 21.0. Temuan penelitian ini menunjukkan bahwa: (1) citra merek secara parsial berpengaruh terhadap minat beli konsumen iPhone 15, (2) inovasi secara parsial berpengaruh terhadap minat beli konsumen iPhone 15, (3) *fear of missing out (fomo)* secara parsial berpengaruh terhadap minat beli konsumen iPhone 15.

Kata kunci: Citra Merek, Inovasi, dan *Fear of Missing Out (FoMO)*, Minat Beli.

ABSTRACT

CONSUMER BUYING INTEREST IN THE IPHONE 15: THE ROLE OF BRAND IMAGE, INNOVATION, AND FEAR OF MISSING OUT (FOMO)

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The purpose of this study was to determine: (1) the influence of brand image on consumer purchase intention of iPhone 15, (2) the influence of innovation on consumer purchase intention of iPhone 15, (3) the influence of fear of missing out (fomo) on consumer purchase intention of iPhone 15. This type of research is quantitative research. The population of this study were all residents of D.I. Yogyakarta who knew the iPhone 15 product, with a sample size of 100 respondents. The sampling technique used probability sampling technique with simple random sampling method. The data collection technique used a questionnaire. The data analysis technique uses multiple linear regression analysis using the SPSS Statistics 21.0 application program. The findings of this study indicate that: (1) brand image partially influenced consumer buying interest in iPhone 15, (2) inovation partially influenced consumer buying interest in iPhone 15, (3) fear of missing out (fomo) partially influenced consumer buying interest in iPhone 15.

Keywords: Brand Image, Inovation, Fear of Missing Out (FoMO), Purchase Intention.