

The Influence of Conformity on iPhone Buying Decision on Students of Universitas Muhammadiyah Purwokerto

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Abstract. Phone, one of the cellphone brands, has become a purchase intention for several groups of individuals. Cellphones with an Android operating system, such as Samsung, Xiaomi, and Oppo, can even be less competitive with an iOS operating system like iPhone. The purpose of this study is to predict the contribution of conformity behaviour on iPhone buying decisions in students of Universitas Muhammadiyah Purwokerto (UMP) who are iPhone users. This study uses a quantitative research method and simple regression analysis as the data analysis technique. The sample in this study was taken using an incidental sampling technique. The participant of this study is 36 students of UMP who use iPhone. The result shows no influence of conformity behaviour on iPhone's buying decisions among students at UMP. This is reinforced by the result of the β value that shows a value of 0.000 or, in other words, 0%. So, there is no influence of the conformity variable on the buying decision variable on the buying decision variable; there is no contribution between these two.

Keywords: Buying decision, Conformity, iPhone, UMP Student.

1 Introduction

Industrial development has reached the 4.0 revolution, or the fourth industrial revolution [10]. The fourth industrial revolution is characterized by the rapid and rapid development of information technology. These developments also occurred in various sectors. Starting from the education, health, banking, business and corporate sectors. In the education sector, technological developments are used for the distance learning process so that learning can be more effective without being constrained by long distances and the learning results can be satisfactory and maximized. The development of increasingly sophisticated technology makes it easier for humans to use and fulfil their needs.

Furthermore, there are also technological developments in the banking sector. Technology development in the banking sector has been felt by the wider community. The product of these developments is the emergence of Automated Teller Machine cards, commonly called ATM cards, and Internet banking. ATMs and Internet banking can make it easier for users to carry out buying and selling transactions online without going to a bank branch first because Internet banking users only need to make transactions through Internet-connected devices. Meanwhile, ATM users can make transactions when there is an ATM, even if it is not a bank branch office [8].

Besides these two sectors, there are also corporate sectors that use advanced information technology to facilitate company management and others. As for the last sector, which is business, the existence of technological changes in this business sector can affect daily activities. Some activities can be affected, for example, electronic commerce, such as buying and selling goods and services. The presence of online buying and selling transactions has made people increasingly flock to enjoy the features offered; this online buying and selling transaction is usually called e-commerce [8]. E-commerce is a stall for sellers to peddle their products so that consumers do not need to come to the market location.

A device is needed to make online buying and selling transactions on an e-commerce platform. The devices can be a laptop or smartphone. The number of smartphone sales continues to increase from year to year, in line with the needs of Industrial Revolution 4.0. based on data collected from Putri [18], in 2012, smartphone sales reached 725.3 billion units. Whereas in 2016, it was the peak of smartphone sales, which reached 1.473 billion units. However, sales of smartphones have decreased from 2017 to 2022, with only 1.202 billion units sold in a year.

When it looked from 2016 to 2022, it has indeed decreased. However, when viewed as a whole time, smartphone sales have continued to increase over the last ten years. Furthermore, the smartphone brand that dominates Indonesia's market share during 2022 and early 2023 is a brand named Samsung. Samsung will control 24% of the market in 2022 and 21% in 2023. Followed by other brands, Apple has control of 18% of the market in 2022 and 21% in 2023.

In line with Dewi [5] stated that sales of cellphones under the Apple brand, commonly called iPhones, have increased from 19.4% in 2017 to 25.4% in January 2022. This shows that there was an increase in sales of devices with an IOS operation system (Apple) and a decrease in sales of devices with Android operating systems such as Samsung, Xiaomi, and Oppo brands. The latest findings in the second quarter of 2023 state that cell phones under Samsung, Xiaomi, and Oppo brands experienced declining shipments due to inflation.

The decline in cellphone shipments reached 15.9% for Xiaomi, 15.2.5 for Samsung, and 7.5% for Oppo. Meanwhile, the iPhone also experienced a decline of 2% due to inflation. However, this 2% decrease in shipments is very small compared to the previous three big brands, Samsung, Xiaomi, and Oppo. iPhone can sell better on the market because it is influenced by several factors. These factors include, first, the good image of the iPhone brand in consumers' eyes [19]. This good brand image is related to the second factor, which is lifestyle [17]. In addition, conformity in buying goods is a decision to buy is a motivation; it can be a rational motive or an emotional motive.

According to Mariah and Nur, lifestyle influences consumer buying behaviour [13]. Buying, in this case, means buying a cellphone with an iPhone brand. iPhone has a good brand image in society. So, iPhone users can feel more confident when using it. Furthermore, the third factor is consumer attitudes. Attitude here means a good consumer assessment of iPhone products. The existence of good assessment will encourage consumers to decide to buy an iPhone cell phone [23]. In addition, buying goods based on conformity can be called an emotional motive, namely buying based on the buyer's expression because of a brand.

Several factors are why consumers choose a device brand according to their wishes. The fourth factor is group reference [17], group reference means a group of people who directly or significantly influence potential consumers to use the group's views or opinions as a reference for purchasing a product [2]. The fifth factor is the multimedia factor. These factors include good cellphone quality [17], high-resolution camera features, and so on [24]. From the results

of some of these studies, it turns out that the device's function is not only limited to communication needs but also to the multimedia side.

Based on the result of a preliminary study conducted by researchers on UMP students in Purwokerto who are iPhone users, 57% of 14 participants had a reason to buy an iPhone because the camera quality of the iPhone is good. Moreover, 50% of the participants had a reason to buy an iPhone because of social media recommendations, followed by friend recommendations, which reached 28.6%. From the result of the existing preliminary study questionnaire, it can be concluded that there is a conformity factor, which is social media recommendations and friend recommendations in purchasing iPhones among UMP students. This preliminary study provides the basis that device brands have become an option for several groups of individuals.

Conformity can be interpreted as an individual's will to change their attitudes and behaviour to adapt to existing social norms, or it can also be an activity carried out by individuals to change behaviour so that it conforms to other people's responses [4]. Besides, conformity can also come from pressure within the group. This pressure can influence trust and change individual beliefs and behaviour to be the same as the group [15]. Furthermore, conformity behaviour can be caused by the influence of preferred others, group cohesiveness, group size and social pressure, descriptive social norms and injunctive social norms [16].

Referring to research conducted by Bakti and Dwiyaniti conformity behaviour has a relationship with consumer buying decisions [3]. Buying decisions is a process and action experienced by consumers, from the emergence of feeling the need to buy to the stage of making a purchase [20]. Meanwhile, factors that influence buying decisions include first, cultural factors such as social class; second, psychological factors such as motivation, perception, learning process, beliefs, and attitudes; third, personal factors such as age, job, economic situation, lifestyle, and self-concept; and fourth, social factors such as family, environment, status, and group [21].

Previous studies that discuss conformity with buying decisions, especially on cellphone brands, such as iPhones, searched to strengthen the theory. Based on the findings, there is research about the relationship between conformity and intention to buy an iPhone. Then, many studies discuss conformity with consumptive behaviour, such as research conducted by Alvianti [1], and Susanto & Savira [22]. Moreover, most research about iPhone buying decisions uses consumers in general as their subject, not students [17, 23, 2].

Although previous research about the iPhone buying decision used student subjects, such as research conducted by Putri and Fitriah there has been research about iPhone buying decisions among students at UMP [7, 19]. Meanwhile, based on the observation by researchers, many students at UMP use iPhones. Because of that, researchers conduct new research about this topic with more specific, which is in UMP.

There is also a working hypothesis (Ha) proposed by researchers that there is an influence of conformity on iPhone buying decisions among students at UMP. This hypothesis is based on the result of the preliminary study questionnaire that researchers described earlier. The result of the questionnaire shows that around 50% of participants decided to buy an iPhone based on social media recommendations.

2 Literature Review

Decision buying is a consumer action when deciding to purchase a brand of goods from several brands whose process is carried out in a planned manner [9]. More specifically, a buying decision is an activity of individual prospective buyers or consumers who are directly involved in making decisions when purchasing a product, the seller offers [9]. Purchasing decisions are also a motivation that arises from within the individual who is unwittingly affected by a response. Individual motivation serves to encourage the fulfillment of individual needs.

Besides Kotler opinion, Engel state that purchasing decisions are consistent actions carried out by individuals in a wise manner to meet individual needs [9, 6]. Furthermore, Engel stated that the purchasing decision stage consists of six stages. The stages are: first, recognizing the needs of individuals or individuals who begin to recognize needs and define something as a need that must be fulfilled; second, searching for information that occurs when individuals have recognized their needs [6]. Searching for information is a step to find solutions to the needs that need to be fulfilled; third, alternative assessment.

Alternative assessment here means that individuals try to decide on the choice to make a purchase based on an evaluation result of the information obtained when searching for information; fourth, a purchasing decision that occurs after individuals determine suitability based on the assessment of alternatives that have been done so that these needs are fulfilled by deciding to buy an object; fifth, consumption. Consumption here means that individuals decide to use the goods they have purchased earlier, and the sixth is post-purchase behaviour, which is the evaluation of the goods that have been purchased and consumed. This evaluation is also based on individual satisfaction with the products they consume.

According to Mayers conformity is an individual's effort to change their perceptions, opinions, and behaviour so that they conform to the norms in a particular group [15]. These changes are based on the intention to get social recognition from the group environment that brings out conformity behaviour. Some antecedents of conformity cannot be separated from the involvement of personal factors, where a condition exists in humans in the form of further needs and impulses.

Conformity has two aspects: informational influence and normative influence. First, informational influence means that individuals tend to align themselves with a certain group because of the influence of information conveyed by the group and the individual beliefs in that group based on their assessment. So, it can be said that opinions and information from groups that individuals trust will enable individuals to adapt to that group so that conformity behaviour emerges. The second aspect of conformity is normative influence. Normative influence is an individual effort to change their perception, beliefs, attitudes, and behaviour with the aim of being accepted by certain groups or, in other words, not being ostracized. This also causes individuals to take actions that are by the group's expectations of them.

3 Method

This study uses a quantitative research method with simple regression analysis as the data analysis technique. The quantitative research method sees that human behaviour can be predicted by objective social reality, and its existence can be measured [25]. The participants of this study are students at UMP who uses iPhone. The sample in this study was taken using an incidental sampling technique. According to Kurniawan & Zara incidental sampling technique is taking a sample accidentally [11]. Accidental in this matter means the researchers met the

subject accidentally because they met the criteria as participants. The number of participants that the researcher got was 36 participants.

The data-collecting instrument that this research uses is a questionnaire scale. This study used a conformity scale and a buying decision scale; the conformity scale is a modification of Maharani's scale [12]. Meanwhile, the buying decision scale used a modification of Maulana & Nio's scale [14]. The buying decision scale is used to know how students make buying decisions when buying an iPhone. The number of items on the buying decision scale is 16, with a reliability value of 0.923. Meanwhile, the conformity scale is used to measure students' conformity behaviour on buying iPhones. This scale consists of 17 items with a reliability value of 0.818. Both scales can be said to be reliable because they have coefficient values of > 0.7 , so they can be used for research.

This study uses simple regression analysis for the data analysis technique. Simple regression analysis was selected because there is only one X variable in this research. Then, the researcher will also see how much X variable, conformity, can influence variable Y, which is the buying decision. In this research, SPSS version 26 was used to assist the data analysis process.

4 Result

To begin the test, researchers tested the validity and reliability of the instrument. After the instrument is valid and reliable, the data processing continued by doing an assumption test. The assumption test shows that the research data can be continued to the next test, so a simple regression test was done afterwards. The simple regression test was done by using SPSS; the result is in the following table 1.

Table 1. ANOVA

Dependent Variable	F	Sig.
Buying Decision	0.003	0.954

The table above shows that the significant value is 0.954, which means the score is > 0.05 . Thus, we can conclude that there is no influence of conformity on iPhone's buying decision. Even though there is no influence of conformity on iPhone buying decision, a test is carried out to predict how much conformity influence iPhone buying decision in students. The result of the test is shown on the following Table 2.

Table 2. Simple Regression Test

Predictor	Buying Decision	
	SE	β
Conformity	6.266	0.000

Based on the table in column β shows, the value is 0.000, which means the prediction of the contribution of conformity behaviour on iPhone buying decisions in students is 0%. So, it is fixed that conformity has an effect of 0% or there is no effect of conformity behaviour on iPhone's buying decision in students.

5 Discussion

Conformity behaviour is when individuals change their attitudes and behaviour to adjust to existing social norms. It can also be interpreted as an activity carried out by individuals to change their behaviour so that it conforms to other people's responses [4]. Furthermore, this conformity can be influenced by two factors. These factors include normative influence and informational influence in the form of references from a group [15]. Conformity normatively usually corresponds to conducive circumstances and environments when socializing with the community environment in general. At the same time, informational conformity is usually influenced by the state of information circulating in the community, such as labelling and conformity of norms based on scattered information.

Based on previous research conducted by Bakti & Dwiyanti when making buying decisions, whether directly or through online purchases, there are several influencing factors [3]. One of the factors that influence the buying decision is conformity. This state is in line with research conducted by Putra, stated that references from groups (group reference) or those that enter into conformity behaviour through informational influence will influence consumers to buy an item [17]. Furthermore, Amirullah stated that references from groups can influence the buying decisions of potential consumers in buying iPhones [2]. So, it can be concluded that there is an influence of conformity (in this matter, informational influence, or group reference) on the iPhone's buying decision.

However, the results of this study are different from the findings of previous studies [17, 2]. Based on the result of a simple regression test analysis using SPSS to predict the contribution of conformity behaviour on iPhone buying decisions in UMP students, it was found that there was no effect of conformity on iPhone buying decisions in UMP students. The influence of consumer purchasing decisions is a motivation that, of course, is constructed as "manifest motives" or impulses that the individual does not know or realize.

The motivation for buying an iPhone for UMP students can be categorized as an emotional motive, which means the purchase of goods is based on subjective because of a sense of pride in a brand. In addition to buying goods based on subjective emotions, it turns out that lifestyle factors are also a predictor in efforts to fulfil needs and self-esteem for the current generation [7]. The influence of purchasing decisions is the impact of the rapid development of the digital economy in the current era [10]. In addition, product brand competition has the effect of changing behaviour in comparing a group so that conformity appears in social group groups.

This state is based on the result of a simple regression test analysis, which shows a significance value of 0.954, which means it has a coefficient of > 0.005 . So, it fixed that conformity behaviour does not influence iPhone buying decisions among UMP students. Moreover, it is strengthened by the findings in Table β , which shows the results of the simple regression test. The table shows a value of 0.000, which means the predicted contribution of conformity behaviour on buying decisions is 0% or there is no influence.

Purchasing decisions are based on the needs of everyone. The nature of conformity is caused by the emergence of subjective information related to the brand. The study's results that showed no influence of conformity with purchasing decisions on UMP students indicated that smartphone purchases were based on needs that were by the function of students. In addition, other factors that may not be revealed, such as budget or limited buying capital, no matter the

brand, ergonomics, and so on, become reinforcement that the buying decision does not have a conformity effect.

In addition, a student focuses on undergoing the educational process so that it does not fully meet the needs of prestige in him. This is shown from the results of research that shows decisions to buy goods are low. Consumer behaviour has various effects on consumers from various social backgrounds, one of which is conformity, where labels or brands that are considered good by the general public become more valuable [13]. This also applies to the student group, especially among students who actualize themselves through branded goods.

The findings from this research are not in line with previous studies by Putra and Amirullah [17, 2]. The findings indicate that not all consumers have a motivation to buy goods based on personal subjectivity. Some consumers, of course, have choices in shopping according to their individual needs, especially for students for whom the majority have not worked or do not have personal income to adjust the needs and income received. So, it can be concluded that the proposed hypothesis that "There is an effect of conformity on iPhone's buying decision in students at Universitas Muhammadiyah Purwokerto" was rejected because the results of the study did not prove the effect of conformity behaviour on iPhone's buying decision among students at UMP.

6 Conclusion

Based on the result of the research that has been conducted, it can be concluded that there is no influence of conformity behavior on iPhone's buying decision among students who use iPhone at UMP. This is evidenced by the result of the data analysis that has been described in the findings of the results and discussion. Apart from that, this research can be a new finding because there has been no research discussing this topic in UMP, and this research findings state things that are different from previous studies. The results showed that UMP students bought smartphones based on use value or function regardless of brand or label.

The suggestions for further research are: future researchers need to increase the number of samples because there just a small amount of samples on this research, which is 36 samples. In addition, several psychological variables are influences or relationships and individual social groups as a comparison of the level of conformity between student groups and other groups in buying decisions so that the next study can reveal phenomena related to the research variables to be studied.

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