

**HUBUNGAN ANTARA CITRA MEREK IPHONE TERHADAP
PERILAKU KONSUMTIF MAHASISWA UNIVERSITAS MERCUBUANA
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui hubungan secara empiris antara citra merek dengan perilaku konsumtif pada mahasiswa universitas mercubuana Yogyakarta.Hipotesis yang diajukan adalah ada hubungan positif antara citra merek dengan perilaku konsumtif dikalangan Mahasiswa universitas mercubuana yogyakarta. Semakin positif Citra merek semakin positif pula perilaku konsumtif mahasiswa,sebaliknya semakin negatif Citra merek semakin negatif pula perilaku konsumtif mahasiswa. Citra merek memberikan sumbangan efektif sebesar 31,5% terhadap perilaku konsumtif mahasiswa sedangkan sisanya 68,5% merupakan sumbangan dari faktor-faktor lain diluar citra merek terhadap perilaku konsumtif berikut ialah faktor aplikasi yang limited yang tersemat pada iphone,guna untuk kepentingan / kebutuhan pekerjaan,dll.

Kata kunci :Citra Merek,Perilaku Konsumtif

**RELATIONSHIP BETWEEN BRAND IMAGE IPHONE
TO CONSUMPTIVE BEHAVIOUR COLLEGE STUDENT
UNIVERSITY OF MERCUBUANA YOGYAKARTA**

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The research aimed for the figure out empirically relationship between brand image with consumerist behavior on college student university of mercubuana yogyakarta.The proposed hypothesis is there are positive relationship between brand image with consumerist behavior among the college student university of mercubuana Yogyakarta.The more positive brand image the more positive consumerist behavior college student,otherwise the more negative brand image the more negative consumerist behavior college student.Brand image give Effective contribution amount 31,5% Against consumptive behavior college student While the rest 68,5% is a donation of other factor outside brand image Against consumptive behavior The following is limited application factor embedded on the iphone,For the benefit of work,etc.

Keywords :Brand Image,Consumptive Behaviour