

ABSTRACT

This research aims to determine (1) the influence of price and product quality on the brand image of the iPhone 15, (2) the influence of price and product quality on buying interest in the iPhone 15, (3) the influence of brand image on buying interest, (4) the influence of price and quality product on interest in purchasing the iPhone 15 through brand image as an intervening variable in the Bandung area. The population of this research is consumers or those who have used or studied the iPhone 15 smartphone. Sampling was carried out using purposive sampling. Research data was obtained by collecting questionnaires about price, product quality, brand image and purchasing interest from 400 respondents. The analysis technique used in this research is Regression Analysis with Path Analysis using IBM SPSS Statistics 20. The results of this research show that (1) price has a significant effect on brand image, (2) product quality has a positive and significant effect on brand image, (3) price has a significant effect on buying interest, (4) product quality has a significant and positive effect on buying interest, (5) brand image has a significant and positive effect on buying interest, (6) price has a positive and significant effect on buying interest through brand image, (7) product quality has a positive and significant impact on consumer buying interest through the brand's image.

Keywords : Price, Product Quality, Brand Image, Buying interest.