

ABSTRACT

The advancement of smartphones makes the growth of smartphone users among the public rapidly increase. The fast growth of smartphone users makes smartphone manufacturers compete with each other in order to understand the market needs, so it is very important to understand the factors that influence purchasing decisions. This study concerns the influences of brand image and product prices on iPhone smartphone purchasing decisions in college student.

The purpose of this study is to examine how much influence of the brand image and product prices have on iPhone smartphone purchase decision.

The method used in this study is quantitative, by distributing questionnaires to 400 respondents. The sampling technique used is non-probability sampling with purposive sampling. Data collection method is done by distributing questionnaires using four points likert scale. Data was processed using SPSS version 23 for the Windows operating system and the statistical analysis techniques is descriptive analysis and multiple regression analysis.

The results of the descriptive study showed that the brand image was rated very well by respondents, iPhone smartphone users in Indonesia at 87.66%. product prices are relatively cheap and affordable because they are considered good by respondents, iPhone smartphone users in Indonesia at 71.10%. Decision to purchase iPhone smartphones in Indonesia categorized as very good at 84.02%, increase along with the product variants offered. The results of the study partially have a significant effect on purchasing decisions. Brand image influences purchasing decisions of 0.201 or 20.1%, while product prices affect purchasing decisions by 0.115 or 11.5%. Simultaneously, brand image and product price have a significant effect on purchasing decisions. For the test of determination of 27.67% while the remaining 72.33% is influenced by other factors not examined in this study.

Based on the results of the research, Apple should continue to improve Attribute, Consumer benefits, Brand Personality, Fair price, Reliable price, and Relative price. Future research is expected to examine other factors that will influence purchasing decisions so that the company has a clearer picture and can make a decision about determining the right marketing strategy.

Keywords: Brand Image, iPhone Smartphone, Product Price, Purchase Decision