

## ABSTRACT

*This research is motivated by problems related to Threat Emotion and Brand Trust from smartphone users on Apple iPhone products. Based on the results of the pre-survey, overall respondents felt not too interested in making purchasing decisions on Apple iPhone products, because they felt they were not threatened if they did not use iPhone products and respondents felt less trust in the iPhone brand. Respondents felt that many of the other competitors had the right quality and price compared to iPhone products, besides that respondents' confidence in iPhone decreased because innovations carried out by the company were considered monotonous and not under promises. This study aims to determine the effect of Threat Emotion and Brand Trust on the decision to purchase Apple iPhone products.*

*This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non-probability sampling type Purposive Sampling, with the number of respondents as many as 100 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis*

*Based on the results of descriptive analysis of threat emotion in the category of fairly good, brand trust and purchasing decisions are in good category. The results of multiple linear regression analysis techniques indicate the threat emotion and brand trust against the positive decision to purchase Apple iPhone products. The magnitude of the influence of emotions and brand trust simultaneous of 41,3% on purchasing decisions and other decision variables not included in this study such as price, product quality, brand image and others. Partially threat emotion and brand trust have a positive towards purchasing decisions. The magnitude of the highest influence of brand trust then followed by emotional threats.*

**Keywords :** *Threat Emotion, Brand Trust, Purchase Decision*