

ABSTRACT

Marketing is one of the management functions in carrying out company activities. One area of study is product differentiation which discusses differences in order to provide added value contained in a product. Some differences that exist on the iPhone is not able to produce added value. In addition, companies need to pay attention to brand awareness so that the product is known by consumers in order to have a greater chance of being chosen when consumers make purchasing decisions. Iphone brand awareness is declining along with the decline in sales results in the first quarter of 2019. This study aims to determine the effect of product differentiation and brand awareness partially or simultaneously on iPhone product purchase decisions in Bandung.

This type of research is quantitative by using descriptive analysis methods. Multiple linear regression analysis techniques. With a population of Iphone product consumers in the city of Bandung. Nonprobability sampling technique sampling with the type of purposive sampling that is consumers who have or are still using Iphone products in the city of Bandung.

Based on the results of the study it can be concluded that the Iphone product consumers in the city of Bandung on product differentiation and purchasing decisions have an average value of 78.10% and 75.10% so that it is classified in the good category while brand awareness has an average value of 61.25% so it is classified as quite good category. Product differentiation and brand awareness have a partial influence on purchasing decisions for Iphone products in Bandung by 36.50% and 23.22%. While the simultaneous influence of 59.80%. The suggestion in this research is that Apple company should readjust the cost of repairing Iphone and evaluate the marketing mix activities.

Keywords: Marketing, Product Differentiation, Brand Awareness, Purchasing Decisions.