

## **ABSTRACT**

*In the current era of globalization, the development of information and communication technology, including smart phones, is changing from day to day. Smartphones are constantly changing and innovating through many complex technologies and functions that are adapted to today's human needs. The development of this smart phone will automatically encourage the growth of a user (user). Smartphones are becoming more and more popular among the masses. One of the popular smartphone brands, especially among the upper middle class, is the Iphone, which is a line of smartphones designed and marketed by Apple Inc. The iPhone uses Apple's IOS mobile phone operating system known as "Iphone OS". With the exclusive nature of the iPhone, the price of this product is quite expensive compared to other smartphone brands, especially Android-based smartphones. Although the price of iPhone products is quite expensive, the public's interest in buying Apple products is very high, especially at every new model release event.*

*Based on the phenomenon of people's high buying interest in Iphone products, this study uses research variables, namely quality, price and brand image. The type of research used in this study is causal, which aims to analyze the relationship between variables. Thus, this study can provide results regarding the effect of product quality, price, and brand image on Indonesian consumers' purchasing decisions for iPhone products.*

*The method used in this study is a quantitative method with a causal type of research, which based on the time of implementation is cross-sectional by distributing questionnaires with a total of 19 questions to 400 respondents who have purchased iPhone products. Respondents from this questionnaire were spread throughout Indonesia by using Google Form as a medium to accommodate respondents. Because this questionnaire uses the Google Form tool, the distribution of this questionnaire takes place online. The sampling technique used is non-probability sampling purposive sampling type.*

*Based on the results obtained in this study, the independent variables, namely Brand Image (X1), Product Quality (X2), and Price (X3) have a mean value greater than the standard deviation so that the deviation of the data that occurs is low, the distribution of values is evenly distributed. Then, the dependent variable Purchasing Decision (Y) has a mean value greater than the standard deviation so that the deviation of the data that occurs is low, the distribution of the values is evenly distributed.*

*Thus, the advice obtained in this study for the Apple company with its products, the Iphone is expected to further strengthen the product quality factor, it is better if Apple with its iPhone product puts forward a strategy on how to improve the product quality factor given by paying attention to any complaints or inputs. given by consumers so that consumers feel comfortable.*

**Keywords: Brand Image, Price, Purchase Decision, Product Quality.**