

## ABSTRACT

The development of science and technology in the world is getting faster, smartphone is one proof of technology that develops rapidly from time to time. This can be seen from the many brands of smartphone bars that have emerged to the surface that are very sophisticated with various features and specifications, which have an impact on the large variety of choices offered to consumers. *iPhone* is one of famous and high brand smartphone from Apple. *iPhone* is one of the products from Apple Computer Inc. which has succeeded in building a good *Brand Image* in the minds of its users. Consumers not only see a product in terms of *Brand Image*, but consumers also see a product in terms of price to make purchasing decisions. This study aims to determine the significant effect of *Brand Image* on purchasing decisions with price as an intervening variable.

This study uses a quantitative method with a descriptive approach. Using non-probability sampling technique with a sampling of 100 respondents. Data collection is done through the distribution of questionnaires to consumers who use *iPhone* products, especially in the city of Bandung. The analytical method used is descriptive analysis of causality using SEM-PLS. The data processing is done using *SmartPLS 3.0* software.

Researcher found that *Brand Image* has a positive and significant effect on the price of *Brand Image* has a positive effect and significant to purchasing decisions, price has a positive and significant effect on purchasing decisions and *Brand Image* has a positive and significant effect on purchasing decisions with price as an intervening variable on *iPhone* products in Bandung.

Keywords: Brand Image, Buying Decision, Price