

## ABSTRACT

*The number of internet users in Indonesia is increasing every year, in 2020 it is known that there are 190.92 million people. The internet is a means of entertainment, from watching movies and playing games to listening to music. Based on research from Alvara Strategic Research, 85.4% of the Gen Z population and 65.6% of the Millennial Generation population access the internet for more than 7 hours a day. There is a shift in habits among people, especially in listening to music. As proof, Apple Music managed to get annual revenue of 5.5 billion dollars in 2020, which will increase yearly.*

*The purpose of this study is to find out and examine how much influence the variables of product quality, price, and brand image have on Apple Music purchasing decisions in Indonesia.*

*The method used is a quantitative method with multiple linear regression analysis. The number of respondents is 100 people with a research sample that is limited to individuals who have used or are currently using the Apple Music streaming application in Indonesia.*

*This study shows that product quality has a significant effect on purchasing decisions, price does not have a significant effect on purchasing decisions, and brand image have a significant effect on purchasing decisions, which means that the independent variables simultaneously have a significant effect on purchasing decisions.*

*The results of the study found that brand image has the greatest influence on Apple Music purchasing decisions, therefore Apple Music is expected to always provide a brand image that matches customer expectations*

**Keywords:** *brand image, price, purchase decision, product quality, apple music*