

ABSTRACT

The purpose of this study is to analyze the effect of product quality, price fairness, and brand image through customer value on iPhone purchasing decisions. The method used by researchers is a quantitative method using multivariate analysis with Smart PLS software. The population of this study is all Indonesian students who use Iphone 14, with a sample size of 104 respondents through the Cochran method. The study findings indicate that product quality, price fairness, brand image and customer value have a positive and significant impact on Iphone purchase decisions partially; product quality, price fairness, and brand image have a positive and significant effect on customer value among college students; product quality has a positive and significant effect on Iphone purchase decisions among college students with customer value as a mediation variable, price fairness has a positive and significant impact on Iphone customer value among college students with customer value as a mediation variable, and brand image has a positive and significant impact on Iphone customer value among college students with customer value as a mediation variable.

Keywords: Product Quality, Price Fairness, Brand Image, Customer Value, Purchase Decision, iPhone Smartphone