

ABSTRACT

In today's digital era, the use of smartphones has become an integral part of people's daily lives in major cities in Indonesia. iPhone, as one of Apple's flagship products, continues to attract consumers by offering advanced technology, elegant design, and an integrated ecosystem. However, iPhone purchase decisions are influenced by various factors, including price, product quality, and brand image. Amidst growing competition in the smartphone market, an in-depth understanding of how these three factors influence consumer purchase decisions is crucial. This study focuses on determining whether there is an influence of price, product quality, and brand image on iPhone purchasing decisions in major cities in Indonesia.

The type of research used in the study is quantitative method with causal research objectives. The sampling technique used in this study was to use non-probability sampling techniques with a total sample size of 155 respondents. The data analysis method used is Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using the help of the SmartPLS version 4.0 data processing application.

The results showed that price, product quality, and brand image have a positive and significant effect on purchasing decisions, both partially and simultaneously. As for the suggestions given, practically, companies should focus on competitive prices, high product quality, and good brand image management to increase satisfaction, reliability, loyalty, and product attractiveness. Theoretically, this study emphasizes the need for a more comprehensive model to understand the interaction between price, product quality, and brand image on purchasing decisions. Further research could explore additional variables with diverse methodological approaches.

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