

ABSTRACT

Competition in the technology industry is becoming increasingly intense, especially with the rise of global brands offering similar features and innovations. Amidst this competitive landscape, Apple continues to stand out as a premium brand with strong appeal among consumers. This phenomenon highlights the need for a deeper understanding of the factors influencing consumers' purchase intention toward Apple products. Brand image, brand awareness, and brand prestige are important variables worth examining due to their roles in shaping consumer perceptions and decisions.

This study aims to analyze the influence of Brand Image, Brand Awareness, and Brand Prestige on consumers' Purchase Intention toward Apple products, both partially and simultaneously. By understanding the relationship between these variables, this research is expected to contribute to marketing strategy development and brand strengthening efforts.

The research method employed is a quantitative approach using a survey technique. A total of 400 respondents were involved as the sample. Data were collected through a closed-ended questionnaire and analyzed using multiple linear regression with the help of SPSS version 26. Validity and reliability tests were conducted to ensure the quality of the research instruments.

The analysis results show that Brand Image, Brand Awareness, and Brand Prestige each have a positive and significant partial effect on Purchase Intention. Simultaneously, these three variables contribute 93.8% to consumers' purchase intention. However, among the three, Brand Prestige shows the weakest influence compared to the others.

This research provides valuable insights for companies, particularly Apple, in formulating more effective marketing communication strategies. It is recommended that Apple strengthen its brand prestige while maintaining its already high levels of brand image and brand awareness. For consumers, the findings serve as a reference for making more critical product choices. Future researchers are encouraged to expand the study scope and consider mediating variables such as brand trust or customer experience to enrich the analysis perspective.

Keywords: Brand Awareness, Brand Image, Brand Prestige, Purchase Intention, Apple Products.