

## ABSTRACT

*From the type of so much smartphones which circulated in a market, Apple is the one smartphone's vendor who dominate Indonesia's market and the one of iPhone's device. In 2013 a number of iPhone users who bought iPhone 5s and iPhone 5c was had been touched less 65 gratuity and in 2014 a number of iPhone users who bought iPhone 6 yet is 80 gratuity since roll-out of launching last month. This thing of course being a phenomenon because iPhone products notoriously have a highest price but still can dominate markets.*

*Some of factors which affected to the highest proclivity people adjoining is quality products, price, trust, and attitude utilizations. This research to do for 350 respondents of sample with the community in Bandung city is iPhone users populations where the sample levies to used purposive sampling method. The data have been collectable and changeable to used Structural Equation Modeling (SEM) method by Software program LISREL 8.70 application.*

*The result of the research was performed the product qualities, price and trust for big contributions to attitude utilization and that can be modernization product qualities, price and trust until affected to purchase decision, when directly the quality products, price and trust do not have impact to purchase decision.*

*Keywords: Product Qualities, Price, Trust, Attitude Utilizations and Purchase Decision*