

ABSTRACT

The development of technology in Indonesia certainly has a huge impact on society. People want smart technology that can simplify their daily lives, one of which is a communication tool. Communication is a way of connecting information to one another, of course communication has become important in the social relations of Indonesian society. One way to communicate is by using a smartphone. Smartphone companies certainly make their products unique to attract people to buy (Purchase intention). This study is to determine the effect of Brand Prestige, Brand Quality on Purchase Intention Iphone with System Quality as a moderator variable. The population in this study were Iphone users in Indonesia with 400 respondents who were taken from distributing questionnaires in the form of Googleform which were disseminated through social media. The sampling in this study used purposive sampling method, and data processing using SmartPLS 4.0. The results of this study indicate that Brand Prestige positively significantly affects Purchase Intention, Brand Quality positively affects Purchase intention, System quality does not moderate the relationship between Brand Prestige and Purchase Intention, and System Quality moderates the relationship between Brand quality and Purcahse Intention.

Keywords: *Smartphone, Brand Prestige, Brand Quality, System Quality, Purchase Intention*