

## ABSTRACT

*In today's era of globalization, rapid technological developments led to increasing business competition. Success in the competition will be achieved if the company can create and retain customers. The company must have a product that has a competitive advantage with its competitors. One of the efforts of the company by establishing a brand identity through the products. The development of technology, information, and communication is growing rapidly makes individuals are encouraged to have a tool capable of affecting the need to support the advancement of ICT, one of them using a mobile phone. Mobile at the beginning of its appearance has a function as a tool that can be applied to move. This concept is intended to replace the concept of using a conventional telephone cable network as the intermediary who felt constrained by the limited space.*

*The purpose of observation by the author in this study is to Iphone knowing the brand image in the eyes of consumers, to know the reason consumers decide which product to buy an iPhone and to know how big influence on purchasing decisions brand image iphone*

*The results of the research that has been done a great influence on purchasing decisions brand image as a whole amounted to 60.9% and the remaining 39.1% is influenced by other factors such as promotions, price, point of sale and others.*

*Keywords: Brand Image and Purchase Decision*