

## ABSTRACT

Smartphone is used to support everyone's daily activities which explains how most people need at least one supportive smartphone. Smartphone user penetration rate in Indonesia was forecasted to be increased every year. The increasing number of smartphones users every year in Indonesia has caused an intense competition between smartphone vendors in Indonesia including iPhone.

This research aims to investigate the influence of the independent variables which are Brand Image and Product Price towards the dependent variable which is Purchase Decision of iPhone in Indonesia. There are 400 responses from 400 targeted respondents from around Indonesia have filled out 34 questionnaire items. The collected data is measured by using Multiple Linear Regression Analysis in a statistical analytic tool which is called SPSS 25 with non probability and purposive sampling technique.

The results is Brand Image and Product Price both partially and simultaneously influence Purchase Decision. Brand Image and Product Price influences Purchase Decision by 38,6%. The result showed that Purchase Decision of iPhone in Indonesia is not only influenced by the brand image and product price, but also other factors that are not included in this research.

**Keywords:** *Brand Image, iPhone Smartphone, Product Price, Purchase Decision.*