

ABSTRACT

The rapid development of information and communication technology has an impact on society, especially in the use of smartphones. As technology develops, the use of smartphones becomes increasingly popular among the public. This development makes every smartphone technology company vying to increase sales of their products, including on iPhone products. One smartphone brand that is popular especially among the middle to upper class today is the Apple iPhone, where the iPhone forms an exclusive brand image given to its users. The exclusiveness that iPhone provided to its consumers makes the price of this product classified as higher than other brands. With the brand image, price and quality provided they provided, iPhone managed to build their electronic word of mouth (E-WOM) product by itself. Where this can have an impact on iPhone sales which of course not only focuses on new comments but also in retaining old consumers to continue to have an interest in repurchasing iPhone products. Based on the phenomenon of the community of iPhone products, this study uses research variables, namely electronic word of mouth (E-WOM), brand image, price, and repurchase intention.

The type of research used in this study is causal, which aims to analyze the relationships between variables. The study was conducted to test the influence of electronic word of mouth (E-WOM), brand image, and price on repurchase intention. This research aims to explain how E-WOM and brand image are built and the price set by iPhone products can have an impact on repurchase intention iPhone products.

This research uses quantitative methods with descriptive analysis. Because this questionnaire uses Google Form tools, the distribution of this questionnaire takes place online. The sampling of the study was conducted by a non probability sampling method of purposive sampling with 300 respondents who had purchased iPhone products in Indonesia. In this study using multiple linear regression analysis techniques through SPSS software version 25.

Respondents from this questionnaire spread throughout Indonesia using Google Form as a medium to accommodate respondents, with the spread taking place online. Sampling technique used in this study is nonprobability sampling with purposive sampling type. Based on the results obtained in this study, it can be seen that the independent variables are E-WOM (X1), Brand Image (X2), and Price (X3) has a mean value that is greater than the standard deviation so that the data deviation that occurs low and the spread of values that occur evenly. Then, the dependent variable Repurchase Intention (Y) has a mean value that is also greater than the standard deviation so that the data deviation that occurs is low, the spread of the value is evenly distributed.

Based on the results of the study, the suggestions obtained in this study for the Apple company with its iPhone product are expected to further strengthen the Brand Image and Price factors. It is better if Apple with its iPhone products puts forward a strategy on how to improve the Brand Image and maintain the suitability of the Price with the product provided, followed by paying attention to any complaints or inputs given by consumers so that consumers still feel comfortable.

Keywords: *Electronic Word of Mouth (E-WOM), Brand Image, Price, Repurchase Intention.*