

## **ABSTRACT**

*The phenomenon of increasing the number of smartphone users in Indonesia makes the company competition in the smartphone industry. This can be seen from the data of smartphone users in Indonesia which increases dramatically every year. But the iPhone smartphone brand issued by Apple showed no indication that its market share was superior along with the increase in smartphone users in Indonesia. Though the iPhone is a smartphone that has a row of features and specifications that are top.*

*The purpose of this study was to find out how much influence of the four factors in this study based on the low market share of iPhone smartphones in Indonesia, which requires action on the part of Apple in an effort to increase consumer buying interest in its products. This study uses brand awareness, perceived quality, perceived price, and social influence as factors in influencing the interest in buying iPhone smartphones in Indonesia.*

*The research method used to achieve the goal is a quantitative method with multiple linear regression analysis. Data collection techniques by distributing questionnaires and the form of sampling in this study was purposive sampling. The respondents involved are users who have used or are currently using iPhone brand smartphones in Indonesia with a total of 395 respondents. This study uses SPSS version 26 software to assist in processing and analyzing research data.*

*The results of this study prove that all variables in this study, namely brand awareness, perceived quality, perceived price, and social influences that affect buying interest positively and significantly, where perceived quality and social influence have the greatest influence compared to other variables. . Future research is expected to use various other variables that can influence buying interest.*

**Keywords:** *smartphone, brand awareness, perceived quality, perceived price, social influence, purchase intention*