

## ABSTRACT

*The COVID-19 pandemic, which has hit the entire world, has had an impact on the economy of all countries, including Indonesia. Social restrictions are one of the causes of the decline in the economy due to the increase in unemployment and also the decline in people's income. But this has no impact on people's decisions to buy the iPhone 12.*

*This study aims to determine what factors influence the purchasing decisions of the people of DKI Jakarta in buying an iPhone 12 during the covid-19 pandemic. In this study, the authors use the theory of Kotler and Keller regarding consumer behavior and purchasing decisions. According to Kotler and Keller there are four factors that influence consumer purchasing decisions, namely cultural factors, social factors, personal factors and psychological factors.*

*This study uses quantitative methods, the data collection technique is purposive sampling using a questionnaire. Characteristics of respondents in this study are people who live in DKI Jakarta and have an iPhone 12. The number of respondents in this study was 100 people. The independent variables in this study are cultural, personal, social and psychological factors, while the dependent variable in this study is purchasing decisions.*

*By using the t-test data analysis technique, it can be seen that the factors that influence the purchasing decisions of the people of DKI Jakarta in buying the iPhone 12 during the covid-19 pandemic are cultural factors, personal factors and psychological factors. That way social factors are factors that do not have a significant effect on purchasing decisions for the iPhone 12.*

*Keywords: Purchase Decision, Cultural Factors, Social Factors, Personal Factors, Psychological Factors.*