

## ABSTRACT

*The development of science and technology in the world is currently increasing rapidly. Smartphones are evidence of technology that is developing rapidly from time to time. This can be seen from the many smartphone brands that have recently appeared on the surface which are very sophisticated with many features and specifications, impacting the various choices offered to consumers. iPhone is one of the most well-known smartphone brands. iPhone is one of the products of Apple Computer Inc. Successfully building a good brand image in the minds of users will still experience a decrease in purchases. Consumers do not only see products in terms of brand image, but consumers also see the quality of their products to make purchasing decisions.*

*The main problem in this research lies in consumer purchasing decisions which have an impact on decreasing the sales volume of Iphone smartphones from 2015 – 2019. Brand images that are too expensive and product quality on batteries that are not good are suspected as the cause of the decline in buying decisions for Iphone smartphones. This study aims to determine the partial and simultaneous effect of Brand Image and Product Quality on Iphone Smartphone Purchasing Decisions of Telkom University Students. In this study, researchers used the theory put forward by (Kotler & Keller, 2019) regarding brand image, (Kotler & Armstrong, 2019) regarding product quality, and (Armstrong & Kotler, 2019) regarding purchasing decisions.*

*This type of research is quantitative, with statistical analytical conclusions. The population is Telkom university students who own and use Iphone. Sampling was done by purposive sampling technique as many as 100 respondents. Data collection techniques through online questionnaires, literature studies and previous research. Data analysis techniques using Descriptive Analysis, Validity Test, Reliability Test, Multiple Linear Regression Test, t-test (partial), F-test (simultaneous), and Coefficient of Determination Test using the SPSS program. The variables studied were Brand Image (X1), Product Quality (X2) as the Independent variable and Purchase Decision (Y) as the Dependent variable.*

*It can be seen that the results of the descriptive analysis of the overall total score on the Brand Image variable are 3250 or 81.25%, the percentage of the total score on the Product Quality variable is 4793 or 79.96% and the average percentage for the Purchase Decision variable is 85.3% and this value is between the value interpretation of > 68% - 100% with the overall category being good. It can be seen that the t-count value of Brand Image is 3.729 with a regression of 0.102 and Product Quality is 10.165 with a regression of 0.225. It is known that Brand Image and Product Quality have a partial effect on purchasing decisions for iPhone products among Telkom University students. It is known that the calculated f value is 123.536 with significance 0.000. when compared to the expected significance level of 5%, it means that the F-count significance is smaller than the expected significant level (0% <5%). Based on the results of data analysis that has been conducted, this study shows that product quality and brand image have an influence significant effect on the intention to buy Iphone products.*

*Keywords: Brand Image, Product Quality and Purchase Decision.*