

ABSTRACT

iPhone 13 Series is an Apple product, released in 2021, which is famous for its outstanding product quality so there are many enthusiasts. However, Apple found a design error that had a damaging effect on some LCD products in the iPhone 13 Series. The damage caused the quality of iPhone 13 Series products to be problematic. Then it has an impact electronic word of mouth which will affect the iPhone 13 Series citra merek which affects purchasing decisions. The purpose of this study is to determine product quality and electronic word of mouth affect consumer decisions to buy products through electronic push marketing. In this research, quantitative and descriptive approach techniques were used by sending questionnaires to 200 respondents. In addition, this study used SmartPLS Version 3.0 software in data processing. This study shows that product quality has a significant positive effect on purchasing decisions; electronic word of mouth has a significant positive effect on citra merek; and product quality has a significant positive effect on purchasing decisions through citra merek.

Keywords: *Product Quality; Electronic Word Of Mouth; Buying decision; Brand Image; iPhone 13 Series.*