

***THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT
QUALITY ON PURCHASING DECISIONS
IPHONE PRODUCTS ON STUDENTS
JEMBER STATE POLYTECHNIC***

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ABSTRACT

This study aims to determine the effect of brand image, price, and product quality on purchasing decisions for iPhone products. The research method used was a questionnaire distributed to respondents. The sampling technique used was Proportionate Stratified Probability Sampling, with 55 respondents. The analysis method used in this research is multiple linear regression which is processed using SPSS Statistics 27 software. Based on the results of the analysis, it can be concluded that the variables of brand image (X1), price (X2), and product quality (X3) together have a significant influence on purchasing decisions (Y). As for partially, the brand image variable (X1) has a positive but insignificant effect on purchasing decisions, while the price variable (X2) and product quality (X3) show a positive and significant effect. Among the three variables, price (X2) is the most dominant factor in influencing purchasing decisions for iPhone products among Jember State Polytechnic students.

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