

ABSTRACT

Technological advancement has made smartphones, such as the iPhone, essential devices in daily life, including among university students. The iPhone is known for its superior quality and strong brand image, despite its relatively high price. Intense competition in the smartphone industry, along with the implementation of the Domestic Component Level (TKDN) policy in Indonesia, poses challenges for Apple. Therefore, it is important to analyze the influence of product quality and brand image on the purchase decision of iPhones among students at the State Islamic University Sunan Gunung Djati Bandung.

This study aims to empirically examine the effect of product quality and brand image on the iPhone purchase decisions of UIN Bandung students. The research focuses on students who already use iPhones, with the aim of exploring the extent to which product quality and brand image influence their purchasing decisions.

A quantitative approach was used with a survey method. Data were collected through an online questionnaire distributed to 300 respondents UIN Bandung students who use iPhones. The data analysis technique used was multiple linear regression to measure the effect of product quality and brand image variables on purchasing decisions.

The analysis results show that product quality has a significant effect on purchase decisions with a regression coefficient of 0.168. Brand image also shows a positive and significant effect with a regression coefficient of 0.348. Simultaneously, both variables have a significant effect, as indicated by an F-value of 24.850 and a significance level of 0.001. These findings provide valuable insights for Apple and the smartphone industry in designing more effective marketing strategies.