



# ANALYSIS OF THE ROLE OF BRAND IMAGE, PRODUCT QUALITY, AND PROMOTION ON PURCHASE DECISIONS FOR IPHONE USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS AT WAHID HASYIM UNIVERSITY SEMARANG

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## Abstract

This research examines the influence of brand image, product quality, and promotion on the purchasing decision of iPhones among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang. The survey was conducted on 30 respondents who met the criteria as iPhone users, active students of the Faculty of Economics and Business at Wahid Hasyim University Semarang, and aged over 18 years. This research is quantitative in nature, with a positivist approach, and data analysis using multiple linear regression. The results show that brand image, product quality, and promotion significantly influence purchasing decisions. Brand image has a t-value of -3.067 (significance 0.005), product quality of 6.267 (significance 0.000), and promotion of 5.919 (significance 0.000). Overall, these variables have an F-value of 68.092 (significance 0.000) with an R Square value of 0.887, indicating that 88.7% of the variation in purchase decisions is explained by these factors. The remaining variation is caused by factors beyond the scope of this study.

**Keywords:** Iphone, Brand Image, Product Quality, Promotion, Purchase Decision

## INTRODUCTION

The current era of globalization has a significant impact on the business world, bringing advancements and substantial changes that make businesses more modern. Globalization influences human mindsets, technological progress, and lifestyles in this modern era. This encourages companies to compete in creating unique and superior products compared to others. The development of technology in this modern era is very rapid. As consumers, the need for technology, including mobile phones that are important for communication and work efficiency, is increasing. As a result, the development of mobile phones is also very rapid, creating intense competition among manufacturers. Mobile phone manufacturers must continuously innovate and meet consumer needs to remain relevant in the competitive market in the journal (Hendro, n.d.).

Handphones are the result of the evolution of telephone technology that continues to develop over time. This device is designed as a portable communication tool, making it easier to convey information between parties more effectively and efficiently. With the ability to be portable and used in various locations, mobile phones have become a practical means of communication, both for verbal and written messages, facilitating the process of information exchange quickly and efficiently (Fera1, 2021).

The variety of phone brands and models available in the market influences a person's attitude towards purchasing and using the device. Now, the decision to buy a cellphone is driven more by need than just desire. (want). Consumers are becoming increasingly discerning in choosing mobile phone products that can clarify their identity and enhance their image in certain communities. Thus, consumers will be more selective in choosing products that offer their respective advantages. The product concept shows that consumers tend to prefer mobile phones with high-quality features, high performance, and innovative designs. (Cahyono et al., 2018). Therefore, various companies create mobile phones to meet consumer needs, and one of the brands is Apple.

The iPhone is one of the most popular mobile phone brands in Indonesia, especially among young people and professionals who are active in work and education. For young people, the iPhone is often considered a symbol of status and lifestyle for today's youth and Gen Z, from students to university students. The iPhone is designed to facilitate various activities, including learning, by offering ease and convenience. iPhone devices are known for

their elegant and lightweight design, making them easy to carry anywhere. In addition to mobile phones, Apple also produces various other electronic products. The iPhone comes in various models, which attract the attention of many people.

Apple Inc, better known as Apple, is a company founded by Steve Jobs, who was then serving as CEO. Apple creates hardware and software, with one of their main hardware products being the iPhone. The iPhone, which was first launched in 2007, was Apple's first smartphone innovation. (dailysocial.id). The iPhone is known for its unique operating system, which sets it apart from other smartphones. This product has a premium logo and superior specifications that distinguish it in the international market. Apple uses its own operating system, known as iOS, for its hardware. iOS is specifically designed to maximize the performance of Apple devices and can only be used on Apple products, unlike Android which can be used by various brands such as Samsung, Realme, Oppo, and Vivo. The advantages of iOS in keeping up with technological advancements and its ability to integrate with various other operating systems can influence iPhone consumers' purchasing decisions, which is different from the options available for Android devices. (Susanto, n.d.).

The decline in iPhone sales occurred significantly due to several factors. One of the reasons is the too-rapid launch of the latest model, which has resulted in the emergence of competitors offering more affordable prices. The shortcomings of the iPhone product have led many consumers to switch to cheaper options that suit their preferences. The decline in interest towards the iPhone is also caused by the change in the product's status, which was once considered premium but is now owned by various social classes, both upper and lower. In addition, many iPhones are sold in refurbished condition, which means used devices that have been repaired and resold at a lower price.

Consumers may worry that refurbished iPhones could cause problems with the operating system or break quickly, which would be detrimental to them. To face this challenge, companies need to intelligently evaluate the consumer decision-making process and adapt to changing needs. Consumer-oriented companies will implement appropriate marketing strategies and consider social and personal factors that influence purchasing decisions in order to determine product innovations and modifications.

The purchasing decision is a real process that determines whether a consumer will buy a particular product or not. Various factors influence consumer purchasing decisions, including product quality, price, and the extent to which the product is known by the public. The

widespread public knowledge about the product is usually caused by the brand image built by that product (Kotler, 2002 in Mulyanto, 2013) in the journal (Hendro, n.d.).

The brand image has now become one of the most important assets for the company. With the increasingly fierce competition of products and the tendency of consumers to try new brands from competitors in search of satisfaction, greater benefits, and to satisfy their curiosity, companies must work hard to maintain their brand image. Kotler and Keller (2009:258) explain that a brand is a name, term, sign, symbol, design, or a combination of these elements, designed to identify the products of a seller or a group of sellers and distinguish them from competitors in the journal (Rijadi, n.d.).

A good brand image allows customers to easily recognize the products or services they want to buy, understand their quality, and have a positive experience from their use. (Setyowati & Wiyadi, 2017). Research by Della Irona et al. (2022) shows that brand image has a positive and significant influence on purchasing decisions. However, studies conducted by Lubis (2021), Wulandari & Iskandar (2018), and Arifin & Vanessa (2017) reveal that brand image does not influence purchasing decisions.

Another factor that influences consumer purchasing decisions is promotion. Promotion serves as an important informational tool, influencing, persuading, or reminding consumers about the products offered by the Company (Wahyudior & Othman, 2023). (Aldino Jacky Royani & Wiyadi, 2024) If the information conveyed by Apple is well received by consumers, it can influence their purchasing decisions. Research by Adwimurti & Sumarhadi (2023) and Isa et al. (2018) shows that promotions have a positive and significant impact on purchasing decisions. However, the results of the study by Nizar Ganim et al. (2021) indicate that promotions do not have an impact on purchasing decisions. Based on the phenomenon that occurred and previous research results, it can be concluded that brand image, online promotion, and product diversity have a close relationship with purchasing decisions, thus necessitating further research.

### **Problem Formulation**

The formulation of the problem in this research, based on the background description above, can be formulated as follows: Is there an influence of brand image on purchasing decisions for iPhone users, Is there an influence of product quality on purchasing decisions for iPhone users, Is there an influence of promotion on purchasing decisions for iPhone users.

## **Research Objectives**

Based on the background and problem formulation outlined above, the objectives of this research are: To analyze the influence of brand image on purchasing decisions for iPhone users, To analyze the influence of product quality on purchasing decisions for iPhone users, To analyze the influence of promotion on purchasing decisions for iPhone users.

## **LITERATURE REVIEW**

### **Brand Image**

According to Davidson (1998), brand image is the image of a brand that can be observed through its reputation, level, or status, which is quite high for a product brand. Brand image can influence consumer behavior in purchasing a product. Brand image holds an important position in purchasing behavior (Larika & Ekowati, n.d.). Brand Image is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories, which are always recalled first when hearing a slogan and are ingrained in consumers' minds (Kotler and Keller, 2009) in (Hasna Nadiya & Wahyuningsih, n.d.). According to Buchari (2004), brand image is a representation of the overall perception of a brand and is formed from information and knowledge about the brand. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. According to Davidson (1998), brand image indicators consist of: 1. Reputation, the level or status of a particular product brand that is quite high, 2. Recognition, the level of a brand's recognition by consumers, 3. Affinity, the emotional connection that occurs between the brand and the customers, 4. Brand Loyalty, the extent of consumer loyalty in using products from a particular brand.

### **Product Quality**

According to Assauri (2015), product quality is a statement of the level of ability of a certain brand or product to perform the expected function. Meanwhile, according to Assauri in Arumsari (2012), product quality consists of factors present in a good or result that cause the good or result to be suitable for the purpose for which it is intended. Product quality is

the overall quality or superiority of products or services related to everything expected by consumers. Product quality is the overall quality or superiority of a product or service related to what is expected by consumers (Kotler and Armstrong, 2006:273) in the journal (Rijadi, n.d.). Product quality reflects the ability of a product to perform its tasks, which includes durability, reliability, advancement, strength, ease of packaging, and product repair, among other characteristics. (Kotler dan Armstrong, 2012:105). According to Garvin (2009:98), there are eight indicators of quality perception that will be felt by consumers, which consist of: 1. Product performance, 2. Product reliability, 3. Features of the product, 4. Product durability, 5. Conformance to specifications, 6. Product serviceability, 7. Aesthetic appearance of the product. (asthetic).

### **Promotion**

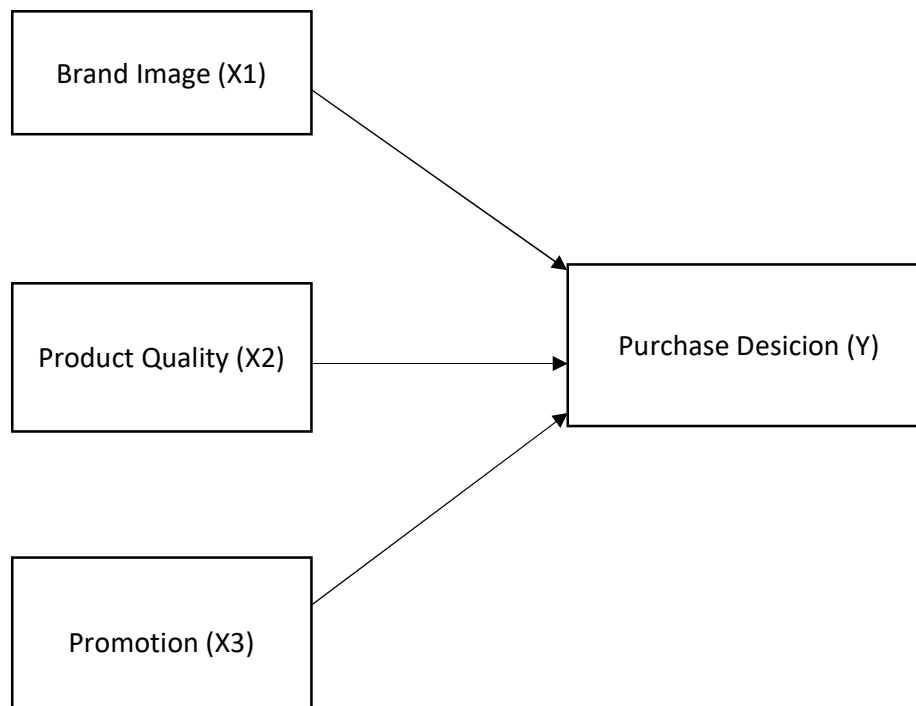
Promotion is a primary activity that must be carried out by a company with the aim of introducing products and attracting consumer purchasing power. The definition of promotion according to Gitosudarmono (2008:237) is an activity aimed at influencing consumers so that they recognize the products offered by the company and consistently purchase those products. Promotion according to Kotler and Armstrong (2012:76) is an activity that communicates the benefits of a product and persuades target consumers to buy that product. According to Tjiptono (2016), "promotion is a form of marketing communication; no matter how high the quality of a product, if consumers have never heard of it and are not convinced that the product will be useful for them, they will never buy it," as quoted. (Aldino Jacky Royani & Wiyadi, 2024). According to Kotler and Armstrong (2012:301), the indicators that characterize the promotion used include: 1. Promotion reach, 2. Quality of ad display in promotional media, 3. Quality of delivery in ad display in promotional media.

### **Purchase Decision**

Kotler & Amstrong (2019) define a purchase decision as being influenced by unexpected circumstances, expected income, expected costs, and anticipated benefits of a product, which are aspects that consumers can use to formulate their purchase intentions. The purchase decision is an action taken by consumers in making a decision to buy or not buy a product. According to Kotler and Armstrong (2012:149), the purchase decision is a stage in the decision-making process where consumers actually make the purchase of a product.

Consumers, as the main actors in the purchasing process, always attract the attention of producers. The purchasing decision is the process of formulating various alternative actions in order to choose one specific alternative for making a purchase. A buying process is not just about knowing the various factors that will influence the buyer, but also based on the role in the purchase and the decision to buy (Engel et. al). (2000:31). According to Kotler and Armstrong (2011:183), the indicators of purchase decisions include: 1. The existence of a need for a product, 2. The emergence of a desire for a product, 3. The purchasing power possessed by consumers.

### Research framework



### Research Hypothesis

According to Sugiyono (2008:51), a hypothesis is a temporary answer to the formulation of the research problem; therefore, research problems are usually formulated in the form of question sentences. Based on the formulation of the problem and the objectives of this research, the following hypothesis can be proposed:

The theory proposed by Davidson (1998) in the journal (Winda Larika, Sri Ekowati, 2020) states that brand image is the image of a brand that can be observed through its

reputation, level, or status, which is quite high for a product brand. Brand image can influence consumer behavior in purchasing a product. Brand image holds an important position in purchasing behavior. This theory is supported by research conducted (Winda Larika, Sri Ekowati, 2020). The research results show that the brand image variable has a significant influence on the purchasing decision of Oppo brand mobile phones in Bengkulu. Based on the research results studied by previous researchers, the researcher is interested in re-examining the influence of brand image on purchasing decisions. For this reason, the researchers propose the following hypothesis in this study:

**H1: There is a significant influence of brand image on purchasing decisions for iPhone users among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang.**

The theory proposed by Kotler and Armstrong, 2006:273 in the journal (Mochamad Fardian Rijadi, Imam Hidayat, 2019). Product quality is the overall quality or excellence of a product or service related to everything expected by consumers. Product quality is the overall quality or excellence of a product or service related to what consumers expect. This theory is supported by research conducted (Mochamad Fardian Rijadi, Imam Hidayat, 2019). The research results show that the product quality variable has a significant and positive effect on the purchasing decision of Vivo brand mobile phones. Based on the research results studied by previous researchers, the researcher is interested in re-examining the effect of product quality on purchasing decisions. Therefore, the researchers propose the following hypothesis in this study:

**H2: There is a significant influence of product quality on purchasing decisions for iPhone users among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang.**

The theory proposed by Tjiptono (2015, p.387) in the journal (Fera, Charisma Ayu Pramuditha, 2021). Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers about the company's brand and products. Promotion is also one of the determining factors for the success of a marketing program. This theory is supported by research conducted (Fera, Charisma Ayu Pramuditha, 2021). The research results show that Promotion has a significant positive impact on Xiaomi consumer Purchase Decisions in the city of Palembang. Based on the research results studied by previous researchers, the researcher is interested in re-examining the influence of



promotions on purchasing decisions. For this reason, the researchers propose the following hypothesis in this study:

**H3: There is a significant influence of product quality on the purchasing decisions of iPhone users among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang.**

The theory proposed (Kotler, 2009:184) in the journal (Hestu Nugroho Warasto, 2018). Consumer purchasing decisions are the purchasing decisions of individual end consumers and households who buy goods and services for personal consumption. This theory is supported by research conducted (Hestu Nugroho Warasto, 2018). The results of this study also show that the variables of brand image, product quality, and promotion have a significant effect on the purchasing decision of Pepsodent toothpaste in the East Jakarta area. Based on previous research results, the relationship between brand image, product quality, and promotion on purchasing decisions will be stated with the following hypothesis:

**H4: There is a significant influence of brand image, product quality, and promotion on the purchasing decision for iPhone users among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang.**

## **RESEARCH METHODOLOGY**

This research uses a quantitative method with a positivist approach to analyze certain variables and test hypotheses. The independent variables studied include brand image (X1), product quality (X2), and promotion (X3), while the dependent variable is the purchase decision. (Y). The object of this research is the students of the Faculty of Economics and Business at Wahid Hasyim University Semarang who use iPhone mobile phones. The research population includes all students, with a sample taken from a portion of iPhone consumers, with a minimum sample size of 30 respondents. The types of data used consist of primary data, namely respondents' responses through questionnaires, and secondary data in the form of sales data and related literature. The data collection method was carried out through questionnaires with closed-ended questions and literature studies to gather data from written sources. Data analysis was conducted using descriptive analysis and quantitative analysis with multiple linear regression, as well as validity and reliability tests on the

questionnaire. In addition, classical assumption tests are also conducted to ensure that the data meets the criteria of normality, multicollinearity, and heteroscedasticity so that the regression analysis conducted is valid. Regression analysis aims to analyze the influence of independent variables on the dependent variable by testing goodness of fit through the F-test and t-test, and the coefficient of determination ( $R^2$ ) is used to measure how well the model explains the variation in the dependent variable.

## RESULT AND DISCUSSION

### A. RESULT

#### Age Respond

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	9	30.0	30.0	30.0
21-23	17	56.7	56.7	86.7
>24	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Respondent age data shows that out of a total of 30 respondents, 30% are in the age range of 18-20 years, 56.7% are in the age range of 21-23 years, and 13.3% are over 24 years old.

#### Batch

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2021	13	43.3	43.3	43.3
2022	4	13.3	13.3	56.7
2023	9	30.0	30.0	86.7
2024	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Data regarding the respondents' cohorts show that out of a total of 30 respondents, 43.3% are from the 2021 cohort, 13.3% from the 2022 cohort, 30% from the 2023 cohort, and 13.3% from the 2024 cohort.

#### Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	15	50.0	50.0	50.0
FEMALE	15	50.0	50.0	100.0
Total	30	100.0	100.0	

Data regarding the respondents' gender shows that out of a total of 30 respondents, 50% are male and 50% are female.

#### VALIDITY TEST

##### VARIABLE X1

No. question	R calculation	R table 5% (N=28)	Sig.	Explanation
X1.1	0.648	0.2787	0.002	Valid
X1.2	0.078	0.2787	0.000	Valid
X1.3	0.539	0.2787	0.000	Valid
X1.4	0.367	0.2787	0.000	Valid
X1.5	0.220	0.2787	0.000	Valid
X1.6	0.487	0.2787	0.000	Valid
X1.7	0.472	0.2787	0.000	Valid
X1.8	0.718	0.2787	0.000	Valid
X1.9	0.918	0.2787	0.000	Valid
X1.10	0.767	0.2787	0.000	Valid
X1.11	0.636	0.2787	0.000	Valid
X1.12	0.217	0.2787	0.000	Valid

**VARIABLE X2**

No. question	R calculation	R table 5% (N=28)	Sig.	Explanation
X2.1	0.583	0.2787	0.002	Valid
X2.2	0.836	0.2787	0.000	Valid
X2.3	0.333	0.2787	0.000	Valid
X2.4	0.948	0.2787	0.000	Valid
X2.5	0.893	0.2787	0.000	Valid
X2.6	0.855	0.2787	0.000	Valid
X2.7	0.622	0.2787	0.000	Valid
X2.8	0.855	0.2787	0.000	Valid
X2.9	0.111	0.2787	0.000	Valid
X2.10	0.961	0.2787	0.000	Valid
X2.11	0.862	0.2787	0.000	Valid
X2.12	0.931	0.2787	0.000	Valid
X2.13	0.903	0.2787	0.000	Valid
X2.14	0.863	0.2787	0.000	Valid
X2.15	0.774	0.2787	0.000	Valid
X2.16	0.838	0.2787	0.000	Valid
X2.17	0.708	0.2787	0.000	Valid
X2.18	0.233	0.2787	0.000	Valid
X2.19	0.476	0.2787	0.000	Valid
X2.20	0.566	0.2787	0.000	Valid

**VARIABLE X3**

No. question	R calculation	R table 5% (N=28)	Sig.	Explanation
X3.1	0.777	0.2787	0.002	Valid
X3.2	0.834	0.2787	0.000	Valid
X3.3	0.680	0.2787	0.000	Valid
X3.4	0.848	0.2787	0.000	Valid
X3.5	0.821	0.2787	0.000	Valid
X3.6	0.935	0.2787	0.000	Valid
X3.7	0.820	0.2787	0.000	Valid
X3.8	0.417	0.2787	0.000	Valid
X3.9	0.829	0.2787	0.000	Valid

**VARIABLE Y**

No. question	R calculation	R table 5% (N=28)	Sig.	Explanation
Y1.1	0.866	0.2787	0.002	Valid
Y1.2	0.921	0.2787	0.000	Valid
Y1.3	0.660	0.2787	0.000	Valid
Y1.4	0.630	0.2787	0.000	Valid
Y1.5	0.673	0.2787	0.000	Valid
Y1.6	0.720	0.2787	0.000	Valid
Y1.7	0.773	0.2787	0.000	Valid
Y1.8	0.514	0.2787	0.000	Valid
Y1.9	0.890	0.2787	0.000	Valid

**RELIABILITY TEST**

	<u>R caculation</u>	<u>R tabel</u>	Descriptions
X1	0,687	0,60	Reliable
X2	0,950	0,60	Reliable
X3	0,920	0,60	Reliable
Y1	0,873	0,60	Reliable

**VARIABLE X1**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.687	12

For 5 items of question X1, Cronbach Alpha 0.687 > 0.60, it is declared reliable.

## VARIABLE X2

### Reliability Statistics

Cronbach's Alpha	N of Items
.950	20

For 5 items of question X2, Cronbach Alpha  $0.950 > 0.60$ , it is declared reliable.

## VARIABLE X3

### Reliability Statistics

Cronbach's Alpha	N of Items
.920	9

For 5 items of question X3, Cronbach Alpha  $0.920 > 0.60$ , it is stated as reliable.

## VARIABLE Y

### Reliability Statistics

Cronbach's Alpha	N of Items
.873	9

For 5 items of question Y, Cronbach Alpha  $0.873 > 0.60$ , it is declared reliable.

## CLASSIC ASSUMPTION TEST

### NORMALITY TEST

If the significance value (Sig.) is greater than 0.05, then the research data is normally distributed. Conversely, if the significance value (Sig.) is less than 0.05, then the research data is not normally distributed.

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.84990955
Most Extreme Differences	Absolute	.195
	Positive	.129
	Negative	-.195
Test Statistic		.195
Asymp. Sig. (2-tailed)		.005 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The Asymp value of 0.005 > 0.05 indicates that the data in the study is normally distributed.

### MULTICOLLINEARITY TEST

Decision Guidelines Based on Tolerance Value, If the Tolerance value is greater than 0.10, it means there is no multicollinearity in the regression model, If the Tolerance value is less than 0.10, it means there is multicollinearity in the regression model.

Decision Guidelines Based on VIF (Variance Inflation Factor) Value, If the VIF value < 10.00, it means there is no multicollinearity in the regression model, If the VIF value > 10.00, it means there is multicollinearity in the regression model.

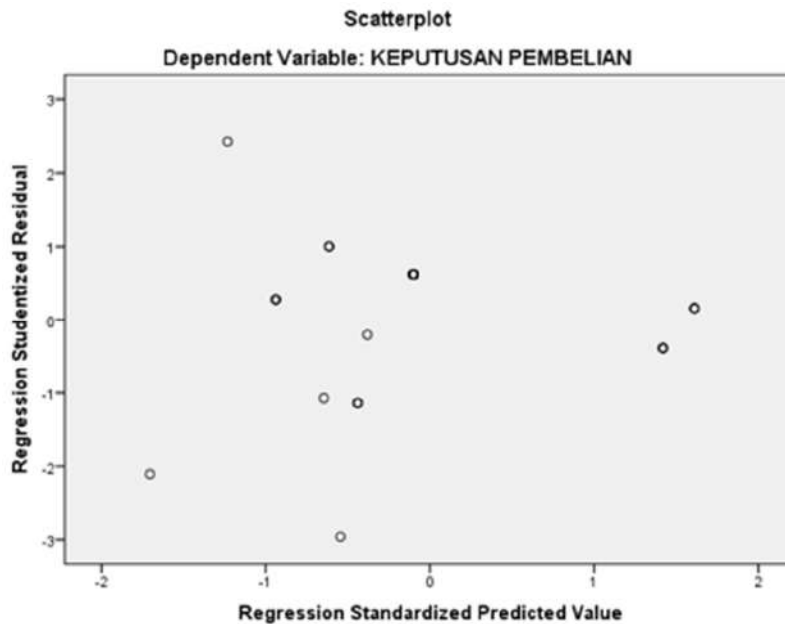
### Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
BRAND IMAGE	.077	12.939
QUALITY PRODUCT	.135	7.386
PROMOTION	.281	3.559

a. Dependent Variable: PURCHASE DECISION

VIF, Quality:  $1 < 10$ , No Multicollinearity Occurred, Religiosity:  $1 < 10$ , No Multicollinearity Occurred, Accountability:  $1 < 10$ , No Multicollinearity Occurred Tolerance, Quality:  $0.077 > 0.1$ , No Multicollinearity Occurred, Religiosity:  $0.135 > 0.1$ , No, Multicollinearity Occurred, Accountability:  $0.281 > 0.1$ , No Multicollinearity Occurred

### HETEROSKEDASTICITY TEST



The points on the scatterplot are evenly distributed above and below the number 0 on the Y-axis. This indicates that in the regression model, there is homoscedasticity, meaning the variance of the residuals from one observation to another is consistent.

### T-TEST

Based on the Significance Value (Sig.), If the Significance Value (Sig.)  $<$  probability 0.05, then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted, If the Significance Value (Sig.)  $<$  probability 0.05, then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted.



### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
I(Constant)	4.914	4.497		1.093	.285		
BRAND IMAGE	-.860	.280	-.727	-3.067	.005	.077	12.939
QUALITY PRODUCT	.501	.080	1.122	6.267	.000	.135	7.386
PROMOTION	.865	.146	.736	5.919	.000	.281	3.559

a. Dependent Variable: PURCHASE DECISION

- a. For the Quality variable  $0.005 < 0.05$  ➤ The Independent Variable has a partial effect on the Dependent Variable.
- b. For the Religiosity Variable  $0.000 < 0.05$  ➤ The Independent Variable has a partial effect on the Dependent Variable.
- c. For the Accountability Variable  $0.000 < 0.05$  ➤ The Independent Variable has a partial effect on the Dependent Variable.

### F-TEST

Based on the Significance Value (Sig.) from the Anova Output, If the Sig. value  $< 0.05$ , then the hypothesis is accepted. This means (X1) and (X2) etc. simultaneously affect (Y), If the Sig. value  $> 0.05$ , then the hypothesis is rejected. This means (X1) and (X2) etc. simultaneously do not affect (Y).

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	779.724	3	259.908	68.092	.000 <sup>b</sup>
	Residual	99.243	26	3.817		
	Total	878.967	29			

- a. Dependent Variable: PURCHASE DECISION
- b. Predictors: (Constant), PROMOTION, PRODUCT QUALITY, BRAND IMAGE

The sig value of  $0.000 < 0.05 >$  The Independent Variable has a simultaneous effect on the Dependent Variable.

### DETERMINATION TEST

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 <sup>a</sup>	.887	.874	1.954

a. Predictors: (Constant), PROMOTION, PRODUCT QUALITY, BRAND IMAGE

b. Dependent Variable: PURCHASE DECISION

0.874 does not approach 1

Therefore, the Independent Variables have not yet provided the information needed to predict the Dependent Variable.  $\gt$  The R Square value is 0.418. This R Square value of 0.418 comes from the square of the R value:  $0.942 \times 0.942 = 0.887$ . The R Square value is 0.887 or 88.7%.

## B. DISCUSSION

### Brand Image on Purchase Decisions

This research shows that brand image is an important factor influencing the decision to purchase an iPhone, in line with the understanding that the iPhone is a status symbol and lifestyle among students. The strength of the Apple brand, synonymous with exclusivity and high quality, greatly contributes to attracting consumer interest. according to the research conducted (Winda Larika, Sri Ekowati, 2020). The research results show that the brand image variable has a significant influence on the purchasing decision of Oppo brand mobile phones in Bengkulu.

### Product Quality Affects Purchase Decision

In addition, the quality of the product is also a strong reason behind the purchasing decision. The iPhone is known for its performance, innovative design, and unique iOS operating system, which provides a premium and reliable user experience. in line with the

research conducted (Mochamad Fardian Rijadi, Imam Hidayat, 2019). The research results show that the product quality variable has a significant and positive influence on the purchasing decision of Vivo brand smartphones.

### **Promotion on Purchase Decisions**

Promotion also plays a role in influencing purchasing decisions, although its impact is not as strong as brand image and product quality. The promotions carried out by Apple, whether through social media or special discounts, attract consumer interest to make purchases. according to the research conducted by (Fera, Charisma Ayu Pramuditha, 2021). The research results show that Promotion has a significantly positive impact on the Purchase Decision of Xiaomi consumers in the city of Palembang.

### **CONCLUSION**

Brand Image, Product Quality, and Promotion have a significant influence on the purchasing decision of iPhones among students of the Faculty of Economics and Business at Wahid Hasyim University Semarang. Of the three variables, product quality has the most dominant influence on purchasing decisions. Simultaneously, these three variables explain 88.7% of the variation in purchasing decisions.

### **SUGGESTION**

1. Strengthening Brand Image: Apple must continue to maintain its premium and exclusive brand image to keep consumer loyalty, especially among students.
2. Product Quality Innovation: Apple needs to continuously innovate in terms of product quality to maintain its competitiveness in the market and meet consumer expectations.
3. Effective Promotion: Although promotion has a smaller influence compared to brand image and product quality, more effective and segmented promotion strategies can attract more consumers among students.

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