

## ABSTRACT

### ***The Influence of Price Perception, Product Quality on Iphone Purchase Decisions Through Brand Image Variables as Intervening Variables in South Tangerang***

Fadhil Kusuma Muhammad <sup>1)</sup> , Dalizanolu Hulu <sup>2)</sup>

<sup>1)</sup> Student of Management Department, Pembangunan Jaya University

<sup>2)</sup> Lecture of Management Department, Pembangunan Jaya University

*This study aims to determine whether there is an influence of price perception, product quality, brand image on Iphone purchasing decisions in South Tangerang. This research method uses quantitative research. The variables in this study are price perceptions and product quality variables as independent variables. Brand image as the intervening variable and the purchasing decision variable as the dependent variable. Data was collected by distributing questionnaires via google form to 160 respondents as a sample of Iphone users in South Tangerang. Techniques Analysis of the data processed using spss statistic 21. The results showed that through the F test, the results obtained that the price perception variable and product quality had a significant influence on the brand image variable. Meanwhile, the variables of price perception, product quality and brand image have significant values that influence the purchasing decision variables, but from the comparison of F count and F table they have no effect. Through the T test, it was found that the price perception variable had an effect on brand image, the product quality variable had no effect on brand image. While the brand image variable based on the significant value shows that it has no influence on purchasing decisions, but based on the comparison of T count and T table it is obtained that brand image on purchasing decisions. The product quality variable has an influence on purchasing decisions and the price perception variable has no influence on purchasing decisions.*

**Keywords:** Price Perception, Product Quality, Brand Image, Purchase Decision

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