

ABSTRACT

The Effect of Brand Image on Purchase Decisions Mediated by Brand Trust in iPhone Product Users in Jabodetabek

Brinthan Ragulan ¹⁾, (Dr. Mohamad Trio Febriyantoro, S.E., M.M. 1)

- 1) *Pembangunan Jaya University Management Study Student Program*
- 2) *Lecturer of Pembangunan Jaya University Management Study Program*

This study aims to examine the effect of Brand Image, purchase decisions, and Brand Trust in the use of the iPhone. Several studies found gaps in the relationship between Brand Image and purchase decisions through Brand Trust. In the research process, the quantitative research method is a method that is used with research objects of people who make purchasing decisions from iPhone products and people who live in the Greater Jakarta area. In this study the exact number of population is not known and researchers used purposive sampling as a sampling method with a total of 120 samples. The data was collected through questionnaires and the data analysis technique in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 3.0 software. The results of this study indicate that Brand Image has a significant effect on purchasing decisions and Brand Trust. Then Brand Trust has a significant effect on purchasing decisions, and Brand Trust becomes a mediation for the indirect influence of Brand Image on purchasing decisions.

Keywords: *iPhone, Brand Image, Brand Trust, Purchase decisions*