

ABSTRACT

The Influence of Word of Mouth on Purchase Decisions With Brand Image as a Mediation Variable on iPhone Smartphone.

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This study aims to examine the influence of Word of Mouth, purchasing decisions, Brand Image in purchasing iPhone smartphones. Several studies have found a gap in the relationship between word of mouth and purchasing decisions through brand image. In the research process, quantitative research methods are methods used with the research object of people who make purchasing decisions on iPhone smartphones. In this study, the exact population is unknown and the researcher used purposive sampling as a sampling method with a total of 113 samples. The data was collected through questionnaires and the data analysis technique in this research is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The results of this research show that word of mouth has a significant and positive effect on purchasing decisions through brand image as a mediating variable.

Keywords : *Iphone, Word of Mouth, Purchase Decision, Brand Image*