

**PENGARUH *BRAND IMAGE*, HARGA, KUALITAS PRODUK, DAN *ELECTRONIC WORD-OF-MOUTH* TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE IPHONE***

(Survey Terhadap Konsumen Daerah Istimewa Yogyakarta)

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, harga, kualitas produk, dan *electronic word-of-mouth* terhadap keputusan pembelian *smartphone* iPhone pada masyarakat Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner terhadap 260 responden yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *brand image* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, (2) harga berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, (3) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (4) *electronic word-of-mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata kunci:** *Brand image*, Harga, Kualitas Produk, *Electronic Word-of-Mouth*, Keputusan Pembelian

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**ABSTRACT**

*This study aims to analyze the influence of brand image, price, product quality, and electronic word-of-mouth on iPhone smartphone purchasing decisions among the people of the Special Region of Yogyakarta. This study uses a quantitative approach with data collection through questionnaires to 260 respondents selected using purposive sampling techniques. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The results of the study indicate that: (1) brand image has a positive but insignificant effect on purchasing decisions, (2) price has a positive but insignificant effect on purchasing decisions, (3) product quality has a positive and significant effect on purchasing decisions, and (4) electronic word-of-mouth has a positive and significant effect on purchasing decisions.*

**Keywords:** *Brand image, Price, Product Quality, Electronic Word-of-Mouth, Purchasing decisions*