

THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTIONS, AND PROMOTIONS ON PURCHASING DECISIONS MEDIATION OF BRAND IMAGE

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ABSTRACT

This research was conducted with the aim of understanding and analyzing the influence of product quality, price perception, promotion on purchasing decisions and brand image as mediating variables on iPhone consumers in Palu City. *Explanatory research* is used to find out the relationship between variables. The population size is not yet known with certainty so the sample was taken using a *purposive sampling technique* based on certain considerations and using the *Roscoe method* (number of variables multiplied by 20) so that the total research sample was 100 people. Data analysis uses descriptive statistics and SEM techniques through path analysis using Smart PLS. The research results show that (1) product quality has a significant effect on brand image, (2) Price perception has a significant effect on brand image, (3) Promotion has a significant effect on brand image, (4) Product quality has a significant effect on purchasing decisions, (5) Price perception has no significant effect on purchasing decisions, (6) Promotion has a significant effect on purchasing decisions, (7) Brand image has a significant effect on purchasing decisions, (8) Product quality has no significant effect on purchasing decisions through brand image (9) Price perception has an effect not significant on purchasing decisions through brand image (10) Promotion has no significant effect on purchasing decisions through brand image.

Keywords: *Product quality, price perception, promotion, brand image, purchasing decisions.*

INTRODUCTION

Smartphones are communication devices that are often used in today's modern world. The presence of smartphones has changed the way we communicate, with internet access so users can communicate quickly, easily and cheaply. The need for smartphones has now become an inseparable part for some people. A research institute, namely digital *marketing Emarketer*, estimates that there will be more than 150 million active *mobile* or smartphone users in Indonesia in 2022. Apple is a well-known company in the technology sector that focuses on developing hardware and software, one of the products produced by Apple is the iPhone. Indonesia currently has several brands at the top in 2022. Quoted from (Katadata, 2022) iPhone sales data in Indonesia from 2019 to 2021 experienced a significant increase.

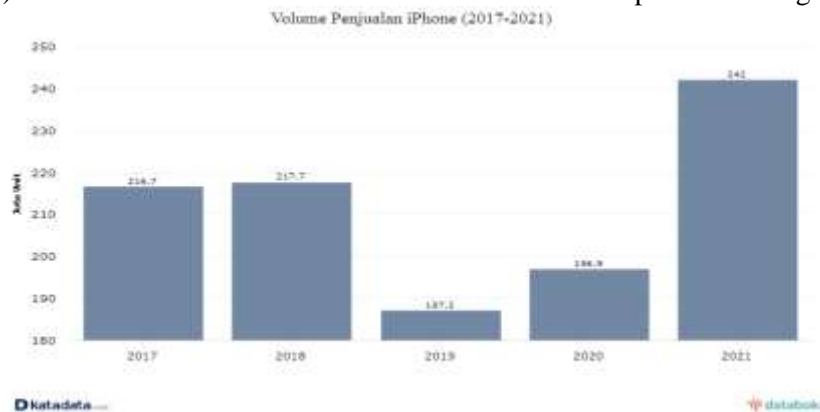


Figure 1. iPhone sales in 2017-2021

The data above shows that iPhone users in Indonesia from 2017 to 2021, and the lowest sales in 2019. However, with the presence of the latest products from iPhone such as the iPhone 11 Pro Max and iPhone 12 Pro Max, iPhone sales in 2021 experienced a significant increase where sales reached 242 million units or an increase of 22.9%. (Katadata, 2022) This achievement makes people believe that the true quality of products from iPhone is very good and gives a different impression from other brands of *smartphones*. iPhone has a much different advantage than competitors in the market, the advantages of iPhone that are not owned by androids lie in quality, namely fast performance with a sophisticated operating system using the Apple Bionic *chipset* system, with the support of RAM, *hardware* and iOS which ensures smooth performance and can be used in the long run. Security on the iPhone is guaranteed from virus or *malware* attacks, because the system on the iPhone allows downloading applications through one door from the App Store which is supported by continuous monitoring. The quality that users really feel is on the camera with excellent results, even though it does not rely on a large resolution, the iPhone camera is still better than *android* because posting on social media using an iPhone gives clear and perfect results. So that many consumers who like video creators on social media recommend iPhone. In fact, consumer behavior varies depending on consumer awareness of a product. Besides that, mindset and lifestyle are factors in choosing and deciding on a purchase. Often consumers will think about deciding on a purchase and one of these factors is product quality, price perception, promotion and brand image.

Purchasing decisions are the intention of consumers to buy a product that they like the most. (Maulana, 2017). Purchasing decisions are not only decisions that are immediately made into a decision but before making a decision, consumers have thought a lot and resulted in many questions that arise, there are many stages that consumers do in deciding to make a purchase (Tjiptono, 2015: 252). (Tjiptono, 2015: 252). In making purchasing decisions, there are several influencing factors such as product quality, price perception, promotion.

Product quality according to (Kotler and Keller, 2016: 164) is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs. If the product quality is good, it will affect purchasing decisions. (Mulyati, 2020). Product quality can be classified into nine dimensions, (Kotler and Keller, 2016: 393) Form, *Features*, *Performance Quality*, *Conformance Quality*, *Durability*, *Reliability*, *Repairability*, *Style*, and *Design*. As is well known, the quality of iPhone products is undoubtedly where the quality of performance is the main characteristic and very complete features cause the iPhone to be in great demand by consumers. Some opinions from the public that while using an iPhone are very different from other smartphones where the luxurious design makes consumers want to buy these iPhone products. The well-known superior quality of the iPhone is evident due to the improvement and development of features and specifications in each generation of the iPhone, which aims to meet consumer needs and maintain standards as the most advanced smartphone. However, some of the iPhone users complain that the repair costs are quite expensive and long-term use of the iPhone gives the effect of excessive heat. This is an important factor in considering buying iPhone products.

Price is an important factor in influencing purchasing decisions because if the company sets the price, it will result in the level of demand for the product being different. (Tjiptono, 2015: 151) argue that price is an element of the marketing mix that provides income or revenue for the company. So that in deciding about the price is not easy to do. However, several studies such as (Hendro and Hidayat, 2018; Khakim, 2015; Mulyati, 2020) that price has a positive and significant effect on purchasing decisions. Four price measures are price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness. However, in reality, prices that are too expensive can only increase short-term profits, but low price coverage is an impetus to improve marketing performance. The results of field observations made with several questions to iPhone consumers that the price of the iPhone is fairly expensive compared to other brand *smartphones*, but the quality provided is very good so that even though the price is expensive, consumers still purchase an iPhone.

The success of a business can be determined by the activities carried out by the company, such as carrying out product promotions first to attract consumers' interest in buying the product. Advertising media is one of the media used by companies to provide information or persuade and remind. The essence of advertising is to attract consumers' minds to act or the presence of advertising can influence consumer purchasing decisions. Several findings show that promotions have a positive effect on purchasing decisions such as (Khakim, 2015) . The promotion mix according to (Kotler and Keller,

2016: 432) is *the marketing communication mix* which is better known as the promotion mix, namely advertising, sales promotion, *public relations* and *direct sales*. Many iPhone promotions are carried out through smartphone vendors via social media in the hope that consumers will be interested and purchase iPhone products.

According to (Kotler and Keller, 2016:346) *Brand image* is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. Brand image is generally defined as everything related to the brand that is in the minds of consumers. Brand image represents the overall consumer perception of a brand which is formed due to information and consumer experience of a brand (Suryani, 2008:113). *Brand Image* indicators can be carried out through three aspects (Hardini and Pratiwi, 2022), namely Company Image, Product Image and User Image. Consumers who are familiar with the iPhone *smartphone* will believe that the iPhone has a good image in the eyes of consumers. Products that have a good image will attract potential buyers and encourage consumers to buy the product rather than buying the same product from another brand. iPhone currently has a good image, by continuing to provide a good reputation in society, iPhone always creates the latest superior products with high specifications. With a good reputation, the iPhone is expected to be able to make consumers believe so that potential buyers trust the iPhone as part of consumers' *smartphone choices*.

Previous findings stated that product quality has a significant influence on purchasing decisions (Mulyati, 2020), meaning that consumers when making purchases really prioritize the desired quality. The relationship between price perception variables has a significant influence on purchasing decisions (Hendro and Hidayat, 2018) so each company is able to set prices by adjusting to consumer perceptions so that it has an impact on purchasing decisions. The results of research by (Khakim, 2015; Wongso et al., 2022) show that promotions have a significant influence on purchasing decisions. The more often promotions are carried out, the more people will know about iPhone products so that consumers will make purchasing decisions. Other findings reveal that the brand image is capable of mediate purchasing decisions (Afwan and Santosa, 2019; Armayani and Jatra, 2019; Kamila and Khasanah, 2022). The following is a picture of the theoretical framework:

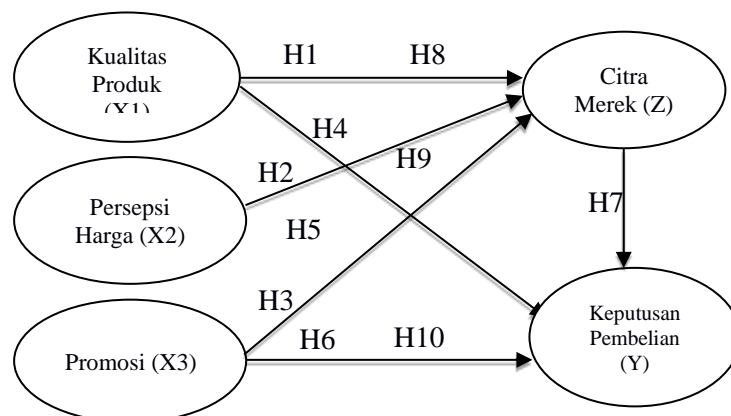


Figure 1. Theoretical Thinking Framework

, the following hypothesis can be formulated:

- 1) Product quality influences brand image
- 2) Price perception influences brand image
- 3) Promotion influences brand image
- 4) Product quality influences purchasing decisions
- 5) Price perception influences purchasing decisions
- 6) Promotion influences purchasing decisions
- 7) Image brands influence purchasing decisions
- 8) Product quality influences purchasing decisions mediated by brand image
- 9) Price perceptions influence purchasing decisions mediated by brand image
- 10) Does promotion have a significant influence on purchasing decisions mediated by brand image.

RESEARCH METHODS

This research uses an *explanatory research method* aimed at explaining causal relationships and testing the relationship between several variables through hypothesis testing. Sampling used the *Roscoe method*, namely the number of sample members multiplied by the number of variables by 20 so that the research sample was 100 respondents. This research was carried out by distributing questionnaires using

a *Google Forms* link to 100 respondents containing structured statements, measurements using a Likert scale using a *purposive sampling method* (Sugiyono, 2019: 81) .

This type of quantitative data uses Likert scale measurements with primary data sources obtained directly from respondents. Data collection was carried out using an online survey method via a *Google form link* containing a statement questionnaire. Data analysis technique used the SEM (*Structural Equation Model*) *analysis method* . PLS is a statistical technique that is able to analyze the pattern of relationships between latent constructs and their indicators through five stages, namely model conceptualization, determine the algorithm analysis method, determine the resampling method, draw path diagrams, and evaluate the model (Ghozali, 2018) . Before carrying out the SEM-PLS analysis, there is a model evaluation that must be fulfilled in the analysis, namely the *outer model evaluation* consisting of the *convergent validity test* , *discriminant validity test* , *composite validity test* and *Average Variance Extracted (AVE)*. The research model was analyzed using the *Partial Least Square (PLS)* *method* with *SmartPLS 3.0* software. is an alternative method of *Structural Equation Modeling (SEM)*.

RESULTS AND DISCUSSION

RESULTS

The results of research on iPhone users in Palu City show that the majority of respondents are women from various age groups. Then, the majority of respondents based on age were people aged 27-31 years. Based on their occupation, the majority of respondents are ASN with an income of more than 5 million rupiah. iPhone users in this study predominantly use the iPhone 11.

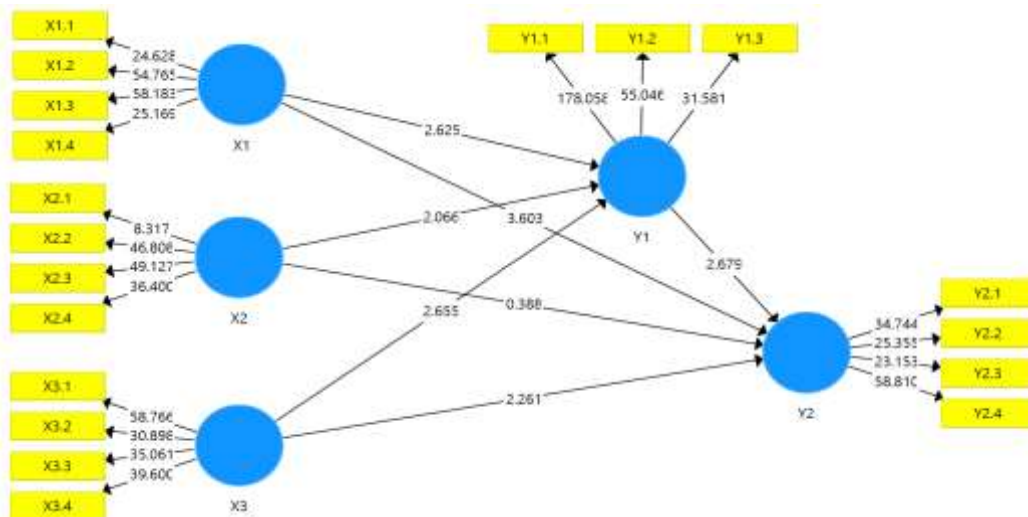


Figure 2. *Bootstrapping* results

Table 1. Direct and indirect effects between variables

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality (X1) -> Brand Image (Y1)	0.256	0.260	0.096	2,680	0.008
Product Quality (X1) -> Purchase Decision (Y2)	0.351	0.354	0.105	3,352	0.001
Price perception (X2) -> Brand Image (Y1)	0.297	0.291	0.149	1,995	0.047
Price perception (X2) -> Purchase Decision (Y2)	0.036	0.035	0.088	0.412	0.680
Promotion (X3) -> Brand Image (Y1)	0.382	0.383	0.144	2,650	0.008
Promotion (X3) -> Purchase Decision (Y2)	0.303	0.309	0.143	2,127	0.034
Brand Image (Y1) ->	0.316	0.312	0.118	2,690	0.007

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Purchase Decision (Y2)					
Product Quality (X1) -> Brand Image (Y1) -> Purchase Decision (Y2)	0.081	0.081	0.046	1,772	0.077
Price Perception (X1) -> Brand Image (Y1) -> Purchase Decision (Y2)	0.094	0.092	0.063	1,496	0.135
Promotion (X2) -> Brand Image (Y1) -> Purchase Decision (Y2)	0.121	0.117	0.062	1,936	0.053

Source: Data, processed (2023)

Based on the tables and pictures of the results of data analysis calculations displayed in the table above, the research results can be described and explained as follows:

1. Hypothesis 1: Product quality has a significant effect on brand image

The results of hypothesis testing show that product quality has a significant effect on brand image, showing a *p-value* of (0.008). The *p-values* are smaller than (0.050). This means that according to hypothesis 1, product quality has a significant effect on brand image. so hypothesis 1 is accepted.

2. Hypothesis 2: Price perception has a significant effect on brand image

The results of hypothesis testing show that price perception has a significant effect on brand image, showing a *p-value* of (0.047). The *p-values* are smaller than (0.050). This means that according to hypothesis 2, promotion has a significant effect on brand image. so hypothesis 2 is accepted.

3. Hypothesis 3: Promotion has a significant effect on brand image

The results of hypothesis testing show that promotion has a significant effect on brand image, showing a *p-value* of (0.008). The *p-values* are smaller than (0.050). This means that according to hypothesis 3, promotion has a significant effect on brand image. so hypothesis 3 is accepted.

4. Hypothesis 4: Product quality has a significant effect on purchasing decisions

The results of hypothesis testing show that product quality has a significant effect on purchasing decisions, showing a *p-value* of (0.001). The *p-values* are smaller than (0.050). This means that according to hypothesis 4, product quality has a significant effect on purchasing decisions. so hypothesis 4 is accepted.

5. Hypothesis 5: Price perception has no significant effect on purchasing decisions

The results of hypothesis testing show that price perception has no significant effect on purchasing decisions, showing *p-values* of (0.680). The *p-values* are greater than (0.050). This means that according to hypothesis 5, price perception has no significant effect on purchasing decisions. so hypothesis 5 is rejected.

6. Hypothesis 6: Promotion has a significant effect on purchasing decisions

The results of hypothesis testing show that promotions have a significant effect on purchasing decisions, showing *p-values* of (0.034). The *p-values* are smaller than (0.050). This means that according to hypothesis 6, promotion has a significant effect on purchasing decisions. so hypothesis 6 is accepted.

7. Hypothesis 7: Brand image has a significant effect on purchasing decisions

The results of hypothesis testing show that brand image has a significant effect on purchasing decisions, showing *p-values* of (0.007). The *p-values* are smaller than (0.050). This means that according to hypothesis 7, brand image has a significant effect on purchasing decisions. so hypothesis 7 is accepted.

8. Hypothesis 8: Product quality has no significant effect on purchasing decisions through brand image.

The results of hypothesis testing show that product quality has no significant effect on purchasing decisions through brand image, showing *p-values* of (0.077). The *p-values* are more than (0.050). So it is said to be insignificant. So hypothesis 8, namely that product quality influences purchasing decisions through brand image, is not significant. so hypothesis 8 is rejected.

9. Hypothesis 9: Price perception has no significant effect on purchasing decisions through brand image.

The results of hypothesis testing show that price perception has no significant effect on purchasing decisions through brand image, showing *p-values* of (0.135). The *p-values* are more than (0.050). So it is said to be insignificant. So hypothesis 9, namely that price perceptions influence purchasing decisions through brand image, is not significant. so hypothesis 9 is rejected.

10. Hypothesis 10: Promotion has no significant effect on purchasing decisions through brand image.

The results of hypothesis testing show that promotion has no significant effect on purchasing decisions through brand image, showing *p-values* of (0.053). The *p-values* are more than (0.050). So it is said to be insignificant. So hypothesis 10, namely that promotion has an insignificant effect on purchasing decisions through brand image. so hypothesis 10 is rejected.

DISCUSSION

The influence of product quality on brand image

Real evidence of a product is the quality that is reflected directly in the product which is offered directly and has selling value. Product quality can provide long-term relationships between consumers and companies. A product with good quality means that the item can be used for a long time and functions properly and is able to meet consumer needs and desires. If the quality of the product increases, the brand image of the product will also increase. In accordance with theory (Kotler and Armstrong, 2017: 256) that the higher the level of product quality that satisfies consumers, the higher consumer trust will be. Consumers believe in the quality of the iPhone with good performance, good performance. The quality of the iPhone can now be measured by looking at the responses of consumers who use the iPhone. The results are reflected in the respondents' responses on product quality indicators, namely having good performance, the special features of the iPhone through features that other smartphones don't have, strong durability, and the beauty of the iPhone is very different. from other products.

The research results are in line with (Afwan and Santosa, 2019) and (Kamila and Khasanah, 2022) that product quality has an important role, improving and influencing the product brand image.

The influence of price perception on brand image

Price perception is one component in the marketing mix that plays an important role in the product. Setting the correct price by considering all aspects can provide value to a brand. The indicators of price perception in this research are price affordability, price suitability to product quality, price suitability to benefits, and price suitability or competitiveness. The results of data testing carried out in this research show that there is a significant influence of price perception on the brand image of iPhone products in Palu City. In other words, if the indicators related to the price perception variable increase, the iPhone *brand image* will also increase. Price perception is related to consumers' assessment of the price of a product thereby improving the iPhone brand image. Consumers have the view that perceived price can be (high, reasonable, low), according to quality, according to benefits. If the consumer's perception of price is higher, it will make consumers believe in the product so that the image of a company will improve.

The results of this research are in accordance with (Afwan and Santosa, 2019; Armayani and Jatra, 2019; Kamila and Khasanah, 2022; Wongso et al., 2022; Zubarjan and Idris, 2021) which states that price perception has an important role in brand image.

The effect of promotion on brand image

The promotional mix process is an activity carried out to communicate a product using media so that the product can be accepted or purchased by consumers. The results of hypothesis testing show that promotion has a significant effect on brand image. This explanation shows that promotion plays a crucial role in achieving a company's sales targets. The presence of this is very important because it can influence consumer considerations in making purchasing decisions and maintain the reputation of the company's brand image. iPhone promotion is carried out in several ways to expand market reach and convince consumers of iPhone products. By carrying out promotions, you can increase the iPhone brand image in society. Several methods are used, such as network marketing promotions by opening the network as widely as possible, promotions by making sales in various media, currently the iPhone is

intensively promoting through online media such as the official iPhone website, advertisements on social media, Instagram and many more. Carrying out promotions by building relationships with the public, this is done so that the public is able to receive direct information about iPhone products and carry out direct promotions, the purpose of which is to provide opportunities for *smartphone* shops to sell directly in order to attract new consumers so that from the promotional process carried out This will increase the brand image of iPhone products.

The results of research conducted by (Armayani and Jatra, 2019; Zubarjan and Idris, 2021) show that promotions have a positive and significant effect on brand image. Other research in line with (Wongso et al., 2022) shows that the marketing mix through promotions has an effect on brand image.

Influence of product quality on purchasing decisions

When choosing a product, consumers will consider whether the quality is adequate and in accordance with the price offered or not. The better the quality of the products a company has, the higher the consumer's decision to buy products from that company , so that consumers can assess the quality according to their desires and needs by looking at products with good quality to make a purchase. The higher the quality of the iPhone, the higher the tendency of people to buy it. However, if the quality of iPhone products continues to decline, the number of purchases from iPhone users in Palu City will also decrease. This indicates that the decision to purchase an iPhone is influenced by the quality of the product. This creates the impression that consumers consider the iPhone to be a product of high quality. Consumer assessment of products is determined by the quality of the product on which it is based. If consumers think that the iPhone has better quality standards than other products in the same place of purchase, they will most likely give the iPhone the highest rating.

The research results are in line with research conducted (Afwan and Santosa, 2019; Hendro and Hidayat, 2018; Kamila and Khasanah, 2022; Khakim, 2015; Mulyati, 2020; Zubarjan and Idris, 2021) that product quality has a significant influence on purchasing decisions . This means that the higher the quality of the product, the higher the consumer's purchasing decisions.

The influence of price perceptions on purchasing decisions

Price is used as an indicator or measure of the value of a product. For this reason, companies must be able to determine prices appropriately so that they can be accepted by the public or consumers. These results explain that the majority of consumers today do not consider price as a purchasing decision. For consumers, the most important thing is that the product they buy suits their needs. The price offered by the iPhone no longer influences purchasing decisions , meaning that consumers currently no longer view price as a purchasing decision. High price level, the iPhone is known for its relatively high price compared to some of its competitors in the *smartphone market* . High prices directly affect buyers' ability to purchase an iPhone. Many consumers may be considering whether they can afford or want to spend a large amount of money on an iPhone. Consumers often compare the price of an iPhone with alternative products from other brands before making a decision. If there are more affordable options with similar features and quality, perceived price could be a determining factor in choosing another product over the iPhone.

The findings are in line with research by (Khakim, 2015; Ryananda et al., 2022) that price perceptions have an influence but are not significant on purchasing decisions. This means that the higher or lower the price has no influence on consumer purchasing decisions.

The influence of promotions on purchasing decisions

Promotion is marketing communication, marketing activities that provide information, influence or persuade, and/or **remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question.** Promotion functions as a means of communicating the values of a product and increasing consumer understanding of the goods offered. The impact will influence purchasing decisions regarding the selected product. Just like iPhone users in Palu City, promotions have quite a big impact on purchasing

decisions. There are indications that the more effective and attractive an advertising campaign related to a product, the more convincing consumers will be to decide to buy. In promotions, it is important for companies to convince customers that the products they offer have valuable benefits for them. Through promotional efforts, consumers will have confidence that the product has sufficient value to become a product that has a unique brand identity.

Research is in line with that conducted by (Armayani and Jatra, 2019; Kamila and Khasanah, 2022; Khakim, 2015; Wongso et al., 2022; Zubarjan and Idris, 2021) that promotions have a positive and significant influence on purchasing decisions.

The influence of brand image on purchasing decisions

The results of the research analysis show that brand image has a significant influence on iPhone purchasing decisions in Palu City. In other words, improving the iPhone brand image will have a significant influence on purchasing decisions. The depiction of brand image is related to attitudes involving beliefs and choices towards a brand which influence consumers in evaluating and making consumer decisions. In the end, the benefits that will be obtained by the producer itself will be due to a positive brand image, which will make it increasingly recognized by consumers. This means that consumers will decide to buy products that have a good reputation and leave a positive impression on their minds. Likewise, if a product has a bad brand reputation, then consumers will automatically be more careful in choosing the product and may not choose a product with a bad reputation.

Brand image is the consumer's perception of a brand of a product. When a company's brand image gets better, the consumer's tendency to buy products from that company also increases. Consumer attitudes and actions towards a brand image are an important element in encouraging consumers to buy a product. The better the brand image of the iPhone product, the greater the consumer's interest in buying it, because consumers believe that a product with a trusted brand image provides a greater sense of security when using it. This means that the stronger the brand image, the higher the purchasing decision. The opposite happens if the brand image weakens.

The results of this research are in line with and support research conducted by (Afwan and Santosa, 2019; Armayani and Jatra, 2019; Hendro and Hidayat, 2018; Kamila and Khasanah, 2022; Wongso et al., 2022; Zubarjan and Idris, 2021) proving that there is a positive and significant influence of brand image on purchasing decisions.

The influence of product quality on purchasing decisions through brand image

iPhone product quality is considered an important factor in influencing purchasing decisions. Superior product quality, including elegant design, high reliability and advanced performance, is expected to provide user satisfaction and build loyalty to the brand. However, even though high product quality can influence consumer perceptions of the iPhone, the research results further state that brand image is not able to significantly mediate this influence. This means that brand image does not act as a significant mediator between product quality and iPhone purchasing decisions. Consumers tend to consider other factors more in their purchasing decisions, and brand image may not be the main factor influencing iPhone purchasing decisions. iPhone has been known as a high-quality product with reliable performance and superior technological innovation. The iPhone's strong brand image has been built on proven product quality, so consumers often choose the iPhone based on its reputation for quality rather than any aspect of its brand image. This strong brand image has been integrated with the perception of product quality. People believe that the iPhone is a premium product that offers equal value for a high price.

The influence of price perceptions on purchasing decisions through brand image

The test results show that price perceptions have an influence but are not significant on purchasing decision variables through brand image. This can be seen from the *p-value* of price perception on purchasing decisions through the red brand image, which means it does not have a significant influence. This means that whether consumers perceive the price of the iPhone as high or low will not have a real effect on increasing or decreasing purchasing decisions, so it will also not have a real effect on increasing or decreasing the brand image of the iPhone product. Whether consumers

perceive the price of the iPhone as high or low will not have a real effect on increasing or decreasing purchasing decisions, so it will also not have a real effect on increasing or decreasing the brand image of the iPhone product. This means that brand image does not act as a significant mediator between price perceptions and purchasing decisions. Consumers tend to consider other factors more in their purchasing decisions, and brand image may not be the primary factor influencing iPhone purchasing decisions when it comes to perceived price.

The influence of promotions on purchasing decisions through brand image

The test results show that promotion has an effect but is not significant on the purchasing decision variable through brand image. This can be seen from the *p-value* of promotion on purchasing decisions through the red brand image, which means it does not have a significant influence. This means that, the more frequently or not the iPhone is promoted, it will not have a real effect on increasing or decreasing purchasing decisions, so it will also not have a real effect on increasing or decreasing the brand image of iPhone products. The more frequently or not the iPhone is promoted, the less significant it will be to increase or decrease purchasing decisions, so it will also not have a real effect on increasing or decreasing the brand image of iPhone products. The research results show that brand image is not able to significantly mediate the influence between promotion and iPhone purchasing decisions. This means that brand image does not act as a significant mediator between promotions and purchasing decisions. Consumers tend to consider other factors more in their purchasing decisions, and brand image may not be the primary factor influencing iPhone purchasing decisions when it comes to promotions.

CONCLUSION

Based on the results and discussion of this research, it can be concluded:

1) Product quality has a significant effect on the iPhone brand image in Palu City. 2) Price perception has a significant effect on the iPhone brand image in Palu City. 3) Promotion has a significant effect on the iPhone brand image in Palu City. 4) Product quality has a significant influence on iPhone purchasing decisions in Palu City. 5) Price perception has no significant effect on iPhone purchasing decisions in Palu City. 6) Promotion has a significant effect on iPhone purchasing decisions in Palu City. 7) Brand image has a significant influence on iPhone purchasing decisions in Palu City. 8) Product quality has no significant effect on purchasing decisions through brand image. 9) Price perception has no significant effect on purchasing decisions through brand image. 10) Promotion has no significant effect on purchasing decisions through brand image. It is necessary to provide profitable *trade-in programs* and special offers to help reduce the financial burden for consumers who want to buy an iPhone at a more affordable price. In future research, it is hoped that independent variables will be added because there are still many factors that influence purchasing decisions besides the variables studied.

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