

ABSTRACT

The author's reason in doing this research is to analyse the effect of product quality, product design, and price on purchase decisions for Apple's iPhone 12 products, because there is an interesting phenomenon where people still buy this Apple's product even if the price are very high, coupled with the iPhone 12 accessories that reduced by Apple, Inc. such as charger adapter and earphone. The research data used are primary data derived from questionnaires. The population and sample of this research is people who use Apple's iPhone 12 products. Using the Partial Least Square (PLS) method, data analysis was carried out using the Smart-PLS software version 3. The results showed that product design and price significantly affect purchase decisions, while product quality has no significant effect.

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