

## **ABSTRACT**

This study aims to determine whether the variable of brand image and product quality has an influence on purchasing decisions iPhone in Palembang. The population in this research is consumer products iPhone in Palembang. The sample used in this study were 100 respondents. Data analysis technique used is, validity, reliability, classical assumption (normality test, multicollinearity, and heteroscedasticity test), multiple linear regression test, T test, F test, and test the coefficient of determination. The results obtained found that brand image variable has no significant effect on purchasing decisions, while the variable quality of the product has an influence on purchasing decisions iPhone.

Keywords: brand image, product quality, purchasing decisions