

## **ABSTRACT**

*The phenomenon in the iPhone 12 series is that Indonesia's economic condition during the Covid-19 pandemic showed a decline, but on the other hand, the demand for the Apple iPhone 12 smartphone actually showed an increase. This shows that there is a contradictory phenomenon where the declining economic conditions do not become a barrier for consumers to buy the iPhone 12 series smartphone which has a price that is not cheap. In addition to the gap phenomenon, there is gap research that underlies the formation of the problem formulation of the research conducted. When consumers feel loyal to a product, consumers tend not to think about being interested in the products issued by the brand. This study aims to analyze the effect of perceived quality, and perceived price on brand loyalty and purchase decisions for the iPhone 12 Series.*

*The population used in this study were all consumers of Apple products. The sampling technique used is purposive sampling. The samples taken were 114 students of Diponegoro University Semarang who still use Apple products and who own and use more than 1 Apple product. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.*

*Perceived quality and perceived price have a positive effect on purchase decisions. Perceived quality and purchase decisions have a positive effect on brand loyalty. Perceived price has no effect on brand loyalty of iPhone 12 Series consumers.*

*Keywords: perceived quality, perceived price, brand loyalty dan purchase decision*