

ABSTRACT

In the current era of technological progress, smartphones have become an important part of most people's lives. Indonesia is in fourth position in the ranks of countries with the most smartphone users. However, the iPhone brand in Indonesia is still ranked fourth in sales. Statistical data also states that there will be a decline in iPhone sales volume from 2021 to 2022. The decline in iPhone sales in Indonesia can be related to the brand image of the iPhone and how this image influences consumer purchase intention. Apart from that, by increasing brand image, brand trust and brand awareness can play an important role in increasing purchase intention.

Data collection was carried out by distributing questionnaires and filled in by respondents who met the specified criteria, namely consumers who knew about iPhone products in the city of Semarang. The results of data collection were processed quantitatively using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) program.

Based on the analysis that has been carried out, this research proves that brand image has no effect on purchase intention. However, brand trust and brand awareness have a positive and significant effect on purchase intention. Then, for the mediating effect, brand awareness cannot mediate the influence between brand image on purchase intention and brand trust on purchase intention. The managerial implication that can be applied using this research is that Apple needs to focus more on efforts to build brand trust in the eyes of consumers, however, brand image is also important to maintain.

Keywords: *Brand Image, Brand Trust, Brand Awareness, Purchase Intention.*