

## **ABSTRACT**

*Indonesia is one of the largest markets for smartphone sales, because the demand for smartphones in Indonesia is very high. Iphone is one of the top smartphones that are in great demand. Since its launch in 2007, this Apple product has hit the world's mobile market with a series of innovations. This study aims to examine the effect of product quality, price and promotion variables on purchasing decisions. The study was conducted on consumers of iPhone smartphone products in the city of Semarang.*

*Non-probability sampling was used in this study with a total sample of 75 respondents (consumers who had purchased iPhone smartphone products in the city of Semarang). The data analysis method used is multiple regression analysis.*

*The results showed that the variables of product quality, price and promotion had a positive and significant effect on purchasing decisions*

*Keywords: Product Quality, Price, Promotion, Purchasing Decisions*