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THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRODUCT DESIGN ON THE DECISION TO PURCHASE AN IPHONE (Case Study of Fdstore Customers in Tebing Tinggi City)

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Abstract

This research aims to determine the influence of product quality, brand image and product design on iPhone purchasing decisions (case study of customers of the Fdstore store in Tebing Tinggi City). The research method used is a quantitative method using SPSS version 25.00. The technique for determining the sample size used a total sampling of 56 respondents, namely consumers who bought iPhones at the Fdstore shop in Tebing Tinggi City. The sampling technique for this research uses accidental sampling. The analytical method used in this research is multiple linear regression analysis and hypothesis testing. The results of this research are 1) product quality influences purchasing decisions, 2) brand image influences purchasing decisions, 3) product design influences purchasing decisions, 4) product quality, brand image and product design simultaneously influence purchasing decisions.

Keywords: *Product Quality, Brand Image, Product Design, Purchasing Decisions*

Introduction

The development of technology, information and communication is increasingly rapid from year to year so that it has many positive and negative influences on people's lives. This development is also inseparable from the increasingly diverse activities carried out by society today, which will encourage more and more diverse needs so that it will This has an impact on increasing demand for products such as communication tools, so that in the electronic telecommunications business, smartphones are the most popular product at the moment. The increasing number of smartphone users in Indonesia has resulted in increasingly tight competition in the electronic telecommunications business, electronic telecommunications business players are competing to create a smartphone product that suits the needs and desires of smartphone users, the identification of smartphones that suit the needs and desires of consumers can be seen from the level of demand from smartphone users for the features or specifications of the smartphone offered. Currently, there are various smartphone features and specifications that are undergoing updates, starting from processors, camera resolution, battery capacity, RAM, memory and other new technologies that can influence consumer purchasing decisions.

The iPhone is a brand from the company Apple Inc which was introduced on January 9 2007 by Steve Jobs, the iPhone is increasingly popular among smartphone users in Indonesia, the iPhone has also succeeded in building public perception that every product released by Apple Inc has the best product quality. . This is because the company Apple Inc consistently builds the best reputation by still paying attention to the products it has launched Product design is also a consideration for customers before deciding to purchase a brand. Product design is the value contained in a product and in the form of a product appearance that is distinctive and attractive and differentiates it from product competitors. According to (Utami et al., 2022) Product design is a value that exists in a product, which displays the product with attractive characteristics and makes the product different. According to Ansah, beautiful product designs can produce their own charm.

Review the Literature

1. Marketing

Marketing is one of the keys to success for a company where marketing is not just about selling principles, but how to provide satisfaction to consumers in order to bring profits to the company. In the corporate context, marketing can be interpreted as a company's efforts to gain profits, consumer satisfaction, or consumer loyalty by providing what consumers want.

2. Marketing Objectives

According to (Sunyoto, 2015) the goal of marketing is to direct goods and services into the hands of consumers. For this certain activities are required. The various types of activities and processes required due to their specialization in marketing are called marketing functions. marketing objectives as follows:

1) Potential consumers know in detail the products we produce and the company can provide all their requests for the products produced.
2) The company can explain all activities related to marketing. This marketing activity includes various activities, starting from explaining the product, product design, product promotion, product advertising, communication to consumers, to sending the product so that it reaches the consumer's hands correctly.

3. Marketing Management

According to (Sudarsono, 2020) marketing management is the process of planning, implementing (which includes organizing, directing and coordinating) marketing operations within a company to achieve organizational goals efficiently and effectively. Of course, in the marketing management function there are analytical activities, namely analysis carried out to understand the market and its marketing environment, so that we can obtain how big the opportunities are to seize the market and how big the threats that must be faced.

4. Product Quality

According to (Kotler & Keller, 2016) that product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again.

5. Definition of Brand Image

According to (Kotler, 2017), brand image must convey the benefits and distinctive positioning of the product. Even when competing offerings look the same, buyers perceive differences based on brand image differentiation. According to (Kotler & Keller, 2016) brand image describes extrinsic characteristics, which means things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers.

6. Definition of Product Design

According to (Kotler, 2017) states that product design is the totality of features that influence the product to be seen, felt and functioned by customers. Product design is the value contained in a product and in the form of a product appearance that is distinctive and attractive and differentiates it from product competitors. Meanwhile, according to (Amstrong, 2016) product design is a concept that is bigger than style. Style only describes the appearance of the product. Style can be interesting or boring. Sensational styling may attract attention and create a beautiful aesthetic, but it doesn't actually make the product perform better. Unlike style, design is not just the outer shell, design is the heart of the product. Launching a new product so that it sells quickly on the market is an easy thing to do, it requires careful planning and a consistent way of working to improve the resulting product in a better direction. .

Research Methods

A. Population and Sample

1. Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn according to (Sugiyono, 2017). In this study, the population used was consumers who bought iPhones at the Fdstore, Tebing Tinggi City, an average of 56 people per month.

2. Sample Size Determination Technique

According to (Sugiyono, 2017) a sample can be defined as part of the number and characteristics of the population. Because the number of population members was less than 100 respondents, all members of the population were used as the research sample. The sampling technique for this research is in the form of a total sampling technique (census). Therefore, the sample in this study was taken from the entire population who bought iPhones at the Fdstore shop in Tebing Tinggi City, an average of 56 people per month.

3. Sampling Techniques

The sampling technique used in this research is accidental sampling according to (Sugiyono, 2017). Accidental sampling is a technique for determining a sample based on a chance encounter with a researcher that can be used as a sample, if you see that the person you meet by chance is suitable as a data source.

B. Method of collecting data

The data collection techniques or methods used in this research are:

Questionnaire According to (Sugiyono, 2017) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to iPhone smartphone customers at the Tebing Tinggi City Fdstore Store. In the measurement, each respondent is asked for their opinion regarding a statement, with a rating scale from 1 to 5. Positive responses (maximum) are given the highest value (5) and negative responses (minimum) are given the smallest value (1).

C. Operational Definition of Research Variables

According to (Sugiyono, 2017) the operational definition of a variable is an attribute or trait or value of a person, object or activity that has certain variations determined by researchers to be studied and then conclusions drawn.

Results and Discussion

A. Description of Respondents' AnswersConclusion

This item distribution description is used to determine the frequency and variation of respondents' answers to the statement items proposed in the questionnaire. These answers are explained in full as follows:

1. Frequency Distribution of Purchasing Decision Variables (Y)

Table 4.1 Distribution of Answers to Purchase Decision Variable Items (Y)

Items	1		2		3		4		5		*Mean*
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	-	-	30	53.57	26	46.43	4.46
2	-	-	-	-	1	1.79	37	66.07	18	32.14	4.30
3	-	-	-	-	1	1.79	33	58.93	22	39.29	4.38
4	-	-	-	-	-	-	38	67.86	18	32.14	4.32
5	-	-	-	-	5	8.93	28	50.00	23	41.07	4.32
6	-	-	-	-	7	12.50	19	33.93	30	53.57	4.41
***Mean*Buying decision (Y)**											**4.37**

Source: Processed data (2023)

Based on Table 4.1, it can be seen that statement (1) shows the results that of the 56 respondents who answered strongly agree, 26 people answered with a percentage of (46.43%), 30 people answered agree (53.57%) and there were no respondents who answered disagree. neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.46, which means that respondents tend to agree and strongly agree that consumers choose to purchase iPhone smartphones by considering several other alternative smartphone products. In statement (2), the results show that of the 56 respondents who answered strongly agree, 18 people answered with a percentage of (32.14%), 37 people answered agree (66.07%), 1 person answered disagree (1.79%) and There

were no respondents who answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 2 was 4.30, which means that respondents tend to agree and strongly agree that consumers choose iPhone smartphones because the iPhone brand is proven to be better than other smartphones.

2. Frequency Distribution of Product Quality Variables (X1)

Table 4.2 Distribution of Answers to Product Quality Variable Items (X1)

Items	1		2		3		4		5		*Mean*
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	-	-	26	46.43	30	53.57	4.54
2	-	-	-	-	1	1.79	37	66.07	18	32.14	4.30
3	-	-	-	-	-	-	26	46.43	30	53.57	4.54
4	-	-	-	-	3	5.36	31	55.36	22	39.29	4.34
5	-	-	-	-	5	8.93	32	57.14	19	33.93	4.25
6	-	-	-	-	4	7.14	32	57.14	20	35.71	4.29
***Mean*Product Quality (X1)**											**4.38**

Source: Processed data (2023)

Based on Table 4.2, it can be seen that statement (1) shows the results that of the 56 respondents who answered strongly agree, 30 people answered with a percentage of (53.57%), 26 people answered agree (46.43%) and there were no respondents who answered disagree. neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.54, which means that respondents tend to agree and strongly agree that the iPhone smartphone has good product performance.

In statement (2) the results show that of the 56 respondents who answered strongly agree, 18 people answered with a percentage of (32.14%), 37 people answered agree (66.07%), 1 person answered disagree (1.79%) and There were no respondents who answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 2 was 4.30, which means that respondents tend to agree and strongly agree that the usage period of iPhone smartphones is much longer than other smartphones.

3. Brand Image Variable Frequency Distribution (X2)

Table 4.3 Distribution of Answers to Brand Image Variable Items (X2)

Items	1		2		3		4		5		*Mean*
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	1	1.79	28	50.00	27	48.21	4.46
2	-	-	-	-	3	5.36	38	67.86	15	26.79	4.21
3	-	-	-	-	3	5.36	27	48.21	26	46.43	4.41
***MeanBrand Image*(X2)**											**4.36**

Source: Processed data (2023)

Based on Table 4.3, it can be seen that statement (1) shows the results that of the 56 respondents who answered strongly agree, 27 people answered with a percentage of (48.21%), 28 people answered agree (50.00%), 1 person answered disagree (1, 79%) and no respondents answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.46, which means that respondents tend to agree and strongly agree that the iPhone smartphone is more famous than other brands.

In statement (2), the results show that of the 56 respondents who answered strongly agree, 15 people answered with a percentage of (26.79%), 38 people answered agree (67.86%), 3 people answered disagree (5.36%) and There were no respondents who answered neither agree nor strongly disagree. Apart from that, the average

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score obtained for item 2 was 4.21, which means that respondents tend to agree and strongly agree that the iPhone smartphone is the most popular smartphone brand.

4. Frequency Distribution of Product Design Variables (X3)

Table 4.4 Distribution of Answers to Product Design Variable Items (X3)

Items	1		2		3		4		5		*Mean*
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	-	-	35	62.50	21	37.50	4.38
2	-	-	-	-	4	7.14	39	69.64	13	23,21	4.16
3	-	-	-	-	1	1.79	31	55.36	24	42.86	4.41
4	-	-	-	-	4	7.14	30	53.57	22	39.29	4.32
5	-	-	-	-	4	7.14	30	53.57	22	39.29	4.32
6	-	-	-	-	4	7.14	36	64.29	16	28.57	4.21
7	-	-	-	-	2	3.57	29	51.79	25	44.64	4.41
***Mean*Product Design (X3)**											**4.32**

Source: Processed data (2023)

Based on Table 4.4, it can be seen that statement (1) shows the results that of the 56 respondents who answered strongly agree, 21 people answered with a percentage of (37.50%), 35 people answered agree (62.50%) and there were no respondents who answered disagree. neither agree nor strongly disagree. Apart from that, the average score obtained for item 1 was 4.38, which means that respondents tend to agree and strongly agree that consumers choose iPhone smartphones because they have an attractive shape and appearance.

In statement (2), the results show that of the 56 respondents who answered strongly agree, 13 people answered with a percentage of (23.21%), 39 people answered agree (69.64%), 4 people answered disagree (7.14%) and There were no respondents who answered neither agree nor strongly disagree. Apart from that, the average score obtained for item 2 was 4.16, which means that respondents tend to agree and strongly agree that consumers choose iPhone smartphones because they have attractive features.

B. Data analysis

Table 4.5 Validity Test Results

VariablePurchase Decision (Y)			
Statement	**rcount**	**rtable**	**Validity**
1	0.563	0.367	Valid
2	0.526	0.367	Valid
3	0.596	0.367	Valid
4	0.581	0.367	Valid
5	0.493	0.367	Valid
6	0.576	0.367	Valid
Product Quality Variable (X1)			
Statement	**rcount**	**rtable**	**Validity**
1	0.549	0.367	Valid
2	0.530	0.367	Valid
3	0.495	0.367	Valid
4	0.533	0.367	Valid
5	0.728	0.367	Valid
6	0.608	0.367	Valid

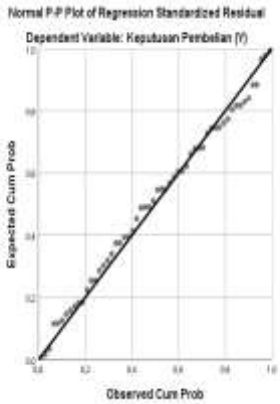
Brand Image Variable (X2)			
Statement	**rcount**	**rtable**	**Validity**
1	0.678	0.367	Valid
2	0.560	0.367	Valid
3	0.572	0.367	Valid
Product Design Variables (X3)			
Statement	**rcount**	**rtable**	**Validity**
1	0.631	0.367	Valid
2	0.586	0.367	Valid
3	0.547	0.367	Valid
4	0.640	0.367	Valid
5	0.495	0.367	Valid
6	0.695	0.367	Valid
7	0.834	0.367	Valid

Source: Data processed from attachment 3 (2023)

Table 4.5 shows that all statement points, including the purchasing decision variable (Y), product quality variable (X1), brand image variable (X2) and product design variable (X3) have a calculated r value that is greater than the table r value, so it can be concluded if all statements for each variable are declared valid.

1. Normality Test

The Normality Test aims to test whether in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphics and statistics. The graphic method normality test uses a normal probability plot, while the statistical method normality test uses the one sample Kolmogorov Smirnov Test. The normality test using the graphic method can be seen in the following picture:



Source: Data processed from attachment 4 (2023)
Figure 4.3 Normal P Plot

Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with the diagonal line. If the residual data distribution is normal then the line depicting the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 4.6 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			56
Normal Parameters, b	Mean		,0000000
	Std. Deviation		1.05080345
Most Extreme Differences	Absolute		,063
	Positive		,063
	negative		-,059
Statistical Tests			,063
Asymp. Sig. (2-tailed)			,200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.967e
	99% Confidence Interval	Lower Bound	,963
		Upper Bound	,972

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 10000 sampled tables with starting seed 2000000.
Source: Data processed from attachment 4 (2023)

From the output in table 4.6, it can be seen that the significance value (Monte Carlo Sig.) for all variables is 0.967, where the significance value is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Multicollinearity Test

Table 4.7 Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality (X1)	,773	1,294
	Brand Image (X2)	,804	1,243
	Product Design (X3)	,790	1,267

a. Dependent Variable: Purchase Decision (Y)
Source: Data processed from attachment 4 (2023)

Based on table 4.7, it can be seen that the tolerance value of the product quality variable is 0.773, the brand image variable is 0.804 and the product design variable is 0.790, all of which are greater than 0.10, while the VIF value of the product quality variable is 1.294, the brand image variable is 1.243 and the product design variable is 1.267, all of which are smaller than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that there are no correlation symptoms in independent variable. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

Table 4.8 Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,892	1,660		,537	,593
	Product Quality (X1)	,096	,058	,249	1,645	,106
	Brand Image (X2)	,001	,102	,001	,006	,995
	Product Design (X3)	-,087	,047	-,275	-1,837	,072

a. Dependent Variable: ABS_RES

Source: Data processed from attachment 4 (2023)

The results of the Glejser test show a significance value for product quality of 0.106, brand image of 0.995 and product design of 0.072, where all three are greater and 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

C. Multiple Linear Regression testing

Table 4.9 Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	4,429	2,714	
	Product Quality (X1)	,263	,095	,290
	Brand Image (X2)	,531	,166	,329
	Product Design (X3)	,262	,077	,354

a. Dependent Variable: Purchase Decision (Y)

Source: Data processed from attachment 4 (2023)

Based on these results, the multiple linear regression equation hasformulation: Y = a + b1X1 + b2X2 + b3X3 + ε, so that the equation is obtained: Y = 4.429 + 0.263X1 + 0.531X2 + 0.262X3

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of 4.429 shows the magnitude of the purchasing decision variable if the product quality, brand image and product design variables are equal to zero.
b. The regression coefficient value for the product quality variable (b1) is 0.263, indicating the large role of the product quality variable in the purchasing decision variable assuming that the brand image and product design variables are constant. This means that if the product quality variable factor increases by 1 value unit, it is predicted that the purchasing decision variable will increase by 0.263 value units assuming the brand image and product design variables are constant.
c. The regression coefficient value for the brand image variable (b2) is 0.531, indicating the large role of the brand image variable in the purchasing decision variable assuming that the product quality and product design variables are constant. This means that if the brand image variable factor increases by 1 value unit, it is predicted that the purchasing decision variable will increase by 0.531 value units assuming the product quality and product design variables are constant.

d. The regression coefficient value for the product design variable (b3) is 0.262, indicating the large role of the product design variable in the purchasing decision variable assuming that the product quality and brand image variables are constant. This means that if the product design variable factor increases by 1 value unit, it is predicted that the purchasing decision variable will increase by 0.262 value units assuming the product quality and brand image variables are constant.

D. Coefficient of Determination (R2)

Table 4.10 Coefficient of Determination

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,746a	,556	,531	1.08069

a. Predictors: (Constant), Product Design (X3), Brand Image (X2), Product Quality (X1)

b. Dependent Variable: Purchase Decision (Y)

Source: Data processed from attachment 4 (2023)

Based on table 4.10, it can be seen that the adjusted R square value is 0.531 or 53.1%. This shows that the product quality, brand image and product design variables can explain the purchasing decision variable by 53.1%, the remaining 46.9% (100% - 53.1%) is explained by other variables outside this research model, such as consumer trust, service quality, location and promotion.

E. Hypothesis Testing

1) t Test (Partial)

Table 4.11 Partial Test (t)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,429	2,714		1,632	,109
	Product Quality (X1)	,263	,095	,290	2,761	,008
	Brand Image (X2)	,531	,166	,329	3,193	,002
	Product Design (X3)	,262	,077	,354	3,402	,001

a. Dependent Variable: Purchase Decision (Y)

Source: Data processed from attachment 4 (2023)

Hypothesis Testing the Effect of Product Quality on Purchasing Decisions

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) Reject the hypothesis if tcount < ttable or -ttable > - ttable orSig value. > 0.05
2) Accept the hypothesis if tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05

From table 4.16, the tcount value is 2.761. With α = 5%, ttable (5%; 56-3 = 53), the ttable value is 2.005. From this description it can be seen that tcount (2.761) > ttable (2.005), as well as the value The significance is 0.008 <0.05, so it can be concluded that the first hypothesis is accepted, meaning product qualitysignificant effecton purchasing decisions. The results of this research are in line with the results of research conducted by (Yulivion, 2022) which states that product quality influences purchasing decisions.

b. Hypothesis Testing the Influence of Brand Image on Purchasing Decisions

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) Reject the hypothesis if tcount < ttable or -ttable > - ttable orSig value. > 0.05
2) Accept the hypothesis if tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05

From table 4.16, the tcount value is 3.193. With α = 5%, ttable (5%; 56-3 = 53), the ttable value is 2.005. From this description it can be seen that tcount (3.193) > ttable (2.005), as well as the value The significance is 0.002 <0.05, so it can be concluded that the second hypothesis is accepted, meaning brand imagesignificant effecton purchasing decisions. The results of this research are in line with the results of research conducted by (Lestari & Septiani, 2021) which states that brand image influences purchasing decisions.

c. Hypothesis Testing the Influence of Product Design on Purchasing Decisions

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) Reject the hypothesis if tcount < ttable or -ttable > - ttable orSig value. > 0.05
2) Accept the hypothesis if tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05

From table 4.16, the tcount value is 3.402. With α = 5%, ttable (5%; 56-3 = 53), the ttable value is 2.005. From this description it can be seen that tcount (3.402) > ttable (2.005), as well as the value The significance is 0.001 <0.05, so it can be concluded that the third hypothesis is accepted, meaning product designsignificant effecton purchasing decisions. The results of this research are not in line with the results of research conducted by (Yulivion, 2022) which states that product design has no effect on purchasing decisions.

2) F Test (Simultaneous)

Table 4.12 Simultaneous Test Results (F)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76,109	3	25,370	21,723	,000b
	Residual	60,730	52	1,168		
	Total	136,839	55			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Design (X3), Brand Image (X2), Product Quality (X1)

Source: Data processed from attachment 4 (2023)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

a) The hypothesis is accepted if the calculated F value > F table or Sig. < 0.05.
b) The hypothesis is rejected if the calculated F value < F table or Sig. > 0.05.

From table 4.17, the Fcount value is 21.723. With α = 5%, numerator dk: k, denominator dk: nk-1 (5%; 56-3-1 = 52), the Ftable value is 2.78. From this description it can be seen that Fcount (21.723) > Ftable (2.78), and the significance value is 0.000 < 0.05, so it can be concluded that the fourth hypothesis is accepted, meaning that product quality, brand image and product design influence simultaneously (simultaneously).) on purchasing decision variables. The results of this research are in accordance with the results of research conducted by (Yulivion, 2022) which states that product quality, brand image and product design simultaneously influence purchasing decisions.

Discussion

Based on the results of hypothesis testing that has been carried out, the next stage is to explain the relationship between the variables in this research which is then linked to previous research and management science so that it can support pre-existing statements. The explanation of the results is as follows:

1. **The Relationship between Product Quality and Purchasing Decisions**

   Based on the results of the analysis of hypothesis 1, it can be seen that product quality influences purchasing decisions. The results of this research are in line with the results of research conducted by (Yulivion, 2022) which states that product quality influences purchasing decisions. Based on the results of respondents' answers, the quality of I-Phone brand products at the Tebing Tinggi City Fdstore is good. This can be proven from the six statements contained in the research questionnaire regarding product quality, on average respondents tended to answer agree and strongly agree.

2. **The Relationship between Brand Image and Purchasing Decisions**

   Based on the results of the analysis of hypothesis 2, it can be seen that brand image influences purchasing decisions. The results of this research are in line with the results of research conducted by (Lestari & Septiani, 2021) which states that brand image influences purchasing decisions. Based on the results of respondents' answers, the brand image of iPhone smartphones at the Fdstore in Tebing Tinggi City is good. This can be proven from the three statements contained in the research questionnaire regarding brand image, on average respondents tend to choose agree and strongly agree.

3. **The Relationship between Product Design and Purchasing Decisions**

   Based on the results of the analysis of hypothesis 3, it can be seen that product design influences purchasing decisions. The results of this research are not in line with the results of research conducted by (Yulivion, 2022) which states that product design has no effect on purchasing decisions. Based on the results of respondents' answers, the iPhone smartphone product design at Fdstore Tebing Tinggi City is good. This can be proven from the seven statements contained in the research questionnaire regarding product design, the average respondent tends to agree and strongly agree.

4. **Simultaneous Relationship between Product Quality, Brand Image and Product Design with Purchasing Decisions**

   Based on the results of the analysis of hypothesis 4, it can be seen that product quality, brand image and product design simultaneously influence purchasing decisions. The results of this research are in accordance with the results of research conducted by (Yulivion, 2022) which states that product quality, brand image and product design simultaneously influence purchasing decisions. Product quality is the main thing that is most superior in a product that is expected by consumers because product quality is an interest for consumers in building good relationships with product provider companies with reciprocal relationships between companies and consumers providing opportunities to understand what consumers need and Companies that provide products provide product quality with good performance to reach purchasing decisions.

CLOSING

Conclusion

This research tries to answer the research objective, namely to determine the influence of product quality, brand image and product design on iPhone purchasing decisions (case study of customers of the Tebing Tinggi City Fdstore). The results of hypothesis testing using multiple linear regression analysis show that:

1. The first hypothesis is accepted, meaning that the product quality variable influences the decision to purchase an iPhone at the Fdstore store in Tebing Tinggi City.
2. The second hypothesis is accepted, meaning that the brand image variable influences the decision to purchase an iPhone at the Fdstore store in Tebing Tinggi City.
3. The third hypothesis is accepted, meaning that product design variables influence the decision to purchase an iPhone at the Fdstore store in Tebing Tinggi City.
4. The fourth hypothesis is accepted, meaning that the variables of product quality, brand image and product design simultaneously influence the decision to purchase an iPhone at the Fdstore store in Tebing Tinggi City.

Suggestions

Based on the results of this research, the author provides the following suggestions or input:

1. The Tebing Tinggi City Fdstore store will continue to maintain good product quality in the future because research results show that product quality partially has a significant influence on purchasing decisions. The efforts that can be made are that Fdstore stores must be able to maintain consumer trust by introducing good quality products from iPhones such as attractive product features, diversity, superiority and completeness of smartphones. It is hoped that these efforts can increase iPhone purchasing decisions at the Tebing Tinggi City Fdstore Store.
2. The Tebing Tinggi City Fdstore store will continue to maintain its good brand image in the future because research results show that brand image partially has a significant influence on purchasing decisions. Efforts that can be made include instilling a good brand image in the minds of consumers so that consumers always think that the iPhone is the best smartphone and maintaining a good reputation to consumers by selling original and quality iPhone products so that they can create a stronger brand image on the market. It is hoped that these efforts can increase iPhone purchasing decisions at the Tebing Tinggi City Fdstore Store.
3. The Tebing Tinggi City Fdstore store will continue to maintain good product design in the future because research results show that product design partially has a significant influence on purchasing decisions. There are efforts that can be made, such as offering and promoting iPhone product designs to consumers, that iPhone products have their own uniqueness in terms of shape and appearance, sophisticated features, good durability and specifications that meet consumer expectations. It is hoped that these efforts can increase iPhone purchasing decisions at the Tebing Tinggi City Fdstore Store.
4. For future researchers, it is hoped that in the future they will be able to increase knowledge not only from one side. In order to help meet the needs of future research titles. and can develop other factors that can influence purchasing decisions. Such as promotions, customer trust, location and service quality.

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