

# The Influence of Brand Image, Product Innovation, and Social Media Marketing Activities on Iphone Purchasing Decisions In Jakarta

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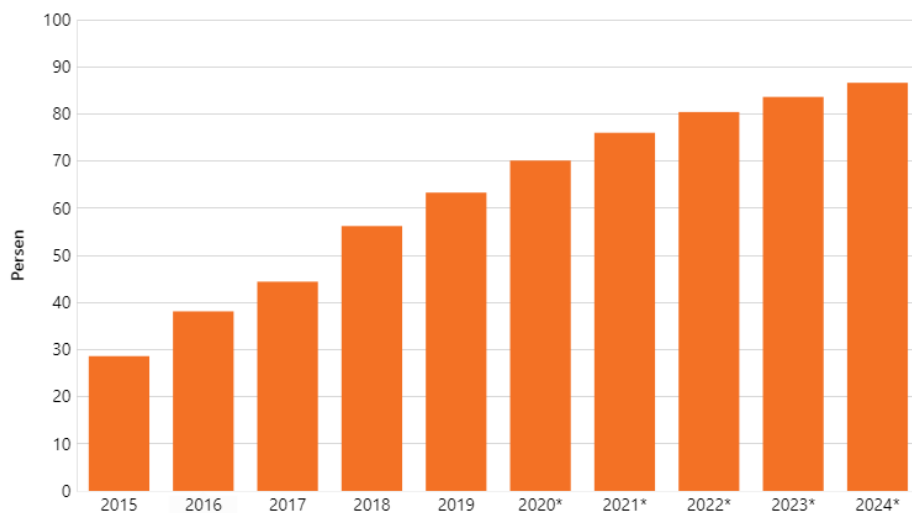
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**ABSTRACT:** This study aims to analyze the influence of brand image, product innovation and social media marketing activities on iPhone purchasing decisions in DKI Jakarta. This study is included in quantitative research. The population in this study were former iPhone users in DKI Jakarta who are currently or have used iPhone cellphones. The number of samples using the Cochran formula so that 100 respondents were obtained. The analysis method used is multiple linear regression. The results of the study show that brand image has a significant effect on iPhone purchasing decisions in DKI Jakarta, product innovation has a significant effect on iPhone purchasing decisions in DKI Jakarta, and social media marketing activities have a significant effect on iPhone purchasing decisions. Then, brand image, product innovation and social media marketing activities simultaneously (together) have a significant effect on iPhone purchasing decisions in DKI Jakarta. It is recommended that Apple can utilize platforms such as Instagram and TikTok to display user stories that illustrate how the iPhone supports their lifestyle. Local content that is tailored to trends in Jakarta, such as sustainability issues or urban productivity needs, can also increase appeal.

**Keywords: brand image, product innovation, social media marketing activities, purchase decision**

## INTRODUCTION

Background In the industrial era 4.0 like today, technology around the world is experiencing very rapid development, especially in the development of communication tool innovations that help many humans in their activities effectively and efficiently. One of the innovations in communication tools that has gone global is smartphones. The smartphone industry in Indonesia is currently experiencing a huge increase (Prasetyo & Ahmadi, 2024). All groups of people from the bottom up can use smartphones for various purposes, whether for business, family, or other purposes. In addition to making phone calls, users can play games, chat with friends, use the messenger system, access web services (such as blogs, homepages, social networks) and search for various information (Rizquillah & Sulaiman, 2021). The following is a graph quoted from (Databoks 2024) smartphone users in Indonesia from 2015-2024:



**Figure 1 Smartphone Users in Indonesia in 2015-2024**

*Source : databox, 2024*

Based on the graph above, it shows that the percentage of smartphone users in Indonesia from year to year has increased. It shows that the buying interest of the Indonesian people from year to year is increasing and makes smartphone companies emerge to enliven the competition in the smartphone industry. Some of the smartphone brands that fill the market include Samsung, iPhone, Vivo, Xiaomi and many others (Lewangka & Mappatempo, 2023).

The iPhone itself is a smartphone made by Apple which was first launched in 2007. The iPhone is trying to enter the market by using a different concept compared to its competitors. iPhone has extraordinary brand power in the eyes of its consumers. iPhone users can recognize and operate iPhone products easily, this is because iPhone is designed with ease of mobility and a distinctive physical shape and with a different IOS (iPhone Operating System) operating system compared to other smartphones. IOS (iPhone Operating System) (Ardiansyah & Nilowardono, 2019).

iPhone products from Apple Inc. sell well in developed countries such as Singapore, South Korea, Japan, and South Korea. This is due to the increasing accessibility of goods from Apple Inc. In contrast, the iPhone is not very popular in developing countries with low per capita incomes, such as in India and Southeast Asia. Southeast Asia has a sizable market with more than 600 million people. Singaporeans are most infatuated with iPhone products. In the third quarter of the previous year, its market share reached 39%. Meanwhile, people in densely populated countries in Southeast Asia consider the price of the iPhone too expensive. In Indonesia, the iPhone market share is approximately 10% (CNBC Indonesia, 2019)

All smartphone vendors compete with each other to control market share. In the table below, it is known that many newcomer vendors have successfully taken market share globally, can be seen in the table.

**Table 1 Top SmartPhone Brands in Indonesia**

No	Name Brand	2020	2021	2022	2023	2024
1	Iphone	-	11	12	12.4	14.4
2	Oppo	17.7	19.3	20.6	23.4	22.9
3	Samsung	46.5	37.1	33	32.9	32.7
4	Vivo	7.9	7.9	9.7	9.7	8.5
5	Xiaomi	10.1	12.4	11.2	10.6	7

*Source : Top Brand Award.com accessed on June 15, 2024*

Based on the data in the table above, it shows that Samsung smartphones dominate the market share globally, followed by Oppo and Iphone for 3 consecutive years. Although the iPhone occupies the top 3rd brand and the percentage from 2020-2024 increases, it still does not control the global market share in first place.

Although the iPhone market share in Indonesia is smaller than the smartphone market share of other brands, consumer demand for the latest iPhone models in Indonesia is quite large. Erajaya Group, the company that oversees several official Apple Premium Reseller (APR) stores, made the claim (Terrasista & Sidharta, 2021). In fact, sales of the three latest iPhone models in Indonesia have several times exceeded the sales of previous models, and the inventory of the devices ran out two weeks after their official launch. A new technique called Registration of Interest (ROI) which was introduced to ensure public interest in the latest iPhone is one of the factors that have an impact on the high demand and sales of these devices in Indonesia. Tens of thousands of iPhone fans are allegedly interested in this ROI method and 40% of brands end up buying one of the latest models (kompas.com, 2024)

Quote **korantangerang.com**, Apple is still one of the most popular products for Indonesian consumers, with a total sales percentage of 40 to 45 percent. Director of Marketing & Communication of Erajaya Group, Djatmiko Wardoyo, said that one of the high-end phones that is quite in demand in Indonesian society is Apple products. According to him, the market share of Apple products marketed by iBox (the official sales reseller of Apple products in Indonesia) reaches 40 to 45 percent, in addition to that iBox noted that Jabodetabek is still the highest area of interest in a number of Apple goods. Meanwhile, the type of gadget that is the prima donna is the iPhone (CNBC Indonesia, 2023)

Referring to the phenomenon that has been explained earlier, it indicates that the high demand for the iPhone is due to the popularity of the iPhone brand itself, so it can be assumed that the brand image of the iPhone is one of the factors that has the potential to influence the consumer's decision to buy the product. According to Heriyati & Septi (2012), a better brand image will display better product quality in the eyes of consumers. Consumers usually have limited knowledge and time when making purchase decisions, as a result of which brand image is often used as a reference in making purchase decisions.

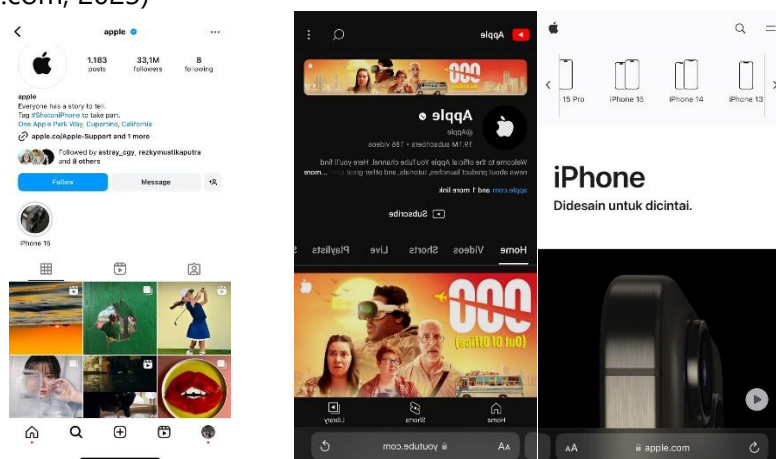
One of the efforts to maintain and increase the purchase of a product is product innovation. Product innovations, such as the introduction of new features, advanced technology, or revolutionary designs, can create a perception of superiority. For example, smartphone brands that constantly present innovation are considered leaders in the industry, which can improve the brand image as a superior brand. Product innovations that result in improved user experience can shape a brand's image as a brand that cares about customer

satisfaction. This can improve the brand's image as a brand that prioritizes a positive user experience.

Regarding product innovation on iPhone smartphones, it is known that since it was first released in 2017, the iPhone smartphone brand is known as the most innovative smartphone brand. As the company behind the iPhone, Apple Inc. is famous for its inventiveness. To the point that many other smartphone brands imitate the features found in the iPhone (IDNTime, 2023). The following are iPhone product innovations imitated by other smartphone brands, namely; (1) Revoluser smartphones with full screen, (2) the first smartphone with a digital app store (before the advent of Google Play)), (3) the pioneer of smartphones with a unibody design, (4) the first smartphone in the world with an advanced virtual assistant, namely SIRI (before the release of Google Assistant), (5) the first smartphone to use micro-SIM and nano-SIM slots, (6) popularized with non-removable batteries, and (7) the first smartphone to use a Corning Gorilla Glass screen protector.

To maintain and increase the sales and brand image of a product, further efforts can be made through social media marketing activities. Through the use of social media, marketers and companies can increase brand awareness among social media users. Engaging content, innovative campaigns, and high engagement can help brands to be better known and remembered by audiences. Activities that encourage users to participate and share content related to the brand can strengthen the brand image. User-generated content in social media marketing activities creates the impression that consumers have a positive and personal relationship with the brand.

Regarding the social media used by smartphone brands in Indonesia in their social media marketing activities, one of the social media such as Instagram when compared to other smartphone Instagram accounts, the @apple account on Apple's smartphone account is very different. Instagram, from Apple, displays images and videos taken by users instead of ads for its various products. The Apple smartphone actually forgot to mention which iPhone model was used to take the picture or video in each post caption. This is due to Apple's desire to show its high quality. This idea has been followed since Apple's Instagram account was launched, namely in 2017. Producing images and videos is part of Apple's strategy to highlight that Instagram creators who enjoy sharing their work on social media can use iPhones (kompas.com, 2023)



**Figure 2. Apple Social Media Accounts**

Based on the above background, the researcher is interested in conducting a study entitled "The influence of *brand image*, product innovation and marketing activities on iPhone purchase decisions in DKI Jakarta".

Based on the background presented, this research aims to address several key questions: First, does brand image influence the purchase decisions of iPhone consumers? Second, what is the impact of product innovation on these purchase decisions? Third, how do social media marketing activities affect the decision to buy an iPhone? Lastly, do brand image, product innovation, and social media marketing activities collectively influence consumers' decisions to purchase an iPhone?.

Previous studies on purchasing decisions have predominantly examined the effects of brand image, product innovation, or social media marketing as standalone factors, without adequately exploring their combined influence. Furthermore, most existing research has been conducted in contexts outside Southeast Asia or focuses on generalized consumer behavior without accounting for regional nuances. This research addresses the gap by focusing on Jakarta, a dynamic urban market with unique socio-economic characteristics, and by providing a comprehensive analysis of how these variables interact to influence consumer purchasing decisions in the smartphone industry.

The urgency of this research lies in the rapidly growing smartphone market in Indonesia, where consumer preferences and marketing strategies are evolving at an unprecedented pace. The iPhone's market share in Indonesia, particularly in Jakarta, is growing but remains significantly smaller than competitors like Samsung and Oppo. With increasing competition and consumer demand for innovative products and targeted marketing campaigns, understanding the factors that drive purchasing decisions is critical for Apple to maintain and expand its market position. Insights from this study can provide timely recommendations to optimize brand strategies and enhance consumer engagement.

This study presents a novel approach by integrating the analysis of brand image, product innovation, and social media marketing activities as a combined influence on iPhone purchasing decisions in Jakarta. Unlike previous research that often focuses on individual factors in isolation, this study examines the interplay between these three variables to uncover how they collectively shape consumer behavior in a highly competitive and rapidly evolving market. Additionally, the study incorporates insights from emerging trends in digital marketing and consumer preferences specific to Jakarta, offering localized insights that are rarely explored in existing literature.

The objectives of this research are to analyze the various factors affecting iPhone purchase decisions. Specifically, it seeks to understand how brand image and product innovation play a role in influencing these decisions, as well as the effects of social media marketing activities. The research aims to contribute valuable insights for future studies in the field of marketing management, serving as a reference for researchers and providing relevant information for iPhone-related companies. Ultimately, the findings are expected to guide these companies in developing effective social media marketing strategies, enhancing product innovation, and improving overall brand perception.

## **RESEARCH METHODOLOGY**

This research is included in quantitative research. Quantitative research is research that is based on objective epistemology and seeks universal laws in social behavior by statistically measuring what is assumed to be reality. Quantitative research emphasizes the measurement and analysis of cause-and-effect relationships between variables. oneResearch Methods which

is based on the philosophy of positivism, as a method scientific or scientific because it has fulfilled scientific principles concretely or empirically, objectively, measurably, rationally, and systematically.

The population in this study is those who have used iPhone users in DKI Jakarta who are or have used an unknown or uncountable number of iPhone phones. The data sources in this study come from; iPhone brand smartphone users, the results of previous research that have been published both in online and offline journals, as well as textbooks relevant to the variables studied.

## RESULT AND DISCUSSION

### Validity and Reliability Analysis

#### Validity Test Results

The validity test of the research uses *the product moment* correlation formula. with the following decision-making criteria:

1. If the calculation  $\leq r_{table}$  is 0.196 with a level of 5%, then the instrument item is declared invalid
2. If the calculation  $> r_{table}$  is 0.196 with a level of 5%, then the instrument item is declared valid

The table is obtained with the following provisions:

$$\alpha = 5\%, n - 2 = 100 - 2 = 98$$

The following are the results of testing the validity of the instrument from each of the research variables

**Table 2 Brand Image Validity Test Results (X1)**

Variable	Items	r <sub>calculate</sub>	r <sub>table</sub>	Information
Brand Image (X1)	X1.1	0,886	0,196	Valid
	X1.2	0,914		Valid
	X1.3	0,891		Valid
	X1.4	0,882		Valid
	X1.5	0,905		Valid
	X1.6	0,891		Valid
	X1.7	0,877		Valid
	X1.8	0,883		Valid
	X1.9	0,860		Valid
	X1.10	0,906		Valid
	X1.11	0,888		Valid
	X1.12	0,890		Valid

Source: Questionnaire, data processed (2024)

From table 2, it can be explained that all the calculated values  $>$  the table 0.196 with a level of 5%, the instrument item is declared valid. So it can be concluded that the instrument used is right in measuring *the brand image variable*.

**Table 3 Results of Product Innovation Validity Test**

Variable	Items	rcalculate	rtable	Information
Product Innovation (X2)	X2.1	0,890	0,196	Valid
	X2.2	0,904		Valid
	X2.3	0,908		Valid
	X2.4	0,891		Valid
	X2.5	0,899		Valid
	X2.6	0,911		Valid
	X2.7	0,904		Valid
	X2.8	0,893		Valid
	X2.9	0,904		Valid

Source: Questionnaire, data processed (2024)

From table 3, it can be explained that all the calculated values > the table 0.196 with a level of 5%, then the instrument item is declared valid. Therefore, it can be concluded that the instrument used is appropriate in measuring product innovation variables.

**Table 4. Results of the Validity Test of Social Media Marketing Activities**

Variable	Items	rcalculate	rtable	Information
Social Media Marketing Activities (X3)	X3.1	0,878	0,196	Valid
	X3.2	0,905		Valid
	X3.3	0,881		Valid
	X3.4	0,886		Valid
	X3.5	0,900		Valid
	X3.6	0,901		Valid
	X3.7	0,876		Valid
	X3.8	0,907		Valid
	X3.9	0,879		Valid
	X3.10	0,888		Valid
	X3.11	0,863		Valid
	X3.12	0,890		Valid

Source: Questionnaire, data processed (2024)

From table 4, it can be explained that all the calculated values > the table 0.196 with a level of 5%, the instrument item is declared valid. So it can be concluded that the instrument used is appropriate in measuring the variables of social media marketing activities.

**Table 5 Results of the Validity Test of Purchase Decisions**

Variable	Items	rcalculate	rtable	Information
Purchase Decision (Y)	Y.1	0,898	0,196	Valid
	Y.2	0,881		Valid
	Y.3	0,851		Valid
	Y.4	0,918		Valid
	Y.5	0,869		Valid
	Y.6	0,931		Valid
	Y.7	0,917		Valid
	Y.8	0,875		Valid
	Y.9	0,880		Valid
	Y.10	0,867		Valid

Y.11	0,864	Valid
Y.12	0,910	Valid
Y.13	0,866	Valid
Y.14	0,879	Valid
Y.15	0,886	Valid
Y.16	0,895	Valid
Y.17	0,875	Valid

Source: Questionnaire, data processed (2024)

From table 5, it can be explained that all the calculated values > the table 0.196 with a level of 5%, then the instrument items are declared valid. So it can be concluded that the instrument used is appropriate in measuring the variables of purchase decisions.

### Reliability Test Results

According to Ghozali (2018), a reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. The reliability test of the instrument in this study uses *the cronbach alpha indicator*. The criteria for an instrument to be said to be reliable are if it has a Cornbach alpha value > 0.60. The following are the results of the reliability test of each variable.

**Table 6 Reliability Test Results**

Variable	Cronbach Alpha	Criterion	Information
<i>Brand Image</i>	0,976	0,60	Reliable
Product Innovation	0,971		Reliable
Social Media Marketing Activities	0,975		Reliable
Purchase Decision	0,983		Reliable

Source: Questionnaire, data processed (2024)

Based on table 6, it can be concluded that all variables are reliable. This is because the *Cronbach Alpha value* of each variable is above 0.60. So it can be concluded that the construct in the questionnaire is reliable and consistent from time to time

### Results of the Classic Assumption Test

Classical assumption tests are used as a condition when a study uses multiple linear regression analysis. The classical assumption test in this study uses a normality test, a multicollinearity test and a heteroscedasticity test.

### Normality Test Results

According to Ghozali (2018), the normality test aims to test whether in the regression model, the perturbing or residual variable has a normal distribution. The normality test is detected with the Kolmogorov-Smirnov test as below.

**Table 7 Kolmogorov Smirnov Test Results**

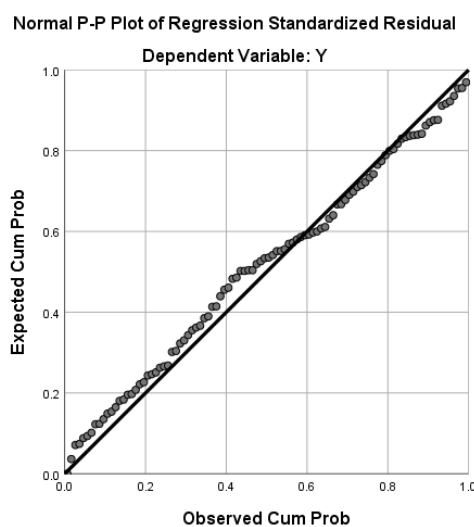
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.09743810



Most Extreme Differences	Absolute	.072
	Positive	.050
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 25, data processed (2024)

Based on table 7, it can be concluded that the distribution of data is normal. This is because the significance value is  $0.200 > 0.05$ . Then, the normality test can also be seen through the graph below



**Figure 3 Results of the Normality Test with Graphs**

Source: SPSS 25, data processed (2024)

Based on the figure above, it is known that the data is distributed normally. This is because the points on the Normal P-P Plot chart are close to the diagonal line

### Multicollinearity Test Results

The Multicollinearity Test is known through the results of tolerance and VIF values as below:

**Table 8 Multicollinearity Test Results**

Type	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	X1	.241 4.522
	X2	.336 2.759
	X3	.330 3.324

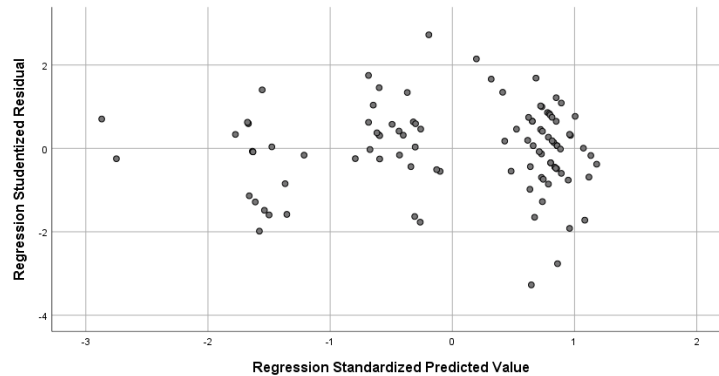
Source: SPSS 25, data processed (2024)

From Table 8, above it can be explained that all independent variables (*brand image*, *product innovation* and *social media marketing activities*) have a Tolerance value above 0.10

and a VIF value below 10, so it can be concluded that in this study there is no multicollinearity between independent variables.

**Heteroscedasticity Test Results**

At this stage, it is tested whether the data in the study is uniform or not by looking at the graph below



**Figure 4. Heteroscedasticity Test Results**  
 Source: SPSS 25, data processed (2024)

From figure 4 above the scatterplot it can be seen that the dots are randomly spread and scattered both above and below the number 0 (zero) on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict purchase decisions.

**Multiple Linear Regression Analysis Results**

A multiple linear regression test was conducted between brand *image* variables, product innovation, and social media marketing activities on purchase decisions. Here are the results of multiple linear regression analysis

**Table 9. Results of Multiple Linear Regression Analysis**

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Type		B	Std. Error	Beta				
1	(Constant)	.369	1.089		.339	.735		
	X1	.384	.142	.273	2.694	.008	.241	4.522
	X2	.487	.160	.262	3.052	.003	.336	2.759
	X3	.649	.122	.460	5.304	.000	.330	3.324

a. Dependent Variable: Y

Source: SPSS 25, data processed (2024)

Based on the results of the regression calculation in table 4.15 above, the regression equation can be written as follows

$$Y = 0.369 + 0.384 X1 + 0.487 X2 + 0.649 X3$$

Thus, the results of the analysis can be interpreted as follows:

- a. A constant value of 0.369 means that if the independent variables, namely *brand image*, product innovation and social media marketing activities, are zero, then the magnitude of the purchase decision is 0.369

- b. A brand image *regression coefficient* of 0.384 with a positive sign means that if there is an increase in *the brand image variable* by one unit assuming that the other variable is constant, then the magnitude of the purchase decision is 0.384
- c. The regression coefficient of product innovation of 0.487 with a positive sign means that if there is an increase in product innovation variables by one unit assuming that other variables are constant, then the magnitude of the purchase decision is 0.487
- d. The regression coefficient of social media marketing activity of 0.649 with a positive sign means that if there is an increase in the variable of social media marketing activity by one unit assuming that other variables are constant, then the magnitude of the purchase decision is 0.649

**Hypothesis Test**

**Coefficient of Determination**

The coefficient of determination in linear regression is often interpreted as how much all independent variables are able to explain the variance of their bound variables. In simple terms, the determination coefficient is calculated by squaring the determination coefficient (R<sup>2</sup>).

**Table 10 Determination Coefficients**

Model Summary <sup>b</sup>					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.888a	.776	.775	2.12996	2.059
a. Predictors: (Constant), X3, X2, X1					
b. Dependent Variable: Y					

Source: SPSS 25, data processed (2024)

Based on Table 10 above, the R value in this study is 0.776 with a positive sign. This figure shows that the correlation between the three independent variables, namely *brand image*, product innovation and social media marketing activities, has an influence on purchase decisions by 77.6%. While the remaining 22.4% is influenced by other variables that have not been studied in this study.

**Simultaneous Significance Test (Statistical Test F)**

A value that is used as a comparison. The comparator used to test the results of the F calculation, significant or not. To determine whether all independent variables have a simultaneous effect on the dependent variables, namely:

- a. Compare the value of F calculate with the F table. If the value of F is greater than the F of the table, it can be said that the independent variable has an effect simultaneously.
- b. Must have a significance value below 0.05 ( $\alpha = 0.05$ ).

The way to determine the F table is:

$$df1 = k - 1 = 5 - 1 = 4 \quad || \quad df2 = n - k = 100 - 3 = 97$$

$$F \text{ table} = 2.47$$

**Table 11 Simultaneous Test Results (Test F)**

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17884.835	3	5961.612	13.079	.000b
	Residual	435.525	96	4.537		
	Total	18320.360	99			

a. Dependent Variable: Y  
b. Predictors: (Constant), X3, X2, X1

Source: SPSS 25, data processed (2024)

Based on Table 11, the results of the F statistical test above show that the value of F is 13.079 > from F table 2.47 and with a significant level of 0.000 < from 0.05. The results of the F statistical test show that all independent variables consisting of *brand image*, product innovation and social media marketing activities simultaneously have a significant effect on the purchase decision so that hypothesis 4 is accepted.

**Partial Significance Test (t-Test)**

The statistical t test in this study was used to find out whether all independent variables of the study, namely *brand image*, product innovation and social media marketing activities, had a partial influence on the dependent variable, namely the purchase decision. To determine whether all independent variables have an individual effect on the dependent variables, namely:

- a. Compare the calculated t value with the t table. If the calculated t value is greater than the t of the table, it can be interpreted that the independent variable has a partial effect.
- b. Must have a significance value below 0.05 ( $\alpha = 0.05$ ). If the significance value is below 0.05,  $H_a$  is accepted,  $H_o$  is rejected. On the other hand, if the significance value is above 0.05,  $H_a$  is rejected,  $H_o$  is accepted

Degree of Freedom (df) =  $n - k = 100 - 3 = 97$  error rate ( $\alpha$ ) = 0.05 (5%)

t table = 1,984

**Table 12 Results of Statistical Test t**

Coefficientsa								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.369	1.089		.339	.735		
	X1	.384	.142	.273	2.694	.008	.241	4.522
	X2	.487	.160	.262	3.052	.003	.336	2.759
	X3	.649	.122	.460	5.304	.000	.330	3.324

a. Dependent Variable: Y

Source: SPSS 25, data processed (2024)

Based on table 12 above, the results of the Statistical Test t above can be explained as follows:

- a. The Influence of *Brand Image* on Purchase Decisions

The *brand image* variable in the table above has a calculated t-value of 2.694 > the t-value of the table 1.984 and a significant level of 0.008 < 0.05 which shows that *brand image* has an effect on purchase decisions. Thus, hypothesis 1 is accepted, namely *brand image* has a significant effect on purchase decisions

b. The Influence of Product Innovation on Purchasing Decisions

The product innovation variable in the table above has a calculated t-value of 3.052 > the t-value of the table 1.984 and a significant level of 0.003 < 0.05 which indicates that product innovation has an effect on purchase decisions. Thus, hypothesis 2 is accepted, namely product innovation has a significant effect on purchasing decisions

c. The Influence of Social Media Marketing Activities on Purchase Decisions

The variables of social media marketing activities in the table above have a calculated t-value of 5.304 > the t-value of the table 1.984 and a significant level of 0.000 < 0.05 which shows that social media marketing activities affect purchase decisions. Thus, hypothesis 3 is accepted, namely social media marketing activities have a significant effect on purchase decisions.

## **Discussion of Research Results**

### **The Influence of Brand Image on Purchase Decisions**

The results of the study show that *brand image* has a significant effect on purchase decisions. This shows that the better *the brand image* of the Iphone product, the more purchasing decisions will increase.

*Brand image* powerful ones have a great influence on purchasing decisions, especially on premium products like iPhone. When a product, such as the iPhone, manages to build a positive brand image, consumers tend to associate it with certain values, such as exclusivity, high quality, innovation, and prestige. This creates greater emotional and functional appeal for consumers. *Brand image* powerful ones such as those of the iPhone can reduce the psychological risks perceived by consumers. Products with a poor brand image often raise doubts about their quality and reliability. In contrast, iPhones that are known for their reputation help consumers feel safer in their purchases, even when the product is offered at a relatively higher price than its competitors. The results of this study are in line with previous research conducted by Effendy et al. (2021) and Noviyana et al. (2022) that *Brand Image* has a significant effect on purchase decisions.

### **The Influence of Product Innovation on Purchasing Decisions**

The results of the study show that product innovation has a significant effect on purchasing decisions. This shows that the better the product innovation carried out by the Iphone, the more product purchase decisions will increase.

Product innovation has an important role in shaping the attractiveness of a brand, and for the iPhone, this is one of the keys to its success. The better the innovation made by the iPhone, the more likely consumers are to decide to buy the product. The innovations presented by the iPhone, such as improved performance, more elegant design, and revolutionary features, provide added value that makes it stand out from competitors. Furthermore, innovations in iPhone products also strengthen its competitiveness in a highly competitive market. When the iPhone is able to present technology or features that have not been offered by competitors, it provides a competitive advantage that makes consumers feel that the iPhone is a better choice. The results of this study are in line with previous research conducted by Crush et al. (2022) and Hidayatullah et al. (2020) that product innovation has a significant effect on purchasing decisions.

### **The Influence of Social Media Marketing Activities on Purchase Decisions**

The results of the study show that social media marketing activities have a significant effect on purchase decisions. This shows that the better the promotional activities carried out by the Iphone on social media, the more product purchase decisions will increase.

Promotional activities on social media play a very significant role in improving iPhone product purchase decisions. Social media is an effective platform to reach a wide and diverse audience, while creating a more personal relationship with consumers. When iPhone runs creative, engaging, and relevant promotional campaigns on social media, it is able to capture consumers' attention and build brand awareness more deeply. Another advantage of promotion on social media is its ability to capitalize on trends and create culturally relevant content. When iPhone successfully adapts its campaigns to current issues or the lifestyles of its audience, consumers feel that the product is not only technologically advanced but also relevant to their lives. This strengthens the emotional appeal to the brand. The results of this study are in line with previous research by Widyarsih et al. (2023) and Iskandar & Assa (2022) that social media marketing activities have a significant effect on purchasing decisions.

### **The Influence of Brand Image, Product Innovation and Social Media Marketing Activities Simultaneously on Purchase Decisions**

The results show that *brand image*, product innovation and social media marketing activities simultaneously (together) have a significant effect on iPhone purchase decisions. Overall, brand image, product innovation, and social media marketing activities have a significant influence on iPhone purchase decisions in DKI Jakarta, both individually and simultaneously. When these three factors are combined, they create a powerful synergy that can influence consumers to choose and buy the product.

When these three factors work together, they create a greater effect on the iPhone purchase decision. A *strong brand image*, supported by growing product innovation, as well as effective social media marketing activities, forms a very positive perception among consumers. This makes the iPhone the top choice in the DKI Jakarta market, with consumers feeling that buying this product is the right decision, both in terms of quality, technology, and social prestige. Thus, simultaneously, brand image, product innovation, and social media marketing contribute significantly to iPhone purchase decisions in this region.

### **CONCLUSION**

Based on the research findings, several significant conclusions can be drawn regarding iPhone purchase decisions in DKI Jakarta. Firstly, the study indicates that brand image plays a crucial role in influencing consumers' decisions to purchase an iPhone. Additionally, product innovation is found to have a substantial impact on these purchase decisions. Furthermore, social media marketing activities are shown to significantly affect the likelihood of consumers buying an iPhone. Lastly, when considered together, brand image, product innovation, and social media marketing activities collectively demonstrate a significant effect on iPhone purchase decisions in the region.

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