

Determinants of Brand Image, Brand Awareness, and Brand Loyalty on Purchase Decisions for the iPhone 15 Smartphone in Kalimantan

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Abstract

The rapid and massive development of the smartphone industry has generated increasingly intense brand competition, particularly in Kalimantan, where digital penetration has grown significantly. This study aims to empirically examine the influence of brand image, brand awareness, and brand loyalty on consumers' purchase decisions for the iPhone 15 smartphone in the Kalimantan region. A quantitative approach with an explanatory research design was employed to identify causal relationships among the variables. Sampling was conducted using purposive random sampling based on the Malhotra formula, resulting in 120 respondents who were active iPhone 15 users. The data were analyzed using multiple linear regression. The findings show that brand image, brand awareness, and brand loyalty each have a positive and significant effect on purchase decisions, both partially and simultaneously. These findings confirm that a holistic brand development strategy, beginning with the formation of a strong brand image, followed by increased brand awareness and sustained customer loyalty, represents the main pillar encouraging consumers in Kalimantan to choose the iPhone 15 as their preferred device.

Keyword Brand Awareness, Brand Image, Brand Loyalty, Purchase Decision

Introduction

The rapid digital technology revolution has brought fundamental transformation to the lifestyle patterns of modern society, particularly in communication, access to information, and daily economic activities. Smartphones have become a primary need that cannot be separated from the routines of individuals across different social groups. According to [Statista \(2023\)](#), the number of global smartphone users has exceeded 6.8 billion, a figure that reflects how deeply these devices have penetrated human life. In Indonesia, a similar trend is evident, especially in Kalimantan, which in recent years has experienced a significant increase in digital connectivity along with massive infrastructure development, including the planned relocation of the national capital to Nusantara.

In such a dynamic smartphone competition ecosystem, Apple Inc. has maintained its position as a highly respected dominant player. The iPhone product line, particularly the iPhone 15 series, is not merely a communication device; it has become a symbol of a premium lifestyle that reflects social status and appreciation for advanced technological innovation. Apple's ability to build and maintain its brand equity is widely recognized through the formation of a prestigious brand image, the creation of comprehensive brand awareness, and the development of strong and sustainable brand loyalty. These three dimensions of brand equity are believed to play a crucial role in shaping and influencing consumers' purchase decisions, especially in the premium product segment ([Keller, 2023](#)).

Brand image is a perceptual construction formed in consumers' minds through the accumulation of experience, information, and various associations linked to a brand. [Solomon \(2022\)](#) emphasizes that brand image functions as a cognitive bridge between the brand and consumers, actively shaping trust, preference, and tendencies in purchase decision-making. In

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Meanwhile, brand awareness serves as the initial foundation for building strong brand equity. [Kotler and Keller \(2022\)](#) explain that brand awareness reflects consumers' capacity to recognize and recall a brand within a particular product category. [Huang and Sarigollu \(2021\)](#), in their study published in the *Journal of Business Research*, demonstrate that a high level of brand awareness is positively correlated with market performance and overall brand equity. Consumers who have a high level of awareness of the Apple brand tend to make the iPhone their primary choice in the decision-making process because a familiar brand provides a sense of security and confidence in transactions.

On the other hand, brand loyalty reflects the emotional dimension and long-term commitment of consumers to a brand that goes beyond mere economic rationality. [Iglesias, Singh, and Batista-Foguet \(2023\)](#), in their study published in the *Journal of Brand Management*, found that positive brand experience and affective commitment are strong predictors of long-term brand loyalty. Loyal consumers not only make repeat purchases consistently but also act as brand advocates who voluntarily recommend products to people around them.

This study has its own novelty and uniqueness because it specifically examines the influence of these three strategic variables on iPhone 15 purchase decisions in the geographical context of Kalimantan, a region undergoing rapid digital economic transformation but still relatively underexplored academically. The combination of these three main variables in a multiple linear regression framework toward purchase decisions in the premium smartphone segment outside Java represents a scientific gap that has not been widely explored by previous researchers.

The main objective of this study is to analyze the influence of brand image, brand awareness, and brand loyalty on purchase decisions for the iPhone 15 in Kalimantan, as well as to identify the most dominant variable affecting such decisions. Theoretically, this study is expected to contribute to the development of marketing science, particularly in understanding the dynamics of consumer behavior toward premium technology products in a digitally developing region.

Literature Review and Hypothesis Development

Purchase Decision

Purchase decision is the culminative stage of a series of cognitive and affective processes experienced by consumers in evaluating and selecting the product or service that best suits their needs and preferences. [Grewal, Roggeveen, and Nordfalt \(2020\)](#) define purchase decision as the final action in the consumer decision-making process, which is influenced by the multi-channel experiences provided by sellers or brands. Furthermore, [Kotler, Kartajaya, and Setiawan \(2021\)](#) argue that purchase decisions in the digital era are influenced not only by the functional aspects of a product but also by the holistic experience presented by the brand through various digital touchpoints.

[Kumar and Shah \(2021\)](#), in the *Journal of Marketing*, explain that the purchase decision process is becoming increasingly complex because consumers have access to broad and diverse information. Hyperconnected modern consumers do not merely seek products with the best

The purchase decision indicators used in this study refer to the framework developed by [Kotler and Keller \(2022\)](#), which includes: (1) product choice, (2) brand choice, (3) dealer choice, (4) purchase timing, (5) purchase quantity, and (6) payment method. These six indicators comprehensively reflect the dimensions of decisions made by consumers in acquiring a product.

Brand Image

Brand image is a multidimensional construct that reflects the totality of consumers' perceptions of a brand, formed through the accumulation of direct experience, received information, and exposure to marketing communications conducted by the company. [Kusumawati and Shamsudin \(2021\)](#) explain that brand image is not merely a visual or symbolic representation of a brand, but also includes overall feelings, deep impressions, and complex associations embedded in consumers' minds. Furthermore, [Tjiptono \(2022\)](#) emphasizes that brand image is a collection of brand associations that are formed and persistently attached to consumers' minds as a result of long-term interactions between consumers, the brand, and the company's marketing activities.

From an international academic perspective, [Foroudi et al. \(2021\)](#) found that a strong brand image can directly improve brand equity and drive consumer loyalty, even in highly competitive market conditions. [Oliveira, Silveira, and Luce \(2022\)](#) also confirm that brand image is the most influential component in the brand equity estimation model they developed, particularly in the consumer technology industry. [Park, MacInnis, and Priester \(2022\)](#) add that strong brand attachment, which is largely formed through a positive brand image, has a very close relationship with purchase intention and long-term consumer loyalty.

The brand image indicators used in this study refer to the framework of [Kotler and Keller \(2022\)](#), which includes brand advantage, brand uniqueness, brand presence, and liking for the brand. These four indicators synergistically form consumers' overall perception of the iPhone 15 as a premium product that offers superior value compared to competitors.

Brand Awareness

Brand awareness is defined as consumers' ability to recognize, identify, and recall a brand within a particular product category. [Wardhana \(2022\)](#) explains that brand awareness measures how deeply a brand is embedded in consumers' memory, which in turn affects how easily consumers can identify and choose the brand during the decision-making process.

[Romaniuk and Sharp \(2023\)](#) emphasize that brand distinctiveness and brand salience are critical predictors of a brand's success in competition, in which brands that are easier to remember and recognize have a much greater chance of being chosen by consumers than less familiar brands. [Tatar and Eren-Erdogmus \(2021\)](#) add that social media marketing can significantly strengthen brand awareness and brand trust, which ultimately have a direct impact on increasing consumer loyalty and purchase intention. [Lim et al. \(2022\)](#), in the *Asian Journal of Business Research*, also found that influencer marketing is one of the most effective strategies for increasing brand awareness among younger generations who are active on social media.

The higher consumers' awareness of the Apple brand and its iPhone 15 product, the greater the likelihood that the brand will enter consumers' consideration set and ultimately become their purchase choice. The brand awareness indicators used in this study are brand recall, brand recognition, and top of mind.

Brand Loyalty

Brand loyalty is a dimension of brand equity that reflects consumers' degree of attachment, commitment, and continuous loyalty to a brand. [Tjiptono \(2022\)](#) defines brand loyalty as a tangible form of customer loyalty manifested in repeat purchases of certain products

or services, even when consumers are faced with various competitive alternatives available in the market. [Kotler and Keller \(2022\)](#) broaden this perspective by emphasizing that brand loyalty is not only about consistent purchase behavior, but also about emotional attachment that makes the brand part of the consumer's self-identity.

[Iglesias et al. \(2023\)](#), in their comprehensive study, found that authentic brand loyalty is formed through three main pathways: positive and memorable brand experiences, strong affective commitment, and brand trust built through consistent quality. [Leckie, Nyadzayo, and Johnson \(2022\)](#), in the *Journal of Marketing Management*, add that consumer engagement with a brand is the strongest predictor of long-term brand loyalty, which ultimately drives repeat purchase decisions and organic brand advocacy. Furthermore, [Li and Liu \(2023\)](#), in the *Journal of Retailing and Consumer Services*, found that switching costs play a moderating role in the relationship between brand loyalty and smartphone purchase behavior, whereby consumers who have invested in a particular brand ecosystem tend to be more loyal because of the high cost of switching to another brand.

The brand loyalty indicators used in this study refer to [Wibowo and Utami \(2022\)](#), namely repurchase, purchase selection, and comparison with other brands. These three indicators comprehensively reflect the behavioral and attitudinal dimensions of brand loyalty in the context of premium smartphone products.

Previous Studies

Several relevant previous studies support the theoretical foundation of this research, including [Foroudi et al. \(2021\)](#), who demonstrated the mediating role of brand image in the relationship between brand identity, brand equity, and consumer loyalty in international markets; [Romaniuk and Sharp \(2023\)](#), who showed the significant influence of brand salience on consumer brand preference and choice; [Iglesias et al. \(2023\)](#), who identified brand experience and affective commitment as the main antecedents of brand loyalty; and [Li and Liu \(2023\)](#), who specifically examined the relationship between brand loyalty and purchase behavior in the smartphone user segment. Overall, these studies consistently support the argument that brand image, brand awareness, and brand loyalty are strategic variables that simultaneously and partially influence consumer purchase decisions, particularly for premium technology products.

The Simultaneous Influence of Brand Image, Brand Awareness, and Brand Loyalty on Purchase Decision

Strong brand equity is a strategic asset that holistically influences consumer behavior, including purchase decisions. [Aaker \(2022\)](#) emphasizes that in the digital era, brands capable of integrating the dimensions of image, awareness, and loyalty synergistically will have far

H1: Brand image, brand awareness, and brand loyalty simultaneously have a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan.

The Influence of Brand Image on Purchase Decision

A positive and strong brand image is a key driver in the consumer purchase decision-making process. [Aryatilandi and Sunarya \(2020\)](#) prove that brand image directly and significantly influences consumer purchase decisions, whereby consumers who have a positive perception of a brand's image are more willing and motivated to make purchases than

consumers with neutral or negative perceptions. [Foroudi et al. \(2021\)](#) confirm that a strong brand image can increase consumer trust and commitment to a brand, which ultimately drives purchase decisions. [Park, MacInnis, and Priester \(2022\)](#) further explain that brand attachment formed through positive brand image perceptions is a strong predictor of purchase intention and actual purchase, particularly in premium product segments rich in symbolic and emotional value. Based on these theoretical and empirical explanations, this study formulates the second hypothesis as follows:

H2: Brand image has a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan.

The Influence of Brand Awareness on Purchase Decision

Consumers' level of awareness of a brand is an important factor that determines the brand's position in consumers' consideration set and ultimately influences purchase decisions. [Colicev, Kumar, O'Connor, and Williams \(2018\)](#) found that brand perceived quality measured through digital media is positively correlated with consumer satisfaction and loyalty, thereby facilitating the purchase decision process. [Chen and Lin \(2022\)](#) confirm that social media marketing activities that increase brand awareness significantly affect consumer purchase intention in the digital era, especially among hyperconnected generations. [Najih and Wahono \(2023\)](#) specifically prove that brand awareness has a positive and significant effect on purchase decisions for digital product consumers, consistent with [Romaniuk and Sharp \(2023\)](#), who showed that brands with high salience have a much greater probability of being selected in purchase decisions. Based on this explanation, this study formulates the third hypothesis as follows:

H3: Brand awareness has a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan.

The Influence of Brand Loyalty on Purchase Decision (H4)

High brand loyalty reflects emotional and behavioral commitment that encourages consumers to consistently choose the same brand in their purchase decisions. [Delgado-Ballester and Munuera-Aleman \(2021\)](#) prove that brand trust in the context of consumer loyalty is an important antecedent of repeat purchase decisions, whereby consumers who trust a brand tend to remain loyal and are reluctant to switch to another brand. [Islam and Rahman \(2022\)](#) add that

H4: Brand loyalty has a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan.

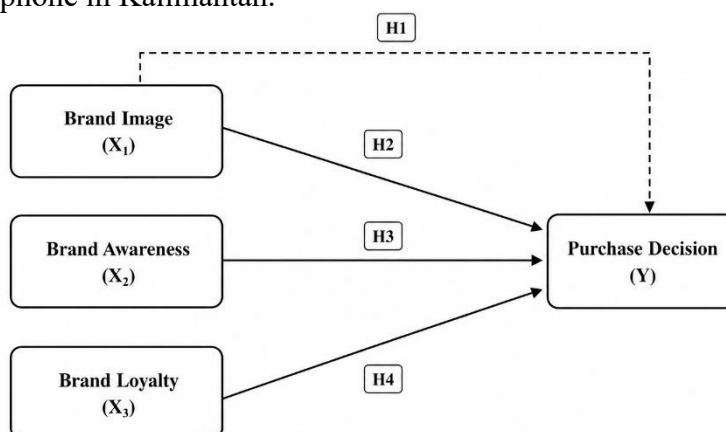


Figure 1. Research Conceptual Framework

Methods

This study adopted an explanatory research approach with a quantitative method to empirically examine the influence of brand image, brand awareness, and brand loyalty on purchase decisions for the iPhone 15 smartphone (Sugiyono, 2020). The study was conducted in Kalimantan, covering four major cities, namely Samarinda, Balikpapan, Banjarmasin, and Pontianak, by considering the level of digital penetration and the representative population of iPhone users in each city. The sampling technique used was non-probability sampling through a purposive sampling method, with the criteria that respondents were active iPhone 15 users who had made at least one purchase within the last two years (Malhotra, 2020). Based on the Malhotra formula, a sample size of 120 respondents was obtained.

Primary data were collected online using a Google Form-based questionnaire distributed through various social media platforms and Apple user communities in Kalimantan. The questionnaire was designed using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions of all research variables. The questionnaire instrument in this study is described in detail in the following indicator table.

Table 1. Research Instrument Based on Variables and Indicators

Variable	Indicators
Purchase Decision (Y)	Product choice Brand choice Dealer choice Purchase timing Purchase quantity Payment method
Brand Image (X1)	Brand advantage Brand uniqueness Brand presence Liking for the brand
Brand Awareness (X2)	Brand recall Brand recognition Top of mind
Brand Loyalty (X3)	Repurchase Purchase selection Comparison with other brands

Source: Processed data, 2025

Data analysis consisted of several systematic stages: (1) instrument testing, including validity testing using the Pearson correlation coefficient and reliability testing using Cronbach's Alpha; (2) classical assumption testing, consisting of the Kolmogorov-Smirnov normality test, multicollinearity testing using VIF and Tolerance values, and heteroscedasticity testing using the Glejser test; and (3) multiple linear regression analysis to test the simultaneous and partial effects among variables. The multiple linear regression model is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Notes: Y = Purchase decision; α = Constant; β = Regression coefficient; X1 = Brand image; X2 = Brand awareness; X3 = Brand loyalty; e = Standard error/disturbance variable.

Hypothesis testing was conducted using the t-test (partial) and F-test (simultaneous) at a significance level of 5%, while the coefficient of determination (Adjusted R²) was used to measure the proportion of variance in the dependent variable that could be explained by the independent variables.

Results

Description of Respondent Characteristics

This study involved 120 respondents who were active users of the iPhone 15 smartphone in Kalimantan, covering the cities of Samarinda, Balikpapan, Banjarmasin, and Pontianak. Respondents were purposively selected from various socio-demographic backgrounds to obtain broad and comprehensive representation. Respondent characteristics are presented in detail in Table 2.

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Table 2. Characteristics of iPhone 15 Users in Kalimantan

Description	Category	Number of Users	Percentage (%)
Gender	Female	63	100
	Male	37	
Age	18-22 years	12	100
	23-27 years	79	
	> 28 years	9	
Domicile	Samarinda	35	100
	Balikpapan	28	
	Banjarmasin	22	
	Pontianak	15	
Income	5-15 million	31	100
	16-25 million	52	
	> 26 million	17	
Purchase Frequency	Once	20	100
	Twice	51	
	> 3 times	29	

Source: Processed data, 2025

Based on the data in Table 2, most respondents were female (63%) and were in the 23-27-year age group (79%). In terms of occupational background, most respondents worked as private employees, entrepreneurs, and students. The domicile distribution shows that Samarinda had the largest number of iPhone 15 users (35%), followed by Balikpapan (28%), Banjarmasin (22%), and Pontianak (15%). Respondents' income levels were dominated by the range of IDR 16-25 million per month (52%), reflecting an upper-middle consumer segment with sufficient purchasing power for premium products. The most common purchase frequency was twice (51%), indicating a fairly strong repeat purchase pattern and significant consumer loyalty to the Apple ecosystem in Kalimantan.

Table 3. Descriptive Analysis of Research Variables

Variable	Mean
Purchase Decision	4.17
Brand Image	4.25
Brand Awareness	3.84
Brand Loyalty	4.29

Source: Processed data, 2025

Based on the descriptive analysis in Table 3, all research variables show high mean values (above 3.80 on a 5.00 scale). Brand loyalty obtained the highest mean of 4.29, indicating that respondents had a very strong emotional attachment to the Apple brand. Brand image ranked second with a mean of 4.25, reflecting consumers' very positive perceptions of the image and reputation of the iPhone 15. Purchase decision obtained a mean of 4.17, while brand awareness reached 3.84, which remains in the strong category.

Instrument Test Results

Table 4. Validity and Reliability Test Results

Variable	Item	r-count	Decision	Cronbach's Alpha	Description
Purchase Decision (Y)	Y.1	0.789	Valid	0.878	Reliable
	Y.2	0.748	Valid		
	Y.3	0.682	Valid		
	Y.4	0.711	Valid		
	Y.5	0.629	Valid		
	Y.6	0.751	Valid		
Brand Image (X1)	X1.1	0.745	Valid	0.907	Reliable
	X1.2	0.847	Valid		
	X1.3	0.801	Valid		
	X1.4	0.808	Valid		
Brand Awareness (X2)	X2.1	0.739	Valid	0.816	Reliable
	X2.2	0.821	Valid		
	X2.3	0.762	Valid		
Brand Loyalty (X3)	X3.1	0.805	Valid	0.862	Reliable
	X3.2	0.799	Valid		
	X3.3	0.831	Valid		

Source: Processed data, 2025

Based on the validity calculation results in Table 4, all statement items show r-count values exceeding the r-table value at the 0.05 significance level ($r_{table} = 0.1793$ for $n = 120$), so all items are declared valid and suitable for use as measurement instruments. The reliability test results show that all variables have Cronbach's Alpha values exceeding the threshold of 0.60, with the following details: purchase decision at 0.878, brand image at 0.907, brand

awareness at 0.816, and brand loyalty at 0.862. Thus, all research instruments have very good internal consistency and can be relied upon for accurate measurement.

Classical Assumption Test Results

Table 5. Normality Test Results

Unstandardized Residual	Value
N	120
Test Statistic	0.047
Asymp. Sig. (2-tailed)	0.200

Source: Processed data, 2025

Based on the Kolmogorov-Smirnov normality test presented in Table 5, the Asymp. Sig. (2-tailed) value obtained was 0.200, which is far above the significance threshold of 0.05. This proves that the residual data of the regression model are normally distributed and meet the required normality assumption.

Table 6. Multicollinearity and Heteroscedasticity Test Results

Model	t	Significance	Tolerance	VIF
Brand Image	-0.271	0.487	0.278	3.597
Brand Awareness	-1.417	0.161	0.234	4.274
Brand Loyalty	1.589	0.162	0.269	3.717

Source: Processed data, 2025

The multicollinearity test results in Table 6 show that all independent variables have Tolerance values above 0.10 and VIF values below 10. Therefore, the regression model is free from multicollinearity problems. The heteroscedasticity test using the Glejser test shows that the significance values of all variables exceed 0.05, indicating that there is no heteroscedasticity in this regression model. With all classical assumptions fulfilled, the multiple linear regression model can be validly used for hypothesis testing.

Multiple Linear Regression Analysis Results

Table 7. Multiple Linear Regression Analysis Results

Model	B	Std. Error	SC. Beta	t-count	Sig.
Constant	10.143	2.847		3.562	0.001
Brand Image	0.441	0.149	0.331	2.961	0.004
Brand Awareness	0.558	0.205	0.332	2.722	0.008
Brand Loyalty	0.462	0.196	0.268	2.357	0.020
R	0.862				
R ²	0.743				
Adjusted R ²	0.733				
F-count	74.819				
Sig. F	0.000				

Source: Processed data, 2025

Based on the multiple linear regression analysis results in Table 7, the regression equation model obtained is as follows:

$$Y = 10.143 + 0.441X_1 + 0.558X_2 + 0.462X_3 + e$$

The interpretation of the equation model is as follows:

1. The constant value (α) of 10.143 indicates that in the absence of the influence of brand image, brand awareness, and brand loyalty variables (equal to zero), the value of purchase decision is 10.143 units.
2. The coefficient $\beta_1 = 0.441$ (positive) with a significance of $0.004 < 0.05$ indicates that brand image has a positive and significant effect on purchase decision. Every one-unit increase in brand image will increase purchase decision by 0.441 units, assuming other variables remain constant.
3. The coefficient $\beta_2 = 0.558$ (positive) with a significance of $0.008 < 0.05$ indicates that brand awareness has a positive and significant effect on purchase decision. Brand awareness has the largest regression coefficient, indicating that this variable makes the strongest contribution to increasing purchase decision.
4. The coefficient $\beta_3 = 0.462$ (positive) with a significance of $0.020 < 0.05$ indicates that brand loyalty has a positive and significant effect on purchase decision. Every one-unit increase in brand loyalty will increase purchase decision by 0.462 units.

Hypothesis Test Results

F-Test (Simultaneous)

Based on Table 7, the F-statistic test results show an F-count value of 74.819 with a significance level of 0.000, which is far below 0.05. Thus, it can be concluded that brand image, brand awareness, and brand loyalty simultaneously have a significant effect on the iPhone 15 purchase decision; therefore, hypothesis H1 is accepted. This result also confirms that the regression model built in this study is appropriate and suitable for estimating the dependent variable.

t-Test (Partial)

Based on Table 7, the partial t-test results show that:

1. Brand image (X_1) obtained a t-count value of 2.961 with a significance of $0.004 < 0.05$; therefore, H2 is accepted. Brand image is proven to have a positive and significant effect on purchase decision.
2. Brand awareness (X_2) obtained a t-count value of 2.722 with a significance of $0.008 < 0.05$; therefore, H3 is accepted. Brand awareness is proven to have a positive and significant effect on purchase decision.
3. Brand loyalty (X_3) obtained a t-count value of 2.357 with a significance of $0.020 < 0.05$; therefore, H4 is accepted. Brand loyalty is proven to have a positive and significant effect on purchase decision.

Coefficient of Determination Test Results (Adjusted R²)

The Adjusted R² value obtained was 0.733 or 73.3%, which means that brand image, brand awareness, and brand loyalty together are able to explain 73.3% of the variation in the purchase decision variable. The remaining 26.7% is explained by other variables not included in this research model, such as perceived product quality, price, promotion, customer satisfaction, and social environmental factors.

Discussion

The Influence of Brand Image, Brand Awareness, and Brand Loyalty on Purchase Decision

This study consistently proves that brand image, brand awareness, and brand loyalty have a positive and significant effect on consumers' purchase decisions for the iPhone 15 smartphone in Kalimantan, both partially and simultaneously. This finding provides strong empirical evidence that brand equity in these three dimensions is not merely a theoretical concept, but a real determining factor that directly drives consumer purchasing behavior in the premium smartphone segment.

A strong brand image creates a deep positive perception of the quality, innovation, and exclusivity of the iPhone 15 product in the minds of Kalimantan consumers. Consumers who have a positive view of the Apple brand tend to be more confident and motivated to make purchases, as confirmed by [Foroudi et al. \(2021\)](#) and [Oliveira et al. \(2022\)](#). High brand awareness allows the iPhone 15 to remain present in consumers' minds as the main reference in the premium smartphone category. Brands that are easy to remember and recognize have a much higher probability of being chosen, in line with the findings of [Romaniuk and Sharp \(2023\)](#). Meanwhile, brand loyalty reflects a deep emotional attachment between consumers and the Apple brand, where loyal consumers not only make repeat purchases but also act as organic brand promoters, consistent with the studies of [Iglesias et al. \(2023\)](#) and [Li and Liu \(2023\)](#).

The Influence of Brand Image on Purchase Decision

This study proves that brand image has a positive and significant effect on the purchase decisions of iPhone 15 consumers in Kalimantan ($\beta = 0.441$; sig. = 0.004). Brand image, built through perceptions of premium design, superior performance, and Apple's brand exclusivity, serves as a key driver influencing consumers' tendency to choose the iPhone 15 over other alternatives. When consumers perceive that a product has higher value and a more prestigious image than its competitors, their motivation to purchase becomes stronger ([Kusumawati & Shamsudin, 2021](#)).

This finding is consistent with [Foroudi et al. \(2021\)](#), who found that brand image significantly mediates the relationship between brand identity and brand equity. [Park et al. \(2022\)](#) also confirm that brand attachment formed through a positive brand image is a strong predictor of purchase intention. The strategic implication of this finding is that Apple and its authorized iPhone distributors in Kalimantan need to consistently communicate product superiority, uniqueness, and prestige through various communication channels relevant to the local target market, including digital content adapted to the cultural characteristics and preferences of Kalimantan consumers.

The Influence of Brand Awareness on Purchase Decision

This study also proves that brand awareness has a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan ($\beta = 0.558$; sig. = 0.008), with the largest regression coefficient among the three independent variables. This indicates that brand awareness is the variable that contributes most strongly to increasing purchase decisions in this research context.

A brand with a high level of awareness in consumers' minds will be easier to recognize, more trusted, and more frequently become the first choice in the purchase decision-making process ([Wardhana, 2022](#)). The introduction of the iPhone 15 through various communication

channels, such as social media, digital advertising, and Apple user communities, has significantly increased brand visibility in Kalimantan. [Tatar and Eren-Erdogmus \(2021\)](#) confirm that social media marketing can effectively strengthen brand awareness and brand trust, which ultimately drives increased purchase intention. A practical implication that can be recommended is that the company should optimize digital campaigns specifically targeted at consumers in major cities in Kalimantan through social media platforms widely used by the target segment.

The Influence of Brand Loyalty on Purchase Decision

This study further proves that brand loyalty has a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan ($\beta = 0.462$; sig. = 0.020). Brand loyalty formed through positive experience, consistent trust, and emotional attachment to the Apple ecosystem encourages consumers not only to make repeat purchases but also to actively recommend the product to people around them ([Iglesias et al., 2023](#)).

[Li and Liu \(2023\)](#) specifically found that consumers who have invested in the Apple ecosystem, including the use of applications, iCloud services, and various accessories, have a very high level of loyalty because of substantial switching costs. This is highly relevant to the context of iPhone 15 consumers in Kalimantan, most of whom have purchased Apple products more than once. [Leckie et al. \(2022\)](#) add that consumer engagement with the brand is the strongest predictor of long-term loyalty. The strategic implication that can be recommended is that Apple and its authorized distributors in Kalimantan should develop structured loyalty programs, strengthen after-sales services, and create active and engaged user communities in the region.

Conclusion

Based on the empirical analysis and discussion that have been conducted, this study produces several main conclusions as follows:

1. Brand image, brand awareness, and brand loyalty simultaneously have a positive and significant effect on purchase decisions for the iPhone 15 smartphone in Kalimantan, as evidenced by an F-count value of 74.819 with a significance of 0.000. The regression model explains 73.3% of the variation in purchase decisions.
2. Brand image has a positive and significant effect on consumer purchase decisions ($\beta = 0.441$; sig. = 0.004), indicating that the stronger the positive image of the iPhone 15 brand, the higher consumers' tendency to make a purchase.
3. Brand awareness has a positive and significant effect on consumer purchase decisions ($\beta = 0.558$; sig. = 0.008) and is the dominant variable in this study, showing that a high level of brand awareness is the most important determinant in driving purchase decisions.
4. Brand loyalty has a positive and significant effect on purchase decisions for the iPhone 15 smartphone ($\beta = 0.462$; sig. = 0.020), proving that consumers' emotional attachment and commitment to the Apple brand genuinely encourage sustainable purchase decisions.

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