

## **ABSTRACT**

*The purpose of this research is to analyze iPhone's brand equity in Indonesia 2015. This research contains variables from Aaker (1991) and Keller (1993), the dimensions consist of brand awareness, brand association, perceived quality dan brand loyalty. This research uses quantitative method with descriptive explanation. Data deduction method that are used is descriptive deduction method.*

*The result of iPhone's brand equity's deduction shows that iPhone's brand equity is valued very high which is 81.90%, with each of the dimensions are valued very high which are brand awareness is valued very high, brand association is valued very high, perceived quality is valued high dan brand loyalty is valued very high. With high consumer value of brand equity iPhone in Indonesia, iPhone with the price of premium is able to survive in the competitive high-end smartphone current and future.*

*Perceived quality iPhone is one of the dimensions of brand equity that rated the lowest among other dimensions of brand equity. In order to increase the value of brand equity iPhone. Apple Inc and or marketer iPhone in Indonesia needs to improve its marketing to improve consumer perception of the quality iPhone in Indonesia. Some suggestions to be able to increase the perceived quality iPhone in Indonesia with a portrait of the quality of the iPhone on social media like Youtube, Twitter, Facebook and Instagram.*

*Keyword: Brand equity, Brand Awareenes, Brand association, Perceived quality Brand loyalty.*