

ABSTRACT

Apple Inc or better known as Apple was founded by Steve Jobs is a company engaged in the field of electronics every phase such as design, development and sale of electronic goods carried through the best people from the company. several products from Apple which will be discussed in this study is its smartphone called iPhone. The high demand of people on a smartphone, make iPhone being in demand by many people. The formulation of the problem in this research is the extent to which brand equity influence on purchasing decisions. The purpose of this study is to find out and analyze the simultaneously and partially influence between brand equity Apple which have some variables such as; brand awareness, brand association, perceived quality and brand loyalty with iPhone 5s purchasing decisions. The theory that is used is brand equity by David Aaker. Sample selected by researchers are students of Institut Teknologi Bandung (ITB), and the number of respondents taken as samples is 100 students. The method used is descriptive and correlation, and data analysis used is multiple regression analysis. Results of research conducted, shows that brand equity based on the responses of respondents has a significant influence on purchasing decisions. Based on hypothesis testing known that brand equity is simultaneously affect amounted to 116,060 compared with F table (1.183), which means that H0 rejected and Ha accepted. It can be concluded that there are significant simultaneously between Brand Equity to Purchasing Decision (Y).

Keywords: brand equity, brand awareness, brand association, brand loyalty, perceived quality, purchasing decision.