

## *Abstract*

*Research is aimed to determine the influence of brand equity to interest in buying youth , women and netizen ( study on the consumer tokopedia in Bandung 2016 ) .The purpose of this research to know how much the influence of brand equity in effecting interest in buying consumer tokopedia in Bandung .*

*Brand equity was a series of assets and liabilities ( liabilities ) brand associated with a brand , name and the symbol , who increase or decrease value given a product or services to a company and / customer the company. Brand equity includes, brand awareness is the ability of consumers to recognize a brand specific categories, preceived quality is consumer assessment against the excellence or superiority of product, brand association that is everything that is related to the memory of a brand, brand loyalty is the level of how loyal consumers to a brand. While interest in buying is something psychological power that is in in an individual , who have an impact on do an act of .*

*The kind of this research is descriptive quantitative .Technique data collection used random sampling, with the number of respondents amount 150 respondents. And we using linear regression method for answer the formulation problem and we used spss version 23 for data processing. This result shown implementation of brand equity 73,97%, buying interest 76,91% and the influence of brand equity for buying interest 25,7%, the rest 74,3% influence form another factor as promotion, place, distribution, etc.*

***Keyword*** :*Brand Equity, buying interest, youth, women, netizen*