

ABSTRACT

The many sophisticated features of the application make smartphones of many brands glimpsed by smartphone users in Indonesia, especially among young people. Known brands such as, SAMSUNG, Apple, Huawei, Oppo, Vivo and others. A recent report from Emarketer states that there will be two billion active smartphone users worldwide in 2016. sales are always in first position in 2016 to make SAMSUNG win the competition in 2016, but in 2016 Samsung Galaxy note 7 product withdrawn from the market due to battery problems, affect brand equity from SAMSUNG smartphone or not

The purpose of this research is to know how Customer Based Brand equity based on customer perception on SAMSUNG smartphone. To find out how customer satisfaction based on customer perception on SAMSUNG smartphone To know how big influence of Brand Awareness Perceived Quality, Brand Loyalty and Brand Association to Brand equity on SAMSUNG smartphone To know how much influence Brand equity to customer satisfaction on SAMSUNG smartphone.

This study is a quantitative study involving 385 respondents as a sample. The way of data collection is done by distributing questionnaires using five Likert-scale points. Statistical analysis technique that is done is descriptive analysis and linear regression analysis for hypothesis testing by using SPSS 13 for data processing.

Based on the results can be concluded that there are simultaneously significant influence of Brand Awareness (X1), Perceived Quality (X2), Brand Loyalty (X3) and Brand Association (X4) to Brand equity (Y). can be obtained t value counted 34,578. Because the value of t arithmetic ($34.578 > t$ table (1.966)), then H_0 is rejected. That is, there is influence Brand equity to Customer Satisfaction. The coefficient of determination of the calculation results obtained for 75.7%. This shows that Brand equity gives influence of 75.7% to Customer Satisfaction, while the rest of 24.3% Customer Satisfaction can be explained by other variables that are not examined.

Based on the results of research analysis that the sub-variable brand loyalty is a sub-variable customer-based brand equity that has the least influence on Samsung's brand equity smartphone. Judging from the descriptive analysis, brand loyalty is also included in the "Good" category. But it has the lowest score among other question variables. Therefore the company must continue to improve the quality of services provided to consumers so that consumers can be more loyal to SAMSUNG smartphone brand equity products have benefits to gain high market share and new customers, support brand extension, reduce marketing costs, and strengthen the brand to face the threat of competitors is therefore the brand equity a significant influence on customer satisfaction

Keywords: Customer Based Brand equity, customer satisfaction, smartphone