

ABSTRACT

Indonesia is one of the nation with the most telecommunication provider, which among of them is cellular operator. With the technology advances and development of the time cellular operator company is required to compete. Telkomsel succeeded to become a brand that play an active role in social media which is Y generation characteristic. Variable that used in the research brand association, brand loyalty, brand awareness, brand image and brand equity.

This research purposes to acknowledge influence of brand association, brand loyalty, brand awareness, brand image and brand equity Telkomsel on Y Generation in Indonesia both simultaneous and partial.

This research is descriptive causal research using quantitative method with non probability sampling collecting sample technique and analysed with purposive sampling technique on 385 respondents using likert 5 point scale measurement.

Based on multiple regression research obtained equation $Y = 0.639 + 0.160X_1 + 0.034X_2 - 0.089X_3 + 0.432X_4$. coefficient of determination obtained by 59.9% while the rest 41.1% affected by other factor which is not studied on this research.

Based on processing result obtained data from responses on all variable categorized as high brand association with 74.6%, brand awareness 77.5% and brand image 82.5% .On test F(simultaneous) independent variable positively affect to brand equity with a value of $142.157 > 2.395$ and t(partial) test contain 2 variables which is brand association $7.597 > 1.64$ and brand image $11.727 > 1.64$ which positively affect to brand equity. Later there is 2 others variable which is brand loyalty $1.559 < 1.64$ and brand awareness $-3.902 < 1.64$ that is not positively affecting to brand equity.

Keyword: *Brand equity, Brand association, Brand loyalty, Brand awareness, Brand image, Generasi Y, Telkomsel.*