

ABSTRACT

The number of home-based internet user or Fiber To The Home (FTTH) is increasing every year. Indihome is one of the top FTTH providers of Top Brand Award from its inception in 2015 to 2017. However, the low Net Promotore Score (NPS) value and unachievable sales targets indicate a lack of preference from both Indihome customers and prospects.

This study uses PLS-SEM which aims to determine the relationship between Brand Equity on Brand Preference and Purchase Intention Indihome Brand in Bandung. This research was conducted on Indihome's prospective Internet users in Bandung City. In addition, this study aims to test whether there is influence Brand Equity which consists of Brand Awareness, Brand Loyalty, Brand Association, and Perceived Quality of Brand Preference and Purchase Intention from Indihome Brand. This study uses quantitative methods with data retrieval techniques through questionnaires distributed in the area of Bandung city online. This study used a sample of 400 respondents using non probability sampling with the type of purposive sampling. This research uses 19 questionnaire question items for three variables. Data processing is done by using SmartPLS 3.0.

Based on the evaluation of the influence between variables, Brand Equity has positive and great impact on Brand Preference, Brand Equity has positive and moderate impact on Purchase Intention, and Brand Preference has positive and great impact on Purchase Intention.

Based on the results of this study, Indihome should increase the value of Brand Preference by improving the quality of service because it has a direct and greater influence on Purchase Intention compared with the influence from Brand Equity directly.

Keywords: *Brand Equity, Brand Preference, Purchase Intention*