

## **ABSTRACT**

*Indihome is a fixed broadband service product owned by PT. Telekomunikasi Indonesia, Tbk. In the new digital era today, competition in the world of technology business is increasingly competitive with progress being increasingly sophisticated. Producer awareness of the rapid advancement of technology can be a potential business opportunity for the company.*

*This study aims to determine the brand equity which consists of four dimensions, namely brand awareness, brand association, perceived quality, and brand loyalty, where each function is to determine the effect of brand awareness on purchasing decisions, the influence of brand association on purchasing decisions, the influence of perceived quality on purchasing decisions, and knowing the effect of brand loyalty on purchasing decisions.*

*The research method used is quantitative methods. The type of analysis used is descriptive with a causal approach and uses convenience sampling to determine a sample of 400 respondents. Data collection is done by distributing questionnaires. Data processing is done using SPSS 22 software.*

*Based on the data analysis conducted, it was concluded that brand equity in Indihome products in the city of Bandung based on respondents' responses was considered quite good. The overall results suggest that the brand equity indirectly significant positive effect on purchasing decisions on products Indihome.*

*Based on the results of the study, Telkom companies should prioritize service quality through increasing speed and stability, improving quickly and accurately, because it will increase customer satisfaction and customer loyalty along with improving service quality.*

***Keywords: Brand Equity, Purchase Decision***