

## ABSTRACT

*Rapid technological advances have greatly influenced people's daily lifestyle activities to change significantly, which from all aspects has now changed towards the digital era. One of them is in the smartphone industry. Currently smartphones really help human life, so it has become a thing that needs to be owned and carried anywhere. This study aims to determine the response and how much influence partially and simultaneously of brand equity on purchasing decisions Apple iPhone. To achieve success in a business one of the factors is the purchase decision. So in order to achieve a purchasing decision from a brand there are several factors that influence, including brand awareness, perceived quality, brand association, and brand loyalty.*

*This study uses a quantitative method of descriptive research, and use Likert scale as a measurement. The sampling technique used is a probability sampling technique cluster sampling type. The population in this study were Telkom University students who knew and had or are currently using the Apple iPhone and from this population there were 100 samples to be studied. The data analysis technique used in this study is multiple linear regression analysis and it is processed using SPSS 25 For Windows.*

*Based on the results of the research that has been done, for the brand awareness variable it is in good category, perceived quality is in good category, brand association is in good category, brand loyalty is in good category, and purchasing decision variable is in good category. There is a partial effect on the e-brand awareness variable on the repurchase interest, which is 8%, the effect on the brand association variable on the repurchase interest is 18%, and the brand loyalty variable on the repurchase interest is 14%. Meanwhile, there is no effect on the variable perceived quality because the result is -4%. So it can be concluded that brand awareness, perceived quality, brand association, and brand loyalty have a simultaneous effect of 62.6%.*

***Keywords:*** *Brand Equity, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, Purchase Decisions*