

ABSTRACT

The rapid development of technology makes it easier for humans to carry out daily activities, one of which is innovation in the field of communication technology. During the pandemic in 2020, the global smartphone market experienced a sharp decline. However, under these global unfavorable conditions, Realme smartphones are able to achieve impressive results compared to other smartphone brands. Therefore, this shows the success that is fairly fast development at Realme, which is a new smartphone brand compared to other smartphone brands.

The purpose of this research is that this can be a solution for other companies, especially in the smartphone industry, to achieve a competitive advantage through impact of brand equity between purchase intention.

The research data collection method uses quantitative methods through online questionnaires via Google Forms. The number of respondents in this study were 200 respondents who live in Indonesia with a data collection instrument of 16 question items on the questionnaire from 4 constructs used. The data analysis technique used in this study used Structural Equation Modeling (SEM) with SmartPLS 3.2.9 software.

The results of the study are expected to be a solution for other companies, especially in the smartphone industry to achieve competitive advantage by studying brand equity variables that need to be researched because this research will contribute to the literature by providing insight into the relationship between brand equity and buying interest when competition in the smartphone industry is getting tighter. So the company is able to maintain its brand equity by looking at the assets it owns. Plus the company is also able to understand and identify factors that can increase consumer interest on buying products.

Keywords: *brand awareness, brand association, brand perceived quality, purchase intention.*