

ABSTRACT

Nowadays, technology is used in almost every sector of life. Developments in the world of technology are in line with the development of mobile phones. In these two decades, mobile phones have developed rapidly and have now turned into smartphones. The need for smartphones continues to increase because nowadays smartphones have become a basic need for society due to the demands of work that require practicality in the midst of high mobility. The purpose of this study is to determine the response and how big the influence of brand equity on purchasing decisions for Samsung smartphones in the city of Bandung. One of the factors to achieve success in a business is purchasing decisions. In order to achieve the purchase decision of a brand, there are several influencing factors, namely brand equity, including brand awareness, perceived quality, brand association, and brand loyalty.

This study uses quantitative methods of descriptive research type. The sampling technique used a probability sampling technique with simple random sampling type with a total of 400 respondents. The data analysis technique used in this study was descriptive analysis and multiple linear regression analysis and processed using SPSS 21 For Windows.

Based on the results of the research conducted, the brand awareness variable is in the very good category and the brand association, perceived quality, brand loyalty, and purchasing decisions variables are in the good category. The amount of influence of brand equity on purchasing decisions is 76.1%, while the remaining 23.9% is influenced by other factors not examined in this study. Partially the brand equity of Samsung smartphones which consists of brand awareness, brand association, perceived quality, and brand loyalty has a significant effect on purchasing decisions. The highest amount of influence is brand loyalty at 37.3%, followed by perceived quality at 19.7%, then brand association at 12.5% and lastly of brand awareness at 6.6%.

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