

ABSTRACT

Smartphones are the most popular means of communication today. In addition to being used for communication media, smartphones are also used as a means of entertainment, education, and other supports that facilitate human life. Therefore, many smartphone brands are starting to compete in marketing their products in the market, but not all brands can enjoy success in controlling the smartphone market. OPPO is one of the brands that has successfully dominated the smartphone market in Indonesia. According to data sourced from statcounter.com in 2020, OPPO ranks second in the calculation of market share in Indonesia with a percentage of 22.11%. This can be achieved by OPPO because of the brand awareness built into their products and accompanied by buying interest in smartphones which is increasing every year in Indonesia.

Therefore, the author wants to research brand awareness and buying interest with a case study of OPPO smartphones in Indonesia. Where I as a researcher assume that there is a relationship between brand awareness and Purchase Interest.

The type of research used is quantitative by distributing questionnaire surveys and taking field data. The questionnaire survey was used to perform the prerequisites for the correlation test. The correlation test used is field data, namely, google trends and *website* traffic. The correlation test technique used is the Pearson, Kendall's Tau, and Spearman correlation. To perform the correlation test, it is necessary to test for normality, linearity, and check the level of significance of the variable data using the t-test.

The research output obtained is a statement of whether there is a positive or negative correlation between Brand Awareness and Purchase Intention on OPPO smartphones.

Keywords— Smartphone, OPPO, Brand Awareness, Google Trends, Buying Interest, Correlation Spearman, Pearson, Kendall's Tau