

## **ABSTRACT**

*The current Covid-19 pandemic requires people to change their completely online routine, this triggers the use of the internet to increase rapidly in Indonesia along with the increase in online shopping habits on various platforms. This is evidenced by changes in consumer behavior during the Covid-19 pandemic. The Samsung brand is the most popular brand in Indonesia, this is because Samsung operates its company in accordance with the brand's core values which it always prioritizes. On product sales in the Bandung area, Samsung touched the 50% wrong figure because consumers in the Bandung area were always up to date with the latest products from Samsung, but some customers complained about online sales services on Samsung's official website.*

*This research was conducted with the aim of knowing the factors that influence the Samsung Brand Core Value of Online Purchase Intentions. The end of this research is expected to be able to describe how Samsung's Brand Core Values can affect people's Online Purchase Intentions.*

*By using the technique of Non-Probability Sampling and Purposive Sampling addressed to 385 respondents generated from the Cochran formula. This research data collection uses online questionnaires located in West Java by utilizing social media in distributing, namely Instagram, Whatsapp, and Line. The data will be processed using SPSS using Multiple Regression Analysis and Descriptive Analysis.*

*Based on the results of research and analysis that has been carried out, namely the results of descriptive analysis of rational values obtaining a value of 87.3%, emotional values obtaining a value of 82% and online purchase intentions obtaining a value of 83% and rational values having a positive and significant effect on online purchase intentions. emotional has a positive and significant effect on online purchase intention and rational value and has a positive and significant effect on online purchase intention.*

*The suggestion in this research is that Samsung can continue to consistently innovate that has good quality in producing products and knowing customer desires in order to meet customer needs. creating innovations that can help and have benefits in supporting the daily life of its customers and educating customers so that they can optimize Samsung products. Suggestions for further researchers can conduct research in different industrial fields and can use the same variables or add them in further research.*

**Keywords:** *Brand, Brand Core Value, Online Purchase Intention, Samsung*