

## ABSTRACT

*Samsung is the best smartphone product In 2013th. That year, sales of Samsung increased because Samsung publishes superior products and up to date. But, market share of the early part in 2014 decreased dramatically because of increased competition from the respective brand. Brand is one factor on the consumer purchase decision. If a company is able to build a strong brand on customer mind through the right marketing strategy, it can be stated that the brand has a high equity. The purpose of this study to determine what factors forming brand equity and the most dominant factors forming brand equity (Case on Students of Communication and Business Faculty in Telkom Univeristy).*

*In this study, the research method used is quantitative research methods and samples used as much as 245 respondents where sampling techniques uses stratified random sampling. Data were collected by distribution of questionnaires and literature. Whereas, analysis of data technique used the Principal Component Analysis (PCA).*

*Based on the analysis, there are five factors forming brand equity on Samsung Smartphone. The value percentage of variance from the respective factors are: 1) advantage factor is amounted of 38.018%, 2) perceived value of the product factor is amounted of 7.151%, 3) design product design is amounted of 5.982%, 4) characteristic factor is amounted of 5.445%, and 5) the price factor is amounted of 4.620%. So, the total percentage of variance on these five factors is amounted of 61.216%. That means, these five factors can be explained as the determining factors forming of brand equity from the whole native factor or begining variable that is equal to 61.216%. Advantage factor become dominant factor forming of brand equity because this factor have greatest value percentage of variance.*

**Key words:** *Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty.*