ABSTRACT

Developments, inventions, and rapid technological change, bring an opportunity and a challenge to the electronics development company in Indonesia. Competition becomes tighter than before, it is in line with the data obtained in Bandung if the sales of Samsung Galaxy S5 which is one of the most sought-after smartphone in Indonesia is decreasing within the past four months. Samsung which is including the number one company in the world have to survive and beat the competitor. This is believed that brand equity of the product itself must be contributed to the customer preference of Samsung Galaxy S5. The objective of this study is to give company a suggestion to overcome the problem.

Quantitative research was used in this study. A hundred users of Samsung Galaxy S5 in Bandung are giving their response through twenty one items in questionnaire to represent the other users. The data was analyzed using path analysis and the sampling technique used is convenience sampling.

According to the data gathered, significance level influence of the independent variable exogenous Brand Awareness, Perceived Quality, and Brand Association on Brand Preference simultaneously was found by the value of R square which is 0.918%. Brand Awareness as the less influential variable, and Brand Association as the most influential variable in this study.

Samsung already done good strategy to maintain the Samsung Galaxy S5 Brand Preference, it is proven by 79.625% that prefer to the product. Thus, in the future Samsung have to improve the Brand Awareness and Perceived Quality of Samsung Galaxy S5 and maintain the good Brand Association within the product.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Preference, Samsung