

ABSTRACT

Brand equity is the value of a brand based on how strong the value of the brand having their brand loyalty, awareness of the consumer will be the quality of the brand , the quality of being perceived , association brands and various other assets .This study aims to see how brand equity can provide the effect on purchasing interest products xl with the study the case with xl users in the city of Bandung year 2015.

This research use the questionnaire as a tool in gathering data on the perception of the respondent. To analysis techniques used are descriptive analysis and causal analysis. Descriptive analysis is used to find out how the perceptions of the respondents against the variables used. While the causal analysis is used to find out the influences between variables. This research using path analysis with 20 SPSS software for windows.

The result obtained is the perception of XL brand equity are very good and strong, then the influence brand equity to purchase intention also have significant influence. But the brand awareness and perception of variable quality does not give a significant influence on the interest of purchase intention. Overall, the brand equity cosisting brand association and brand loyalty owned by XL are giving impact of 50.7 % against the interest of consumers to purchase intention of products XL in the city of Bandung, while 49.3 % influenced by other factors.

Keywords: *brand equity, purchase intention, cellular telecommunication.*