

ABSTRACT

Nowadays, Information and Communication Technology is something that can not be separated from daily life and became one of the important needs to support the activities. One of them is by using the internet service. Smartfren is one of the leading internet service provider in Indonesia with its superior product that is 4G LTE. In the digital era, the Internet service providers compete in attracting customers. High competition characterized by the price wars, advertising, quality, and customer turn to other brands because of a more attractive offer. In choosing a product or service, one of the important things to consider is the brand. Brands that have a high existence and put his trust in the community means that have highly brand equity. Customers who have purchased a product based on the interest and satisfaction of the brand will affect post-purchase behavior afterwards, if the customer is satisfied they will make a purchase repeatedly on the same brand.

This study aims to measuring brand equity, post-purchase behavior, brand equity and the effect of the post-purchase behavior on the user's of internet service provider Smartfren in the city of Bandung. The sampling technique in this study using purposive sampling type with the number of respondents as many as 100 people. The data analysis in this research is descriptive analysis and causal analysis with multiple linear regression.

These results indicate that brand equity simultaneously or partially with sub variable brand loyalty, brand awareness, perceived quality, and brand association has a significant influence on post-purchase behavior. The coefficient of determination is equal to 85.7%. It explains that the independent variables consisting of brand loyalty, brand awareness, perceived quality, and brand associations to post-purchase behavior amounted to 85.7% while the remaining 14.3% is explained by other variables not examined in this study.

Keyword: Brand Association, Brand Awareness, Brand Equity, Brand Loyalty, Perceived Quality, Post-purchase Behavior.