

## ABSTRACT

Competition in the development of business in the era of globalization requires companies to behave and act quickly, in order to face competition in the moving business environment is very dynamic and full of uncertainties. Therefore, every company is required to compete on a competitive basis to create and maintain customer loyalty. Sony Mobile Communications, or formerly known as Sony Ericsson, using the brand equity as one of the strengths in expanding sales business.

This study aimed to determine the effect of brand equity with variable sub brand awareness, brand association, perceived quality and brand loyalty towards the purchase decision process Sony Xperia smartphones to consumers in the city of Bandung.

This research is a descriptive study using a quantitative approach. The population in this study is the Sony Xperia smartphone customers who were in the city with a number of sample as many as 385 peoples. Data were collected by distributing questionnaires online.

Product Moment Correlation is used in testing the validity and Cronbach alpha reliability of the instrument used in testing. Test multiple linear regeresi used to test the effect. T test was used to test the hypothesis partially. F test was used to test hypotheses simultaneously.

Based on the results of the study found that brand awareness, brand association, perceived quality and brand loyalty influence on the purchase decision process Sony Xperia smartphone product to consumers in the city of Bandung.

**Keywords:** brand awareness, brand association, perceived quality, brand loyalty, purchase decisions.