

ABSTRACT

Developing business competition of telecommunication field followed by increasing internet user year by year encouraging companies to innovate and create their product differentiation for gaining the target market. Through brand creation and development, the company is trying to give more value for consumer to attract purchase intention to the offered product. The purpose of this research is to determine the influence from brand equity to consumer's purchase intention of IndiHome. Researcher uses quantitative method with X variable which is brand equity and Y variable which is purchase intention. Population that used by researcher is Bandung City people with sample of 100 respondents from the population. Data collecting technique of this research using questionnaire. Data processing by SPSS 23 For Windows to do validity test, reliability test, classic assumption test, simple linear regression test, and R Square test. The result from this research is that brand equity significantly influence the purchase intention, result from hypothesis test which H_1 accepted. The result from R Square test showed how much brand equity influence purchase intention with percentage of 61,3% while the remaining 38,7% influenced by other variabels.

Keywords: brand equity, purchase intention, IndiHome.