

ABSTRACT

This study aims to find out how much influence the brand awareness of the buying interest of iPhone brand smartphones on Generation-Z consumers in 2018. Where more enthusiastic fans enthusiasm of business people to further enhance its brand.

Independent variables are brand awareness and dependent variable of buying interest. The research method used is descriptive verifikatif, with a sample of 100 respondents. Sampling technique used in this research is nonprobability sampling. Data analysis method used in this research is descriptive analysis method, and simple linear regression analysis. Data processing is done by using SPSS 23 for Windows software.

The regression model $Y = 0,906 + 0,863 X$ is feasible to use. Through the test R Brand awareness has a strong relationship to the purchase interest. The effect of Brand awareness on Buy Interest is 78,1% and the rest is 21,9% by other factors not examined such as price and quality of products and services. Each increase of one scale Brand awareness will rise Buy interest of 0.863. In general, brand awareness of consumers iPhone-buying interest in Generation-Z consumers in 2018.

Keywords: *Brand Awareness and Generation Z*