

## ABSTRACT

*Technology development in Indonesia has grown rapidly including the smartphone sector. The competition with technology development causes smartphone companies to grow by providing interesting products and services which cater to consumer's needs. Samsung not only could maintain their brand performance according to top brand award from 2018 to 2020, they also rank first place for global smartphone delivery for the last two years despite experiencing a decrease. Therefore, the challenge that smartphone companies must pay close attention to nowadays is how to get positive feedback from users regarding their experience while using their smartphone.*

*This research is conducted to find out how would customers rate Samsung smartphone in Indonesia through brand equity and customer satisfaction, and to see how Samsung smartphone users in Indonesia feel regarding the influence of brand equity toward customer satisfaction.*

*The statistic analyzing technique applied in this research is descriptive analysis, and multiple regression analysis to examine hypotheses, as well as the help of SPSS software for Windows version 25 to process the data. The data are acquired by sharing an online questionnaire that is made in Google Forms, in which the researcher used five points Likert scale to as many as 400 respondents living in Indonesia as the sample with a total of 24 questions asked.*

*The result shows that brand loyalty, perceived quality, brand awareness, and brand association simultaneously have significant influences on customer satisfaction. In this research, the Rsquare result of multiple regression is 0,524, or 52,4% of Samsung smartphone's brand equity is explainable by variables such as brand loyalty, perceived quality, brand awareness, and brand association. Meanwhile, the remaining is explainable by other variables that are not observed in this research.*

*According to the research's outcome, it is better to improve brand equity through dimensions such as brand loyalty, perceived quality, brand awareness, and brand association since brand equity significantly affects customer satisfaction. The company must always maintain perceived quality dimension for it has the most influence and improves brand awareness as it has the least influence. Customer satisfaction can be improved if the customers are happy with their experience in using their Samsung smartphone.*

**Keywords:** *customer satisfaction, smartphone, brand equity*