

ABSTRACT

Brand equity is a set of brand assets and liabilities associated with a brand, name and symbol that can add or subtract the value provided by a product or service for companies and customers. Brand equity has four brand dimensions, namely brand awareness, brand association, brand loyalty and quality perception. The existence of brand equity will help customers in interpreting the information process related to products and can affect consumer confidence when making decisions.

With the four elements will also form a brand of a product that will have a competitive advantage in the company and make consumers able to make purchasing decisions after getting to know the whole brand. The brand has an important role, because the brand offers various benefits that can be obtained for customers and companies. Even brands have something far more important than names, logos, colors, slogans, or symbols. So that the brand is a very important asset and needs to be managed properly by the company.

The purpose of this study is to analyze the influence of elements of brand equity on consumer purchasing decisions on Samsung smartphone users. This research belongs to quantitative research. The data used in this study are primary data derived from sample questionnaire respondents data taken as many as 400 Samsung smartphone users using non-probability sampling population method. The data analysis technique used in this study is multiple regression.

Keywords: Brand Equity, Purchase Decision, Smartphone Samsung