

ABSTRACT

Apple inc. which also known as Apple founded by Steve Jobs is a tech company that dealing in design, research, and electronic goods sale. One of the product that Apple produce is a smartphone that known as iPhone. With the high demand of smartphone these days, iPhone becoming one of the products that consumer often interested. This research focusing on seeking the effect of brand equity with brand awareness, brand association, perceived quality, and brand loyalty variable to consumers iPhone purchase decision in Bandung. The population used in this research is Apple iPhone users in Bandung amounted to 385 individuals. The methods used in this research are descriptive and coretaional methods and including data analytic by SEM-PLS. The result of this research showing that according to responds from the population, brand equity had a significant effect to customers purchase decision. According to hypotethical tes, it is known that brand equity consist of brand awareness showing path coefficient value amount of 0.218 with t-statistic value $4.684 > 1.64$ (t-tabel), brand association also showing patch coefficient amount of 0.217 with t-statistic value $5.106 > 1/64$ (t-tabel), perceived quality shows path coefficient value amount of 0.344 with t-statistic value $7.060 > 1.64$ (t-tabel), brand loyalty shows path coefficient value amount of 0.209 with t-statistic value $4.706 > 1.64$ (t-tabel), which mean that H_0 is rejected and H_1 is accepted. In conclusion, there are significant effect within brand equity to purchase decisions variable.

Keywords: brand equity, brand awareness, brand association, quality perception, brand loyalty, purchase decision.