

ABSTRACT

This research is motivated by issues related to the level of brand awareness in brand Apple iPhone, that level of brand awareness is not yet fully got good responses from respondents. This was caused by the price of Apple iPhone products relatively more expensive compared to other brands, while features offered by Apple is not much different from other phones. This study aims to determine the effect of brand awareness on consumer purchase interest Apple iPhone in Bandung.

The method used is quantitative method with this type of research is descriptive and causal. Sampling was done by non-probability sampling method with the number of respondents was 100. Data were analyzed using descriptive analysis and multiple linear regression analysis.

The results showed a variable degree to brand awareness are in the very good category while purchase interest was in both categories. The results of multiple regression analysis showed that the level of brand awareness of the Apple iPhone has a partial effect on the purchase interest of 42.6% and the remaining 57.4% is influenced by other factors not examined in this study.

Keywords: Level of Brand awareness, purchase interest, Apple iPhone.

