

ABSTRACT

In 2015, Indonesia cellular service consumer reached 337.5 million exceeding the population of Indonesia, which is 250 million. However, most of the consumer was the prepaid cellular service subscriber while the postpaid cellular service subscriber was only around 3.5 million subscribers. In 2016, the postpaid cellular service in global had a significant growth but what happened in Indonesia was the opposite, and XL Pascabayar was the postpaid service operator which has the smallest number of subscribers compared to its competitor.

The purpose of this study is to analyze the influences of Brand Equity towards the subscribers' Purchase Decision on XL postpaid service in Indonesia. The total questionnaire items used in this research are 21 items with the sample taken as many as 400 respondents using non-probability and purposive sampling technique. The independent variables used in this research are Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association, which will be measured by using Multiple Linear Regression Analysis.

The results obtained is Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association partially and simultaneously have significant influences towards Purchase Decision. Brand Equity influences Purchase decision by 77.5%

Keywords: Brand Equity, Perceived Quality, Purchase Decision, XL Pascabayar.