

ABSTRACT

THE EFFECT OF BRAND EQUITY DIMENSION ON PURCHASE DECISION TOWARD OPPO SMARTPHONE IN BANDAR LAMPUNG

By

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The increasing number of consumer demand for telecommunication tools cause the various smartphone brands compete to make their products. A product with strong brand equity will be able to develop a brand presence in competition with long periods of time. Oppo is one brand of smartphone that attracted the attention of society. This study focus on how Brand Equity Dimension affect purchase decision toward Oppo Smartphone in Bandar Lampung.

Data were distributed to 100 respondents who using Oppo Smartphone in Bandar Lampung. This research used purposive sampling techniques to get samples and the Multiple Linear Regression analysis is being used to analyze the research. The finding shows that brand equity dimension which are brand awareness, brand association, brand quality and brand loyalty has positive effect on purchase decision.

Keywords: Brand Equity, Brand Association, Brand Awareness, Brand Quality, Brand Loyalty, Purchase Decision