ABSTRACT

This study aimed to analyze the influence of brand awareness, perceived quality, brand association, and brand loyalty to the smartphone purchase decision. Objects in this study is a Samsung smartphone, while the subject is a student at the University of Muhammadiyah Yogyakarta. The sampling technique used in this study using purposive sampling method with a sample size of 120 people. Data collection techniques used in this research is the field survey method using questionnaire techniques. Data measurement techniques in this study using a Likert Scale. Methods of data analysis used in this study using multiple linear regression analysis. The results of this study showed that brand awareness, perceived quality, brand association, and brand loyalty has a positive and significant influence on purchasing decisions.

Keywords: brand awareness, perceived quality, brand association, brand loyalty, purchase decisions