

## **ABSTRACT**

*This study aimed to analyze the Influence Buying Decision Against Brand Equity Brand Samsung mobile phones in Yogyakarta. Subjects in this study were students Muhammadiyah University of Yogyakarta who use mobile phones branded Samsung. These samples included 100 respondents. The method in this study using purposive sampling as sampling and data collection techniques using a questionnaire. Data processed by multiple linear regression using SPSS software.*

*These results indicate that brand equity consists of variables brand awareness, perceived quality, brand association and brand loyalty positive effect (unidirectional) and significant impact on the purchase decision. Brand awareness is also a significant influence on purchasing decisions, perceived quality significantly influence purchase decisions, brand associations significantly influence purchase decisions and brand loyalty significantly influence purchasing decisions.*

*Keywords: Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and Purchase Decision.*