UNIVERSITAS INTERNASIONAL BATAM

ANALYSIS OF THE EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED QUALITY AND BRAND LOYALTY ON SMARTPHONE PURCHASE INTENTION IN BATAM CITY

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ABSTRACT

The purpose of this study was to determine the effect of brand awareness, brand association, perceived quality and brand loyalty on smartphone purchase intention in Batam City. This study uses a method of distributing questionnaires to 250 customers who are smartphone buyers and users. From the results of multiple regression, it shows that (1) brand awareness variables there is a significant positive effect on purchase intention seen from a significant value of 0,000 or < 0,05, (2) there are significant positive brand association variables on purchase intention seen from a significant value of 0,000 or < 0,05, (3) perceived quality variables have a significant positive effect on purchase intention seen from a significant value of 0,000 or < 0,05, (4) brand loyalty variables there is a significant positive effect on purchase intention seen from a significant value of 0,000 or < 0,05.

Keywords : *Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Purchase Intention*