

ABSTRACT

This research was for examining the effect of brand equity towards smartphone's repurchase intention on Iphone in Palembang. Population in this research are smartphone's store guests in several malls, such as Palembang Square and Palembang Icon. Accidental sampling method was used in this research and the sample was taken from 100 random respondents. Multiple linear regression analysis method was used for the hypothesis examination with support of SPSS's program version 20.0. The results of this reasearch in this descriptive analysis of this study showed that the average score of four variable of brand equity who have the highest score and prominentis the brand loyalty variable with the highest score is 4,960.

Key words: *Brand Equity, Brand awareness, Quality perception, Brand Association Brand Loyalty, Repurchase Intention*