

## **ABSTRACT**

*This study investigated the effects of the factors of marketing mix on brand equity and its impact on purchase intention to the cell phone of Samsung. This study use both primary and secondary data were obtained from a survey of 150 respondents. The data obtained from the survey results are then processed by using AMOS 7.0 program. The results showed that: the factors of marketing mix have proved a significant and positive impact on brand awareness and brand association dimensions only on promotion, whereas the dimensions of product and price do not have a significant influence on brand awareness. Brand awareness had a significant influence on brand purchase intention, brand association, while it had a positive and significant impact on brand purchase intention.*

*Recommendations that can be given are:*

*Proposal for science: for further research can be conducted research on several brands of mobile phones as its object. It is possible to get the new findings about consumer behavior to marketing factors are most influential mix of brand purchase intention.*

*Proposal for the company: with more to maintain and increase brand association and promotion of already good, so companies can improve brand purchase intention that later can be a force for companies to increase the number of consumers.*

*Companies also have to be more creative and innovative in the effort to improve other factors that are considered less perceived influence consumer intention to purchase the brand in terms of product and price, so that later is expected to increase brand awareness can affect the brand purchase intention.*

# MERCU BUANA