

***THE INFLUENCE OF BRAND EQUITY ON THE  
PURCHASE DECISION OF TELKOMSEL PRIME CARD  
PRODUCTS  
(A Case study on Bengkalis State Polytechnic Students)***

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***Abstract***

*This study aims to determine the effect of brand equity on purchasing decisions and how much consumer response or interest in brand equity to the decision to purchase Telkomsel prime card products (a case study of Bengkalis State Polytechnic students). The objects in this study are consumers of Telkomsel card users at Bengkalis State Polytechnic students consisting of 33 males and 67 females. The type of research used in this study is associative research by distributing questionnaires to 100 respondents using the non-probability sampling method with purposive sampling. The test results show that brand equity has a positive and significant effect on purchasing decisions, meaning that the brand equity variable is one of the variables that can be used to measure purchasing decisions. The determinant coefficient (KD) is 0.760 or 76.0%, which means that brand equity affects purchasing decisions by 76.0% while the remaining 24.0% is influenced by other variables not examined in this study.*

***Keywords*** : Brand equity, Purchase decision, Telkomsel Card.