

## **ABSTRACT**

### ***The Influence of Brand Awareness and Brand Association on Consumer Buying Interests of Apple Iphone Smartphones in South Tangerang City***

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*This study aims to determine brand awareness and brand association on consumer buying interest in Apple iPhone smartphones in South Tangerang City. The independent variables in this study are Brand Awareness and Brand Association, while the dependent variable is Purchase Intention. The sampling technique of 110 people used non-probability sampling with purposive sampling. The analytical method used is regression. The results of testing the brand awareness variable on purchase intention show a positive and significant effect. Then the results of brand association variables also show positive and significant results on consumer buying interest in Apple smartphone products.*

**Keywords:** Brand Awareness, Brand Association, Purchase Intention

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