

PENGARUH BRAND VALUE, BRAND LOGO, DAN BRAND PROMINENCE TERHADAP WILLINGNES TO BUY PRODUK IPHONE

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This research aims to find out to find out brand value, brand logo, and brand prominence effects in willingness to buy of iPhone in Jakarta for the period of 2015 until 2016, where in the variable of this research are brand value, brand logo, brand prominence and willingness to buy. In this research, path analysis were used to find out the effects. Brand value and brand logo as independent variables, brand prominence as intervening variable and willingness to buy as dependent variable.

The conclusions of this research are brand value is positively affected in willingness to buy, brand logo is not affected in willingness to buy but it will indirectly affected to willingness to buy through brand prominence, brand value is positively affected in brand prominence, brand logo is positively affected in brand prominence, and brand prominence is positively of in willingness to buy of iPhone. It means that we have to concern on brand value and brand prominence to increase the willingness to buy, brand value and brand logo could increase the prominence of brand.

Keywords : Brand Value, Brand Logo, Brand Prominence, Willingness to Buy