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## ABSTRACT

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**THE INFLUENCE OF BRAND IMAGE, BRAND IDENTITY, AND BRAND PERSONALITY TOWARDS PURCHASE INTENTION OF SAMSUNG SMARTPHONES IN INDONESIA (Case of JABODETABEK)**

(xiii + 52 pages: 3 figures; 13 tables)

The rapid development of technology has a major impact on many things in the world, and one of them is the smartphone industry. This development and growth of the smartphone industry have opened up a huge potential for more foreign brands to expand the sales of their products abroad. This growth also affected the smartphone industry in Indonesia. More competition has entered the smartphone industry in the country and Samsung, the company that was leading the market for almost a decade has recently been passed by another brand as the top vendor in the Indonesian smartphone industry. Thus, the research used Brand Image, Brand Identity, and Brand Personality as the variables to research their influence towards the Purchase Intention of Samsung Smartphones to investigate emerging issues and provide some suggestions on how Samsung can improve itself in Indonesia.

The sampling method used in the research is convenience sampling with questionnaires as the *Source* of main data. SEM (Structural Equation Modelling) is used with SmartPLS to analyze the data to test the discriminant validity, convergent validity, and multi-collinearity test. 200 respondents were used for the test.

**Keyword:** *Brand Image; Brand Identity; Brand Personality; Purchase Intention; Smartphone Industry; Indonesia; Jabodetabek*

**References 58 (1975-2023)**