

ABSTRACT

The purpose of this study was to determine the influence between variables brand awareness, brand association, perceived quality and brand loyalty to purchase decision and determine the dominant influence of variables. The sample of 190 people. The samples in this study using accidental sampling. To analyze the data used multiple linear regression test, partial linear regression test and simultaneous linier regression test. The results in this study showed that variable brand awareness, brand association perceived quality and brand loyalty positive influence on purchase decision. Partially, variable brand association, perceived quality and brand loyalty showed a significant influence on purchase decision, meanwhile, the variable brand awareness shows the influence of variables that are not significant. Simultaneously, variable brand awareness, brand association, perceived quality and brand loyalty showed a significant influence on purchase decision. The variable dominant influence on consumer purchasing decisions of variable perceived quality.

Keyword: Brand awareness, brand association, perceived quality, brand loyalty purchasing decisions



ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui besarnya pengaruh antara variabel kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek terhadap keputusan pembelian serta mengetahui pengaruh dominan dari variabel-variabel tersebut. Sampel dalam penelitian sebanyak 190 orang. Sampel pada penelitian ini menggunakan *accidental sampling*. Analisis data menggunakan uji regresi linear berganda, uji regresi parsial dan uji regresi simultan. Hasil dari penelitian ini menunjukkan bahwa variabel kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek berpengaruh positif terhadap keputusan pembelian. Secara parsial, variabel asosiasi merek, kesan kualitas dan loyalitas merek menunjukkan adanya pengaruh signifikan terhadap keputusan pembelian, sedangkan variabel kesadaran merek, berpengaruh tidak signifikan. Secara bersama-sama variabel kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek berpengaruh signifikan terhadap keputusan pembelian. Variabel yang berpengaruh dominan terhadap keputusan pembelian yaitu variabel kesan kualitas.

Kata Kunci: Kesadaran merek, asosiasi merek, kesan kualitas, loyalitas merek keputusan pembelian

