

ABSTRACT

This study aims to determine the influence of brand equity on the purchasing decisions of Indomie instant noodle consumers in Palembang. Brand equity variables in this study were measured using indicators: brand awareness, brand association, quality perception and brand loyalty. The type of research used is quantitative with sampling techniques using the purposive sampling method with data collection techniques using questionnaires. The samples used was 100 people. The results of this study show that the variables of brand awareness, brand association, quality perception and brand loyalty affect the purchasing decisions of Indomie instant noodle consumers in Palembang. The variables of quality perception and brand loyalty have a significant influence on the decision of Indomie instant noodle consumers in Palembang, while the variables of brand awareness and brand association have not significantly affected the decision of Indomie instant noodle consumers in Palembang.

Keywords: Brand Equity, Brand Awareness, Brand Association, Quality Perception, Brand Loyalty, Purchasing Decision