

## **ABSTRACT**

Gunawan (NIM 09.2.002) "ANALYSIS OF EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE DECISION AC BRAND LG" under the guidance of Mr. Andreas Sarjono.

This study aimed to examine the effect of brand equity (brand awareness, brand association, brand perception, brand loyalty) to the LG brand AC purchase decision. Due to the strong brand equity can encourage consumers to make purchasing decisions for a product / repeat purchase. The population in this study are those who use the product AC LG brand. The sample obtained in this study was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 17.0. The test results showed that brand awareness variable (X1), brand association (X2), perceived quality (X3), brand loyalty (X4) had an influence on purchase decisions AC LG brand.

**Keywords: brand equity, brand awareness, brand associations, perceived quality, brand loyalty, purchase decisions, AC LG**