

ABSTRACT

SEPTI PURNAMA SARI (08.2.006), ANALYSIS EFFECT OF BRAND EQUITY BRAND DECISIONS TO PURCHASE MOBILE SAMSUNG ANDROID. (Under the guidance of Lina, S.E., M.Si)

This study is a survey research aimed at analyzing the effect of brand equity on brand purchase decisions Samsung Android phone. The brand equity consists of variable brand awareness, perceived quality, brand associations and brand loyalty. The research was conducted using the method of data collection through a questionnaire distributed to 100 respondents. The sampling technique used is purposive sampling. The analysis technique used is multiple linear regression. The conclusion from the results of the implementation of the research is that brand equity consists of variable brand awareness, perceived quality, brand association, brand loyalty is a positive influence on purchase decision.

Keywords: Brand Equity, Purchase Decision