

## ABSTRACT

*This study aims to determine whether the variable of brand awareness, brand association, perceived quality and customer loyalty has an influence on the purchase decision process Toyota Avanza car in the city of Palembang. The population in this study are all consumers who purchase a Toyota Avanza car in the city of Palembang. The sample in this study were 100 respondents. Data analysis technique used is the test of validity, reliability test, classic assumption test (test for normality, multicollinearity, and heteroscedasticity), multiple linear regression, hypothesis test (t-test, and F), and the coefficient of determination. The results obtained found that brand awareness, brand association, perceived quality and brand loyalty partially influence the purchasing decision of Toyota Avanza car.*

*Keywords: brand awareness, brand association, perceived quality, brand loyalty , and purchasing decisions making*