

ANALISIS PENGARUH *BRAND EQUITY* TERHADAP KEPUTUSAN PEMBELIAN MINUMAN SARI BUAH DALAM KEMASAN PADA MINIMARKET DI KABUPATEN SLEMAN

INTISARI

Merek minuman sari buah dalam kemasan telah banyak bermunculan. Merek nasional unggul dalam persepsi konsumen karena dianggap lebih andal, berkualitas, dan inovatif, namun tetap perlu menunjukkan nilai tambah kepada konsumen. Persaingan yang semakin ketat menuntut produsen untuk membedakan produk mereka demi keunggulan kompetitif. Penelitian ini dilakukan untuk mengetahui variabel yang berpengaruh dalam keputusan pembelian minuman sari buah dalam kemasan pada minimarket di Kabupaten Sleman, menganalisis pengaruh *brand equity* yang terdiri dari (kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek) terhadap keputusan pembelian minuman sari buah dalam kemasan pada minimarket di Kabupaten Sleman, dan menyusun rekomendasi berdasarkan ekuitas merek yang tepat untuk ketiga minuman sari buah dalam kemasan. Pengambilan data dilakukan dengan penyebaran kuesioner dan didapatkan sebanyak 102 responden konsumen minuman sari buah dalam kemasan, kemudian dilakukan analisis menggunakan SEM-PLS untuk pengujian hipotesis. Hasil yang didapatkan menunjukkan bahwa variabel loyalitas merek, persepsi kualitas, dan asosiasi merek berpengaruh signifikan terhadap keputusan pembelian secara berurutan sebesar 46,60%; 25,62%; dan 20,10%. Variabel kesadaran merek tidak berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan variabel yang berpengaruh, disusun usulan rekomendasi untuk minuman sari buah dalam kemasan merek buavita, flolidina, dan nutrisari.

Kata kunci: ekuitas merek, keputusan pembelian, minimarket, SEM-PLS

ANALYSIS OF THE EFFECT OF BRAND EQUITY ON PURCHASING DECISIONS OF PACKAGED FRUIT JUICES AT MINIMARKETS IN SLEMAN REGENCY

ABSTRACT

Packaged fruit juice brands have proliferated in the market. National brands excel in consumer perception as they are seen as more reliable, high-quality, and innovative, but they still need to demonstrate added value to consumers. Increasing competition demands producers to differentiate their products for competitive advantage. This research was conducted to identify variables that influence the purchasing decisions of packaged fruit juices at minimarkets in Sleman Regency, to analyze the effect of brand equity which consists of (brand awareness, brand association, perceived quality, and brand loyalty) on purchasing decisions of packaged fruit juices at minimarkets in Sleman Regency, and provide recommendations based on appropriate brand equity for the three packaged fruit juice brands. Data collection was carried out through a questionnaire, resulting in 102 respondents who were consumers of packaged fruit juices. The data were then analyzed using SEM-PLS to test the hypotheses. The results showed that the variables of brand loyalty, perceived quality, and brand association significantly influenced purchasing decisions by 46,60%; 25,62%; and 20,10%. The brand awareness variable did not have a significant effect on purchasing decisions. Based on the influential variables, recommendations were formulated for the packaged fruit juice brands Buavita, Floridina, and Nutrisari.

Keywords: brand equity, minimarket, purchasing decisions, SEM-PLS