

INTISARI

Penelitian ini dilakukan untuk mengetahui Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Susu Cair Dalam Kemasan Bear Brand. Dalam penelitian ini, penulis menggunakan metode penyebaran kuisioner kepada 50 responden mahasiswa aktif Universitas Gadjah Mada Yogyakarta yang berasal dari 4 fakultas. Penyebaran kuisioner dilakukan di lingkungan kampus dan fakultas di Universitas Gadjah Mada.

Berdasarkan hasil penelitian, bahwa tiga dari empat dimensi yang ada pada ekuitas merek yaitu kesadaran merek, persepsi kualitas, dan loyalitas merek benar-benar berpengaruh secara signifikan terhadap keputusan pembelian. Sedangkan satu diantaranya ,yaitu dimensi asosiasi merek tidak benar-benar berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Ekuitas Merek, Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Loyalitas Merek, Keputusan Pembelian

ABSTRACT

This study was conducted to determine the effect of Brand Equity Toward Purchasing Decisions Liquid Milk Packaging Bear Brand. In this study, the authors use the method of distributing questionnaires to 50 respondents active students of Gadjah Mada University who came from four faculties. Distribution of questionnaires carried out in the campus and faculty at the University of Gadjah Mada.

Based on the results of the study, that three of the four dimensions that exist on brand equity is brand awareness, perceived quality, and brand loyalty actually significantly influence purchasing decisions. While one of them, namely the dimensions of brand associations do not really have a significant effect terhadap purchasing decisions.

Keywords: Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Purchase Decision