

ABSTRACT

Nurul Annisa. 2016. The Effect of Brand Equity on Purchase Decision of ASUS Laptop (Study at Students of Economic Faculty of University of Trunojoyo Madura), under the guidance of Dr. Drs. Ec. H. Muh. Syarif, Msi. And Dr. Ir. Nurita Andriani, M.M.

The aim of this study is to know the effect of brand equity on Purchase decision of ASUS laptop at the students of Economic Faculty and Bussiness of University of Trunojoyo Madura. This study uses quantitative research. The population is all of the students of Economic Faculty and Bussiness of University of Trunojoyo Madura using a laptop ASUS. The technique of sampling uses purposive sampling with 50 respondents which are measured by Likert scale. The instruments test uses validity test, reliability test, and classical assumption test. Moreover, the technique of data analysis uses multiple linear regression by using f test and t test.

The results of the study show that simultaneously, the variable of Brand Equity which consists of brand awareness, brand association, perceived quality and brand loyalty has a significant effect on the purchase decision of the students of Economic Faculty amd Bussiness of University of Trunojoyo Madura. Then, partially, brand awareness, brand association, perceived quality and brand loyalty have a significant effect on the purchase decision. The dominant influential variable is perceived quality.

Keywords: *Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Purchase Decision.*

ABSTRAK

Nurul Annisa. 2016. Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Laptop ASUS (Studi pada Mahasiswa Fakultas Ekonomi Universitas Trunojoyo Madura), dibawah bimbingan Dr. Drs. Ec. H. Muh. Syarif, Msi. dan Dr. Ir. Nurita Andriani, M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Laptop ASUS Pada Mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Trunojoyo Madura. Penelitian ini menggunakan penelitian kuantitatif. Populasinya adalah seluruh mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Trunojoyo Madura yang menggunakan laptop ASUS. Teknik pengambilan sampel menggunakan *purposive sampling* dengan 50 responden, diukur menggunakan skala likert. Uji instrumen menggunakan uji validitas, uji reliabel, dan uji asumsi klasik. Sedangkan teknik analisis datanya menggunakan regresi linear berganda dengan memakai uji f dan uji t.

Hasil penelitian menunjukkan bahwa secara simultan variabel Ekuitas Merek yang terdiri dari kesadaran merek, asosiasi merek, kesan kualitas, dan loyalitas merek, berpengaruh signifikan terhadap keputusan pembelian pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Sedangkan secara parsial kesadaran merek, asosiasi merek, kesan kualitas, dan loyalitas merek, berpengaruh signifikan terhadap keputusan pembelian. Variabel yang berpengaruh dominan adalah kesan kualitas.

Kata Kunci: Kesadaran merek, Asosiasi Merek, Kesan Kualitas, Loyalitas Merek, dan Keputusan Pembelian.