

ABSTRACT

This study aimed to analyze the effect of brand awareness, perceived quality, brand association, and brand loyalty instant noodle Sarimi brand on buying decision at Supermarket X in Bandung City.

Respondents involved in this study as many as 100 customers who've come in and make a purchase at Supermarket X in Bandung City, the method used is a non-probability sampling techniques. The data collection is done by spreading online questionnaire and data analysis method performed by multiple linear regression using SPSS 20 software.

The results showed that the partial positive effect of brand awareness, perceived quality, brand association, and brand loyalty on buying decision. Then based on the results of the F test, the results showed that the brand awareness, perceived quality, brand association, and brand loyalty simultaneously affect buying decision. The coefficient of determination obtained significant, this means that buying decision is influenced by the variable brand equity, namely brand awareness, perceived quality, brand association, and brand loyalty while the rest can be explained by other variables not examined in this study.

Keywords: brand equity, brand awareness, perceived quality, brand association, brand loyalty, buying decision

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh *brand awareness*, *perceived quality*, *brand association*, dan *brand loyalty* Mie Instan Merek Sarimi Terhadap Keputusan Pembelian di Supermarket X di Kota Bandung.

Responden yang terlibat dalam penelitian ini sebanyak 100 konsumen yang melakukan pembelian di Supermarket X di Kota Bandung, metode yang digunakan adalah teknik *non probability sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner di lapangan dan metode analisis data dilakukan dengan regresi linier berganda menggunakan software SPSS 20.

Hasil penelitian menunjukkan bahwa secara parsial *brand awareness*, *perceived quality*, *brand association*, dan *brand loyalty* berpengaruh positif terhadap keputusan pembelian. Kemudian berdasarkan hasil uji F, hasil penelitian menunjukkan bahwa *brand awareness*, *perceived quality*, *brand association*, dan *brand loyalty* secara simultan mempengaruhi keputusan pembelian. Nilai koefisien determinasi diperoleh signifikan, hal ini berarti keputusan pembelian dipengaruhi oleh variabel *brand equity* yaitu *brand awareness*, *perceived quality*, *brand association*, dan *brand loyalty* sedangkan sisanya dapat dijelaskan oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini.

Kata kunci: *brand equity*, *brand awareness*, *perceived quality*, *brand association*, *brand loyalty*, keputusan pembelian