ABSTRACT

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EFFECT OF MINERAL WATER BRAND EQUITY DECISION TO PURCHASE (CASE STUDY ON A BRAND AQUA).

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With increasing numbers of competitors in the market, also increasing the sharpness of competition among brands that operate in the market and the only brand that has strong brand equity that will still be able to compete, win, and dominate the market. Thus, knowledge of brand equity and measurement is necessary to formulate a strategic step in improving the brand's existence which can further increase the profitability of the company. This had been the basis of this research is conducted with the aim to find out how the brand equity influence on purchase decisions on brands of mineral water aqua. This study uses primary data collected through a questionnaire, sample taken 100 respondents that were then analyzed using multiple regression analysis.

The results showed that simultaneous brand equity consists of brand awareness variables, the impression of quality, brand association and brand loyalty is very significant influence on purchase decisions aqua mineral water brand, and brand awareness partially, the impression of quality, and brand loyalty does not affect significant effect on purchasing decisions aqua mineral water brand, whereas brand associations variables significantly influence consumer decisions in the purchase of a brand of mineral water aqua. Dominant variables that influence purchase decisions aqua mineral water brand is the brand association variables. This means that this aqua mineral water brand has a good impression inside consumers.