

INTISARI

Penelitian ini bertujuan menganalisis pengaruh elemen ekuitas merek terhadap keputusan pembelian Smartphone Samsung. Objek dari penelitian ini adalah Smartphone Samsung, sedangkan subjeknya adalah mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta yang menjadi pengguna smartphone Samsung. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Sebelum dilakukan analisis data terlebih dahulu dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas.

Hasil analisis yang dilakukan menunjukkan kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk smartphone Samsung. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian produk smartphone Samsung. Asosiasi merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk smartphone Samsung. Loyalitas merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk smartphone Samsung. Ekuitas merek secara simultan berpengaruh signifikan terhadap keputusan pembelian produk smartphone Samsung.

Kata kunci : kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, keputusan pembelian.

ABSTRACT

The aim of this research was to analyze the influence of brand equity element toward purchase decision of Samsung Smartphone. The object of this research was the Samsung smartphone, while the subject were the students of faculty of economics, University of Muhammadiyah Yogyakarta, whose Samsung Smartphone users. The sample of this research was took by using purposive sampling technique. The data were analyzed by using multiple linear regression analysis. The researcher did the quality test of instrument involving validity and reliability test before analyze the data.

From the result of the analysis show that brand awareness has positive and significant impact on purchase decision of Samsung Smartphone. Quality perception has positive and significant impact on purchase decision of Samsung Smartphone. Brand association has positive and significant impact on purchase decision of Samsung Smartphone. Brand loyalty has positive and significant impact on purchase decision of Samsung Smartphone. Brand equity simultaneously significant effect on purchasing decision of Samsung Smartphone products .

Keywords : brand awareness, quality perception, brand association, brand loyalty, purchase decision.