

INTISARI

Penelitian ini bertujuan menganalisis pengaruh kesadaran merek, kualitas persepsian, asosiasi merek dan loyalitas merek terhadap keputusan pembelian laptop Acer. Objek dari penelitian ini adalah produk laptop Acer, sedangkan subjeknya adalah mahasiswa Universitas Muhammadiyah Yogyakarta. 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 ekuitas merek secara simultan berpengaruh signifikan terhadap keputusan pembelian produk Laptop Acer. Kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Laptop Acer. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian produk Laptop Acer. Asosiasi merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Laptop Acer. Loyalitas merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Laptop Acer.

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

ABSTRACT

This study aims to analyze the effect of brand awareness, perceived quality, brand association and brand loyalty on the decision to buy Acer laptop. The object of this study was Acer laptop product, while the subject of the study was the students of University of Muhammadiyah Yogyakarta. The sampling was conducted using purposive sampling technique. The data analysis was conducted using double linier regression analysis. Before the data was analyzed, the instrument quality was tested including validity and reliability tests.

The result of the analysis showed that brand equity was simultaneously has significant effect on the decision to buy Acer Laptop. Brand awareness affected positively and significantly on the decision to buy Acer Laptop product. Brand association affected positively and significantly on the decision to buy Laptop Acer product. Brand Loyalty affected positive and significantly on the decision of buying Laptop Acer product.

Key Words:*brand awareness, perceived quality, brand association, brand loyalty, buying decision*