

ABSTRACT

Rohmatalayali,2014. Thesis. Title: "The Effects of Brand Equity Purchase Decision Against Mie Sedaap (State Universities Student Survey Malang)

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Brand simplify the lives of consumers who are busy and always short of time by helping them to make choices in a very crowded market. Mie Sedaap a successful market challenger in recent years. This is evidenced by the successful capture market share of instant noodles in Indonesia owned by Indomie by 10-15%. This study aims to determine the effect of brand equity on purchasing decisions, either simultaneously, partial and dominant variables. For the location of survey research at the State University of Malang.

This research is a quantitative survey approach with a total sample of 107 decision-purposive sampling technique. Location of survey research at the State University of Malang. In this study the independent variables consist of brand awareness, brand associations, perceived quality and brand loyalty. While the dependent variable purchase decision. Testing instrument using validity and reliability of classical assumption test. While the methods of data analysis using multiple linear regression with the F test and t test.

The results showed that simultaneous or variables together brand awareness, brand associations, perceived quality and brand loyalty significantly influence purchasing decisions. Partially, the variable of brand awareness, brand associations, and perceived quality significantly influence purchasing decisions. While brand loyalty variable does not significantly influence the purchase decision. The results of this study stated that the dominant variable is the variable quality perception.