

## ABSTRACT

Adnyana, Aditya, 2013. Thesis. Title "The Analysis of Brand Equity Effect of Yoguku Beverage Toward Purchase Decision (Study on PT. Kusumasatria Agrobotani Perkasa Batu-Malang)"

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Analysis of brand equity effect on purchase decision explains that each product has its attached brand so that the consumers would keep it in mind and remember it. The role of the brand is very important to consider in purchase decision. Beside as differentiator from other brands, the brand also has function as an asset. Those assets are very important; a brand that is popular certainly has a high asset value. Some brands even register their copyright to protect their products. Associated with this equity, it describes how the assets of those brands in increasing or decreasing the liabilities or the brands value. In this research, the asset or equity which is measured consists of brand value, strength and description. Yoguku is a brand of yoghurt drink produced by PT. Kusumasatria Agrobio Taniperkasa which is located in Batu-Malang. There are various brands of yoghurt drink in the market such as Yakult, Nice, Chimory, Yummy Yofut. Yoguku is one of the yogurt brands in Batu-Malang. As a result, this research tries to reveal the influence of Yoguku brand equity on consumers' purchasing decisions. The purpose of this study is to discover the simultaneous influence of brand equity on purchase decisions, and the partial effect of which will be tested one by one over the variables of brand values, strength and description.

This research is a qualitative-quantitative one with inferential approach. In this case the researcher tests the hypothesis built based on the study of the theory, then collects the data in the field by spreading questionnaires to the population or Yoguku consumers by taking some samples using Maholtra formula and test them by multiple linear regression, validity, and reliability analysis. Finally, the conclusion is drawn from the test results. In this research, the data processing employs parametric statistical techniques by using ordinal scale.

The results showed that: simultaneously 3 variables of brand equity have positive and significant influence on costumers' purchase decisions, while the partial test showed that 1. Brand value has no significant influence on the purchase decision. 2. Brand strength has a significant influence and become the most dominant variable on purchase decisions. 3. Brand description variable also has significant influence on the consumer purchasing decisions.