

ABSTRACT

M. Syamsul Arifin, 2013. THESIS. Judul: “Analysis of Effect of Brand Equity Product Agriseta Against Consumer Buying Decision (Studies in the Laboratory of Agro Industry Model Home Islamic University of Malang)”
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Key Word : Brand equity, consumer purchase

Globalization has broken down the dividing wall between the state and replace it with a free cross-border trade. As a result, competition is getting tougher. Hundreds of products in the category compete to satisfy consumer needs. In these circumstances, the consumer is in a very strong position. There are plenty of alternatives or options for a requirement, so as to confuse consumer. Through advertising and other marketing communication channels, each product offer claims and promises where the importance of a brand. According Tjiptono, brand has become a crucial element to the success of an organization constructed locally and globally. This is no exception small industries such as Laboratory Home Agro Industries Model Islamic University of Malang. Required to increase the purchasing decisions of consumers to branded products Agriseta.

The purpose of this study is to investigate and assess the effect leverage brand equity Agriseta product to the consumer buying decision. This study is identical to the deductive approach, which departs from the general question (theory) to the particular case, by using the technique of sampling Accidental sampling (by coincidence), number of samples in this study were as many as 90 respondents / consumers. The collected data is primary data and secondary data with observation, interviews, and questionnaires.

The results of this study indicate that simultaneous brand equity variables significantly influence satisfaction of members with the significance value $0.000 < 0,05$ and results $F_{\text{Count}} 30,195 > \text{of } F_{\text{Table}} 2,60$. While partially indicator of brand awareness (X_1) significant with results of significance $0,025$ and $t_{\text{Count}} 2,256$. Indicators of brand association (X_2) significant with results of significance $0,003$ and value $t_{\text{Count}} 3,079$. Indicator of brand loyalty (X_3) significant with results of significance $0,027$ and value $t_{\text{Count}} 2,226$. Indicators of perceived quality (X_4) significant with results of significance $0,000$ and value $t_{\text{Count}} 3,982$. The results of the most dominant indicator is the indicator of perceived quality (X_4) with the significance $0,000$ and value $t_{\text{Count}} 3,982$.