

ABSTRACT

Global competition at the present time demands company to compete in the market and sell their products. company must use appropriate strategies to maintain the product to remain consumed by consumers continuously. Nintendo developer as one of the game consoles and the oldest and still continue to run until the current course must follow the demands that exist in the world market in order to continue to compete with competitors, Nintendo with its Mario game that has a strong enough brand equity trying to maintain buying interest from consumers with increasingly severe competition. This study aims to determine the effect of brand equity of Mario game for the Nintendo console buying preference in Indonesia.

The method used is quantitative method with the type of research is a descriptive study and causal. The type of data needed for research are primary data and secondary data. While the techniques used in collecting data for the study were interviews, questionnaires, and literature study. Sampling was done by non-probability sampling with methods judgment sampling type, the number of respondents of 100 respondents. Then, for data analysis used descriptive analysis and multiple linear regression analysis.

Based on the results of data processing multiple linear regression analysis, simultaneous brand equity buying interest, had positive and significant impact with 72,7% for brand equity and 76,3% for buying interest this is evidenced by $F_{count} > F_{table}$ ($22.887 > 2.467$) with a significance level of $0.000 < 0.005$. Based on test results obtained partial hypothesis brand awareness and brand association have positive significant buying interest at 18.0% and 7.3%, perceived quality variable but not significant positive effect of 0.6%, and brand loyalty variable is a variable with most significant level is 23.2%. Based on the coefficient obtained that brand equity can influence the buying interest of 49.1% and the remaining 50.9% are influenced by other factors such as price, advertising or other factors not examined in this study, so it needs to be examined concerning other factors The buying interest in the effects on the Nintendo console. This reform should be linked to the vision and strategy of the company as well as tailored to the ability of the company, so the company is able to determine the priority of improvement.

The conclusion of this study, the implementation of brand equity Mario game for Nintendo consoles buying interest has entered into either category, but there are aspects that received less respondents perceived quality is variable, so the company should prioritize improvements in that aspect.

Key Words : Brand Equity, Consumer Buying Preference, Nintendo, Super Mario