

ABSTRACT

This research is motivated by the emergence of the phenomenon of the emergence of new brands to categories of electronic products laptops. This study specifically examine the elements of brand equity consisting of brand awareness, perceived quality, brand association, and brand loyalty on purchasing decisions Laptop Acer brand study at Telkom University student .

The variables in this study using the theory of the book Brand Equity Management (David Aaker: 2010). From the book there are four dimensions of brand equity is brand awareness, perceived quality, brand association, and brand loyalty is then used in this study.

This research is quantitative research with survey approach. The sampling technique used in this study is nonprobability sampling with purposive sampling method with types. The respondents consisted of 266 Telkom University student as a consumer laptop Acer brand. This questionnaire has 20 statement. The collected data is then processed using the classical assumption test, multiple linear regression analysis and goodness of fit test with the help of IBM SPSS 20.

The results showed of testing the t test to know the variables X1, $p = 0.006 < 0.1$, X2 $p = 0.000 < 0.1$, X3 $p = 0.000 < 0.1$, X4 $p = 0.073 < 0.1$ then it is said Four these variables significantly effect the variable Y (dependent). And to test f that F count (2301.932) > from F table (1.1704), while the significance (0.000) < of alpha at the level of 10% or 0.1. So H_1 rejected and accepted H_1 . While the coefficient of determination (Adjusted R Square) amounted to 0,972, or 97.2%, then the effect of the four variables X simultaneously to variable Y by 97.2% In conclusion either partially or simultaneously brand equity consists of brand awareness, perceived quality , brand association, brand loyalty have an effect on purchasing decisions Acer laptop.

Keywords: decision of purchase, brand awareness, perceived quality, brand association, brand loyalty