

ABSTRACT

Astra Credit Companies or commonly in short with ACC is a car and heavy equipment finance company. In accordance with Regulation of the Financial Services Authority No. 29 / POJK.05 / 2014 ACC is expanding its business in the areas of Investment Financing, Working Capital Financing, Multipurpose Fund Loans and Operating Leases, both conventional and sharia schemes.

The purpose of this study is to determine the effect of Brand Awareness on Purchase Intention in consumer credit applications, research using objects masyarakat Bandung who has a car with a case study on Astra Credit Companies. The method used is Quantitative Method and Sampling research done using Non Probability Sampling method, with the number of samples 100 respondents.

Based on the results of data processing can be known responses of respondents to variable Brand Awareness and Purchase Intention is at a high enough condition that is equal to 68% and 63%. Brand Awareness variable significantly influence Purchase Intention variable. The amount of influence of Brand Awareness to Purchase Intention is 53.7% while the rest, ie 42.3% is the contribution of other variables besides the variables studied.

Keywords : Brand Awareness, Purchase Intention