

ABSTRACT

Analysis of Effect of Brand Equity on Purchase Decision (Case Study J.CO Donuts & Coffee Bandung 2015)

JCO Donuts & Coffee since June 26, 2005 first open donut in Suppermall Karawaci Tangerang, Indonesia. J.CO Donuts & Coffee is a donut-inspired donut USA. J.CO Donuts & Coffee has a menu flavor variants, to the concept of donut also created as an open kitchen so that consumers can see various attractions in the manufacture of donuts, from mixing the ingredients to become donuts ready for sale. With the open kitchen concept that first donut in Indonesia have brought J.CO Donuts & Coffee in sales increase so quickly that Brand Equity. The aim of this study was to determine the influence of brand equity on purchase decisions in J.CO Donuts & Coffee Bandung.

The method used is by using descriptive and quantitative methods, in this study the data collected through questionnaires to 400 customers J.CO Donuts & Coffee Bandung. The statistical analysis through the classical assumption test, multiple linear regression, correlation analysis, determination coefficient and hypothesis testing.

Results from the study showed that in partial brand awareness, perceived quality, and brand association no significantly influence purchasing decisions. While significantly variable loyalty effect brand to the purchasing decision. Simultaneously relationship variables equityyaitubrand brand awareness, perceived quality, brand loyalty association and brand significantly influence the purchase decision, because $f_{hitung} (42\ 244) > f_{tabel} (3:02)$ then H_0 H_1 rejected and accepted.

Keywords: Brand Equity, Purchase Decision