

ABSTRACT

This research of background by the phenomenon of comics in Indonesia, where the Indonesian comic in 2010 began appearing in comic market in Indonesia after having disappeared between 2000 and 2009. The rise of comics in Indonesia based on the emergence Re: On comics as comics made in Indonesia which has a form of differentiation compilation work of various Indonesian comic artists and has the quality to compete with imports comics that already meet the bookstore shelf.

The purpose of this study was to determine the influence of brand awareness and perceived quality on purchasing decisions of re: ON comics studies at booth visitors comics Gramedia independent street Bandung.

This type of research used in this research is descriptive causal. The number of samples taken in this study was 100 respondents sampling using non probability sampling method with sampling technique used is incidental sampling. The analytical method used is descriptive analysis path analysis

The results showed that simultaneously (together) brand awareness and perceived quality significantly influence purchasing decisions by 52.5%, while 47.5% are influenced by other factors beyond the variables studied. Partially (individual), brand awareness influence purchasing decisions by 41.2 %%, while perceived quality influence purchasing decisions by 11.3%, so it can be concluded that brand awareness has a greater influence than the perceived quality on purchase decisions re: On comics , The results also show that the effect of brand awareness on the perceived quality of 0.689 which is included in the strong category.

Keywords: Brand Equity, Brand Awareness, Perceived Quality, purchasing decisions