

ABSTRACT

Much needs to be converted into instantaneous, one of the fast food / instant it is instant noodles. Instant noodle products in the market one of which is Indomie, an instant noodles that have a strong market share of more instant noodles. In marketing, the manufacturer must have the skills to maintain, protect, and enhance the strength of its brand because at the time of Brand Equity is established, then it will be a very valuable asset for companies. Brand Equity is the added value given to products and services. Hence the error in giving Brand Equity on a product will result in no such product on the market behavior and influence consumer behavior to melakukn purchasing decisions. The purpose of this study was to determine the influence of Brand Equity on purchasing decisions Indomie at Telkom University student Bandung.

This research is a quantitative study using causal descriptive techniques, as well as the research respondents numbered 400 students of Telkom University Bandung. Using sampling probability sampling technique professionals with sampling technique is simple random sampling and using a multiple linear analysis techniques. Perform Simultaneous Hypothesis Testing basis, Partial, and the coefficient of determination.

The results showed that Indomie brand equity by Telkom University Bandung students in the category "Good" with a large percentage of 80.79%. On Purchase Decision Telkom University student Indomie in Bandung are in the category of "Good" with a percentage of 70.73%. Based on the results of the simultaneous Brand Equity research together significantly influence purchasing decisions by the influence of 58.8% and the remaining 41.2% is influenced by other variables. Partially based on t test showed that brand awareness does not significantly with the purchase decision with great influence 7%, Brand Association does not have significant influence in purchasing decisions by the influence of 0.4%, Perceived Quality significant influence in purchasing decisions with a percentage of 12%, and Brand Loyalty significant influence in purchasing decisions with a percentage of 39%.

Keywords: Noodle, Indomie, Brand Equity, and Purchase Decision