ABSTRACT

The development of the fashion or clothing world has accelerated, especially for the local clothing industry. Local products can be more cherished by the community with the increasing quality of local products. The local products are getting better and not inferior to foreign brands. The innovations provided by the fashion or clothing industry players are also beyond the expectations of those who think that local brands cannot compete with brands from abroad. Local brands can compete with foreign brands and offer an affordable price with not much different quality. That proves that local brands are more appropriate to buy. The development of local brands cannot be inseparable from the community supports who are enthusiastic and proud to use local brands.

This study aims to determine and analyze the effect of brand equity (brand awareness, brand perception, brand association, and brand loyalty) on online purchasing decisions for the Thanksinsomnia brand. The research method used is causal descriptive with a quantitative approach.

The data was collected from consumers or buyers of Thanksinsomnia by distributing online questionnaires. The sample data will be analyzed using SmartPLS 3.0. Sampling was done by non-probability sampling method with purposive sampling type to 115 respondents. The results obtained in this study are that brand equity has a positive and significant effect on people's decisions in purchasing the Thanksinsomnia brand online. Therefore, Thanksinsomnia is required to continuously improve the quality of its products to maintain the brand equity of Thanksinsomnia.

Keywords : brand equity, buyer's decision, marketing