

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *brand awareness*, *brand association* and *brand image* terhadap *purchasing decition* pada konsumen di Indomaret Jl. Karimata No. 49 Jember, Indomaret Jl. Jawa No. 44 Jember dan Indomaret Jl. Kalimantan No. 27. Data yang dianalisa dalam penelitian ini adalah data yang didapat melalui observasi, penyebaran kuesioner dan wawancara. Populasi dalam penelitian ini adalah seluruh pembeli air minum Aqua di Indomaret Jl. Karimata No. 49 Jember, Indomaret Jl. Jawa No. 44 Jember dan Indomaret Jl. Kalimantan No. 27, yakni sebesar 100 responden dengan teknik *accidental sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *brand awareness* (0,353), *brand association* (0,214) dan *brand image* (0,221) memiliki nilai koefisien positif, artinya jika *brand awareness*, *brand association* and *brand image* memiliki pengaruh signifikan terhadap *purchasing decition*. Hasil uji t menunjukkan bahwa variabel *brand awareness* (0,000), *brand association* (0,021) and *brand image* (0,054) secara parsial berpengaruh signifikan terhadap *purchasing decition* AMDK Aqua.

Kata kunci: *brand awareness, brand association, brand image, purchasing decition*.

ABSTRACT

This research is meant to find out the influence the variable brand awareness, brand association and brand image to the purchasing decision in Indomaret Jl. Karimata No. 49 Jember, Indomaret Jl. Java No. 44 Jember and Indomaret Jl. Borneo No. 27. The data is analyzed in this research has been obtained from observation, questionnaires and interview. The population of this research is all customer who have ever purchased aqua bottled water in Indomaret Jl. Karimata No. 49 Jember, Indomaret Jl. Java No. 44 Jember and Indomaret Jl. Borneo No. 27, the sample used were 100 respondent, using the technique of accidental sampling. The analysis tool using multiple linear regression. Research result shows that brand awareness (0,353), brand association (0,214) and brand image (0,221) have a significant effect on purchasing decision. The result of t test show that partially the variable of brand awareness (0,000), brand association (0,021) and brand image (0,054) has significant to the purchasing decision of (AMDK) aqua bottle water.

Key words: brand awareness, brand association, brand image, purchasing decision.

