

ABSTRACT

This research aims to analyze the effect of brand equity on consumer's decision making at Honda Dealer AHASS Akur Motor Pringsewu. Data used in this research were obtained from questionnaires (primary. Research findings show that the variables of brand equity which are brand awareness, brand association, perceived quality, and brand loyalty simultaneously significantly affect the consumer's decisions making of Honda Dealer AHASS Akur Motor pringsewu.

Partial Test (t Test) found that brand awareness variables significant affect on consumer's decisions making, brand association variables significantly affect the consumer's decisions making, perceived quality variables significantly affect consumer's decisions making and brand loyalty variables significantly affect the consumer's decisions making. 51,3% of the consumer's decisions making variables can be explained by the independent variables while the remaining 48,7 % is explained by other variables outside of this research

Key words: Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty