

INTISARI

Penelitian ini bertujuan menganalisis pengaruh ekuiatas merek terhadap keputusan pembelian pelembab Wardah. Populasi dalam penelitian adalah seluruh konsumen kosmetik Wardah di Yogyakarta. Sampel diambil dengan teknik *purposive sampling* sebanyak 100 orang. Data penelitian diperoleh melalui penyebaran kuesioner. Analisis data dilakukan dengan menggunakan regresi linier berganda setelah sebelumnya dilakukan uji validitas dan reliabilitas kuesioner.

Hasil pengujian yang dilakukan menunjukkan kesadaran merek, persepsi kualitas, asosiasi merek, dan loyalitas merek secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian pelembab Wardah. Kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah. Asosiasi merek berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah. Loyalitas berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah.

Kata kunci: kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, keputusan pembelian.

ABSTRACT

This research aims to analyse the effect of brand equity to the purchase decision on Wardah cosmetics at Yogyakarta. The population of this research were all the consumer of Wardah moisturizer at Yogyakarta. The sample was taken by purposive sampling technique as many as 100 people. Research data was obtained through questionnaires. The Data analysis done by using multiple linear regression after previously tested the validity and reliability of the questionnaire.

The results of the research showed that brand awareness, perceived quality, brand associations, and brand loyalty were together have a significant effect on Wardah cosmetics purchase decision. Brand awareness has a positive and significant impact on Wardah cosmetics purchase decision. Perceived quality has a positive and significant impact on Wardah cosmetics purchase decision. Brand associations has a positive and significant impact on Wardah cosmetics purchase decision. Brand loyalty has a positive and significant impact on Wardah cosmetics purchase decision.

Key word : brand awareness, perceived quality, brand associations, brand loyalty, purchase decision.