

## INTISARI

Penelitian ini bertujuan untuk menganalisa pengaruh *brand equity* terhadap keputusan pembelian ojek online Gojek. Penelitian ini menggunakan metode pendekatan kuantitatif. Teknik penumpulan data dalam penelitian ini menggunakan kuesioner. Sampel dalam penelitian ini adalah mahasiswa Universitas Muhamadiyah Yogyakarta yang pernah menggunakan jasa ojek online Gojek minimal dua kali dalam tiga bulan terakhir. Jumlah sampel dalam penelitian ini adalah 97 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda yang dibantu dengan *software* SPSS. Hasil penelitian ini menunjukkan bahwa elemen dari *brand equity*, yaitu *brand awareness*, *brand association*, *perceived quality*, dan *brand loyalty* berpengaruh signifikan terhadap keputusan pembelian ojek online Gojek.

Kata kunci: *brand equity*, *brand awareness*, *brand association*, *perceived quality*, *brand loyalty*, keputusan pembelian, Gojek

## **ABSTRACT**

*This research is aimed to analyze the effect of brand equity toward the purchase decision of Gojek online taxi bike. This research used quantitative approach method. The technique of collecting data in this research used questionnaire. The samples in this research are the students of Muhammadiyah Yogyakarta University who have ever used the service of Gojek online taxi bike at least twice in the last 3 months. The amounts of the samples in this research are 97 respondents. The sampling technique used probability sampling with purposive sampling method. The technique of analysing data in this research used multiple linear regression which was helped by SPSS software. The result of this research showed that the element from brand equity which are brand awareness, brand association, perceived quality and brand loyalty could effect significantly toward the purchase decision of Gojek online taxi bike.*

*Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty, purchase decision, Gojek.*