

INTISARI

Penelitian ini bertujuan untuk mengetahui Pengaruh Elemen Ekuitas Merek terhadap Keputusan Pembelian Kosmetik Halal (konsumen Wardah) di Universitas Muhammadiyah Yogyakarta. Data diambil dari sampel berjumlah 145 responden yang dipilih dengan menggunakan teknik pengumpulan data *non probability sampling* dan *purposive sampling*. Alat analisis yang digunakan adalah dengan metode analisis regresi linier berganda, dan menggunakan uji validitas, reliabilitas, uji F, uji t, dan uji Koefisien Determinasi

Hasil dari penelitian ini adalah; (1) Kesadaran Merek, Kualitas Persepsian, Asosiasi Merek dan Loyalitas Merek berpengaruh secara bersama-sama terhadap Keputusan Pembelian produk kosmetik halal, Wardah di Universitas Muhammadiyah Yogyakarta; (2) Kesadaran Merek tidak berpengaruh terhadap keputusan pembelian produk kosmetik halal, Wardah di Universitas Muhammadiyah Yogyakarta; (3) Kualitas Persepsian tidak berpengaruh terhadap keputusan pembelian produk kosmetik halal, Wardah di Universitas Muhammadiyah Yogyakarta; (4) Asosiasi Merek tidak berpengaruh terhadap keputusan pembelian produk kosmetik halal, Wardah di Universitas Muhammadiyah Yogyakarta; (5) Loyalitas Merek berpengaruh terhadap keputusan pembelian produk kosmetik halal, Wardah di Universitas Muhammadiyah Yogyakarta.

Kata Kunci : Ekuitas Merek, Kesadaran Merek, Kualitas Persepsian, Asosiasi Merek, Loyalitas Merek, Keputusan Pembelian.

ABSTRACT

The purpose of the research is to find out an effect of Brand Equities Elements to the Purchase Decision a Halal Cosmetics (Wardah's Consumer) at Muhammadiyah University of Yogyakarta. the data is take by 145 respondents which chosen by data accumulation technique Non Probability Sampling and Purposive Sampling. Tools of analysis is Double Regression Linier, and using Validity Test, Reliability Test, t Test, F test and Determination of Coefficient test.

The result of the research is; (1) Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty is effect by simultaneously towards Purchase Decision a Halal Cosmetics, Wardah at Muhammadiyah University of Yogyakarta; (2) Brand Awareness is not influence a Purchase Decision of Halal Cosmetics, Wardah at Muhammadiyah University of Yogyakarta; (3) Perceived Quality is not influence a Purchase Decision of Halal Cosmetics, Wardah at Muhammadiyah University of Yogyakarta; (4) Brand Association is not influence a Purchase Decision of Halal Cosmetics, Wardah at Muhammadiyah University of Yogyakarta; (5) Brand Loyalty is influence a Purchase Decision of Halal Cosmetics, Wardah at Muhammadiyah University of Yogyakarta.

Keywords: Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and Purchase Decision.