

ABSTRACT

THE EFFECT OF BRAND EQUITY on PURCHASE DECISIONS IN UHT (ULTRA HIGH TEMPERATURE) FRISIAN FLAG MILK BANDAR LAMPUNG

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Nowadays, many dairy products are favored by consumers because it is healthy for the body. Dairy products become a commodity product to be relied on by the company as a superior product offered to Indonesian consumers. Currently, there are many dairy products, one of which is a packaged processed milk beverage product. The purpose of this study was to determine the effect of Brand Equity on Purchasing Decisions. This study used four elements of Brand Equity, namely, Brand Awareness, Quality Perception, Brand Association, and Brand Loyalty. This type of study was quantitative research. The data collection methods used field research with questionnaire techniques. The population in this study was 1880 consumers who had purchased UHT (Ultra High Temperature) Frisian Flag Milk in Bandar Lampung. Samples were taken 100 respondents using nonprobability sampling with the Slovin formula approach. The result of this study found that there was not an effect on Brand Awareness (X1) and Brand Loyalty (X4) on the Purchasing Decision (Y). Meanwhile, the Brand Perception (X2) and Brand Association (X3) variables had an effect on the Purchasing Decision (Y) UHT (Ultra High Temperature) Frisian Flag Milk in Bandar Lampung. Furthermore, Brand Awareness (X1), Quality Perception (X2), Brand Association (X3), and Brand Loyalty (X4) simultaneously significantly affected the Purchase Decision (Y) UHT (Ultra High Temperature) Frisian Flag Milk in Bandar Lampung.

Keywords: Brand Equity, Brand Awareness, Quality Perception, Brand Association, Brand Loyalty, Purchasing Decisions

