

# **ANALYSIS THE EFFECT OF BRAND EQUITY ON ACER LAPTOP PRODUCT PURCHASE DECISIONS**

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## ***Abstract***

*This research belongs to the type of quantitative research with the aim of analyzing and proving the influence of the variables of brand awareness, brand association, perceived quality and brand loyalty partially and together on purchasing decisions for Acer laptop products. The population of this study are buyers or users of Acer laptop products in the DKI Jakarta province. With a sample of 100 respondents, using the Non-Probability Sampling method with the type of Purposive Sampling. Data was collected by distributing questionnaires. This study uses data analysis techniques with the Partial Least Square (PLS) method. The results showed that the brand awareness variable had a positive and significant effect on purchasing decisions, while other variables, namely brand associations, perceived quality, and brand loyalty had no effect on purchasing decisions.*

**Keywords** : *Purchase Decision, Brand Awareness, Brand Association, Percieved Quality, Brand Loyalty*

# **ANALISIS PENGARUH EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK LAPTOP ACER**

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## **Abstrak**

Penelitian ini termasuk kedalam jenis penelitian kuantitatif dengan tujuan yaitu menganalisis dan membuktikan pengaruh dari variabel kesadaran merek, asosiasi merek, persepsi kualitas dan loyalitas merek secara parsial dan bersama-sama terhadap keputusan pembelian produk laptop Acer. Populasi penelitian ini yaitu pembeli atau pengguna produk laptop Acer di wilayah provinsi DKI Jakarta. Dengan jumlah sampel sebanyak 100 responden, menggunakan metode *Non-Probability Sampling* dengan jenis *Purposive Sampling*. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner. Penelitian ini menggunakan teknik analisis data dengan metode *Partial Least Square (PLS)*. Hasil penelitian menunjukkan variabel kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian, sementara variabel lainnya yaitu asosiasi merek, persepsi kualitas, dan loyalitas merek tidak berpengaruh terhadap keputusan pembelian.

**Kata Kunci :** Keputusan Pembelian, Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek