

INTISARI

Penelitian ini merupakan jenis penelitian kausalitas dengan judul penelitian “Pengaruh *Brand Equity* terhadap *Purchase Decision* pada Provider Telepon Seluler Telkomsel di Surabaya”. Penelitian ini bertujuan untuk mengetahui pengaruh dari *brand equity* yang terdiri atas *brand loyalty*, *brand awareness*, *perceived quality*, dan *brand association* terhadap *purchase decision*.

Sampel yang digunakan adalah 150 orang pengguna provider telepon seluler Telkomsel yang berdomisili di Surabaya dengan karakteristik yang telah ditentukan sebelumnya. Alat ukur *brand equity* diadaptasi dari alat ukur yang digunakan oleh Gunawardane (2015), sedangkan alat ukur *purchase decision* diadaptasi dari penelitian Adam & Akber (2016). Reliabilitas alat ukur, antara lain *brand loyalty* ($r=0.692$), *brand awareness* ($r=0.784$), *perceived quality* ($r=0.601$), *brand association* ($r=0.653$), dan *purchase decision* (0.658).

Hasil pengujian hipotesis menunjukkan bahwa masing-masing dari *brand loyalty* dan *perceived quality* berpengaruh secara signifikan terhadap *purchase decision*. Sedangkan, *brand awareness* dan *brand association* tidak berpengaruh secara signifikan terhadap *purchase decision*.

Kata Kunci : *Brand Loyalty*, *Brand Awareness*, *Perceived Quality*, *Brand Associaton*, *Purchase Decision*.

ABSTRACT

This Research is a Causal Research entitled by “Effects of Brand Equity on Purchase Decision at Telkomsel Cellular Telephone Provider in Surabaya”. This research aims to determine the effect of brand equity consisting of brand loyalty, brand awareness, perceived quality, and brand association to purchase decision.

The sample used is 150 Telkomsel cellular phone users domiciled in Surabaya with the characteristics that have been predetermined. The measure of brand equity is adapted from the measuring instrument used by Gunawardane (2015), while the purchase decision measure is adapted from Adam & Akber (2016). Reliability of measuring instruments, brand loyalty ($r=0.692$), brand awareness ($r=0.784$), perceived quality ($r=0.601$), brand association ($r=0.653$), and purchase decision ($r=0.658$).

The results of hypothesis testing show that each of the brand loyalty and perceived quality significantly influence the purchase decision. Meanwhile, brand awareness and brand association has no significant effect on purchase decision.

Keywords : *Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associaton, Purchase Decision.*