

## **ABSTRAK**

**Dennie Anggraini Sunaryo.** Pengaruh Ekuitas Merek terhadap Keputusan Pembelian Fruit Tea (Studi Kasus di Rumah Makan Ulu Bundar di Daerah Istimewa Yogyakarta). Dibimbing oleh Budiarto dan Ni Made Suyastiri Yani Permai. Penelitian ini bertujuan untuk menganalisis ekuitas merek (kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek) terhadap keputusan pembelian.

Metode yang digunakan dalam penelitian ini adalah metode studi kasus. Lokasi dalam penelitian ini di Rumah Makan “Ulu Bundar” di Daerah Istimewa Yogyakarta. Model analisis yang digunakan adalah Structural Equation Model.

Hasil penelitian menunjukkan bahwa kesadaran merek berpengaruh terhadap keputusan pembelian Fruit Tea, persepsi kualitas berpengaruh terhadap keputusan pembelian Fruit Tea, asosiasi merek berpengaruh terhadap keputusan pembelian Fruit Tea, loyalitas merek berpengaruh terhadap keputusan pembelian Fruit Tea.

Kata Kunci : kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, keputusan pembelian.

## **ABSTRACT**

The impact of brand equity on purchasing decision (Case Study in “Ulu Bundar” Restaurant in Daerah Istimewa Yogyakarta). This study is guided by Budiarto and Ni Made Suyastiri Yani Permai. The aim of this study is to analysis brand equity (brand awareness, quality perception, brand association, and brand loyalty) on purchasing decision.

The case study are used as method for this research. The location in this research in “Ulu Bundar” restaurant in Daerah Istimewa Yogyakarta. structural equation is Model as its is chosen as its analysis model.

The result of the study shows that brand awareness impacts on purchasing decision Fruit Tea, quality perception impacts on purchasing decision Fruit Tea, brand association impacts on purchasing decision Fruit Tea, brand loyalty impacts on purchasing decision Fruit Tea.

Key words: brand awareness, quality perception, brand association, brand loyalty, purchasing decision.