ABSTRACT

"The Influence Of Brand Equity and Purchase Motivations To Consumer Purchasing Decision On Airplane Jackets Product In Airplane System Distro Bandung."

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The research was conducted on the product brand jacket Airplane in Bandung distro Aiplane System. Phenomenon that occurs is a business competition is increasingly fierce competition, especially in the field of fashion business. Current fashion business into a promising business for the human need for clothing that will not be endless. One of the fashion business is growing rapidly in the city today is the retail business and make distributions to young people as its target market. Every distro should have the right strategy to attract the youth market. Airplane System Bandung distro including competing with a lot of distros in the city of Bandung. There are several strategies that can be done in order to increase the purchasing decision, ie for example by increasing brand equity and purchase motivations. Airplane distributions kept innovation with creative ideas to find the ever-changing tastes of the market each period. The purpose of this study was to determine how much influence the brand equity and purchase motivations for consumer purchase decisions.

The method used in this study is a method of qualitative (descriptive) and quantitative (verifikatif). The unit of analysis in this study is the consumers who buy a product brand jacket Airplane Airplane System in Bandung distro with a sample of 100 respondents. Statistical test used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the aid program SPSS 19.0 for windows applications.

The results showed that brand equity in the distribution of products jackets Airplane System as a whole is included in both criteria. While the rest influenced by other factors such as product quality, customer loyalty, innovation, and motivation. Influence of brand equity and purchase motivation have a positive and significant impact on consumer purchasing decisions on product brand jacket Airplane Bandung system. This means that the purchase of brand equity and high motivation, the higher the purchasing decisions of consumers.

Keywords: brand equity, purchase motivation, consumer purchasing decisions.