ABSTRACT

Irvan Muzahid, "The Impact of Brand Equity on Consumer Purchase Decision Yamaha jupiter mx (survey of consumers in Bandung ANEKA MOTOR SERVICE)." Under the guidance Raeny Dwisanti, SE., M. Si

Each company would want a company can run and develop in accordance with a program that has been planned to increase sales results and be able to market goods and services products to the public as consumers. So that corporate objectives will be achieved namely obtaining a maximum profit.

Companies are required to always consider the needs and desires of consumers and strives to fulfill what is expected by consumers in a way that is more satisfying than those made by pesaing.oleh because the company must be pursuing a strategy of Brand Equity, Brand Equity is a mean brand in turn gives the sign on the consumer about the source of the product, and protect consumers and producers from competitors who try to provide products that look similar.

The purpose of this study is to determine the response of respondents to the Brand Equity Yamaha Jupiter MX in ANEKA MOTOR SERVICE Bandung, to know how the level of consumer purchasing decisions, and to know how big the impact of brand equity on consumer purchasing decisions Yamaha Jupiter MX in Bandung ANEKA MOTOR SERVICES, The method used in this research is descriptive and verification metote with a sample of 100 people who are consumers ANEKA MOTOR SERVICE Bandung, as well as using Pearson correlation analysis to determine the impact, whereby to facilitate the process of writer data processing using SPSS for windows software version 13 which previously processed data from ordinal to interval data.

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Keywords: Brand Equity and Consumer Purchase Decision