

ABSTRAK

Penelitian ini dilatarbelakangi oleh timbulnya fenomena berbagai merek baru khususnya produk *handphone*. *Handphone* Samsung mengalami pasang surut dan cenderung stagnan di tahun 2012 dan tahun 2013. Faktanya Samsung bukanlah ponsel yang menduduki peringkat pertama di Indonesia.

Tujuan dilakukan penelitian ini adalah untuk mengetahui kesadaran merek, kesan kualitas, asosiasi merek, dan loyalitas merek terhadap keputusan pembelian. Penelitian ini dilakukan pada konsumen atau pemilik *handphone* Samsung di Semarang, dan jumlah sampel yang ditentukan 96 responden dengan menggunakan dasar pengambilan sampel *Non probability sampling* dengan cara *purposive sampling*. Metode analisis data yang digunakan adalah regresi linier berganda.

Hasil dari Penelitian ini menunjukkan bahwa variable kesadaran merek, kesan kualitas, asosiasi merek, dan loyalitas merek berpengaruh positif terhadap keputusan pembelian.

Kata kunci : Kesadaran Merek, Kesan Kualitas, Asosiasi Merek, Loyalitas Merek, dan Keputusan Pembelian.

ABSTRACT

The research was distributed by the onset of the phenomenon of various brand new mobile products in particular. Mobile Samsung experience stagnate and prone to ups and downs in the years 2012 and 2013. The fact that Samsung is not a mobile phone that was ranked first in Indonesia.

The purpose of this research was conducted to find out the brand awareness, the impression of quality, Association of the brand, and the brand loyalty of the purchasing decision. This research was conducted on consumers or owners of Samsung mobile in Semarang, and the number of samples specified 96 respondents using the basic sampling Non probability sampling by means of purposive sampling. Methods of data analysis used was multiple linear regression.

The results of this study indicate that the variable quality of impression, brand awareness, brand association, and brand loyalty of influential positive towards purchasing decisions.

Keywords: brand awareness, Brand Associations, quality of Impression, brand loyalty and purchase decisions.