

LEMBAR PENGESAHAN

Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Air Minum  
Dalam Kemasan Aqua Di Lingkungan Mahasiswa Fakultas Ekonomi  
Universitas Negeri Gorontalo

Oleh

Afriyanti Lahusin  
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Telah dipertahankan di depan dewan penguji

Hari/Tanggal : Rabu, 28 Oktober 2015

Waktu : 10.00 – 12.00 WITA

Penguji :

1. Tineke Wolok, ST.,M.M.

1. ....

2. Djoko Lesmana Radji, S.Pd, M.Si

2. ....

3. Zulfia K Abdussamad, S.E., M.Si

3. ....

4. Yulinda L Ismail, S.Pd, M.Si

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Gorontalo, Oktober 2015

Dekan Fakultas Ekonomi dan Bisnis



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## ABSTRACT

**Afriyanti Lahusin, Student ID. 931 411 003.** 2015. "The Influence of Brand Equity toward Purchasing Decision of Students of Faculty of Economics and Business, State University of Gorontalo on *Aqua* Drinking Water." Skripsi, Study Program of Management, Faculty of Economics and Business, State University of Gorontalo. The principal supervisor was Zulfia K. Abdussamad, SE, M.Si and the co-supervisor was Yulinda L. Ismail, S.Pd, M.Si.

This research aimed at testing and proving the influence of brand equity (X) toward Purchasing Decision of *Aqua* Drinking Water (Y). The population were students of Faculty of Economics and Business, State University of Gorontalo amounted to 1835. The samples, then, were taken as 95 students through Non Probability Sampling method. The samples were those who had taken the decision to buy *Aqua* Drinking Water. The data of research were gained by observation and interview through questionnaire. The data were analyzed through simple regression analysis using SPSS program.

The research result showed that there was significant influence of brand equity toward the purchasing decision of *Aqua* Drinking Water. The regression test gained linear regression equation as  $Y = 8,602 + 0,856X$  which means that each increase as one unit of brand equity will increase the purchasing decision as 0,856. The determination coefficient result showed that the influence of brand equity toward the purchasing decision was 0,449. It means that the influence of brand equity variable toward purchasing decision of *Aqua* Drinking Water was 44,9% and the rest 55,1% was influenced by other variables which were not included in this research such as promotion, distribution, etc.

**Keywords:** Brand Equity, Purchasing Decision

