

ABSTRACT

In Indonesia there are many laptops with various brands, such as Acer, Toshiba, HP, Apple, Dell, Asus and Lenovo and so forth which each has advantages and disadvantages and has its own enthusiasts. Based on market share in 2012 – 2015, Toshiba brand from 2012 – 2015 continues to decline. This indicates consumer interest and purchasing decisions against Toshiba tend to fall. A falling market share can be indicated that consumer decisions against Toshiba Lap Top are low. Many factors can influence purchase decisions Toshiba Lap Top, such as brand equity consisting of brand awareness, brand associations, quality perceptions and brand loyalty. The purpose of this research is to analyze the influence of brand awareness, brand associations, quality perceptions and brand loyalty to purchase decision of Toshiba Brand Top Lap.

The population used is consumers who purchase Toshiba brand lap tops in Semarang whose numbers are unknown. Samples taken 100 consumers. The type of data used in the primary data. Methods of data collection questionnaire. The analyze technique used is multiple regression, with previously tested by instrument test and classical assumption test.

The results showed that: Brand awareness proved impact positive and significant on purchase decisions. Brand association proved impact positive and significant on purchase decisions. Quality perceptions proved impact positive and significant on purchase decisions. Brand loyalty proved impact positive and significant on purchase decisions.

Keywords : *Brand Awareness, Brand Associations, Quality Perceptions, Brand Loyalty, Purchase Decision*