

ABSTRACT

This study aims to determine whether the brand equity in this research is brand awareness, perceived quality coupled with advertising campaigns factors influence the purchase decisions of Samsung mobile phones. In addition, this study to analyze the most dominant factor in influencing the purchasing decision of Samsung mobile phones.

The population in this study were students who use mobile phones Samsung Undip taken as many as 125 respondents where data collection is done through a method of questionnaires distributed directly to the respondent and partly using an online questionnaire. Then analysis the data which have been obtained both qualitatively obtained in the field and analysis of open answers were given to respondents, and quantitative analysis which includes: validity, reliability, classic assumption test. Multiple linear regression, hypothesis testing via t-test, F, and coefficient of determination (R²).

The data that have met the validity, reliability, classic assumption test processed with SPSS (Statistical Package for Social Science) for windows version 22, resulting in the regression equation as follows:

$$Y = 0,233X_1 + 0,214X_2 + 0,393X_3$$

Hypothesis testing using t test above shows that the three independent variables consist of brand awareness (X_1), perceived quality (X_2), and the advertising campaign (X_3) positive and significant effect on the dependent variable purchase decisions (Y).

Keywords: purchase decisions, brand awareness, perceived quality, advertising