

ABSTRACT

Purchasing decision is a decision as an act of ownership of two or more alternative choices. Many factors can influence the purchasing decisions of consumers to a product, such as brand awareness, brand associations and quality perception. Consumer purchasing decisions can be made to the number of products, one of which is a prepaid card IM3. The purpose of this study was to analyze the effect of brand awareness, brand associations and quality perception on purchase decisions.

The population in this study were students of Economics and Business Undip S1, Jl. Tembalang, Semarang using Prepaid Card IM3. Samples taken 100 respondents. Sampling technique in this study was done by using simple random sampling. Type of data is the primary data. Methods of data collection using questionnaires. The analysis technique used is multiple regression.

The results of the analysis using SPSS Version 13 shows that: brand awareness significantly influence the purchase decision. Brand associations significantly influence purchasing decisions. Quality Perception significantly influence purchasing decisions

Key Word : Brand Awareness, Brand Association, Quality Perception, Purchasing Decisions