

ABSTRACT

The research based from the threat of competition and the business which going on in the industry of cosmetics and body care products, especially in Viva hand & body lotion. Viva impairment index and body lotion in the years 2012 – 2014 Top Brand Index indicates there is a problem in the product brand equity Viva hand & body lotion. This study aims to analyze and test the elements of brand equity consists of brand awareness, brand associations, perceived quality, brand loyalty and buying decision ratio Viva hand & body lotion.

Data collection was conducted through this research method questionnaires to 100 respondents Viva users hand & body lotion in Semarang obtained by using the technique of accidental sampling and purposive sampling. Then analysis of data obtained both qualitatively and quantitatively. Qualitative analysis's interpretation of the data obtained in the field and analysis of open answers given by the respondents, while the quantitative analysis consist of : validity test, reliability test, classic assumption test, multiple linear regression, hypothesis testing via t test and F test, and also analysis coefficient determination (R^2).

Data - data that has met the test of validity, reliability testing, and the classical assumption, processed with SPSS (Statistical Package for Social Science) for Windows version 15, resulting in a regression equation as follows:

$$Y = 0,441X_1 + 0,335X_2 + 0,325X_3 + 0,284 X_4$$

Where hypothesis testing using t-test showed that the four variables: brand awareness (X1), brand association (X2), perceived quality (X3), and brand loyalty (X4) are proven positive significant affected on buying decision as the dependent variable(Y).

Keywords : buying decision, brand awareness, brand associations, perceived quality, brand loyalty