

## **ABSTRACT**

*This research background by the emergence of competition between brands of the old with the emergence of new brands. Specifically, this study attempts to maintain Pocari Sweat market leader. The research problem is "how to leverage brand equity on consumer purchasing decisions isotonic drink Pocari Sweat brand? ". This study specifically to examine the elements of brand equity consists of brand awareness, brand associations and perceived quality. The purpose of this study was to analyze the influence of the four elements of brand equity is the Consumer purchasing decisions on products isotoni brand Pocari Sweat drinks.*

*After a literature review and preparation of hypotheses, data were collected through questionnaire method on the 100 respondents who had conducted a purchase decision on the product brand Pocari Sweat. While the population of respondents is presented in this study were students of the Faculty of Economics and Business, University of Diponegoro. While sampling studies using accidental sampling technique. Then the analysis of data obtained using quantitative and qualitative analysis.*

*The data that meet the test validity, test reliability and test classical assumption is processed to produce a regression equation as follows:*

$$Y = 0.279 X1 + 0,330 X2 + 0,252 X3$$

*Where the buying decision variable (Y), Brand Awareness (X1), Brand Association (X2) and Perceived Quality (X3). Testing the hypothesis using the F test showed that the four independent variables studied together proved a significant effect on the dependent variable. Then through the t-test can be seen that brand awareness, brand associations and perceived quality. shown to significantly influence the purchasing decisions partially. Figures Adjusted R Square of 0.512 indicates that 51,2 percent of purchase decisions variation can be explained by the four independent variables in the regression equation. The remaining 48,8 percent described other variables outside the four variables used in this study.*

*Keywords: consumer purchasing decisions, brand awareness, brand associations, perceived quality*