

ABSTRACT

This study is encouraged by the emergence of competition among old brands and the emergence of new brands that enliven the market competition especially for the sedan category. This study reviews the efforts done by Vios to improve its position which is Toyota's car product as Market Leader and Brand Leader by establishing and enhancing brand equity as strong as possible. This study examines the elements of brand equity which consist of brand awareness (X_1), perceived quality (X_2), and brand association (X_3) which affects to the stability of consumer purchasing decision (Y)

Through the questionnaire method using purposive sampling technique of 75 respondents who have done purchasing decisions on Toyota Vios car in Nasmoco Majapahit Semarang dealer, the regression equation is obtained result as follows :

$$Y = 0286 X_1 + 0,420 X_2 + 0,271 X_3$$

All independent variables have a positive and significant impact on stability of consumer purchasing decisions (Y). Figures Adjusted R Square of 0,721 indicates that 72,1 percent of the Purchasing Decision variation can be explained by the third independent variables in the regression equation while the remaining 27,9 percent is explained by other variables apart from the three variables used in this study.

Keywords: *Stability of Consumers Purchasing Decision, Brand Awareness, Perceived Quality, Brand Associations.*