

ABSTRACT

The rapid development, innovations, and changing of technology recently give both opportunities and challenges to the companies of electronic goods in Indonesia. Television, through its development by years, has become primary goods to fulfill the consumers' needs. Television is not only used to entertain people, some people even acknowledge it as information source, insight, and actual knowledge because it provides information of both science-related and common knowledge. Producers of electronic goods, through the research and development, generate the new products of television and compete each other through product innovation to fulfill the customers' desires. The process creates new products of televisions such as Plasma TV, LCD TV, and LED TV to aim for fulfilling the customers' desire.

The purpose of this research is to find out the effect of brand awareness, quality perception, and brand association toward the purchasing decision. This research is descriptive research that describes the related objects to common purchasing decision. Population of this research is the residents all over Ungaran who own Samsung LCD TV. Sample of this research is 100 respondents who bought Samsung LCD TV, taken by accidental sampling. The data is collected by spreading questionnaires.

The result of multiple regression is $Y = 0,399 X_1 + 0,248 X_2 + 0,321 X_3$. Independent variable that affects the dependent variable the most is brand awareness (0,399), followed by brand association (0,321) and quality perception (0,248) respectively. The result of the t-test shows that all of independent variables (brand awareness, brand association, and quality perception) have positively affect purchasing decision of Samsung LCD TV as dependent variable. It means that according to the consumers, the three independent variables are considered important to decide whether to purchase Samsung LCD TV. The result of Determinant coefficient (*adjusted R²*) from this research is 0,509. It can be concluded that 50,9% purchasing decision can be explained by brand awareness, brand association, and quality perception, while the rest of it (49,1%) is affected by other variables that are not counted in this research.

Keywords: brand awareness, brand association, quality perception, purchasing decision