

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek terhadap keputusan pembelian Provider Telkomsel pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA). Penelitian ini menggunakan riset kuantitatif yaitu dengan menggunakan survey dan kuesioner terhadap 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda. Ditemukan hasil bahwa kesadaran merek berpengaruh positif terhadap keputusan pembelian. Asosiasi merek berpengaruh positif terhadap keputusan pembelian. Persepsi kualitas berpengaruh positif terhadap keputusan pembelian. Loyalitas merek berpengaruh positif terhadap keputusan pembelian.

**Kata kunci** : kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, keputusan pembelian.



## **ABSTRACT**

This research is aimed to find out the influence of brand awareness, brand association, perceived quality, brand loyalty to the purchasing decision of Telkomsel Provider of School of Economic Indonesia (STIESIA) Surabaya. This research applies quantitative research which has been carried out by using survey and issuing questionnaires to 100 respondents. The data analysis techniques has been done by using multiple linear regression. It has been found that brand awareness has positive influence to the purchasing decision. Brand associations has positive influence to the purchasing decisions. Perceived quality has positive influence to the purchasing decision. Brand loyalty has positive influence to the purchasing decisions.

**Keywords:**brand awareness, brand association, perceived quality, brand loyalty, purchase decision.

