

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh variabel Kesadaran merek, Asosiasi merek dan *Brand image* secara simultan maupun parsial terhadap keputusan pembelian air minum dalam kemasan Aqua di Kecamatan Taman Sidoarjo.

Populasi dalam penelitian ini yaitu semua pembeli air minum dalam kemasan Aqua di Kecamatan Taman Sidoarjo. Data yang dianalisa dalam penelitian ini adalah data yang didapat melalui penyebaran kuesioner dan wawancara. Teknik pengambilan sampel dengan menggunakan metode *Non-Probability Sampling*. Jumlah sampel yang digunakan adalah 60 sampel, diambil berdasarkan 5 kali jumlah indikator penelitian. Teknik analisa yang digunakan adalah uji instrumen penelitian berupa uji validitas, uji reliabilitas dan uji asumsi klasik. Uji hipotesis menggunakan uji F dan uji t. Untuk menganalisis data digunakan uji regresi linier berganda.

Hasil uji F yaitu menunjukkan bahwa model Regresi Linier Berganda yang mengukur pengaruh secara simultan Kesadaran Merek, Asosiasi Merek, dan *Brand Image* terhadap Keputusan Pembelian layak digunakan.

Hasil uji t menunjukkan bahwa variabel Kesadaran Merek, Asosiasi Merek, dan *Brand Image* secara parsial berpengaruh signifikan terhadap keputusan konsumen membeli air minum dalam kemasan Aqua.

Kata Kunci : Kesadaran Merek, Asosiasi Merek, *Brand Image*, dan Keputusan Pembelian

ABSTRACT

This research is meant to find out the influence the variables i.e. brand awareness, brand association and brand image both simultaneous and partial to the purchasing decision of aqua bottled water in the district of Taman Sidoarjo.

*The population of this research is all customers who have ever purchased aqua bottled water in the district of Taman Sidoarjo. The data which is analyzed in this research has been obtained from questionnaires and interview. The sample collection technique has been done by using Non-Probability Sampling. The samples are 60 samples which have been taken based on 5 times of the amount of the research indicators. The analysis technique has been done by using instrument test i.e. validity test, reliability test, and classic assumption test. The hypothesis test is done by using *F* test and *t* test. The multiple linear regressions test is used to analyze the data.*

*The result of *F* test shows that the model of multiple linear regressions which measures the influence of brand awareness, brand association and brand image to the customer decision simultaneously is feasible to be used.*

*The result of *t* test shows that partially the variable of brand awareness, brand association and brand image has significant influence to the purchasing decision of aqua bottled water.*

Keywords: *brand awareness, brand association and brand image, purchasing decision.*