

## Analisis pengaruh brand equity terhadap keputusan pembelian konsumen (kasus J.co donuts & coffee)

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### Abstrak

Tesis ini membahas pengaruh brand equity terhadap keputusan pembelian dengan menggunakan J.Co Donuts & Coffee. Penelitian ini menggunakan descriptive research design dengan metode survey (kuesioner) yaitu yang dilakukan terhadap pelanggan J.Co Donuts & Coffee di wilayah Jakarta. Teknik sampling yang digunakan adalah nonprobability sampling yaitu menggunakan convenience sampling.

Hasil dari penelitian ini menunjukkan bahwa brand awareness tidak mempengaruhi brand image, brand satisfaction, dan brand trust J.Co Donuts & Coffee. Brand awareness juga tidak mempengaruhi konsumen dalam melakukan current purchase namun brand awareness mempengaruhi future purchase. Brand image J.Co Donuts & Coffee tidak mempengaruhi current purchase tetapi mempengaruhi future purchase. Brand image J.Co Donuts & Coffee berpengaruh positif dalam terhadap brand satisfaction dan juga mempengaruhi brand trust. Brand satisfaction tidak berpengaruh positif terhadap brand attachment. Tetapi apabila brand attachment sudah dapat berpengaruh secara positif, maka pelanggan J.Co Donuts & Coffee akan memutuskan melakukan pembelian terhadap merek ini baik untuk current maupun future purchase. Current purchase yang dilakukan oleh pelanggan J.Co Donuts & Coffee akan berpengaruh positif terhadap future purchase.

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The focus of the thesis is about influences of brand equity to buying decision using J.Co Donuts & Coffee. The research is implementing descriptive research design using survey method which used to J.Co Donuts & Coffee customers in Jakarta. Non probability sampling is used as sampling technique which is convenience sampling.

The result of this research shows that brand awareness has not a positive effect on J.Co Donuts & Coffee's brand image, brand satisfaction and brand trust. Brand awareness has no positive effect on current purchase but has a positive effect on future purchase. J.Co Donuts & Coffee's brand image has no positive effect on current purchase but has a positive effect on future purchase. J.Co Donuts & Coffee's brand image has a positive effect on brand satisfaction and brand trust. Brand satisfaction has no positive effect on brand attachment. Thus, if brand attachment has already have a positive effect then J.Co Donuts & Coffee's customer will decide to make purchases of the brand whether for current nor future. Current purchase made by J.Co Donuts & Coffee's customer will have a positive effect on future purchase.