ABSTRACT

This study aims to analyze and test the effect of the elements of brand equity which is brand awareness and perceived quality to the brand equity of product Suzuki Ertiga and buying decision of product Suzuki Ertiga in Semarang. The population used in this study was Semarang citizen, they had to be Suzuki Ertiga consumer. Samples in this study were 150 respondents and the techniques used are non-probability sampling technique with Purposive Sampling method. Data collection used questionnaires with answers value of 1 (strongly disagree) to 7 (strongly agree). Data analysis tools are used Structural Equation Modeling (SEM) through AMOS program.

The result of analysis showed that brand awareness has a positive impacton on brand equity and brand equity also has a positive influence on buying decision; perceived quality has a positive impact on brand equity and brand equity also has a positive influence on buying decision; brand awareness and perceived quality has a directly impact with positive influence on buying decision.

Keyword : Brand Awareness, Perceived Quality, Brand Equity, and Buying Decision

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