ABSTRACT

Museums are an important thing for a nation. The existence of the museum is a sign of the existence of world civilization that occurred in the past. For this reason, in maintaining and continuing to maintain the existence of the museum, managers and the government need to pay attention to the problems that will occur now and in the future.

So for this purpose this research was carried out which aims to find out whether there is a significant and positive influence of brand awareness on purchasing decisions of visitors to the Bikon Blewut Museum in Sikka Regency, to find out whether there is a significant and positive influence of brand association on purchasing decisions of visitors to the Bikon Blewut Museum in Sikka Regency , knowing whether there is a significant and positive influence of perceived quality on purchasing decisions of visitors to the Bikon Blewut Museum. in Kab. Sikka, to find out whether there is a significant and positive effect of brand loyalty on purchasing decisions of visitors to the Bikon Blewut Museum in Kab. Sikka. As well as knowing the descriptions of the related variables.

The data collection technique used in this study uses a questionnaire which will be distributed through online communication media by utilizing social media, especially Instagram, Line and Whatsaap and is intended for 400 respondents from Slovin's count who are visitors to the Bikon Blewut Museum in Sikka Regency. Furthermore, it will be processed using the SPSS statistical application with the analysis method of multiple linear regression analysis.

The data obtained was tested statistically using the multiple regression analysis method which began with testing the classical assumptions on 4 tests, namely normality, linearity, multicollinearity, and heteroscedasticity. The results obtained from the 4 tests indicated that the data in this study were normally distributed with a linear relationship between the independent variable and the dependent variable and there were no symptoms of heteroscedasticity and multicollinearity.

The results of the study show that the independent variables have a positive effect on the dependent variable, which means that each brand awareness, perceived quality, brand association, and brand loyalty variables partially have a positive and significant influence on the purchasing decision variable, as well as simultaneously there is also a positive and significant influence.

Keywords*: Brand Awareness and Multiple Regression Analysis*