

ABSTRACT

Aqua is the first brand of bottled water that appeared in Indonesia. Aqua has managed to become the top brand for many years and become the most powerful brand. With the strength of the brand owned by Aqua makes it difficult to beat its rivals Aqua. Until now Aqua controls 40% market share in Indonesia. Brand Aqua is very attached to the minds of consumers and Aqua became pronoun brand of bottled water when they are going to buy water to drink. This shows that Aqua has succeeded in creating a strong brand awareness in the community.

In this study used the dimensions of brand awareness is top of mind, brand recall. Brand recognition and consumption. These four dimensions are used to determine how many Aqua brand awareness at the level where and know its influence on purchasing decisions.

This type of research used in this study was a descriptive study using quantitative methods. The population in this study is a community in the city of Bandung with samples taken 100 respondents. Collecting data in this study using a questionnaire distributed to respondents using incidental sampling technique.

Based on a simple regression test results indicate the brand awareness influence on purchase decisions Aqua brand of bottled water by 70.1%. While based on the coefficient of determination variable brand awareness can influence purchasing decisions by 46.2%.

Aqua is expected to maintain brand awareness is good enough and continue to increase sales Aqua so it can continue to be a market leader in the bottled water industry in Indonesia.

Keywords: brand awareness, purchase decision