ABSTRACT

This research is motivated by the increasing number of business competition in Indonesia engaged in the soft drinks. One of them is the instant tea. Sosro Bottle tea is one of instant tea is the most popular in Indonesia.

The purpose of this study is to determine the effect of brand equity (X) of the Purchase Decision Process (Y) in the class of 2013 student of Business Administration Telkom University.

The research method used by writer is a quantitative study, with descriptive research and causality. The population of this study were 100 respondents from 228 student of Business Administration University of Telkom's forces in 2013. Data collection techniques such as distributing questionnaires to 100 respondents who represent the number of population. This type of research is quantitative descriptive. Analysis of the data used is simple linear regression analysis.

The results of the study explains that there is a relationship between brand equity variables (X) with the purchase decision process (Y) on consumers, especially female students of Business Administration class of 2013 Telkom University. Based on the calculation of the coefficient of determination (R^2) shows that the influence of the variable product attributes (X) of the Purchase Decision variable (Y) is approximately 69% while the rest of 31% influenced by other factors not examined in this study.

Keywords: Brand Equity, purchase decision process, simple linear regression, Teh Botol Sosro