

ABSTRACT

Food is a basic human need. Everyone would need to eat every day. Based on this the more people who open the restaurant business. One of the most favorite fast food restaurants in Indonesia is Mc Donalds can be seen from Mc Donalds who always entered the ranks of Top Brand Indonesia. Mc Donalds himself certainly has many rivals such as KFC, AW, Hokben, etc. Mc Donalds also has weaknesses, to fix weaknesses and improve services then Mc Donalds is raising brand equity.

This research uses quantitative descriptive research method, data collection technique with a questionnaire with the number of respondents as much as 100 respondents and using simple linear regression analysis technique. Data processing using SPSS version 20. The result of this research shows brand equity is present 74.69%, the purchase decision is 70,05%, and influence of brand equity to the internet user interest 34,2% and the rest 65,8% Other factors such as promotion, price, place, distribution and more.

Keywords: Brand Equity, purchase decision, consumer of Mc Donalds