

ABSTRACT

The need of aviation services in Indonesia as one of the fastest transportation options to reach destinations both domestically and internationally has increased in the last three years as evidenced by the steadily increasing number of passenger service users each year. Aircraft that once was the most expensive ticket price among other transportation can now be reached by everyone since the existence of low-cost carrier (LCC) flight. LCC airlines that currently dominate in Indonesia are Lion Air, Citilink, and Air Asia. Among the three airlines, Lion Air is LCC airline with the largest number of passengers in Indonesia with various awards in national and international scope. Apart from the many awards, complaints from customers related to the Lion Air service is also no less about the delay, baggage, and others. Nevertheless, Lion Air's passenger numbers continue to increase every year.

Through this research, the measurement will determine the effect of each brand equity dimension which are brand awareness, perceived quality, brand association, and brand loyalty to Lion Air airline purchasing decisions in Surabaya.

The data collection method was done by distributing online questionnaires with the number of 400 respondents who had used Lion Air in Surabaya. Data processing was done using the software of Statistical Packages for the Social Science (SPSS) version 23 for Mac. The data analysis that used is multiple linear regression.

The results of this study indicate that the brand equity dimension which are brand awareness, perceived quality and brand loyalty have partially influenced on purchasing decisions, while brand association has no effect. Independent variables consisting of brand awareness, perceived quality and brand loyalty influenced Lion Air airline's purchasing decision by 56.1%, while 43.9% was influenced by other variables not described in this study.

Lion Air should maintain its brand awareness level as respondents in Surabaya can easily identify Lion Air airlines. Meanwhile, Lion Air should increase brand loyalty in order to create loyalty to Lion Air customers in Surabaya because it has the greatest influence in brand equity.

Keywords: Brand Association, Brand Awareness, Brand Equity, Brand Loyalty, Perceived Quality, Purchase Decision