

ABSTRACT

Warunk Upnormal is the largest franchise brand in Indonesia as a place to eat with the latest culinary trends. The Warunk Upnormal brand is very well known, making it easier for consumers to find. Person-to-person information has also been shared. These two factors are related to purchasing decisions. This study aims to see the effect of brand equity (X_1) and Word of Mouth (X_2) on purchasing decisions (Y) in Warunk Upnormal Gorontalo.

This type of research is a quantitative research method. The data analysis technique used by researchers is multiple linear regression. With as many as 100 respondents who know that they have been to Warunk Upnormal.

Based on the questionnaire that has been distributed by researchers, the results of respondents' responses to Brand Equity, word of mouth, and purchasing decisions are 77.90%, 68.84%, and 68.90% respectively, where these three variables are categorized as good. The results of this study are the influence of brand equity and word of mouth promotion on the partial and simultaneous decision to invest with the t -test results of t_{count} brand equity (X_1) $5.341 > t_{\text{table}} 1.66$. For the word of mouth variable (X_2), the t_{count} number is $4,818 > t_{\text{table}} 1.66$. And the results of the F test of $F_{\text{count}} (86.610) > F_{\text{table}} (3.09)$. And the contribution of brand equity and word of mouth is 64.1%, where the remaining 35.9% is explained or influenced by other factors not examined by the authors such as place factors, and others.

Keyword : *Marketing, Brand Equity, Word of Mouth, Purchase Decision*