

ABSTRACT

Drinkable water is one of the necessities for the human body. Therefore, many people are trying to take advantage of this as a business opportunity. Aqua is one of the most widely consumed bottled drinkable water by the people of Indonesia. Aqua has become top of mind in consumer's minds. This phenomenon can be proven when someone who wants to buy bottled drinking water immediately mentions Aqua. This is influenced by several factors that cause consumers to make purchasing decisions on Aqua products.

This study aims to determine whether there is an influence of brand equity consisting of brand awareness, brand association, perceived quality, and brand loyalty on consumer purchase decisions on Aqua products partially and simultaneously.

The sampling technique used in this research is non-probability sampling using purposive sampling with a total sample of 400 respondents from consumers of Aqua products. The data analysis used is descriptive analysis and multiple linear regression analysis with the help of SPSS 25.

The results of this study indicate that based on the simultaneous hypothesis test (F test), brand awareness, brand association, perceived quality, and brand loyalty have a simultaneous effect on consumer purchase decisions. Meanwhile, based on the partial hypothesis test (T test), it shows that brand association, perceived quality, and brand loyalty have a partial effect and there is no influence of brand awareness on consumer purchase decisions.

Based on the results of this study, Aqua is suggested to provide prices that are affordable for consumers, improve its brand image, and suggested to increase new innovations in its product to increase consumer interest. So, it is expected to improve consumer purchase decisions.

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