

PENGARUH BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED
QUALITY, DAN BRAND LOYALTY TERHADAP CUSTOMER PURCHASE
DECISION PADA KOI THE DI JAKARTA

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The aim of this study are to explore the deo of brand awarenes, brand association, perceived quality, and brand loyally towards customer purchase decision. The method of data collection is convenience sampling. The sampel of this research are collected from 156 respondent, who are Consumers of KOI Cafe in Jakarta. The technique of data analysis used in this study was multiple regression analisis. The result are: (1) brand awareness do not has significant impact towards customer purchase decision; (2) brand association do not has significant impact towards customer purchase decision; (3) perceived quality has positive impact toward towards- customer purchase decision; (4) brand loyalty has positive impact towards customer purchase decision.

Keyword: brand awareness, brand association, perceived quality, brand loyalty. customer purchase decision