

***THE EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION AND  
PERCEIVED QUALITY ON PURCHASE DECISION OF SAMSUNG  
SMARTPHONE IN PONTIANAK***

***ABSTRACT***

*The research aimed to analyze the effect of brand awareness, brand association and perceived quality on purchase decision of Samsung smartphone in Pontianak. The data was gathered from questioners from people of Pontianak who have used Samsung smartphone. The samples were gathered by purposive sampling technique. The data was then analyzed by using multiple regression using SPSS programme version 16.0. the research findings showed that brand awareness, brand association and perceived quality simultaneously had significant and positive effect on purchase decision of consumers. Partially, brand association and perceived quality had significant effect and brand awareness had positive effect but not significant effect on purchase decision of consumers. The independent variables shared 28,8% on purchase decision and other variables gave 71,2%.*

*Key words: brand awareness, brand association, perceived quality on purchase decision.*

**PENGARUH *BRAND AWARENESS*, *BRAND ASSOCIATION* DAN  
*PERCEIVED QUALITY* TERHADAP KEPUTUSAN PEMBELIAN  
*SMARTPHONE* SAMSUNG DI KOTA PONTIANAK**

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh brand awareness, brand association dan perceived quality terhadap keputusan pembelian smartphone Samsung di kota Pontianak. Data penelitian ini diperoleh dari kuesioner dengan populasi adalah masyarakat kota Pontianak sebagai pihak pengguna smartphone Samsung. Penentuan pengambilan jumlah responden (sampel) dalam penelitian ini dilakukan melalui teknik purposive sampling. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda dengan menggunakan program SPSS versi 16.0. Temuan penelitian menunjukkan bahwa variabel *brand awareness* (kesadaran merek), *brand association* (asosiasi merek), dan *perceived quality* (persepsi kualitas) secara bersama-sama berpengaruh signifikan dan positif terhadap variabel keputusan pembelian konsumen. Secara parsial, variabel *brand association* dan *perceived quality* berpengaruh signifikan, sedangkan variabel *brand awareness* berpengaruh positif tetapi tidak signifikan. Sebesar 28,8% variabel keputusan pembelian dapat dijelaskan oleh variabel independennya sedangkan sisanya 71,2% dijelaskan oleh variabel-variabel lain di luar penelitian ini.

Kata kunci : brand awareness, brand association, perceived quality, keputusan pembelian