

PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN RUMAH PADA GRUP CIPUTRA DI CITRAGARDEN CIBUBUR

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This research aims to analyze the effect of brand equity on consumer's decision making at Ciputra Group in CitraGran Cibubur. Data used in this research were obtained from questionnaires (primary) and a few observations with parties related to CitraGran Cibubur.

Research findings show that the variables of brand equity which are brand awareness, perceived quality, and brand loyalty simultaneously significantly affect the consumer's decisions making on CitraGran Cibubur; Partial Test (t Test) found that brand awareness variables significantly affect consumer's decisions making, brand association variables did not significantly affect the consumer's decisions making, perceived quality variables significantly affect consumer's decisions making and brand loyalty variables significantly affect the consumer's decisions making. 68.9% of the consumer's decisions making variables can be explained by the independent variables while the remaining 31.1% is explained by other variables outside of this research.

Keyword: Brand Awareness, Brand Association, Perceived Quality, Brand Loyally, Consumer's Decision Making