

ABSTRAKSI

Penelitian ini dilatar belakangi oleh persaingan kekuatan merek di industry Mie Instan yang berdasarkan survey Top Brand Index Indonesia, terdapat penurunan Brand Value Mie Instan merek Indomie dari tahun 2010 samapi 2012 yang mengindikasikan turunnya Ekuitas Merek. Berbagai merek Mie Instan dalam kemasan melakukan strategi pemasaran untuk bersaing memperoleh pangsa pasar. Dalam hal ini Mie instan merek Indomie menggunakan Brand Image dan membentuk Brand Awareness yang kuat agar tidak hanya dapat meningkatkan Brand Equity semata, tetapi juga dapat meningkatkan minat beli konsumen.

Data dikumpulkan dengan teknik kuesioner. Responden dalam penelitian ini sebanyak 127 orang yang merupakan mahasiswa/mahasiswa FE Universitas Negeri Jakarta. Sebuah metode kuantitatif meliputi validitas dan reliabilitas, pengujian hipotesis melalui, uji t dan koefisien determinasi (R²).

Kata Kunci: Brand Equity, Keputusan Pembelian

ABSTRACT

This study its has background for competition of brand strength in instant noodle industry. Based on the Top Brand Index survey, had beendecline of brand value instant noodle “indomie” from 2010 until 2012 to decline indication of brand equity. For this segment instant noodle had to used brand image and make a strong build brand awareness it is not only can growing up brand equity however to increase the customer buy interest. This study just create a few analysis how the biggest effect from brand awareness and brand image to increase brand equity and influence the growing ofcustomer buy interest sensivity for instant noodle “indomie” brand.

This study used quantitative methods. This data being collected with quesioneer technique. This respondents research has been 127 person , people who are students / student FE State University of Jakarta. A quantitative method includes validity and reliability, hypothesis testing via, t test and coefficient of determination (R2).

Key word: brand equity , Buying Decision