

**ANALYZING THE IMPACT OF BRAND EQUITY TOWARDS PURCHASE
DECISION IN MULTI-BRAND CAR DEALERS: A CASE STUDY OF PT.
ANEKA PUTRA SANTOSA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYZING THE IMPACT OF BRAND EQUITY TOWARDS PURCHASE DECISION IN MULTI-BRAND CAR DEALERS: A CASE STUDY OF PT. ANEKA PUTRA SANTOSA

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The automotive industry has an important role and is one of the industries that affect the country's economy. This study is focused on the car industry that is in demand and has many people to support daily activities and car dealers are becoming one of the places for people who want to buy a car and private dealers are the ones that immediately come to people's minds. This study discussed multi-brand car dealer which a place to buy a car, however, they offer almost all car brands that exist in the market and this study is identifying the impact of brand equity elements which consists of brand awareness, brand association, perceived quality and brand loyalty as well as a brand image as related towards purchase decision in buying cars at the multi-brand car dealer. For the basic analysis, this study is using an online questionnaire that has been distributed to 112 respondents as the buyer of PT. Aneka Putra Santosa in the last two years which in 2019 and 2020. For the data processing, SPSS statistics 26 software is being used to conduct the analysis that comes from the respondents. The findings revealed that Brand Awareness, Perceived Quality and Brand Image had an impact while Brand Association and Brand Loyalty was found has no impact towards Purchase Decision in buying cars at Multi-brand car dealer. These findings provided implications and recommendations for management to do continuous improvement.

Keywords: Automotive Industry, Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Brand Image, Multi-brand car dealer.



DEDICATION

I dedicate this works to my parents and for the future of automotive dealers for cars especially Multi-Brand Car Dealers that sell almost all of the car brands that exist in Indonesia.



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