

**THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER
PURCHASE DECISION OF PLANT-BASED COMMUNITY: CASE STUDY I
VEGAN PIZZA RESTAURANT**

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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

The Impact of Brand Equity Towards Consumer Purchase Decision of Plant-based Community : Case Study I Vegan Pizza Restaurant

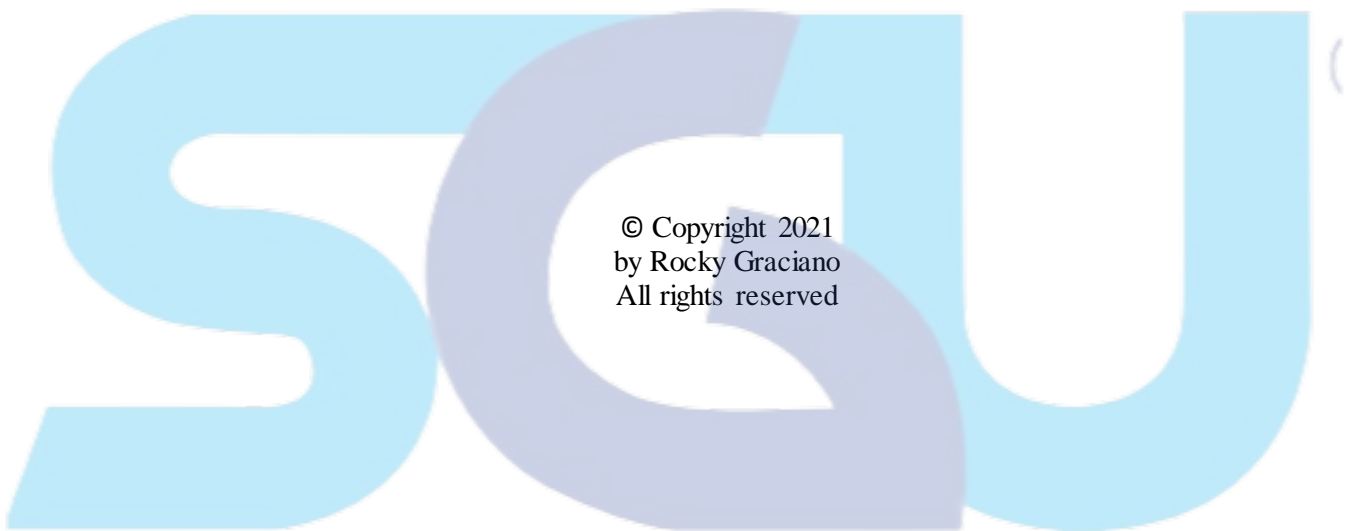
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The purpose of this research is to analyze the power of Brand Equity towards the Purchase Decision of plant-based community. The case study of this research taken from a plant-based restaurant located in Tangerang area. The name of the restaurant is I Vegan Pizza. The research model of this study is adopted from a journal of “The Hierarchical Relationship Between Brand Equity Dimension” by Alhadad The sample of this study was 100 respondents who have taste I Vegan Pizza products, and have been there before. The data collection uses questionnaire form because to identify how Brand Equity variables have significant impact towards customer Purchase Decision. There are few test that must be run in order for this research to be qualified. The test must be done using the Smart PLS system. The purpose of Smart PLS system is to give indication either the data questionnaire are reliable and valid, and also to give conclusion towards the hypothesis discussion.

Key words : Brand Equity, Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty, Purchase Decision, Plant-Based.



DEDICATION

I dedicate this thesis for the rising of plant-based community in Jakarta – Tangerang area, and contributing for the literature of Brand Equity.



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