

**THE IMPACT OF BRAND EQUITY TOWARDS CUSTOMER  
PURCHASE DECISION :A CASE STUDY OF HONDA MOBILIO  
IN JAKARTA AND TANGERANG**

BY

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BACHELOR'S DEGREE

In

BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS AND  
MARKETING CONCENTRATION

FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

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Revision after the Thesis Defense on 25 July 2018

AUGUST 2018

## STATEMENT OF 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 CUSTOMER PURCHASE DECISION :A CASE STUDY OF HONDA MOBILIO IN JAKARTA AND TANGERANG

By

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Parhimpunan Simatupang, S.E, M.B.A., Advisor

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The purpose of this study is to investigate the impact of brand equity towards customer purchase decision on Honda Mobilio as a case study in Jakarta and Tangerang. The research model of this study is adopted from journal "Impact of Brand equity towards Purchasing Decision: A situation on Mobile Telecommunication Services of Sri Lanka" By Gunawardane. The sample of this study was 105 respondents whom already own, experienced and observe Honda Mobilio. The data collection uses questionnaire form because to identify how brand equity variables have significant impact towards customer purchase decision in Jakarta and Tangerang distribute to owner, people who ever use, and people who ever observe Honda Mobilio in Jakarta and Tangerang. The test use multiple regression analysis and processed with SPSS version 24. Furthermore, as indicate by the statistics result Brand Loyalty has a significant impact as 41.8%, the other variables which is perceived quality and brand association as 32.6% and 35.3% , and last variable Brand Awareness has no significant impact as 0.7%.

*Keywords : Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association, Customer Purchase Decision ,Honda Mobilio, Low MPV Car.*



### **DEDICATION**

I dedicate this thesis to my beloved family, friends, Advisor and all the people who support this thesis.



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