

ABSTRACT

The development of the fashion industry is increasingly making creative industry is growing as well . With the development of the creative industry, many companies open distribution outlet that sell apparel with attractive design over the interests of consumers, especially young people. One distro is known by the public is Greenlight located in Bandung . Greenlight is not only selling products shirts but also accessories and jackets . If a product offered consumers have Brand Equity of high product and nice eyes of consumers certainly consumers will decide to buy the product.

This research do to determine influence of Brand Equity consisting of (Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty) to Purchasing Decisions in Greenlight, Buah Batu Bandung. The purpose of this study to determine consumer response to purchase decision of Greenlight and also determine the influence of brand equity simultaneously and partially on product purchase decisions.

The method used in this study is quantitative research with descriptive and causal method. Source of the data required for this research is Primary and secondary data. Techniques used in collecting data were questionnaires, observation and document analysis. Sampling was done by non-probability sampling method of sampling purposive with the number of respondents was 100 respondents. The data analysis used descriptive analysis and multiple linear regression analysis.

Based on the results of multiple linear regression analysis , simultaneous Brand Equity positive and significant impact on product purchasing decisions of Greenlight Buah Batu Bandung, this is evidenced by $F_{count} > F_{table}$ $26.838 > 2.47$. Based on test results obtained by partial variable Brand Association does not significantly influence the purchasing decisions in the amount of $1.672 < 1.986$, while variable Brand Awareness, Perceived Quality and Brand Loyalty significantly influence purchase decisions of Greenlight Buah Batu Bandung. Based on the magnitude of the coefficient of determination influence on purchase decisions Brand Equity 53.1 % and the remaining 46.9 % is influenced by other factors .

Keyword : *Brand Equity, Purchase Decision, Greenlight*