

Abstract

This research describes the buying decisions of Daarul Jannah Cottage Bandung using certain variables such as brand awareness, brand image and perceived quality. This research aims to knowing the effect of brand awareness, brand image, and perceived quality towards buying decisions of Daarul Jannah Cottage Bandung visitors, both simultaneously and partially. The methods used in this research are the quantitative approach to intends of descriptive. The characteristics of data is the primary data of respondent's answers on the questionnaires from 100 students who were sample to 1277 visitors of Daarul Jannah Cottage visitors by month January to April 2017. The data analysis in this research using descriptive analysis and multiple regression analysis. The results of the F test showed that there were a simultaneous effect between variables brand awareness, brand image and perceived quality towards buying decisions of Daarul Jannah Cottage Bandung. The results of the t test showed that the brand awareness variable has significant to positive effects towards buying decisions of Daarul Jannah Cottage Bandung, brand image has significant to positive effects towards buying decisions of Daarul Jannah Cottage Bandung, perceived quality has significant to positive effects for towards buying decisions of Daarul Jannah Cottage Bandung.

Keywords : brand awareness, brand image, perceived quality, buying decisions, Daarul Jannah Cottage Bandung