

ABSTRACT

CALVIN NEOH

1501020596

THE IMPACT OF BRAND TOWARDS BUYING DECISION AT PT ASIA SAKTI WAHID FOOD MEDAN

(xi+61pages; 4 figures; 40 tables; 22 appendixes)

This research was conducted at PT. Asia Sakti Wahid Food. In this study testing and analyzing the influence of brands on buying decisions. PT. Asia Sakti Wahid Food Medan is a family business company.

The theory used in this study relates to brand theory and buying decisions. Customers experience the analysis phase by comparing brand images in purchase decision, most of the time customer buy something based on most preferred brand. A brand that has a quality product or service that is good and able to meet consumer needs will of course provide the image (image), awareness (awareness) and trust (trust) consumers of the brand

In this research, the method used by the writer is quantitative analysis method. The type of data used in this research are primary data and secondary data. The data was collected through interviews and questionnaires that were distributed to a total of 129 customers at PT. Asia Sakti Wahid Food.

This study uses a random sampling method by taking a number of population as samples to be tested using SPSS. The scale used to measure variables is the Likert scale.

Based on the results of testing the influence of brand towards buying decision at PT. Asia Sakti Wahid Food, the result revealed that brand has a positive correlation with buying decision, with the correlation value of 0,638. The value of determination coefficient R Square value is 0.408 which means that 40.8% Buying Decision is affected by Brand and the remaining 59.2% is affected by other variables outside this research.

Keywords : Brand, Buying Decision, Apillo Customer, PT Asia Sakti Wahid Food

References: 20