Analysis of the Effect of Brand Equity, Brand Perception and Brand Loyalty on the Purchase Decision of Nevada Brand Clothes (Study Case: Matahari Department Store Medan)

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A R T I C L E I N F O	ABSTRACT
	The purpose of this study was to test and analyze whether brand equity, brand perception and brand loyalty influence the purchasing decisions of Nevada brand clothing. The type of research used in this research is associative (casual) research. The population in this study were 70 consumers who shop for Nevada brand clothing at Matahari Department Store Medan. The sampling technique used purposive sampling method with a total sample of 60 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the research hypothesis is multiple regression test. The results showed that the influence of brand equity, brand perception and brand loyalty had a positive and significant effect on purchasing decisions with Fcount of 12.32 while Ftable was 2.27 and significant 0.025 <0.05. The results of the regression analysis also obtained a coefficient of determination (R2) of 0.719 which can be called the coefficient of determination which in this case means that 71.9% of purchasing decisions can be obtained and explained by brand equity, brand perception and brand loyalty. While the remaining 100% - 71.9% = 28.1% is explained by other factors outside of variables such as brand awareness, price and others

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1. INTRODUCTION

Today's business competition is running very tight in all economic sectors in Indonesia. Competition can occur anytime and anywhere with competitors which results in a high probability of product brand changes made by consumers for perceived quality dissatisfaction. This will make

companies have to think hard to make consumers return to using their products by improving the quality of their products and innovating so that they have different values from competitors. But in its development, a product does not only rely on quality and innovation to be superior in competition.

Brands also play an important role in the company as a way to increase competitive advantage in the company, if the brand can be managed and maintained properly by the company. Currently, company competition in marketing is not limited to product functional attributes, for example, product usability, but is already associated with brands that are able to provide a special image for its users. The product describes as a commodity that is exchanged, while the brand describes the specifications of its customers. Brand (brand) is one of the important factors in marketing activities. Brand is the identity of a product, the brand provides a concise information about a product that consumers want.

Purchase decisions made by consumers are decisions from several alternatives that have been evaluated by consumers. When compared to other brands, Nevada brand clothing has a very rapid development potential with an excellent sales strategy. Most consumers think that Nevada brand clothing is cheap and easily damaged. However, Nevada has succeeded in proving that even though in sales of fashion brand Matahari Department Store Medan for 3 types of Indonesian brands, Nevada is ranked 3rd but this is a satisfying achievement because Nevada is also a product that has just entered the fashion market (Matahari Department Store). By continuing to make continuous improvements to build brand equity, Nevada has the opportunity to become number one in Top Brands. This shows that brand equity is very influential on purchasing decisions made by consumers. Companies that have succeeded in building strong brand equity will form a good perception of the brand to consumers which attracts consumers in purchasing decisions. Then after consumers are satisfied, consumer loyalty will be established by itself and the company will get long-term benefits.

Clothing is a product that is in great demand among the public, especially women, therefore Matahari Department Store presents high-quality stylish products with exclusive brands. Fashion sales at Matahari Department Store do not always show a continuous increase. The marketing of Nevada clothing by Matahari Department Store is now quite widespread, one of which is the well-known Matahari Department Store which is located in one of the leading malls in Medan which sells a variety of products that can compete with similar Department Stores in the city of Medan. PT. Matahari Department store, sells private label covering all product categories (convenience, shopping, and specialty goods).

Among several private label brands, Nevada is one of Matahari's private labels which cover all products and segments. Nevada clothing products are more up to date in keeping up with evolving trends, and there are times when they are always competing with brand manufacturers to create the same clothing models, but at lower prices but also with reliable quality. This is what makes Nevada brand clothing more in demand by consumers, especially among young people. Based on this quite interesting phenomenon, research focuses on brand equity, brand associations, brand perception. These three variables were tested for their relationship with the decision variables to determine the factors that influence the decision to purchase Nevada brand products.

Based on this background, the authors will conduct research with the title "Analysis of the Influence of Brand Equity, Brand Perception and Brand Loyalty on Purchase Decisions for Nevada Brand Clothing (Case Study of Matahari Department Store Medan)". This research approach is associative (casual) research, namely research that has a positive relationship between one another, this study discusses the influence of brand equity, brand perception and brand loyalty on purchasing decisions for Nevada brand clothing at Matahari Department Store Medan, the research was conducted at Matahari Department Store Medan Branch jln. Gatot Subroto No. 217 Sei Sikambing B. Medan Sunggal

2. Method

2.1 Type and Data Source
The population in this study were 70 consumers who bought Nevada brand clothing at Matahari Department Store Medan.
Sampling was carried out using the Slovin formula as follows:

$$n = \frac{N}{1 + (N \, x \, e^2)}$$

Description
N = Total Population
E = margin of error 5%
Thus:

$$n = \frac{70}{1 + (70 \, x \, 0{,}05^2)}$$

n = 59,57 (60 sampel)

This research is a type of primary data research, namely research data obtained or collected directly from original sources (consumers) in the form of questionnaires, while the data sources in this study were obtained from answers to questionnaires distributed to respondents, namely consumers who buy Nevada brand clothing.

2.2   Analysis Method

This study uses two variables, namely the dependent variable and independent variable. The operational variables in this study can be seen in Table 1

Table 1. Variable Operational

Variabel	Deskripsi	Indicator	Scale
Brand equity (X1)	Brand equity can be reflected in the way consumers think, feel, and act in relation to the brand, as well as the price, market share, and profitability that the brand provides for the company (Kotler and Keller, 2012).	1. Brand Awareness 2. Impression of Quality 3. Differentiation 4. Knowledge (Kotler, 2012)	Likert Scale (1,2,3,4,5)
Brand Perception (X2)	perception is a process used by individuals to select, organize, and interpret information input to create meaningful images Kotler (2012)	1. Performance 2. Conformance to specification 3. Customer support 4. Process quality 5. Aesthetic design (Handayani, dkk, 2010)	Likert Scale (1,2,3,4,5)
Brand Loyalty (X3)	Brand loyalty is a measure of consumer loyalty to a brand. Loyalty is the essence of brand equity which is a central idea in marketing, because this is a measure of a consumer's attachment to a brand. Aaker (2010),	1. *Cognitive Loyalty* 2. *Affective Loyalty* 3. *Conative Loyalty* 4. *Behavioral Loyalty* (Aaker, 2010)	Likert Scale (1,2,3,4,5)
Buying decision (Y)	Purchasing decisions are attitudes shown by people in terms of planning, buying and using economic goods and services (Kotler, 2012)	1. Necessity 2. Information Search 3. Alternative Evaluation 4. Decision Making (Lupiyoadi dan Hamdani, 2016)	Likert Scale (1,2,3,4,5)

To find out the effect of brand equity, brand association, brand perception and brand loyalty on purchasing decisions, then the form of the regression equation as this X5 variable:

$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$

Description:
Y   = Buying decision
X1   = brand equity
X2   = brand perception
X3   = brand loyalty
α   = Constant

$\beta 1 \ \beta 2 \ \beta 3 =$ The value of the regression coefficient between the independent variable X and the dependent variable Y, if the independent variable X is considered constant

ε = *error term, namely other factors that affect the dependent variable Y*

Data analysis in this study was divided into three stages. First, data quality testing. second, perform classical assumption testing. third, do hypothesis testing.

Tests carried out include

- A. Data Quality Test
  - a. Reliability Test
  - b. Vadility Test
- B. Classical Assumption Test
  - a. Normality Test
  - b. Heteroscedasticity Test
  - c. Multicollinearity Test
- C. Hypothesis Test
  - a. Coefficient of Determination (R^2) Test
  - b. Simultaneous Significance (F Statistical Test) Test
  - c. Significance of Individual Parameters (Statistical Test t) Test

3. RESULT AND DISCUSSION

3.1. Framework

Currently there are many clothing brands circulating in the market, causing competition in the market to be increasingly stringent. This also causes consumers to be free to choose the brand of clothing to be purchased. Therefore efforts to determine the factors that influence consumer behavior in this case is the consumer decision to be very important. One of the factors that influence consumer purchasing decisions is brand equity, brand perception and brand loyalty.

Consumer purchasing decisions can be formulated as attitudes shown by people in terms of planning, buying and using economic goods and services (Kotler, 2012: 146).

Brand equity as a series of brand assets and liabilities related to the name and symbol of a brand, which can add or subtract the value provided by a product or service to the company or to the company's customers (Aaker, 2010).

Perception is a process used by individuals to select, organize, and interpret information input to create meaningful images (Kotler, 2012). Brand loyalty is closely related to consumer satisfaction. The level of consumer satisfaction will affect the degree of one's brand loyalty. The more satisfied a consumer is with a brand, the more loyal the consumer will be to that brand. However, it could be that brand loyalty is not caused by consumer satisfaction, but because of compulsion and lack of choice (Sumarwan, 2011). From the framework above, the conceptual framework can be obtained as follows
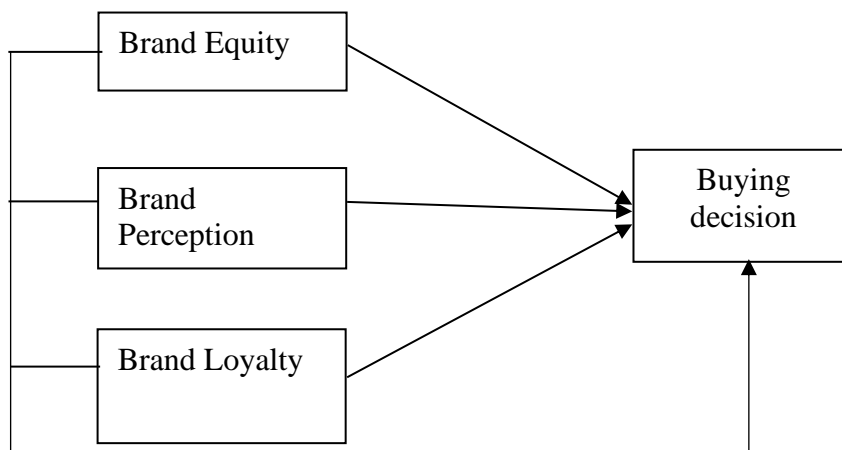

Figure 1. conceptual framework

3.2. Hypothesis

From the theoretical basis and framework above, the authors formulate the hypothesis as follows :

H1: Brand equity has a positive effect on purchasing decisions for Nevada brand clothing

H2: Brand perception has a positive effect on purchasing decisions for Nevada brand clothing

H3: Brand loyalty has a positive effect on purchasing decisions for Nevada brand clothing

H4 :Brand Equity, Perceived Quality and Brand Loyalty together have a positive effect on purchasing decisions for Nevada brand clothing

3.3. Results of Data Analysis

a. Brand Equity (X1)

Table 2 presents respondents' answers to a questionnaire about brand equity (X1).

Table 2 Brand Equity Variables (X1)
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	60	3.00	5.00	3.9167	.56122
X1_2	60	2.00	5.00	3.7833	.76117
X1_3	60	2.00	5.00	3.7833	.66617
X1_4	60	2.00	5.00	3.7333	.66042
X1_5	60	3.00	5.00	3.9000	.57342
X1_6	60	3.00	5.00	3.9167	.38142
X1_7	60	3.00	5.00	3.9167	.61868
X1_8	60	3.00	5.00	3.9000	.62977
Valid N (listwise)	60				

Source: SPSS V. 17, 2022.

b. Brand Perception (X2)

Table 3 presents the respondents' answers to the questionnaire about brand perception (X2).

Tabel 3 Variabel Persepsi Merek (X2)
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	60	2.00	5.00	3.8167	.62414
X2_2	60	2.00	5.00	3.7333	.57833
X2_3	60	2.00	5.00	3.8000	.48011
X2_4	60	3.00	5.00	3.8500	.57711
X2_5	60	3.00	5.00	3.9333	.51640
X2_6	60	3.00	5.00	3.7167	.64022
X2_7	60	3.00	5.00	3.6667	.57244
X2_8	60	3.00	5.00	3.9667	.51967
X2_9	60	3.00	5.00	4.1333	.65008
X2_10	60	3.00	5.00	4.0167	.70089
Valid N (listwise)	60				

Source: SPSS V. 17, 2022.

c. Brand Loyalty (X3)

Table 4 presents the respondents' answers to the questionnaire about brand loyalty (X3).

Table 4 Brand Loyalty Variables (X3)
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3_1	60	2.00	5.00	3.8500	.65935
X3_2	60	2.00	5.00	3.8833	.73857
X3_3	60	2.00	5.00	3.9167	.64550
X3_4	60	3.00	5.00	4.1333	.65008
X3_5	60	2.00	5.00	4.0833	.67124
X3_6	60	2.00	5.00	3.8667	.92913
X3_7	60	2.00	5.00	4.1000	.62977
X3_8	60	2.00	5.00	4.0500	.69927
Valid N (listwise)	60				

Source: SPSS V. 17, 2022.

d.   Buying decision (Y)

Table 5 presents the respondents' answers to the questionnaire about purchasing decisions (Y)

Table 5 Purchasing Decision Variables (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y_1	60	2.00	5.00	3.8667	.72408
Y_2	60	2.00	5.00	3.9167	.80867
Y_3	60	2.00	5.00	3.7833	.61318
Y_4	60	2.00	5.00	3.5500	.76856
Y_5	60	2.00	5.00	3.6667	.68064
Y_6	60	2.00	5.00	3.6333	.71228
Y_7	60	3.00	5.00	4.0167	.77002
Y_8	60	2.00	5.00	3.6833	.92958
Valid N (listwise)	60				

Source: SPSS V. 17, 2022.

3.3.1   Data Instrument Testing

Factors influencing brand equity (X1), brand perception (X2), brand loyalty (X3). The independent variables will be seen how much influence they have on purchasing decisions (Y) as the dependent variable.

Before being analyzed and evaluated, the data was first tested with validity and reliability tests as follows:

a.   Validity Test

Validity test is a measure that shows the levels of validity or validity of an instrument. An instrument is said to be valid if it is able to measure what it wants. To determine whether the questionnaire items are valid or not, a comparison of rcount (corrected item total correlation) is greater than (>) r table or the value of the corrected item total correlation is greater than 0.30, so the question items are considered valid. While the validity of the data is based on the number of n (respondents) in the degrees of freedom rtable (df = n - k) must be less than 0.30.

Table 6 Item-total statistics (X1)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1_1	26.9333	6.741	.578	.533	.697
X1_2	27.0667	5.928	.602	.590	.685
X1_3	27.0667	6.809	.428	.352	.724
X1_4	27.1167	7.122	.335	.375	.742
X1_5	26.9500	7.031	.454	.422	.719
X1_6	26.9333	7.724	.410	.429	.731
X1_7	26.9333	6.945	.433	.318	.722
X1_8	26.9500	7.167	.349	.430	.738

Source: SPSS 17, 2022

From table 6 above the SPSS output results show that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score in the respondent's answer tabulation. The results of the validity test of the 8 (eight) questions on the variable X1 (brand equity) can be declared valid (legitimate) because all coefficient values are greater than 0.30.

Table 7 Item-total statistics (X2)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2_1	34.8167	7.881	.513	.483	.684
X2_2	34.9000	9.820	.324	.283	.765
X2_3	34.8333	9.294	.385	.300	.732
X2_4	34.7833	7.766	.612	.763	.670
X2_5	34.7000	7.875	.664	.754	.667
X2_6	34.9167	7.603	.582	.583	.671
X2_7	34.9667	8.609	.336	.323	.714
X2_8	34.6667	8.429	.453	.493	.697
X2_9	34.5000	7.915	.473	.300	.691
X2_10	34.6167	8.817	.382	.085	.744

Source: SPSS 17, 2022

From table 7 above, the SPSS output results show that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score in the respondent's answer tabulation. The results of the validity test of 10 (ten) questions on variable X2 (brand perception) can be declared valid (legitimate) because all coefficient values are greater than 0.30.

Table 8 Item-total statistics (X3)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3_1	28.0333	8.541	.530	.428	.677
X3_2	28.0000	8.780	.387	.464	.705
X3_3	27.9667	9.118	.381	.495	.706
X3_4	27.7500	8.970	.418	.463	.699
X3_5	27.8000	8.536	.519	.463	.679
X3_6	28.0167	7.644	.489	.558	.685
X3_7	27.7833	9.630	.354	.271	.728
X3_8	27.8333	8.921	.385	.521	.705

Source: SPSS 17, 2022

Dari tabel 8 di atas hasil *output* SPSS diketahui nilai validitas terdapat pada kolom *Corrected Item-Total Correlation* yang artinya nilai korelasi antara skor setiap butir dengan skor total pada tabulasi jawaban responden. Hasil uji validitas dari 8 (delapan) butir pertanyaan pada variabel X3 (loyalitas merek) dapat dinyatakan valid (sah) karena semua nilai koefesien lebih besar dari 0,30.

Table 9 Item-total statistics (Y)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y_1	26.2500	7.953	.589	.606	.573
Y_2	26.2000	7.519	.611	.673	.559
Y_3	26.3333	8.090	.693	.589	.561
Y_4	26.5667	7.945	.542	.542	.582
Y_5	26.4500	8.387	.516	.550	.595
Y_6	26.4833	8.423	.473	.535	.604
Y_7	26.1000	9.481	.371	.370	.577
Y_8	26.4333	12.080	.319	.314	.609

Source: SPSS 17, 2022

From table 9 above, the SPSS output results show that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score in the respondent's answer tabulation. The results of the validity test of the 8 (eight) questions on the variable Y (purchasing decision) can be declared valid (legitimate) because all coefficient values are greater than 0.30.

b. Reliability Testing

Reliability is the degree of accuracy, precision or accuracy shown by the measurement instrument. A measurement result can be trusted if in several measurements carried out on the same group of subjects, relatively the same measurement results are obtained. Questionnaire items are said to be reliable or reliable if one's answers to the questionnaire are consistent. In this study to determine whether a questionnaire is reliable or not by using Cronbach's alpha. The questionnaire is said to be reliable if Cronbach's alpha is > 0.60 and unreliable if it is equal to or below 0.60 (Rusiadi, 2013).

The reliability of the questionnaire questions that have been asked by the author to the respondents in this study will be seen in the Reliability Statistics table which is presented in the table below:

Table 10 Reliability Statistics

| Variabel	Cronbach's Alpha	N of Items
X1	.747	8
X2	.727	10
X3	.728	8
Y	.663	8

Source: Processing Results SPSS 17, 2022

From table 10 above, the SPSS output results show that the Cronbach's Alpha value of variable X1 (brand equity) is 0.747 > 0.60, variable X2 (brand perception) is 0.727 > 0.60, variable X3 (brand loyalty) is 0.728 > 0, 60, and variable Y (purchasing decision) of 0.663 > 0.60 so it can be concluded that the questions that have been presented to respondents on each variable are reliable or said to be reliable.

3.3.2 Classical Assumption Testing
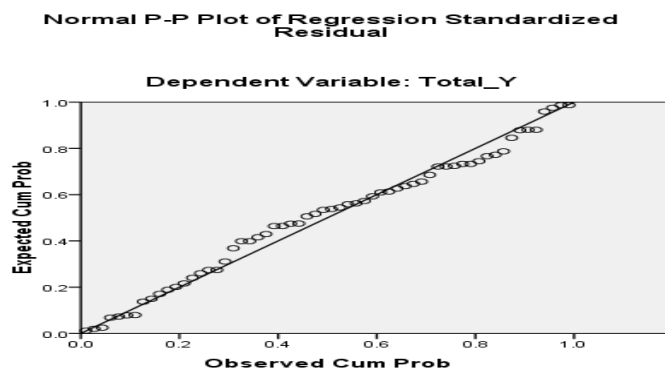### a. Data Normality Test

The normality test aims to test whether in a regression, the confounding variables or residuals are normally distributed or not. Good regression model data distribution is normal or close to normal.
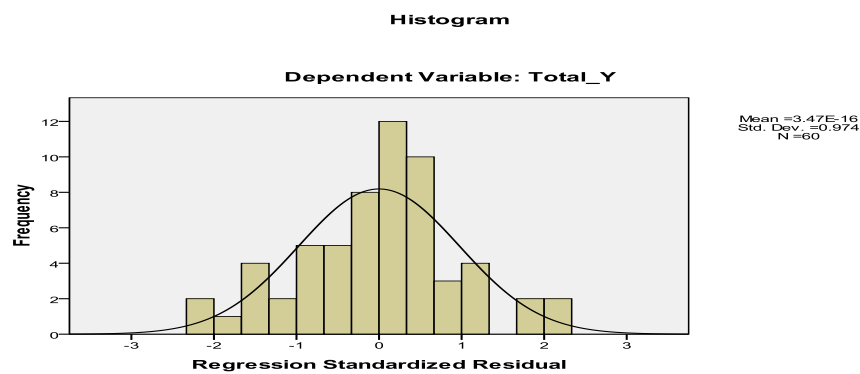
Source : Processing Results SPSS 17, 2022
Figure 2 Normality Test Histogram

Based on Figure 2 above, the results of the data normality test show that the data is normally distributed, where the histogram has lines forming a bell and has a balanced convexity in the middle..

Source : Processing Results SPSS Versi 17.0
Figure 3 PP Plot Normality Test

Based on Figure 3 above, then for the results of the data normality test using the PP Plot image, it can be seen that the data points for the purchase decision variable are spread around the diagonal line so that the data is normally distributed. From the two pictures above, it can be concluded that

after the data normality test is carried out, the data for the variables brand equity, brand perception and brand loyalty are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. This test was carried out by looking at the tolerance value and variance inflation factor (VIF) from the results of the analysis using SPSS. If the tolerance value is > 0.10 or VIF < 10, it is concluded that there is no multicollinearity. The multicollinearity test of the questionnaire results that have been distributed to the respondents can be seen in the following table.

Table 11 Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,016	5,874		.684	.501		
Total_X1	.077	.185	.112	.417	.680	.863	1.464
Total_X2	.466	.249	.779	1.870	.074	.863	1.464
Total_X3	-.185	.401	-.245	-.461	.6492	.863	1.464

a. Dependent Variable: Total_Y

Source : Processing Results SPSS 17. 2022

Based on Table 1 above, it can be seen that the Variance Inflation Factor (VIF) is smaller than 10, including the variables X1, X2 and X3 1.464 <10 and the Tolerance value is 0.863 > 0.10 free from multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. A good regression model is one that does not have heteroscedasticity. In this study the method used to detect heteroscedasticity symptoms by looking at the graph plot between the predicted value of the dependent variable (ZPRED) and its residual (SRESID)).
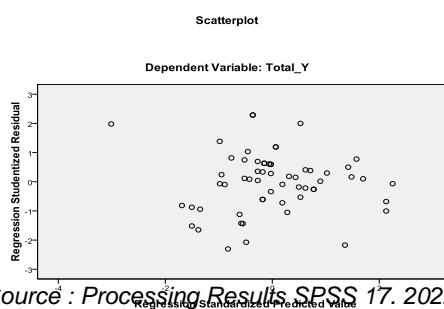

Source : Processing Results SPSS 17. 2022

Figure 4 Scatterplot Heteroscedasticity Test

Based on Figure 4 above, the scatterplot image shows that the resulting points spread randomly and do not form a particular pattern or trend line. The picture above also shows that the distribution of data is around the zero point. The results of this test indicate that the regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedastic..

d. Multiple linear regression test

Multiple linear regression aims to calculate the magnitude of the influence of two or more independent variables on one dependent variable. and predict the dependent variable using two or more independent variables.

The formula for multiple regression analysis is as follows:

$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$

Table. 12 Multiple Linear Regression
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.581	3.025		.-.092	.849		
	Total_X1	.620	.092	.698	4.763	.001	.683	1.464
	Total_X2	.700	.097	.680	6.854	.000	.683	1.464
	Total_X3	.740	.100	.711	7.432	.000	.683	1.464

a Dependent Variable: job satisfaction
Source : Processing Results SPSS 17, 2022

Based on table 12, the following multiple linear regression is obtained:
 Y = -0,581 + 0,620 X1 + 0,700 X2 +0,740 X3 + e.
3.3.3 *Test Goodness Of Fit*
a. Simultaneous Significance Test (F Test)
        The F test (simultaneous test) was conducted to see the effect of the independent variables on the dependent variable simultaneously. The method used is to look at the level of significance (= 0.05). If the significance value is less than 0.05 then H0 is rejected and Ha is accepted.

Table 13 Simultaneous Test
ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	58.599	3	19,533	12,32	.025[a]
	Residual	88.768	56	1,585		
	Total	147.367	59			

 a. Predictors: (Constant), Total_X3, Total_X2, Total_X1

 b. Dependent Variable: Total_Y
Source : Processing Results SPSS 17, 2022

    Based on table 13 above it can be seen that Fcount is 12.32 while Ftable is 2.27 which can be seen at α = 0.05. The significant probability is much smaller than 0.05, namely 0.025 <0.05, so the regression model can be said that in this study brand equity, brand perception and brand loyalty have a positive and significant effect on purchasing decisions. Then the previous hypothesis is Accept Ha (reject H0) or the hypothesis is accepted.
b. Partial Significance Test (Uji t)
    Partial test (t) shows how far the independent variables individually explain the variation in this test using a significance level of 5%. If the significance value of t <0.05 means that there is a significant influence between the independent variables on the dependent variable. If the significance value of t > 0.05 means that there is no influence between the independent variable on the dependent variable.

Table 14 Partial TestCoefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.581	3.025		.-.092	.849		
	Total_X1	.620	.092	.698	4.763	.001	.683	1.464
	Total_X2	.700	.097	.680	6.854	.000	.683	1.464
	Total_X3	.740	.100	.711	7.432	.000	.683	1.464

a. Dependent Variable: Purchase Decision
Source : Processing Results SPSS 17, 2022

c. Coefficient of Determination

Analysis of the coefficient of determination is used to determine the percentage of the variation in the influence of the independent variable on the dependent variable. From processing the questionnaire data using the SPSS 17.0 for Windows application software, the results are as shown in the table below.:

Table 15 Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631[a]	.398	.719	1.92319

Predictors: (Constant), Total_X3, Total_X2, Total_X1

Source : Processing Results SPSS Versi 17.0

Based on table 15 above, it can be seen that the adjusted R Square figure is 0.719 which can be called the coefficient of determination which in this case means that 71.9% of purchasing decisions can be obtained and explained by independent variables. While the remaining 100% - 71.9% = 28.1% is explained by other factors or variables outside this variable.

3.4 Discussion

Based on the results of the study it can be seen that brand equity, brand perception and brand loyalty show a simultaneous positive influence on purchasing decisions with an f count of 12.32 with an f table of 2.27

This means that brand equity has the ability to attract consumers to buy a product. Brands can be a differentiator between one product and another. Rangkuti (2014: 20) explains that when consumers are faced with choices such as brand name, price, and other product attributes, they will tend to choose the brand name first and then think about price. It shows that. Brand Equity is a major factor in determining purchasing decisions.

According to Kartajaya (2010: 144) brand is the main value of marketing. The stronger the manufacturer's brand in the market, the more the brand exists, especially in terms of dominating consumer awareness so that it will direct consumers to consume the product, especially in terms of dominating consumer awareness so that it will direct consumers to consume the product. Thus, the current brand is not just an identity for a product and only as a differentiator from competing products, but more than that, brands have a special emotional bond that is created between consumers and producers. A good brand can be said to have strong brand equity.

The results of the study show that brand perception has a partial effect on purchasing decisions. brand perception can influence consumers in purchasing decisions through the creation of good brand credibility. When consumers have high brand perceptions caused by good brand credibility in the minds of consumers, the consumer's confidence in making purchasing decisions is greater for that brand. Brand perception can provide benefits for consumers which will ultimately provide specific reasons for consumers to buy and use the brand, so that brand perception becomes the basis for purchasing decisions. The results of this study are supported by the theory put forward by Ferrinadewi (2010), that when consumers have a high perception of the quality of a product, it will be easier to make purchasing decisions. In order to create a good perception of the quality of a product in the minds of consumers, it must be followed by a real increase in the quality of the product so as to make it easier to make purchasing decisions.

The effect of brand loyalty on purchasing decisions. The results of the research show that there is a positive and significant influence between brand loyalty and purchasing decisions. The positive influence indicates that the relationship between brand loyalty and purchasing decisions is one-way. If brand loyalty is higher, the purchase decision is also higher. According to Durianto, et al. (2014: 61), brand loyalty can provide feelings of satisfaction and liking for a brand and creates a feeling of confidence for consumers to consume the brand. This opinion is supported by the opinion of Swastha and Irawan (2011: 349), who argue that the factors that influence buying decisions are related to emotional feelings, if someone feels happy and satisfied in buying goods, then this will strengthen the buying decision..

Based on the research results, it is known that the adjusted R Square figure is 0.719 which can be called the coefficient of determination which in this case means that 71.9% of purchasing decisions can be obtained and explained by independent variables. While the remaining 100% - 71.9% = 28.1% is explained by other factors or variables outside the independent variables such as brand awareness, brand associations, prices, etc. Brand awareness will affect the perception and behavior of a consumer. This is because strong brand awareness can help companies in their efforts to attract consumer interest and efforts to establish good relationships with consumers and can eliminate consumer doubts about brand quality..

4. CONLUSION

Based on the results of data analysis and discussion that has been described, it can be concluded as follows:The effect of brand equity has a partial positive effect on purchasing decisions with a t count of 4,763 while a t table of 1.671 and a significance of 0.001. The effect of brand perception has a partial positive effect on purchasing decisions with t count of 6,854 while t table of 1.671 and a significance of 0.000, so that t count is 6,854 > t table is 1.671 and is significant 0.000 <0.05. The effect of brand loyalty has a partial positive effect on purchasing decisions with a t count of 7,432 while a t table of 1.761 and a significance of 0.000. The influence of brand equity, brand perception and brand loyalty has a positive and significant effect on purchasing decisions with Fcount of 12.32 while Ftable is 2.27 and significant 0.025 <0.05. The results of the regression analysis also obtained a coefficient of determination (R2) of 0.719 which can be called the coefficient of determination which in this case means that 71.9% of purchasing decisions can be obtained and explained by brand equity, brand perception and brand loyalty. While the remaining 100% - 71.9% = 28.1% is explained by other factors outside of variables such as brand awareness, price and others.

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