

# The Effect Of Brand Equity On Purchase Decisions Laptop Toshiba In Magister Students Faculty Economic And Business USU

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**Abstract:** In line with the technological advances and the high level of people's busyness in today's modern era, it also changed the way people meet their daily needs, such as the need for information fulfillment. Society needs a tool that is able to provide information, facilitate work, easy to carry and easy to use like a laptop. Laptop comes from the word lap and top, which means on the lap. This tool has become a phenomenon in recent eras because it has been able to provide solutions for the modern era of people who have dynamic jobs and moving places, so the laptop becomes a good solution because it can be taken anywhere. The purpose of this study is to know and analyze the influence brand awareness, brand association, brand quality perceptions, and brand loyalty to Toshiba laptop purchase decisions to Magister students at faculty of economics and business in University of North Sumatera. The type of research is descriptive quantitative, and descriptive explanatory approach. The population in this study is the Magister students at Faculty of Economics and Business in University of North Sumatera who ever purchased on laptop Toshiba at least once, and the samples are as many as 87 respondents. The sampling technique used is accidental sampling. Methods of data collection were done with questionnaires and documentation studies. Methods of data analysis were done by multiple linear regression analysis. The results show that brand awareness, brand association, brand quality perception, and brand loyalty simultaneously have a positive and significant effect on Toshiba laptop purchase decision. Partially brand loyalty had the most dominant influence to the decision of purchasing of magister students at Faculty of Economics and Business in University of North Sumatera.

**Index Terms:** Brand Equity, Brand Awareness, Brand Association, Brand Quality Perception, Brand Loyalty, Purchase Decisions.

## 1 INTRODUCTION

The rapid development of the world today can be seen in all areas such as technology, economics and so on. The impact of these developments provides a challenge and opportunity for large and small industries and companies. In the era of globalization as happened in the Southeast Asian region, especially Indonesia, it can be seen that the existence of free trade paved the way for the development of industry and company in marketing the product and expand its market. The era of globalization promises a new business opportunity and challenge for operating companies. On the one hand, the era of globalization is expanding the product market of the company and on the other hand it raises intense competition among domestic companies as well as with foreign companies. The phenomenon of this competition will increasingly direct the Indonesian economic system to market mechanisms that position marketers to always develop and seize market share. One of the assets to achieve a position as a market leader is to use the brand. Brand identifies a product or service produced by a company. The identification also serves to differentiate it from the products offered by the competitor companies. Brands also bridge consumer expectations as companies promise to consumers. Nasria Rosa Fitri, Endang Sulistya Rini, Beby Karina Fawzee Sembiring, Faculty of Economic and Business Universitas Sumatera Utara, Email: marianarina3@yahoo.com. Thus can be known the existence of emotional bond created between consumers and producers of products through the brand. Competitors may offer similar products, but they may not offer the same emotional promise. According to Kotler and Armstrong (2012) defines brands as the names, terms, signs, symbols, designs, or combinations of those things, intended to identify maker or seller of the goods or services. The power of competition is the competition between brands, then the brand equity of a company must be stronger. With the stronger brand equity of a product, the consumer will feel satisfied and the stronger the appeal in the eyes of consumers to consume a product that will lead consumers to make repeated purchases

so that eventually become loyal customers and bring profits for the company. The brand varies in terms of strength and value in the market, the company must be able to develop a product that has a prestigious brand or is said to have a strong brand equity. According to Aaker (2006) there are four dimensions of brand equity: brand awareness, brand associations, perceived quality, and brand loyalty. Brand awareness indicates a buyer's ability to recognize or recall that a brand is part of a particular product category. Brand associations show the brand image of a particular impression in terms of customs, lifestyles, benefits, product attributes, geographic, price, celebrity (person) and so on. Perceived quality reflects the customer's perception of the overall quality / superiority of a product or service regarding the intended purpose. A high brand equity will provide a competitive advantage for a brand or product in order to shape interest in referencing. Brand loyalty (brand loyalty) is the customer's attachment to the high value of a brand, with this built-in attachment, the consumer will reject any strategy performed by the brand competitors. Consumers will give their loyalty and trust to the brand as long as the brand matches the expectations of the consumer, acts in certain ways and offers certain values. Loyalty to this brand arises because consumers perceive the brand to produce a product that has a number of benefits and quality with the appropriate price. Brand loyalty is also an indication of brand strength, because without brand loyalty will not create brand power. This can be seen in the brands that become leaders in the market, it is certain that the brand has a customer who is loyal to the brand. One company that is experiencing a tough competition today is a computer company with this type of laptop. Various brands of laptops more and more introduced and circulated in the market such as: LG, Acer, Toshiba, Apple, HP, Asus, Samsung, and others. But interestingly, the laptop with the Toshiba brand is the only Japanese-made laptop brand that entered the international market. The high level of laptop use is of course a good opportunity for companies that produce laptops. With a growing market, laptop-producing companies compete with each other to market their products to capture

the hearts of consumers. Toshiba is a high-tech electronics manufacturing company headquartered in Tokyo, Japan. Toshiba is the largest electronics company in the world. Toshiba is currently mostly made in China. Toshiba's artificial semiconductors are among the 20 Semiconductors with the Largest Sales. In 2009, Toshiba was the fifth largest computer company in the world, under Hewlett-Packard from the US, Dell from the US, Acer from Taiwan, and Apple from the US. And Toshiba as one of the company producing laptops that market their products in Indonesia. Toshiba has had a strong market position in Indonesia and this has been proven by its achievements that several times ranked the top five in a survey conducted by Top Brand. But in recent years, Toshiba laptop users in Indonesia have fluctuated and tend to experience the decline shown in the data as follows onto Table 1.

**Table 1. Laptop Brand Rating In 2012-2016**

No	Peringkat Merek Laptop								TBI	TOP BRAND	
	2012	TBI	2013	TBI	2014	TBI	2015	TBI			2016
1	LG	27,4%	Acer	41,6%	Samsung	23,4%	Acer	29,50%	Samsung	26,70%	TOP
2	Samsung	21,1%	Toshiba	14,2%	Acer	23,2%	Samsung	16,90%	LG	21,00%	TOP
3	Acer	17,1%	HP	9,9%	LG	14,9%	LG	13,40%	Acer	10,90%	TOP
4	Toshiba	7,4%	Asus	6,9%	HP	6,7%	Asus	8,10%	Dell	7,70%	
5	HP	5,0%	Apple	6,2%	Toshiba	5,6%	Dell	6,10%	Asus	3,10%	

Source: <http://www.topbrand-award.com> (Data, 2017)

In Table 1.1 it can be seen that a laptop with the Toshiba brand is not always the consumer's primary choice in buying a laptop. In 2012, Toshiba brand laptops are ranked fourth among consumers in buying a laptop. In 2013, Toshiba brand laptops rise to second place in consumer choice of Indonesia. In 2014, Toshiba brand laptops are back down to the fifth rank of consumer choice of Indonesia. But in 2015 and 2016, Toshiba brand laptops do not fit into the top five brands of laptops that are the choice of Indonesian consumers. Based on a survey conducted in June 2017 in some Laptop and Computer Shop Jalan Merak Jingga Medan, obtained several ratings of laptop brands that are in great demand by consumers in the last year are as follows Table 2.

**Table 2. Laptop Brand Based Laptop Store and Computer Store in Medan At 2016-2017 period**

NO.	PERINGKAT MEREK LAPTOP MENURUT TOKO LAPTOP DAN KOMPUTER DI MEDAN						
	Techno	Atlantic Computer	Great Computer	Gudang Computer	Maju Jaya	Hero Computer	Horizon Computer
1	Acer	Asus	Acer	Acer	Acer	Acer	Asus
2	Asus	Acer	Asus	Asus	Asus	Asus	Acer
3	Lenovo	HP	HP	Lenovo	HP	HP	Lenovo
4	HP	Lenovo	Lenovo	Samsung	Lenovo	Lenovo	Samsung
5	Samsung	Toshiba	Samsung	HP	Toshiba	Toshiba	Toshiba

Source: Laptop and Computer Shop Jalan Merak Jingga Medan (Data, 2017).

Based on the survey results available in Table 1.2 it can be seen that Toshiba brand laptops are not always in the top five of consumer choice according to laptop and computer store at around Jalan Merak Jingga Medan. According to laptop and

computer store Techno which is located at Jl. Merak Jingga no. 192 that the five most popular laptops consumers in Medan are Acer, Asus, Lenovo, HP, Samsung. According to the laptop computer store and computer Atlantic computer which is located at Jl. Merak Jingga no. 194 that the five most popular laptop rankings by consumers in Medan are Asus, Acer, HP, Lenovo, Toshiba. According to laptop and computer store Great computer that is located at Jl. Merak Jingga no. 198 that the five most popular laptops consumers in Medan are Acer, Asus, HP, Lenovo, Samsung. According to laptop and computer store computer warehouse which is located at Jl. Merak Jingga no. 178 that the five most popular laptops consumers in Medan are Acer, Asus, Lenovo, Samsung, HP. According to laptop and computer store Maju Jaya which is located at Jl. Merak Jingga no. 60 that the five most popular laptops consumers in Medan are Acer, Asus, HP, Lenovo, Toshiba. According to laptop and computer store Hero Computer which is located at Jl. Merak Jingga no. 69 that the five most popular laptops consumers in Medan are Acer, Asus, HP, Lenovo, Toshiba. According to laptop and computer store Horizon Computer which is located at Jl. Merak Jingga no. 72 that the five most popular laptops consumers in Medan are Asus, Acer, Lenovo, Samsung, Toshiba. Based on the survey shows that some laptop consumers have not made the laptop with the Toshiba brand as their primary choice in buying a laptop. Brand equity is a consumer's perception of overall purchases. Consumer perceptions of brands owned by the company will be able to give a positive impact for consumers who will then create an interest for consumers to make decisions to make purchases on the product. There is a tendency among Indonesian consumers especially students to buy and use laptops or notebooks by looking at the most widely used and known brands of society, the prestige gained, as well as the perceived superior quality. For that Toshiba is required to be able to form a total customer satisfaction by providing efficient values to satisfied consumers so that consumers decide to buy Toshiba laptop products and customers do not think to move to another laptop brand. The failure of a brand to convey a good image to consumers will adversely affect their perception of the brand. And conversely, the company's success in conveying a good image to consumers will certainly form a good perception for consumers who will ultimately create a consumer decision to buy the product.

## Research Purposes

Based on the above problem formulation, the purpose of this research are:

1. To know and analyze the influence of brand awareness positively and significantly to consumer purchasing decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara.
2. To know and analyze the influence of brand association positively and significantly to consumer purchasing decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara.
3. To know and analyze the influence of brand perception (brand perceived quality) in a positive and significant to the purchase decision consumers of Toshiba laptops to Masters students at the Faculty of Economics and Business University of North Sumatra.
4. To know and analyze the influence of brand loyalty (brand loyalty) positively and significantly to consumer purchasing

decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara.

- To know and analyze the effect of Brand equity which consist of: Brand awareness, Brand association, Brand perceived quality, Brand loyalty in a positive and significant to consumer purchase decision Toshiba laptops to Masters students at the Faculty of Economics and Business University of North Sumatra.

### Benefits of Research

The benefits expected by researchers through this research process are:

- As input for the development of science with the discipline of economics, especially marketing management.
- As information and input to the company for consideration in marketing its products.
- As reference material and reference for other researchers.

## LITERATURE REVIEW

### Understanding and Usage Brand

According to the Trademark Law no. Article 1, paragraph 1 (Tjiptono, 2016), the mark is a sign in the form of pictures, names, words, letters, numbers, color arrangements or combinations of those elements which have differentiating power and are used in activities trade in goods and services. A brand is a name, term, sign, symbol, or design, or a combination of these, that is identifies the maker or seller of a product or service. Consumers view a brand as an important part of a product, and branding can add value to a product. Customers attach meanings to brands and develop brand relationships. Brands have meaning well beyond a product's physical attributes (Kotler and Armstrong, 2012). According to Kotler and Armstrong (2012) defines brands as the names, terms, signs, symbols, designs, or combinations of them, intended to identify the maker or seller of the goods or services. Customers see a brand as an important part of a product and branded a product can add more value to the product. Customer gives meaning and breaks the relationship to the brand. Brands give a very good sense for the physical product attributes. So brands differentiate sellers, manufacturers or products from sellers, manufacturers or other products. According Durianto (2011) said that the brand is a name, term, sign, symbol, design, or combination that identifies a product/service produced by a company. The identification also serves to differentiate it from the products offered by the competitor companies. Brands contain a company's promise to consistently deliver certain features, benefits, and services to buyers. According to Kotler and Armstrong (2012), the brand is more than a quality assurance because it includes six following notions:

#### 1. Product Attributes

Brands are reminiscent of certain attributes.

#### 2. Benefits

Attributes need to be translated into functional and emotional benefits. Consumers actually buy the benefits of the product they buy.

#### 3. Value

The brand states something about the value of the producer.

#### 4. Culture

Brands reflect a particular culture.

#### 5. Personality

Brand reflects a certain personality.

### 6. Users

Brand indicates the type of consumer who bought or used the product. From the following understanding can be taken the sense that the brand has the element brand name (letters or words that can be read) and brand mark (symbols, logos, design) that became a marker for consumers to be able to distinguish a product with other products and then help consumers to make it easier to remember so it makes it easier to make decisions when making a purchase or buy back.

### Understanding and Role of Brand Equity

Kotler and Keller (2007) define brand equity as the added value given to products and services. Brand equity can be reflected in the way consumers think, feel, and act in relation to the brand, price, market share, and profitability that the brand brings to the company. Knapp (2001) defines brand equity as the totality of brand perceptions, including the relative quality of products and services, financial performance, customer loyalty, satisfaction and overall appreciation of brands. Meanwhile, according to Kartajaya in Handayani, et al., (2010) said that brand equity is an asset that creates value for customers by increasing satisfaction and appreciate quality. According to Kotler and Armstrong (2012), the competitive advantages that can be gained from the high brand equity are:

- The brand provides a defense against competitive pricing competition.
- It is easier to launch brand extensions because of their high credibility level and can apply higher prices than competitors because of the level of consumer confidence.
- A stronger position in negotiations with the distributor because the customer is looking for the brand.
- Enjoy smaller marketing costs due to high consumer brand loyalty levels.

Brand equity can provide value for the company (Durianto, 2011). Here are the brand equity values for the company:

- Strong brand equity can help companies in an effort to attract potential customers as well as efforts to establish good relationships with customers and can eliminate consumer concerns about brand quality.
- All elements of brand equity can influence consumer purchasing decisions because strong brand equity will reduce consumers' desire to move on to other brands.
- Consumers who have a high loyalty to a brand will not be easy to move to a competitor's brand, even if competitors have innovated the product.
- Brand associations will be useful for companies to evaluate brand extension strategy decisions.
- Companies that have strong brand equity can set premium prices and reduce the company's reliance on promotions.
- Companies that have strong brand equity can save on costs when the company decides to expand its brand.
- Strong brand equity will create loyalty distribution channels that will increase the number of sales companies.
- Four strong brand equity, brand association, perceived quality and brand loyalty elements can increase the power of other brand equity elements such as consumer trust, and more.

According to Simamora (2006), brand equity does not happen

by itself. Brand equity is built up by brand equity elements consisting of:

- Brand awareness.
- Brand association.
- Perceived quality.
- Brand loyalty.
- Other proprietary brand assets, such as patents, access to markets, access to technology, access to resources, and so on.

### Definition of Purchase Decision

According to Schiffman and Kanuk (2004), "The purchase decision is the choice of two or more alternative purchasing decision choices, meaning that one can make decisions, there must be some alternative choice". Peter & Olson (2005) argues that the essence of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is an option, which is presented cognitively as a desire to behave. According to Kotler and Armstrong (2012), "In general, consumer purchasing decisions are the most preferred brand, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others. If someone has an important meaning to you that you should buy the cheapest car, then your chances of buying a more expensive car are reduced. The second factor is the unexpected situational factor. Consumers may form purchase intentions based on factors such as revenue, price, and expected product benefits

### Conceptual Framework

Conceptual framework built in this research can be seen in the following picture 1 below.

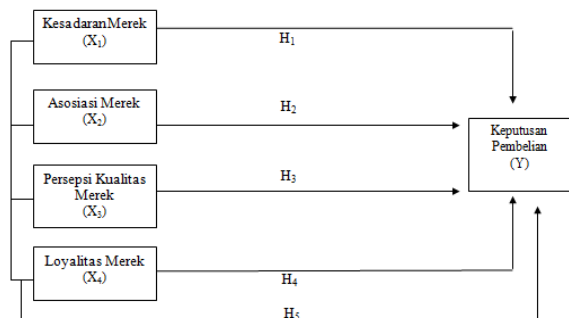


Figure 1 Conceptual Framework

## RESEARCH METHODS

### Types and Nature of Research

This study was conducted to test the hypothesis proposed by using research methods that have been designed in accordance with the variables to be studied in order to obtain accurate results. This type of research is descriptive quantitative. According to Sinulingga (2014), quantitative descriptive research is a type of research that aims to describe the systematic, factual and accurate about the facts and the nature of a particular object or population. This study aims to describe or describe the influence of brand equity which consists of brand awareness, brand quality impression, brand association and brand loyalty to consumer purchasing decisions Toshiba laptop to Master students in the Faculty of

Economics and Business University of North Sumatra conducted through data collection and quantitative analysis (questionnaire) and test by using multiple linear regression analysis. The nature of this research uses descriptive explanatory level, ie research that intends to explain the position of the variables studied and the relationship between one variable with another variable is a brand equity variable consisting of brand awareness, brand quality impression, brand association and brand loyalty to purchase decision consumers of Toshiba laptops to Masters students at the Faculty of Economics and Business University of North Sumatra.

### Place and Time of Research

This research was conducted at the Faculty of Economics and Business Universitas Sumatera Utara which is located at Jalan Prof. T.M. Hanafiah Campus USU, Medan 20155 from May to August 2017.

### Population and Sample

The population in this study is a Master student at the Faculty of Economics and Business University of North Sumatra who had used Toshiba brand laptops whose numbers are unknown. The sampling method used in this research is accidental sampling, that is the technique of determining the sample by chance, ie anyone who by chance/icidental met with the researcher used as the sample, when viewed by the person who happened to meet it is suitable as the data source (Sugiyono, 2013) . This technique is used because researchers can not obtain student data, so the accidental sampling technique is more appropriate used in facilitating the spread of questionnaires. From the preliminary sampling terhadap 50 students of Master of Management Science University of North Sumatra period 2014 - 2016, it is known that the number of students who have used Toshiba brand laptop is as much as 3 students. The sample determination was determined using the Lemeshow formula in Sinulingga (2014):

$$n = \frac{Z^2 \alpha / 2 p q}{e^2}$$

Where is,

$$\begin{aligned} p &= \text{proportion in appraiser} \\ &= 3/50 = 0,06 \\ q &= 1 - p \\ &= 1 - 0,06 = 0,94 \end{aligned}$$

So, the sample (n) will calculated such as:

$$n = \frac{1.96^2 (0.06)(0.94)}{0.05^2}$$

$$n = \frac{3.8416 \cdot 0.0564}{0.025}$$

$$= 87 \text{ individuals}$$

### Data Collection Technique

Data collection techniques used in this study are:

- List of questions (questionnaire) given to the Master students in the Faculty of Economics and Business University of North Sumatra who had used Toshiba brand laptop that became the research respondents. Data collection techniques in this study with a questionnaire, which is a technique using a questionnaire that contains a

list of questions to the students who have qualified to sample research. The questionnaire was given to Master's students at the Faculty of Economics and Business University of North Sumatra and then students were expected to fill it with their opinions and perceptions about their experiences when using Toshiba brand laptops. Questionnaires used in this study is a direct and closed questionnaire, meaning that the questionnaire is given directly to the respondent and respondents can choose one of the alternative answers that have been available.

2. Documentation study is done by collecting and studying documents, articles, and journals related to this research. The documentation study aims to investigate the prevailing data records in the form of documentation collection, such as:
  - a. Printed documentation: books, magazines, documents, regulations, journals and reports.
  - b. Electronic documents (nonprinted): internet sites, and others.

**Data Analysis Model**

Methods in this study using multiple linear regression method (multiple regression). The form of the equation is as follows:

$$Y = a + b1 X1 + b2 X2 + b3 X3 + b4 X4 + e$$

**Information :**

- Y = Variable Purchase Decision
- a = Multiple regression constants
- b1, b2, b3, b4 = regression coefficients
- X1 = Brand Awareness Variables
- X2 = Brand Association Variables
- X3 = Brand Quality Perception Variable
- X4 = Brand Loyalty Variables
- e = Annoying Variables

**RESEARCH RESULT AND DISCUSSION**

**Coefficient of Determination R2**

The results in the table 3 show the magnitude of the multiple correlation coefficient (R), the coefficient of determination (R Square), and the adjusted coefficient of determination (Adjusted R Square). The value of multiple correlation coefficient (R) of 0.721. It shows that brand awareness variable, brand association, brand quality perception and brand loyalty to purchasing decision have strong relation.

*Table 3. The magnitude of the multiple correlation coefficient R*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 <sup>a</sup>	.519	.496	1.510

Source: Research Results (Data, 2017)

Results in the table also shows the magnitude of R Square is 0.519 and the value of adjusted coefficient of determination (Adjusted R Square) is 0.496. From the value of Adjusted R2 of 0.496, it can be concluded that the purchase decision variable can be explained by the brand awareness variable, brand association, brand quality perceptions and brand loyalty of 49.60% in this study, while the remaining 49.60% is

explained by other factors that are not incorporated into this study.

**t-Test Result**

1. T-count value  $\geq$  t-table of commitment is  $2,469 \geq 1,66$  and significant value for brand awareness equal to  $0,016 \leq \alpha 0,05$ , so that brand awareness variable have positive and significant influence to purchasing decision, hence hypothesis accepted.
2. The t-count value  $\leq$  t-table of the brand association variable is  $0.091 \leq 1.66$  and the significant value for the brand association is  $0.928 \geq \alpha 0.05$ , so that the brand association variable has no significant effect on the purchase decision, thus the hypothesis is rejected .
3. T-count value  $\geq$  t-table of brand quality perception variable that is  $4,055 \geq 1.66$  and significant value for the brand quality perception variable of  $0.000 \leq \alpha 0,05$ , so that variable of perception of brand quality have positive and significant influence to purchasing decision, thus the hypothesis is accepted.
4. The t-count value  $\geq$  t-table of the brand loyalty variable is  $4.138 \geq 1.66$  and the significant value for brand loyalty is  $0.000 \leq \alpha 0,05$ , so variable of brand loyalty have positive and significant influence to purchase decision, hence hypothesis be accepted.

**F Test Result**

To test this hypothesis use statistic F with decision criteria if the value of F-count is greater than F-table, then H0 is rejected and H1 accepted. The simultaneous influence of brand awareness variables, brand associations of brand quality perceptions and brand loyalty to purchasing decisions on multiple linear regression analysis.

*Table 4. Multile linear regression analysis*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.930	4	50.483	22.138	.000 <sup>a</sup>
	Residual	186.989	82	2.280		
	Total	388.920	86			

Source: Research Results, 2016 (Data, 2017)

It was found that the F-count value was 22.138 with a significant level of 0.000 smaller than the alpha of 0.05 (5%). The resulting F-count of 22.138 is greater than the F-table of 2.48. The provisions of F table are obtained from the number of samples minus the number of variables (Riduan and akd, 2010) ie  $df2 = n - k = 86 - 4 = 82$ , and the number of variables is reduced with 1, so that obtained  $df1 = k-1 = 5 -1 = 4$ . And the results obtained from F table of 2.48. Thus simultaneously brand awareness, brand association brand perceptions of brand quality and brand loyalty have a significant effect on purchasing decisions on the master students in the Faculty of Economics and Business University of North Sumatra.

**DISCUSSION**

The results of multiple regression analysis in this study have proved the influence of brand awareness variable, brand association, brand quality perception, brand loyalty to purchase decision. Based on the result of simultaneous test and partial test indicate that brand awareness variable, brand

association, brand quality perception, brand loyalty jointly or partially have positive and significant influence to purchasing decision on Master student at Faculty of Economics and Business of Universitas Sumatera Utara (USU).

#### 1. The influence of Brand Awareness on Purchase Decision

Based on the results of data processing, it can be concluded that the brand awareness variable has a positive and significant effect on purchasing decisions on Master students in the Faculty of Economics and Business University of North Sumatra. The amount of direct influence of the brand awareness variable on the purchase decision is 2,469 and the significant value of the brand awareness variable is 0,016  $< \alpha 0,05$  (5%), hence the hypothesis is accepted, that is brand awareness have positive and significant effect to the purchasing decision of the student. These positive influences show that the relationship between brand awareness and student purchase decisions is a one-way relationship. This shows that the higher the brand awareness felt by the students, the higher the value of purchasing decisions that will be made by the students. Conversely, if the awareness of the brand is perceived by students is low, then the purchase decisions that will be made by students will also be low. In this research, it can be concluded that the low purchase decision of Toshiba laptop is caused by the low awareness of the brand felt by the students in the last few years. This is reinforced by the results of descriptive statistical analysis of brand awareness variables that students are still less satisfied with Toshiba laptops in recent years so that customers tend to provide answers with an average score of 3.37 - 3.28 from 5.00. Toshiba laptop companies should be more leverage in doing business to increase brand awareness of customers so that customers do not feel the loss of awareness that Toshiba laptop is still there. Aaker (2006) defines brand awareness as the ability of potential customers to recognize or remember that a brand belongs to a particular product category. Meanwhile, according to Durianto, (2011), brand awareness is the ability of a potential buyer to recognize, recall a brand as part of a certain product category. But the quality of Toshiba laptop brand awareness felt by these students is still not satisfactory. This is in accordance with the results of statistical descriptive analysis for the brand awareness variable statement that there is a Toshiba branded laptop product in the neutral category, the statement about the student is very reminiscent of the variant type of Toshiba brand laptop product in the neutral category, the statement about the student is able to recognize the characteristics/ logo/symbol of Toshiba laptop in neutral category. The tendency of respondents in the neutral answer indicates that the respondents are still skeptical about whether the Toshiba brand laptop is still available in the Indonesian market. The lack of promotion by the Toshiba brand company has led to a decline in Toshiba laptop laptops in recent eras, so customer awareness of Toshiba laptops is declining. High brand awareness also affects consumer confidence in deciding to buy a product. The result of this research is supported by research conducted by Selvakumar and Vikkrman (2011) which stated that advertising is one of promotion strategy which aim to increase buying interest and brand awareness of a product. Allaham (2015) states that brand awareness can be obtained through promotion, as well as providing positive information to customers. From this research and supported some previous research such as Doostar, et al (2012), Dlačić and Kezman (2014), Lukman

(2014), which states that brand quality perceptions have a significant effect on purchasing decisions.

#### 4. The Influence of Brand Loyalty Against Purchase Decision

Hypothesis which states that variable of brand loyalty have positive and significant effect to decision of purchasing Toshiba laptop to student of Magister at Faculty of Economics and Business Universitas Sumatera Utara. The magnitude of direct influence of brand loyalty variable to purchase decision is 4,138 and significant value generated by brand loyalty variable equal to 0.000  $< \alpha 0,05$  (5%), hence hypothesis accepted, that is brand loyalty have positive and significant influence namely brand loyalty have a positive and significant effect on purchasing decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara. Thus, it can be concluded that the variable of brand loyalty becomes the dominant variable causing high or low purchase decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara. The results showed that consumers who are loyal to a brand, have a tendency to be more confident in their choice. The influence of brand loyalty to customer confidence in purchasing decisions is also stated by Aaker (2006). Aaker states that a high level of brand loyalty, which is a strong commitment of consumers to the brand can create a great sense of confidence in consumers when making purchasing decisions. This is because consumers feel a bond with the brand so that consumers have great confidence and that the decision to buy the brand is the right decision. Brand loyalty is a key factor of many factors that influence the purchase decision on a product, because if a consumer is already loyal to a product brand then the consumer has been satisfied and believe in the quality of the product to be purchased as a whole. Brand loyalty is the strongest brand equity factor affecting consumer purchase decisions, According to (Thanh, 2005). Brand loyalty arises because of consumer confidence in a product. The current business era, products and services are sold not only on the basis of the physicality of the product or the quality of services but also on the consumer's confidence in the brand of the product or service (Thanh, 2005). Trust is a one-party belief in the intent and behavior of the other. Thus consumer confidence is defined as consumer expectations that service providers can be trusted or relied upon in fulfilling their promises. Ganesan (1994) refers to trust as credibility. In his research Ganesan (1994) defines credibility as the extent to which consumers believe that the company has the expertise to perform activities effectively and reliably. Ganesan (1994) explains that trust is a virtue because it is based on the extent to which the firm believes that its partners have intentions and favorable motives. From the customer's trust will result in consumer loyalty. According to Tjiptono (2016) trust is the most important factor in every relationship. Trust can be interpreted as a willingness to rely on the ability, integrity and motivation of others to act in order to satisfy one's needs and interests as agreed. But Toshiba laptop company is not able to emphasize the value of brand loyalty to the maximum consumer, in this study is the Master students in the Faculty of Economics and Business University of North Sumatra. There are still answers that do not agree to some statement items distributed through the questionnaire. In accordance with the results of descriptive statistical analysis for brand loyalty variable statements regarding consumer preferences for Toshiba laptops in neutral categories, a

statement about the consumer's commitment not to use other brand laptops in the neutral category, the statement about making Toshiba brand laptops as the primary choice when buying in a category agree. The company's brand loyalty to its customers is not too bad but the company can continue to evaluate themselves in growing the loyal value of Toshiba laptop brand to the maximum. The results in this study indicate a significant value that brand loyalty affects the low purchase decision of Toshiba laptops to Master students in the Faculty of Economics and Business University of North Sumatra. The positive value of brand loyalty indicates that the higher the brand loyalty felt by the master students at North Sumatera University will be followed by the higher Toshiba laptop purchase decision at the Faculty of Economics and Business Universitas Sumatera Utara, if the level of brand loyalty is felt by the Masters in the Faculty of Economics and Business University of North Sumatra is low then it means also low purchasing decision Toshiba laptop on Master students in the Faculty of Economics and Business University of North Sumatra. This is in line with previous research conducted by Doostar, et al (2012), Dlačić and Kezman (2014), Lukman (2014), which states that brand loyalty has a positive and significant impact on consumer purchasing decisions.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of research and discussion that have been described in the previous chapter, it can be concluded as follows:

1. Brand equity consisting of: brand awareness, brand association, brand quality perception, brand loyalty have a significant effect on purchasing decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara.
2. Brand awareness has a positive and significant impact on Toshiba laptop purchase decision at master students at North Sumatera University.
3. Brand association has no significant effect on purchasing decision of Toshiba laptop to Master student at Faculty of Economics and Business Universitas Sumatera Utara.
4. Perceptions of brand quality have a positive and significant impact on Toshiba laptop purchase decision on Master students in Faculty of Economics and Business Universitas Sumatera Utara.
5. Brand loyalty has a positive and significant impact on Toshiba laptop purchasing decisions on Master students in the Faculty of Economics and Business University of North Sumatra.

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