

## **ABSTRAK**

### **PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MODERASI PADA DEALER PT. HASJRAT TOYOTA DI KOTA TERNATE**

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Penelitian ini bertujuan mengetahui pengaruh *brand equity* terhadap proses keputusan pembelian mobil Toyota, juga mengetahui pengaruh kepuasan konsumen terhadap proses keputusan pembelian mobil Toyota dan mengetahui dengan variable kepuasan konsumen sebagai variable moderasi dapat memperkuat atau memperlemah hubungan brand equity terhadap keputusan pembelian konsumen mobil Toyota di Kota Ternate. Menggunakan jenis penelitian SmartPLs dengan 90 responden memperoleh hasil penelitian variable brand equity berpengaruh positif dan signifikan terhadap keputusan pembelian. Variable kepuasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian dan kepuasan konsumen dapat memoderasi brand equity terhadap keputusan pembelian, yang artinya kepuasan konsumen signifikan memoderasi pengaruh brand equity terhadap keputusan pembelian di Kota Ternate.

*Kata kunci : Brand equity, kepuasan konsumen dan keputusan pembelian*

## **ABSTRACT**

### **INFLUENCE OF BRAND EQUITY ON PURCHASE DECISION WITH CONSUMER SATISFACTION AS A MODERATION VARIABLE AT DEALER PT. TOYOTA'S HASJRAT IN TERNATE CITY**

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*This study aims to determine the effect of brand equity on the Toyota car purchase decision process, also to determine the effect of consumer satisfaction on the Toyota car purchase decision process and to find out that the consumer satisfaction variable as a moderating variable can strengthen or weaken the brand equity relationship to Toyota car consumer purchasing decisions in Ternate City. . Using the SmartPLS type of research with 90 respondents, the results of the research on brand equity variables have a positive and significant effect on purchasing decisions. The variable of consumer satisfaction has a positive and significant effect on purchasing decisions and consumer satisfaction can moderate brand equity on purchasing decisions, which means that customer satisfaction significantly moderates the influence of brand equity on purchasing decisions. in Ternate City.*

*Keywords: Brand equity, consumer satisfaction and purchasing decisions*