

## **ABSTRACT**

*The purpose of this study was to analyze whether there is an influence of brand awareness, perceived quality, brand associations, and brand loyalty on purchase decisions in store Panasonic AC Sources AC in Palembang. The study was conducted by distributing questionnaires to the respondents who are the buyers AC (air conditioner) to store Sources Panasonic AC Palembang. The research sample using purposive sampling with 100 respondents. Processing data using statistical tools application program package for social source (SPSS) for windows version 16:00. From the score of the average distribution of brand equity and purchase decisions most respondents agreed. And from the results of multiple regression test (multiple regression) simultaneously brand equity (brand awareness, brand associations, perceived quality and brand loyalty) are very significant influence on purchasing decisions. Partially brand associations, perceived quality and loyalty influence on purchasing decisions. While brand awareness does not affect the purchase decision.*

**Keywords : Brand Equity (Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty), Purchase Decision.**