

**ABSTRACT**

***THE INFLUENCE OF BRAND EQUITY TO PURCHASING  
DECISIONS OF THE BRAND WARDAH ADVANCE POWDER***

***by***

***ENA SUSANA***

*The aimed of this research is to find out the influence of brand equity which are brand awareness, brand association, perceived quality and brand loyalty on purchasing decisions partially and simultanly. This research type is eksplanatory research with quantitative approach. The research conducted in Social Science and Politics Faculty of Lampung University with 100 respondents as research samples. Data collecting method used questionnaire. Data analysis used are descriptive analysis and used multiple regression in analyzing the data. Hypothesis Test used T test, F test and R test. This research shows that partially, brand awareness variable (X1) and brand association variable (X3) have not significant effect on purchasing decision (Y) while perceived quality variable (X2) and brand loyalty variable (X4) have significant effect on purchasing decisions (Y). Simultanly, brand awareness (X1), perceied quality (X2), brand association (X3) and brand loyalty (X4) have significant effect on purchasing decisions (Y).*

***Keyword*** : brand awareness, perceived quality, brand associations, brand loyalty, purchasing decision.