

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, sikap konsumen dan asosiasi merek terhadap proses keputusan pembelian (studi pada produk ayam potong merk ayam Ruby di Demak). Yang dilakukan dengan metode *purposive sampling*, pengumpulan data menggunakan kuesioner dengan jumlah sampel 100 responden. Hasil penelitian membuktikan bahwa citra merek positif tapi tidak signifikan terhadap proses keputusan pembelian sedangkan sikap konsumen dan asosiasi merek berpengaruh positif dan signifikan terhadap proses keputusan pembelian.

Kata Kunci : Citra merek, Sikap konsumen, Asosiasi merek, Proses keputusan pembelian

ABSTRACT

This study aims to see the effect of brand image, consumer attitudes and brand associations on purchasing decisions (a study on chicken product brand Ruby chicken in Demak). Which is done by purposive sampling method, based on data using a questionnaire with a sample size of 100 respondents. The results prove that the brand image is positive but not significant to the purchasing process, while consumer attitudes and brand association have a positive and significant effect on the decision making process.

Keywords: *Brand image, Consumer attitudes, Brand association, Purchasing decision process*