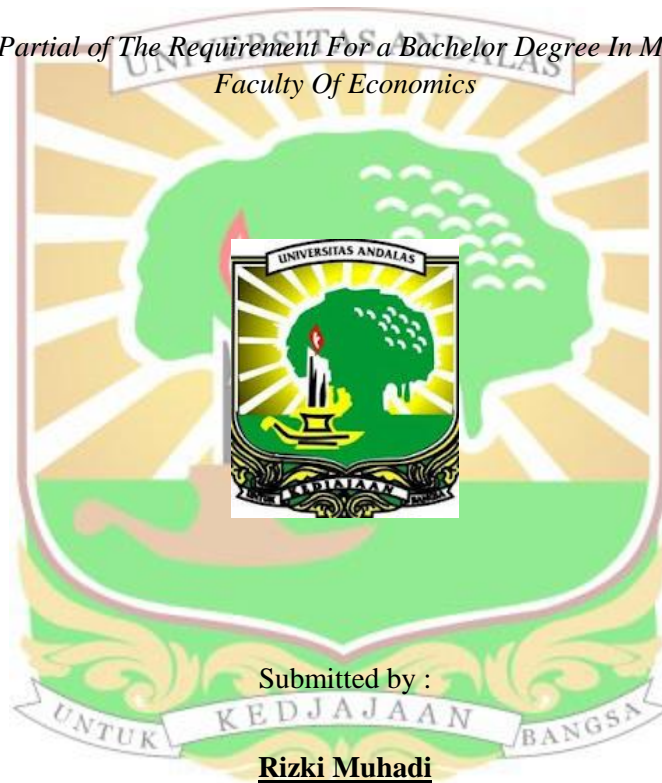


**THE INFLUENCE OF TELEVISION ADVERTISING AND BRAND
EQUITY TOWARD CONSUMER PURCHASE DECISION (CASE
:POCARI SWEAT IN JAPAN AND INDONESIA)**

THESIS

*Thesis Is Submitted as Partial of The Requirement For a Bachelor Degree In Management Department –
Faculty Of Economics*



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To

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMICS**

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THE INFLUENCE OF TELEVISION ADVERTISING AND BRAND EQUITY TOWARD PURCHASE DECISION (CASE : POCARI SWEAT IN JAPAN AND INDONESIA)

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ABSTRACT

This study aimed to analyze the influence of television advertising and brand equity toward consumer purchase decision of Pocari Sweat in Japan and Indonesia. The data obtained through questionnaire. The samples were drawn from 214 consumer in Japan and Indonesia. The data analyzed by using SPSS 16. In this research, there are 3 variables : those are independent which are : television advertising and brand equity (brand association, perceived quality, and brand loyalty. The dependent variable which is purchase decision. The finding indicated that television advertising has positive and not significant influence on purchase decision of Pocari Sweat in Japan while in Indonesia television advertising has negative and not significant influence on purchase decision of Pocari Sweat. For brand association and brand loyalty, all have positive and significant influence in both countries Japan and Indonesia on purchase decision of Pocari Sweat. For perceived quality it has positive and not significant influence on purchase decision of Pocari Sweat in Japan while in Indonesia it has positive and significant influence on purchase decision of Pocari Sweat.

Keywords : Television Advertising, Brand Association, Perceived Quality, Brand Loyalty

This thesis already accepted at the seminar on: 18th July 2017. The abstract has been approved by :

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