

**HUBUNGAN EKUITAS MEREK DENGAN PROSES PENGAMBILAN  
KEPUTUSAN PEMBELIAN JAMU SEGAR DI WARUNG JAMU  
GINGGANG YOGYAKARTA**

*The Relationship of Brand Equity and The Decision Making Process of  
Purchasing Fresh Herb in Ginggang Herb Shop Yogyakarta*

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***Abstract***

*This study aims to to find out the brand equity of Ginggang herb, to know the decision making process of purchasing Ginggang herb and to analyze the relationship of brand equity and decision making process of fresh herb in Ginggang Herb Shop. Location of the research is determined by the consideration that the stall Ginggang herb is one of the pioneers of the herbal medicine industry in Yogyakarta. Samples this research taken is as much as 50 respondents criteria at aged a minimum age of 15 years who do purchase fresh herbs in Ginggang Herb shop. Data collection using questionnaire then analyzed using descriptive analysis techniques and rank spearman. The results showed brand equity Ginggang herb which includes the brand awareness, brand association, the perception of quality and brand loyalty in each category. It can be noted that the brand of Ginggang herb medicine have strong brand equity. The purchase of decision-making process that includes the introduction of problems, evaluation of alternatives, purchasing decisions, and post the purchase behavior of each category. It can be said that the majority of consumers through the purchase decision-making process correctly. Whereas, the information search on the category are because the information is obtained only from one medium only i.e. from friends and family. Variable overall brand equity associated significantly with the decision-making process the purchase of fresh herbs in Ginggang herb medicine i.e. the variable Association brand and brand loyalty. Meanwhile, variable brand awareness and perception of the overall quality is not significantly associated with the decision-making process the purchase of fresh herbs in Ginggang herb shop.*

**Keywords** : brand equity, purchase decision making process, fresh herbs, Ginggang herb shop.