PENGARUH *BRAND IMAGE, BRAND AWARENESS* DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* MEREK APPLE

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ABSTRAK

Penelitian dilaksanakan dengan tujuan mengetahui adanya pengaruh *brand image, brand awareness* dan *brand trust* terhadap keputusan pembelian *smartphone* merek apple. Penelitian ini termasuk jenis penelitian kausal. Populasi dalam penelitian ini ialah mahasiswa Program Studi Pendidikan Ekonomi Universitas Pendidikan Ganesha yang pernah atau sedang memakai *smartphone* merek. Sampel penelitian ini adalah 40 mahasiswa. Sampel jenuh atau *total sampling* digunakan dalam teknik pengambilan sampel. Metode pengumpulan data berupa kuisoner dan wawancara mendalam. Teknik analisis data menggunakan analisis regresi linier berganda. Uji hipotesis yang digunakan meliputi uji t dan uji F. Hasil penelitian menunjukkan bahwa : (1) *brand image* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, (2) *brand awareness* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, (3) *brand trust* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, dan (4) hasil uji bersama-sama menunjukkan bahwa *brand image, brand awareness* dan *brand trust* berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian *smartphone* merek Apple.
Kata kunci : *Brand Image, Brand Awareness, Brand Trust,* Keputusan Pembelian

ABSTRACT

The research was carried out with the aim of knowing the influencebrand image, brand awareness andbrand trust to the purchase decisionsmartphone apple brand. This research includes the type of causal research. The population in this study were students of the Ganesha University of Education Economics Study Program who had used or were currently usingsmartphone brand. The sample of this research is 40 students. Saturated sample ortotal sampling used in the sampling technique. Methods of data collection in the form of questionnaires and in-depth interviews. Data analysis technique using multiple linear regression analysis. The hypothesis test used includes the t test and F test. The results show that: (1)brand image partially positive and significant effect on purchasing decisions, (2)brand awareness partially positive and significant effect on purchasing decisions, (3)brand trust partially positive and significant effect on purchasing decisions, and (4) the joint test results show thatbrand image, brand awareness andbrand trust simultaneously positive and significant effect on purchasing decisionssmartphone Apple brand.

Keywords :Brand Image, Brand Awareness, Brand Trust, Purchase Decision