ABSTRAK

Brand image dapat mempengaruhi rasa percaya diri terhadap mengambil sebuah keputusan untuk membeli atau memilih suatu produk atau jasa dalam suatu merek tertentu. *Brand trust* dan *perceived quality* yang tinggi juga dapat mendukung pekembangan suatu produk dengan didukung oleh konsumen. Penelitian ini bertujuan untuk meneliti pengaruh hubungan *brand image*, *brand trust* dan *perceived quality* terhadap *purchase intention* pelanggan di Meycookis Jember. Dengan hal tersebut diharapkan pihak Meycookies Jember lebih memperhatikan *brand image*, *brand trust*, *perceived quality* sebab dengan memperhatikan ketiga bagian tersebut akan mempengaruhi *purchase intention* pada konsumen di Meycookies Jember. Selain itu Meycookies juga diharapkan lebih memperhatikan pesaing untuk meningkatkan keunggulan dan untuk memperkembangkan produk Meycookies. Sampel yang digunakan sebanyak 100 orang pada konsumen yang telah membeli Meycookies Jember yang telah melakukan pembelian minimal dua kali. Data dikumpulkan dengan menggunakan kuesioner. Teknik analisis data yang digunakan yaitu menggunakan analisis regresi linear berganda dengan pendekatan *Statistical Product and Service Solutions* (SPSS) versi 26. Hasil penelitian ini menunjukan bahwa *brand image*, *brand trust*, *perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention*. Hal tersebut membuktikan bahwa pelanggan di Meycookies Jember sangat memperhatikan merek suatu produk.

Kata kunci : *Brand Image*, *Brand Trust*, *Perceived Quality*, *Purchase Intention*

ABSTRACT

Brand image can influence self-confidence in making a decision to buy or choose a product or service under a particular brand. High brand trust and perceived quality can also support the development of a product with support from consumers. This research aims to examine the influence of the relationship between brand image, brand trust and perceived quality on customer purchase intention in Meycookis Jember. With this, it is hoped that Meycookies Jember will pay more attention to brand image, brand trust, perceived quality because paying attention to these three parts will influence consumer purchase intention at Meycookies Jember. Apart from that, Meycookies is also expected to pay more attention to competitors to increase its advantages and to develop Meycookies products. The sample used was 100 consumers who had purchased Meycookies Jember who have made purchase at least twice. Data was collected using a questionnaire. The data analysis technique used is multiple linear regression analysis with the Statistical Product and Service Solutions (SPSS) version 26 approach. The results of this research show that brand image, brand trust, perceived quality have a positive and significant effect on purchase intention. This proves that customers at Meycookies Jember really pay attention to the brand of a product.

Keywords : Brand Image, Brand Trust, Perceived Quality, Purchase Intention