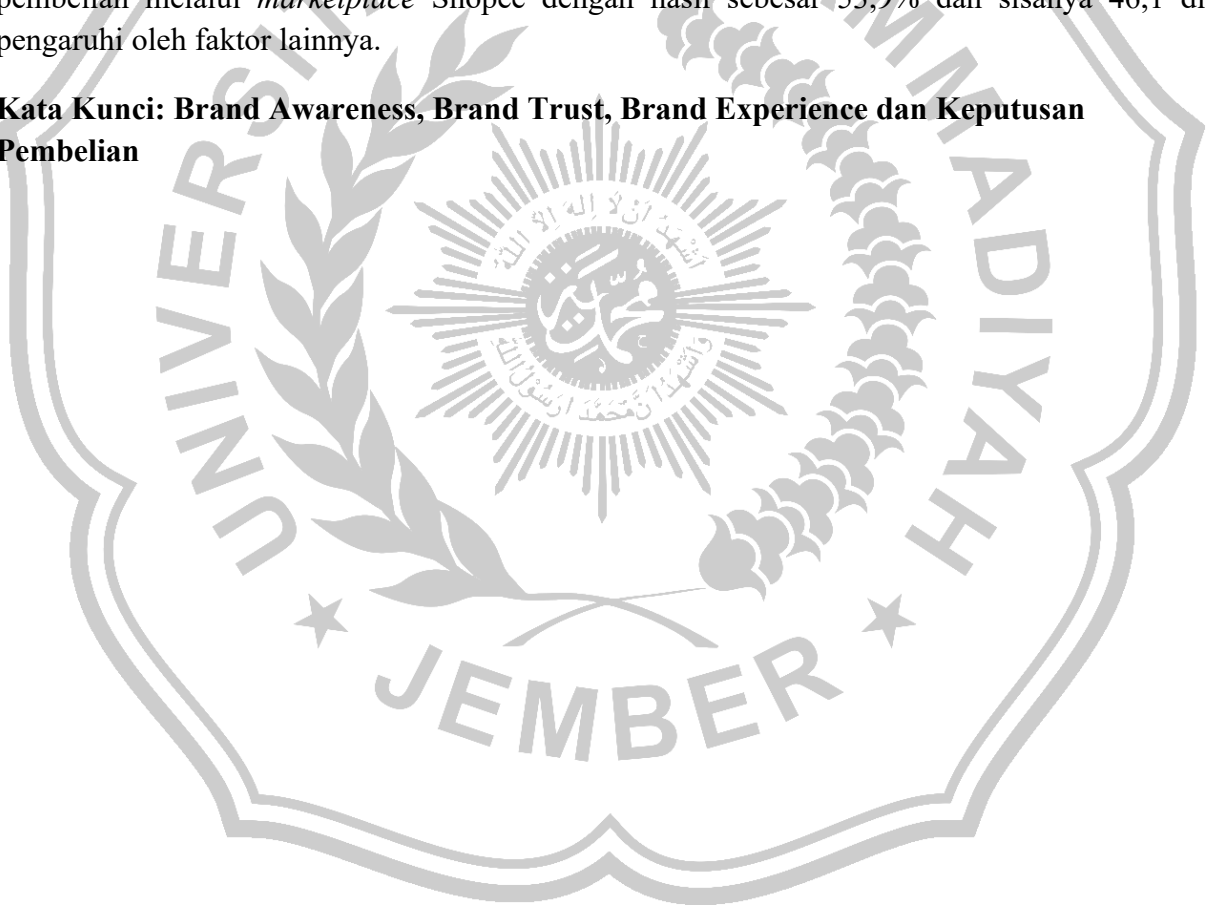


ABSTRAK

Perkembangan teknologi dan internet telah mengubah perilaku konsumen dalam berbelanja, terutama melalui *marketplace* Shopee. Hal ini telah mendorong terjadinya perubahan dalam pola perilaku masyarakat. Sebagai salah satu *marketplace* terbesar di Indonesia, Shopee menawarkan berbagai kemudahan dalam bertransaksi online, pilihan produk yang beragam, serta promosi yang menarik. Penelitian ini bertujuan untuk menganalisis *brand awareness*, *brand trust* dan *brand experience* terhadap keputusan pembelian di *marketplace* Shopee pada mahasiswa Universitas Muhammadiyah Jember Fakultas Ekonomi dan Bisnis angkatan 2021-2023. Penelitian ini menggunakan metode kuantitatif asosiatif. Populasi yang digunakan yaitu mahasiswa Universitas Muhammadiyah Jember Fakultas Ekonomi dan Bisnis angkatan 2021-2023. Metode pengambilan sampel menggunakan *purposive sampling* sampel sebanyak 99 mahasiswa. Hasil penelitian menunjukkan bahwa variabel *brand awareness*, *brand trust*, dan *brand experience* mempunyai pengaruh yang positif dan signifikan terhadap keputusan pembelian melalui *marketplace* Shopee dengan hasil sebesar 53,9% dan sisanya 46,1 di pengaruhi oleh faktor lainnya.

Kata Kunci: Brand Awareness, Brand Trust, Brand Experience dan Keputusan Pembelian



ABSTRACT

The development of technology and the internet has changed consumer behavior in shopping, especially through the Shopee marketplace. This has driven changes in people's behavior patterns. As one of the largest marketplace in Indonesia, Shopee offers various conveniences in online transactions, a variety of product choices, and attractive promotions. This study aims to analyze brand awareness, brand trust and brand experience on purchasing decisions in the Shopee marketplace among students of the Muhammadiyah University of Jember Faculty of Economics and Business class of 2021-2023. This study uses an associative quantitative method. The population used was students of the Muhammadiyah University of Jember Faculty of Economics and Business class of 2021-2023. The sampling method used purposive sampling of 99 students. The results of the study showed that the variables brand awareness, brand trust, and brand experience have a positive and significant influence on purchasing decisions through the Shopee marketplace with a result of 53,9% and the remaining 46,1% influenced by other factors.

Keyword: Brand Awareness, Brand Trust and Brand Experience Purchasing Decisions

