

ABSTRAK

Penelitian bertujuan menganalisis pengaruh *brand trust*, *brand image* dan *brand awareness* terhadap keputusan pembelian yamaha RX King pada Komunitas King Motor Genteng. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh dari penyebaran kuisioner. Adapun penelitian ini merupakan penelitian dengan teknik sensus, sehingga seluruh anggota komunitas King Motor Genteng dijadikan sampel. Metode analisis yang digunakan adalah regresi linear berganda dengan program SPSS 21 dan uji t yang menyatakan bahwa variabel *Brand Trust* (X1), *Brand Image* (X2) dan *Brand Awareness* (X3) berpengaruh secara signifikan terhadap keputusan pembelian (Y). Dari pengelolaan data taraf signifikansinya (parsial) di peroleh *Brand Trust* (0,000) *Brand Image* (0,000) dan *Brand Awareness* (0,000). Koefisien determinasinya mendapat sumbangan 44,8 % terhadap keputusan pembelian Yamaha RX King pada Komunitas King Motor Genteng, sedangkan sisanya sebesar 55,2 % di pengaruhi oleh variabel diluar penelitian ini.

Kata kunci: *brand trust*, *brand image*, *brand awareness*, keputusan pembelian



ABSTRACT

This study aims to analyze the influence of brand trust, brand image and brand awareness to the purchase decision of yamaha rx king at community King motor genteng. The data used in this research is the primary data obtained from the questionnaire distribution. The research is a research with census technique, so that all members of King Motor Genteng's community are made as sampel. The analysis method used is multiple linear regression with SPSS 21 program and t test which stated that Brand Trust (X1), Brand Image (X2) and Brand Awareness (X3) variables significantly influence purchasing decision (Y). From the data management, the level of significance (partial) is obtained by Brand Trust (0.000) Brand Image (0,000) and Brand Awareness (0,000). Coefficient of determination got 44,8% contribution to decision of purchase of Yamaha RX King at King Motor Genteng Community, while the rest equal to 55,2% influenced by variable outside this research.

Keywords: *brand trust, brand image, brand awareness, purchase decision*

