

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel kepribadian merek terhadap keputusan pembelian, kepercayaan merek terhadap keputusan pembelian, kepribadian merek terhadap kepercayaan merek dan kepribadian merek terhadap keputusan pembelian melalui kepercayaan merek sebagai variabel *intervening*.

Penelitian ini dilakukan dengan menyebarkan kuesioner online dengan jumlah sampel 165 responden dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modeling* yang diolah menggunakan program AMOS 22.0.

Hasil penelitian ini menunjukkan bahwa kepribadian merek berpengaruh positif signifikan terhadap keputusan pembelian, kepercayaan merek tidak berpengaruh positif signifikan terhadap keputusan pembelian, kepribadian merek berpengaruh positif signifikan terhadap kepercayaan merek, dan kepribadian merek tidak berpengaruh positif signifikan terhadap keputusan pembelian melalui kepercayaan merek.

Kata Kunci : Kepribadian Merek, Kepercayaan Merek, Keputusan Pembelian.

ABSTRACT

This study aims to analyze the influence of brand personality variables on purchasing decisions, brand trust in purchasing decisions, brand personality on brand trust and brand personality on purchasing decisions through brand trust as an intervening variable.

This research was conducted by distributing online questionnaires with a sample of 165 respondents with a non-random sampling purposive sampling technique using the Structural Equation Modeling method which was processed using the AMOS Ver. 22.0 program.

The results of this study indicate that brand personality has a significant positive effect on purchasing decisions, brand trust does not have a significant positive effect on purchasing decisions, brand personality has a significant positive effect on brand trust, and brand personality does not have a significant positive effect on purchasing decisions through brand trust.

Keywords: Brand Personality, Brand Trust, Purchase Decision.