

ABSTRAK

PENGARUH KEPERCAYAAN MEREK DAN LOYALITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPATU MEREK ADIDAS DI BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan merek dan loyalitas merek terhadap keputusan pembelian konsumen terhadap sepatu merek Adidas. Penelitian berjenis kuantitatif kausalitas ini menggunakan responden sebanyak 200 orang. Data dianalisis dengan regresi linier berganda. Kedua variabel baik secara simultan maupun parsial berpengaruh.

Kata Kunci : Kepercayaan Merek ; Loyalitas Merek ; Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF BRAND TRUST AND BRAND LOYALTY ON THE DECISION TO PURCHASE THE ADIDASDI BRAND SHOES LAMPUNG BANDAR

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The purpose of this study was to find the effect of brand trust and brand loyalty on the consumer purchasing decision for Adidas shoes. This type of quantitative causality study used 200 respondents. The data were analyzed by the multiple linear regression. As a result, both variables had a simutan or partial effect on the customer purchase decision.

Key words: Brand Trust; Brand Loyalty; Purchase Decision

