

## ABSTRAK

### **PENGARUH BRAND EXPERIENCE, BRAND TRUST DAN HARGA TERHADAP KEPUTUSAN PENGGUNAAN LAYANAN PENGINAPAN REDDOORZ DI DIY**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan *brand experience*, *brand trust* dan harga terhadap keputusan pembelian, (2) pengaruh *brand experience* terhadap keputusan pembelian, (3) pengaruh *brand trust* terhadap keputusan pembelian, (4) pengaruh harga terhadap keputusan pembelian. Populasi dalam penelitian ini adalah masyarakat Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, pengujian hipotesis, dan koefisien determinasi. Analisis data dibantu dengan menggunakan program aplikasi IBM SPSS *Statistic 25*. Hasil penelitian menunjukkan bahwa: 1) *brand experience*, *brand trust* dan harga secara simultan berpengaruh terhadap keputusan pembelian, 2) *brand experience* secara parsial berpengaruh terhadap keputusan pembelian, 3) *brand trust* secara parsial berpengaruh terhadap keputusan pembelian, 4) harga secara parsial tidak berpengaruh terhadap keputusan pembelian.

Kata kunci: *Brand Experience*, *Brand Trust*, Harga, Keputusan Pembelian

**ABSTRACT**

**INFLUENCE OF BRAND EXPERIENCE, BRAND TRUST AND  
PRICE ON THE DECISION TO USE THE SERVICE  
REDOORZ LOOSE IN DIY**

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This study aims to determine: (1) the simultaneous effect of brand experience, brand trust and price on purchasing decisions, (2) the effect of brand experience on purchasing decisions, (3) the effect of brand trust on purchasing decisions, (4) the effect of price on purchasing decisions. The population in this study is the people of the Special Region of Yogyakarta. The sampling technique used purposive sampling, data obtained by distributing questionnaires to 100 respondents. Data analysis techniques in this study are descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis testing, and the coefficient of determination. Data analysis was assisted by using the IBM SPSS Statistics 25 application program. The results showed that: 1) brand experience, brand trust and price simultaneously influence purchasing decisions, 2) brand experience partially influences purchasing decisions, 3) brand trust partially influence on the purchase decision, 4) the price partially does not affect the purchase decision.

*Keywords: Brand Experience, Brand Trust, Price, Purchase Decision*

