

ABSTRAK

PENGARUH *BRAND AWARENESS*, *BRAND IMAGE*, DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN *REEL* PANCING MEREK SHIMANO DI KABUPATEN SLEMAN

Penelitian ini dimaksudkan untuk mengetahui pengaruh antara *brand awareness*, *brand image* dan *brand trust* terhadap keputusan pembelian *reel* pancing merek Shimano di Kabupaten Sleman, baik secara simultan maupun secara parsial. Jenis penelitian yang digunakan berupa metode kuantitatif dengan metode penelitian survei.

Berdasarkan analisis data, disimpulkan bahwa *brand awareness*, *brand image*, dan *brand trust* berpengaruh secara simultan terhadap keputusan pembelian alat pancing merek Shimano di Kabupaten Sleman. *Brand awareness* berpengaruh secara parsial terhadap keputusan pembelian alat pancing merek Shimano di Kabupaten Sleman. *Brand image* berpengaruh secara parsial terhadap keputusan pembelian alat pancing merek Shimano di Kabupaten Sleman. *Brand trust* berpengaruh secara parsial terhadap keputusan pembelian alat pancing merek Shimano di Kabupaten Sleman.

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

ABSTRACT

THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND BRAND TRUST ON THE PURCHASE DECISION OF SHIMANO BRAND FISHING REELS IN SLEMAN REGENCY

This study aims to determine the influence of brand awareness, brand image, and brand trust on the purchase decision of Shimano brand fishing reels in Sleman Regency, both simultaneously and partially. The research used a quantitative survey method.

Based on the data analysis, it was concluded that brand awareness, brand image, and brand trust simultaneously influence the purchase decision of Shimano brand fishing reels in Sleman Regency. Brand awareness has a partial influence on the purchase decision of Shimano brand fishing reels in Sleman Regency. Brand image has a partial influence on the purchase decision of Shimano brand fishing reels in Sleman Regency. Brand trust has a partial influence on the purchase decision of Shimano brand fishing reels in Sleman Regency.

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