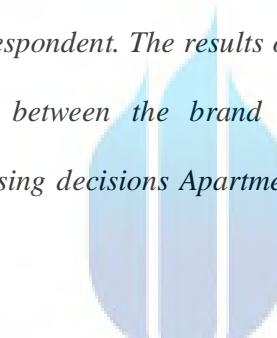# *ABSTRACT*

This research aims to know the influence of variable brand image, brand trust, and company reputation either partially or simultaneously on purchasing decisions Apartment Central Park Residences in West Jakarta. Methods of data analysis in this research is quantitative descriptive statistical analysis and data obtained will be tested by multiple linear regression analysis. The population in this study are the owner of Apartment Central Park Residences total sample of 288 respondent. The results of this research shows a positive and significant influence between the brand image, brand trust and company reputation on purchasing decisions Apartment Central Park Residences in West Jakarta.

Keywords : Brand Image, Brand Trust, Company Reputation Purcashing Decisions

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *brand image, brand trust*, dan *company reputation* baik secara parsial atau simultan terhadap keputusan pembelian Apartement Central Park Residences di Jakarta Barat. Metode analisis data dalam penelitian ini secara kuantitatif dengan analisis statistik deskriptif dan data yang diperoleh akan diuji dengan analisis regresi linier berganda. Populasi dalam penelitian adalah pemilik Apartement Central Park Residences jumlah sampel sebanyak 288 responden. Hasil penelitian menunjukan adanya pengaruh positif dan signifikan antara *brand image*, *brand trust* dan *company reputation* terhadap keputusan pembelian Apartement Central Park Residences, Jakarta Barat.

Kata kunci : *Brand Image*, *Brand Trust*, *Company Reputation*, Keputusan Pembelian