

## ABSTRACT

*This research is to know the influence of Brand Awareness, Trust brand, and Service Quality to subscription decision of Provider XL. The object of this research is Provider XL users who are in Ciledug. This research was conducted on 200 respondents by using quantitative descriptive approach. Therefore, the data analysis used is statistical analysis in the form of Structural Equation Modeling (SEM) with Partial Least Square (PLS) program. Research results that have been obtained after a Structural Model Testing / Hypothesis (Inner Model) indicates that the variable Brand Awareness, Brand Trust, dan Service Quality influence the subscription decision. Brand Awareness Variable positive and significant impact on the subscription decision with a value of t-statistic value  $3.320 > 1,96$ . Brand Trust Variable positive and significant impact on the subscription decision with a t-statistic value  $2.591 > 1,96$  and Service Quality Variable positive and significant impact on the subscription decision with a value of t-statistic value  $5.797 > 1,96$ .*

**Keywords:** *Brand Awareness, Brand Trust, Service Quality, Structural Equation Model (SEM)*



## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Brand Awareness*, *brand Trust*, dan *Service Quality* terhadap keputusan berlangganan *Provider XL*. Objek penelitian ini adalah pengguna *Provider XL* yang berada di Ciledug. Penelitian ini dilakukan terhadap 200 responden dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu, analisis data yang digunakan adalah analisis statistik dalam bentuk Model Persamaan Struktural (*Structural Equation Modelling – SEM*) dengan program *Partial Least Square* (PLS). Hasil penelitian yang telah didapatkan setelah melakukan Pengujian Model Struktural/Uji Hipotesis (*Inner Model*) menunjukkan bahwa variabel *Brand Awareness*, *Brand Trust*, dan *Service Quality* berpengaruh terhadap keputusan berlangganan. Variabel *Brand Awareness* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai Nilai t-statistik  $3.320 > 1,96$ . Variabel *Brand Trust* berpengaruh positif dan signifikan terhadap keputusan berlangganan dengan nilai t-statistik  $2.591 > 1,96$  dan Variabel *Service Quality* berpengaruh positif dan signifikan terhadap keputusan berlangganan dengan nilai t-statistik  $5.797 > 1,96$ .

**Kata kunci** : *Brand Awareness*, *Brand Trust*, *Service Quality*, *Struktural Equation Model* (SEM)

