

## ABSTRAK

Penelitian ini menggunakan metode deskriptif kuantitatif yang mencari sebab – akibat. Dalam hasil penelitian ini hanya akan melihat Pengaruh Brand Image, Brand Awareness, Dan Motivasi Konsumen Terhadap Keputusan Nasabah Dalam Memilih Tabungan Haji BNI syariah cabang cibubur. Sampel yang digunakan dalam penelitian ini adalah 190 responden. Alat analisis penelitian ini adalah Convergent Validity, Discriminant Validity, Average Extracted Variance (AVE), Composite Reliability. Dalam proses pengujian menggunakan software PLS 3.0. Hasil analisis yang diperoleh adalah variabel brand image mempunyai nilai Original Sample sebesar 0,402 dan nilai T Statistik > T tabel ( $2,544 > 2,00$ ), variabel brand awareness mempunyai nilai Original Sample sebesar 0,111 dan nilai T Statistik > T tabel ( $2,678 > 2,00$ ), dan variabel motivasi konsumen mempunyai nilai Original Sample sebesar 0,240 dan nilai T Statistik > T tabel ( $2,816 > 2,00$ ) maka variabel brand image, brand awareness, dan motivasi konsumen berpengaruh signifikan terhadap keputusan nasabah dalam memilih tabungan haji BNI syariah cabang cibubur.

**Kata Kunci :** Brand Image, Brand Awareness, Dan Motivasi Konsumen Terhadap Keputusan Nasabah

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## ABSTRACT

This research uses descriptive quantitative methods that look for causes - effects. In the results of this study will only look at the influence Of Brand Image, Brand Awareness, And Consumer Motivation On Purchasing Decisions In Choosing The BNI Syariah Branch Of The Cibubur Haji Savings. The sample used in this study was 190 respondents. The analysis tools of this study are Convergence Validity, Discriminant Validity, Average Extracted Variance (AVE), Composite Reliability. In the testing process using PLS 3.0 software. The results of the analysis obtained are brand image variables have Original Sample value of 0.402 and Statistical T value > T table (2.544 > 2.00), brand awareness variable has Original Sample value of 0.111 and T statistic value > T table (2.678 > 2, 00), and consumer motivation variables have Original Sample value of 0.240 and Statistical T value > T table (2.816 > 2.00) then the variable brand image, brand awareness, and consumer motivation have a significant effect on the results of research in choosing purchases in choosing Haji savings BNI syariah branch of cibubur.

**Keywords:** Brand Image, Brand Awareness, and Consumer Motivation Against Customer Decisions

