

ABSTRAK

Penelitian ini untuk menganalisis pengaruh *brand trust*, *brand awareness*, persepsi kualitas dan *electronic word of mouth* terhadap keputusan pembelian produk *hand body* Scarlett. Objek penelitian ini adalah kalangan milenial yang menggunakan produk *hand body* Scarlett di kota Tangerang. Penelitian ini dilakukan terhadap 245 responden dengan menggunakan pendekatan deskriptif kuantitatif. Penentuan ukuran sampel menggunakan teknik sampel *Convenience sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. Hasil penelitian ini menunjukkan bahwa *brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian

Kata Kunci: *Brand Trust, Brand Awareness, Persepsi Kualitas, Electronic Word Of Mouth, Keputusan Pembelian*



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ABSTRACT

This study is to analyze the effect of brand trust, brand awareness, perceived quality and electronic word of mouth on purchasing decisions for Scarlett hand body products. The object of this research is millennials who use Scarlett hand body products in Tangerang city. This research was conducted on 245 respondents using a quantitative descriptive approach. Determination of sample size using convenience sampling technique. Methods of data collection using survey methods, with the research instrument is a questionnaire. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool. The results of this study indicate that brand trust has a positive and significant effect on purchasing decisions. Brand awareness has a positive and significant effect on purchasing decisions. Perceived quality has a positive and significant effect on purchasing decisions. Electronic word of mouth has a positive and significant effect on purchasing decisions.

Keywords: Brand Trust, Brand Awareness, Quality Perception, Electronic Word Of Mouth, Purchase Decision

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