

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand awareness* terhadap keputusan pembelian untuk mengetahui pengaruh *brand image* terhadap keputusan pembelian, untuk mengetahui pengaruh *brand trust* terhadap keputusan pembelian, untuk mengetahui pengaruh secara simultan *brand awareness*, *brand image*, dan *brand trust* terhadap keputusan pembelian obat nyamuk baygon di kota Surabaya. Penelitian ini menggunakan metode kuantitatif, populasi penelitian ini adalah seluruh pembeli obat nyamuk baygon di Surabaya. Dengan sampel sebanyak 96 responden, Metode pengumpulan data menggunakan kuesioner, dokumentasi, dan observasi. Metode analisis data menggunakan uji kualitas data, analisis regresi linier berganda, analisis koefisien korelasi (R) dan koefisien determinasi (R^2). Berdasarkan hasil penelitiannya dapat disimpulkan bahwa *brand awareness* berpengaruh terhadap keputusan pembelian konsumen, *brand image* berpengaruh terhadap keputusan pembelian, *brand trust* berpengaruh terhadap keputusan pembelian, *brand awareness*, *brand image*, dan *brand trust* berpengaruh simultan terhadap keputusan pembelian konsumen Obat Nyamuk Baygon di Surabaya.

Kata Kunci : *Brand Awareness, Brand Image, Brand Trust, Keputusan Pembelian.*

ABSTRACT

This study aims to determine the effect of brand awareness on purchasing decisions, to determine the effect of brand image on purchasing decisions, to determine the effect of brand trust on purchasing decisions, to determine the simultaneous influence of brand awareness, brand image, and brand trust on purchasing decisions of baygon mosquito repellent. in the city of Surabaya. This study uses quantitative methods, the population of this study is all buyers of baygon mosquito repellent in Surabaya. With a sample of 96 respondents, the data collection method used a questionnaire, documentation, and observation. The data analysis method used data quality test, multiple linear regression analysis, correlation coefficient analysis (R) and coefficient of determination (R²). Based on the results of the research, it can be concluded that brand awareness has an effect on consumer purchasing decisions, brand image has an effect on purchasing decisions, brand trust has an effect on purchasing decisions, brand awareness, brand image, and brand trust have a simultaneous effect on consumer purchasing decisions for Baygon Mosquito Drugs in Surabaya.

Keywords: Brand Awareness, Brand Image, Brand Trust, Purchase Decisio