

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa Pengaruh *Brand Image* Dan *Brand Trust* Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada PT. Galatta Lestarindo. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah *SEM*. Berdasarkan hasil penelitian menunjukkan bahwa Terdapat pengaruh positif dan tidak signifikan antara *Brand Image* terhadap Kepuasan Konsumen. Terdapat pengaruh positif dan signifikan antara *Brand Trust* terhadap Kepuasan Konsumen. Terdapat pengaruh positif dan signifikan antara *Brand Image* terhadap Keputusan Pembelian. Terdapat pengaruh positif dan signifikan antara *Brand Trust* terhadap Keputusan Pembelian. Terdapat pengaruh negatif dan signifikan antara Kepuasan Konsumen terhadap Keputusan Pembelian. Kepuasan Konsumen tidak memediasi *Brand Image* terhadap Keputusan Pembelian. Kepuasan Konsumen memediasi *Brand Trust* terhadap Keputusan Pembelian. Kontribusi variabel *Brand Image* dan *Brand Trust* melalui Kepuasan Konsumen 37,9% sedangkan sisanya sebesar 62,1% di pengaruhi oleh variabel lain diluar penelitian ini. Berdasarkan hasil penelitian ini diharapkan pihak PT. Galatta Lestarindo dapat meningkatkan Keputusan pembelian dengan meningkatkan *Brand Image*, *Brand Trust* dan Kepuasan Konsumen melalui masing-masing indikator.

Kata Kunci: *Brand Image*, *Brand Trust*, Kepuasan Konsumen, Dan Keputusan pembelian

ABSTRACT

The purpose of this study is to find out how much influence Brand Image and Brand Trust have on Purchasing Decisions with Consumer Satisfaction as Intervening Variabels at PT. Galatta Lestarindo. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is SEM. Based on the results of the study indicate that there is a positive and not significant effect between Brand Image on Consumer Satisfaction. There is a positive and significant influence between Brand Trust on Consumer Satisfaction. There is a positive and significant influence between Brand Image on Purchasing Decisions. There is a positive and significant influence between Brand Trust on Purchasing Decisions. There is a negative and significant influence between Consumer Satisfaction and Purchasing Decisions. Consumer Satisfaction does not mediate Brand Image on Purchasing Decisions. Consumer Satisfaction mediates Brand Trust on Purchasing Decisions. The variabel contribution of Brand Image and Brand Trust through Consumer Satisfaction is 37.9% while the remaining 62.1% is influenced by other variabels outside of this study. Based on the results of this study, it is expected that PT. Galatta Lestarindo can improve purchasing decisions by increasing Brand Image, Brand Trust and Consumer Satisfaction through each indicator.

Keywords: Brand Image, Brand Trust, Consumer Satisfaction, and Purchase Decision