

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh *Brand awareness*, *perceived quality*, *perceived value* terhadap Keputusan pembelian Produk Ms Glow melalui Kepercayaan sebagai variabel Intervening pada Toko Miss Glam Kota Padang. Metode Pengumpulan data dengan mengedarkan Kuisisioner dengan sampel 100 responden. Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda.

Berdasarkan hasil penelitian ini diketahui bahwa *Brand Awareness* berpengaruh signifikan terhadap Keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, *Perceived Quality* berpengaruh signifikan terhadap Keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, *Perceived Value* berpengaruh signifikan terhadap Keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, *Brand Awareness* berpengaruh signifikan terhadap Kepercayaan pada Produk Ms Glow di toko Miss Glam Padang, *Perceived Quality* berpengaruh signifikan terhadap Kepercayaan pada Produk Ms Glow di toko Miss Glam Padang, *Perceived Value* berpengaruh dan Tidak signifikan terhadap Kepercayaan pada Produk Ms Glow di toko Miss Glam Padang, Kepercayaan berpengaruh signifikan terhadap Keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, Kepercayaan dapat memediasi hubungan antara *Brand Awareness* terhadap keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, Kepercayaan tidak dapat memediasi hubungan antara *Perceived Quality* terhadap keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang, Kepercayaan dapat memediasi hubungan antara *Perceived Value* terhadap keputusan Pembelian pada Produk Ms Glow di toko Miss Glam Padang.

Kata Kunci: *Brand Awareness*, *Perceived Quality*, *Perceived Value*, Kepercayaan, Dan Keputusan Pembelian.

ABSTRACT

The purpose of this study was to determine how much influence Brand Awareness, Perceived Quality, Perceived Value had on the decision to purchase Ms Glow Products through Trust as an Intervening Variable at the Miss Glam Store in Padang City. Methods of collecting data by distributing questionnaires with a sample of 100 respondents. The data analysis method used is Multiple Linear Regression Analysis.

Based on the results of this study, it is known that Brand Awareness has a significant effect on Purchasing Decisions on Ms Glow Products at the Miss Glam Padang store, Perceived Quality has a significant effect on Purchase Decisions on Ms Glow Products at the Miss Glam Padang store, Perceived Value has a significant effect on Purchase Decisions on Ms Products. Glow at the Miss Glam Padang store, Brand Awareness has a significant effect on Trust in Ms Glow Products at the Miss Glam Padang store, Perceived Quality has a significant effect on Trust in Ms Glow Products at the Miss Glam Padang store, Perceived Value has an effect and Insignificant on Trust in Ms. Products Glow at the Miss Glam Padang store, Trust has a significant effect on Purchase Decisions on Ms Glow Products at the Miss Glam Padang store, Trust can mediate the relationship between Brand Awareness and Purchase decisions on Ms Glow Products at the Miss Glam Padang store, Trust cannot mediate The relationship between Perceived Quality and Purchase decisions on Ms Glow Products at the Miss Glam Padang store, Trust can mediate the relationship between Perceived Value and Purchase decisions on Ms Glow Products at the Miss Glam Padang store.

Keywords: Brand Awareness, Perceived Quality, Perceived Value, Trust, and Purchase Decision.