

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh peningkatan minat beli konsumen melalui brand trust, brand image, brand awareness dan brand loyalty pada mobil Honda di Semarang. Populasi yang digunakan adalah pembeli mobil Honda di Honda Istana Cendrawasih Semarang yang jumlahnya tidak diketahui. Teknik pengambilan sampel dalam penelitian menggunakan *purposive sample* sebanyak 100 responden. Analisis data menggunakan path analysis. Hasil penelitian menunjukkan bahwa brand trust, dan brand image berpengaruh signifikan terhadap brand loyalty. Brand trust, brand awareness dan brand loyalty berpengaruh signifikan terhadap minat beli. Sedangkan brand awareness tidak berpengaruh signifikan terhadap brand loyalty dan brand image tidak berpengaruh signifikan terhadap minat beli. Dengan demikian sebaiknya PT. Honda Istana Cendrawasih meningkatkan brand trust, brand image untuk meningkatkan loyalitas pelanggan dan meningkatkan brand trust, brand awareness dan brand loyalty untuk meningkatkan minat beli konsumen.

Kata kunci : brand trust, brand image, brand awareness, brand loyalty . minat beli.

ABSTRACT

This study aims to analyze the effect of increased consumer purchase interest through brand trust, brand image, brand awareness and brand loyalty on Honda cars in Semarang. The population used is Honda car buyers at Honda Istana Cendrawasih Semarang whose numbers are unknown. The sampling technique in the study used a purposive sample of 100 respondents. Data analysis using path analysis. The results showed that brand trust, and, brand image significantly influence brand loyalty. Brand trust, brand awareness and brand loyalty have a significant effect on buying interest. While brand awareness has no significant effect on brand loyalty and brand image has no significant effect on buying interest. Therefore PT. Honda Istana Cendrawasih increases brand trust, brand image to increase customer loyalty and increase brand trust, brand awareness and brand loyalty to increase consumer buying interest.

Keywords: brand trust, brand image, brand awareness, brand loyalty, buying interest.