

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Brand Image, *Brand Trust* dan *Brand reputation* terhadap *Brand Loyalty* melalui keputusan pembelian sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah konsumen mahasiswa pengguna Smartphone Oppo di Perguruan Tinggi Swasta Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* yaitu teknik penentuan sampel dengan pertimbangan tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS. Hasil penelitian ini menunjukkan bahwa Brand Image, *Brand Trust* dan *Brand reputation* berpengaruh positif dan signifikan terhadap *Brand Loyalty*. Brand Image, *Brand Trust* , dan *Brand reputation* berpengaruh positif dan signifikan terhadap *Brand Loyalty*. Brand Image, *Brand Trust* , *Brand reputation* dan *Brand Loyalty* berpengaruh positif dan signifikan terhadap keputusan pembelian. Keputusan pembelian bukan merupakan variabel intervening antara *Brand Trust* dan *Brand Loyalty*.

**Kata kunci :** Brand Image, *Brand Trust* , *Brand reputation* dan *Brand Loyalty* dan Keputusan Pembelian.

## **ABSTRACT**

*This study aims to analyze the effect of Brand image , Brand Trust , Brand reputation on Purchasing decisions with Brand Loyalty as an intervening variable. The population used in this study was consumes of oppo smartphone users at semarang private universities. The sampling tehniqe uses non-probability sampling techniques by using the purposive Sampling method, namely the tehniqe of determining the sample with certain considerations. Samples were taken as many as 100 respondents with the research instrument in the from of a questionnaire. Data analysis using SPSS. The results of this study indicate that Brand Image, Brand Trust , and Brand reputation have a positive and significant effect on Brand Loyalty. Brand Image, Brand Trust , Brand reputation and Brand Loyalty have a positive and significant effect on purchasing decisions . Purchasing decisions are not an intervening variable between Brand Trust and Brand Loyalt.*

**Keywords:** *Brand Image, Brand Trust , Brand Reputation,Brand Loyaltyand Purchasing Decisions.*