

## ABSTRAK

Skripsi ini diajukan untuk menganalisis serta mengidentifikasi pengaruh ekuitas merek (*brand equity*) dan tingkat kepercayaan merek (*brand trust*) terhadap tingkat loyalitas merek (*brand loyalty*) dengan variabel keputusan pembelian sebagai intervening. Populasi pada studi ini mencakup seluruh pengguna *smartphone* Iphone yang berada di Kota Semarang dengan jumlah sampel 100 responden yang diambil melalui metode *purposive sampling*. Metode pengujian data yang akan digunakan mencakup analisis deskriptif, uji Intrumen, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis parsial, uji koefisien determinasi dan uji mediasi. Hasil analisis hipotesis membuktikan bahwa *Brand equity* berpengaruh positif signifikan terhadap keputusan pembelian. *Brand trust* berpengaruh positif signifikan terhadap keputusan pembelian. *Brand equity* berpengaruh positif signifikan terhadap keputusan pembelian. *Brand trust* berpengaruh positif signifikan terhadap *brand loyalty*. Keputusan pembelian berpengaruh positif signifikan terhadap *brand loyalty*. Keputusan pembelian mampu memediasi pengaruh tidak langsung antara *brand trust* terhadap *brand loyalty*.

**Kata Kunci:** *Brand Equity, Brand Trust, Keputusan Pembelian, Brand Loyalty*



## **ABSTRACT**

*This thesis is proposed to analyze and identify the effect of brand equity and level of brand trust on the level of brand loyalty with the purchase decision variable as an intervening. The population in this study includes all iPhone smartphone users in the city of Semarang with a sample size of 100 respondents who were taken through purposive sampling method. The data testing method that will be used includes descriptive analysis, instrument test, classical assumption test, multiple linear regression analysis, partial hypothesis test, determination coefficient test and mediation test. The results of the hypothesis analysis prove that brand equity has a significant positive effect on purchasing decisions. Brand trust has a significant positive effect on purchasing decisions. Brand equity has a significant positive effect on purchasing decisions. Brand trust has a significant positive effect on brand loyalty. Purchase decisions have a significant positive effect on brand loyalty. Purchasing decisions are able to mediate the indirect influence between brand trust and brand loyalty.*

**Keywords:** *Brand Equity, Brand Trust, Purchase Decision, Brand Loyalty*

