

ABSTRACT

***THE EFFECT OF BRAND TRUST, BRAND POTENTIALS, BRAND LOYALTY
AND PERSONAL PERSONNEL PERCEPTION
TO DECISION OF PURCHASE OF FOOD PRODUCTS READY
MIRROR PIZZA BANDARIAMPUNG
(Study on Mirror Pizza Consumers at Bandarlampung)***

by
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The study aimed to determine is to know the influence of brand trust, brand potency, brand loyalty and personal perception of society to purchase decision. The type of research used is explanatory research with quantitative approach. The location of research in Mirror Pizza store in Bandarlampung with a sample of 100 respondents. Methods of collecting questionnaire data. Data analysis used is descriptive analysis and multiple linear regression analysis. Hypothesis testing using t test, F test, R2 test. In this research, it can be seen that partially brand trust (X1) and personal perception of society (X4) have significant effect on purchasing decision (Y), while brand potential (X2) and brand loyalty (X3) have no significant effect on purchasing decision). Simultaneously brand trust (X1), brand potential (X2), brand loyalty (X3) and personal perception of society (X4) have a significant effect on purchase decision (Y). R² coefficient value by looking at R Square value of 0.403 or 40%.

***Keywords: Brand Trust, Brand Potential, Brand Loyalty, Perception Personal
Communities and Purchasing Decisions***

ABSTRAK

**PENGARUH KEPERCAYAAN MEREK, POTENSI MEREK, LOYALITAS
MEREK DAN PERSEPSI PRIBADI MASYARAKAT TERHADAP
KEPUTUSAN PEMBELIAN PRODUK MAKANAN SIAP SAJI
MIRROR PIZZA BANDARIAMPUNG
(Studi pada Konsumen *Mirror Pizza* di Bandarlampung)**

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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh kepercayaan merek, potensi merek, loyalitas merek dan persepsi pribadi masyarakat terhadap keputusan pembelian. Jenis penelitian yang digunakan adalah *eksplanatory research* dengan pendekatan kuantitatif. Lokasi penelitian di toko *Mirror Pizza* di Bandarlampung dengan sampel sebanyak 100 responden. Metode pengumpulan data kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linear berganda. Pengujian hipotesis menggunakan uji t, uji F, uji R^2 . Pada penelitian ini dapat diketahui bahwa secara parsial variabel kepercayaan merek (X1) dan persepsi pribadi masyarakat (X4) berpengaruh signifikan terhadap keputusan pembelian (Y), sedangkan potensi merek (X2) dan loyalitas merek (X3) berpengaruh tidak signifikan terhadap keputusan pembelian (Y). Secara simultan kepercayaan merek (X1), potensi merek (X2), loyalitas merek (X3) dan persepsi pribadi masyarakat (X4) berpengaruh signifikan terhadap keputusan pembelian (Y). Nilai koefisien R^2 dengan melihat nilai *R Square* sebesar 0,403 atau 40%.

Kata Kunci: Kepercayaan Merek, Potensi Merek, Loyalitas Merek, Persepsi Pribadi Masyarakat dan Keputusan Pembelian