

ABSTRACT

This study aims to analyze the effect of citra merek, pemasaran pengalaman, kesadaran merek on keputusan pembelian through kepercayaan merek as intervening variable (Study on Telkomsel users in the city of Semarang). The variables used in this research are citra merek, pemasaran pengalaman, and kesadaran merek as independent variables, kepercayaan merek as the intervening variable and keputusan pembelian as the dependent variable. The sample in this study amounted to 116 respondents, namely users of Telkomsel's service products in the city of Semarang. The data obtained were processed using SEM analysis with the help of AMOS software to test 4 hypotheses.

The results of this study indicate that citra merek pemasaran pengalaman, kesadaran merek, and kepercayaan merek have a positive and significant effect on keputusan pembelian.

Keywords: citra merek, pemasaran pengalaman, kesadaran merek, kepercayaan keputusan pembelian.