

## ABSTRACT

This study aims to examine the Analysis of the Effect of Brand Awareness, Quality Perception and Price Perception on Purchase Decisions through Brand Trust as an Intervening Variable (Study on Lemonilo Instant Noodle Consumers in Semarang City).

This study uses the Non-Probability Sampling method by means of Purposive Sampling to determine the minimum sample size of 115 respondents. This study uses the Structural Equation Model (SEM) Data Analysis Technique using the Analysis of Moment Structure (AMOS) 24 program which has passed the Classical assumption test.

The hypothesis in this study resulted in the effect of Brand Awareness, Quality Perception, Price Perception, and Brand Trust had a positive and significant effect on Purchase Decisions. Based on the results of research that has been done, the influence of brand trust on purchasing decisions has the highest significance. The effect of Price Perception on Brand Trust has the second best significance. While the effect of perceived quality on brand trust and the effect of brand awareness on brand trust has the best level of significance after that. The influence of Brand Trust as a connecting variable has an important role in connecting the independent variable with the dependent variable because it has a significant influence in narrowing down the factors that influence consumers in determining decisions in purchasing a product.

Keywords : *Purchase Decision, Lemonilo, Brand Awareness, Quality Perception, Price Perception, Brand Trust.*