

ABSTRACT

The problem with Brownies Maylisa Banyumanik House is the decrease of repurchase that occurred in July 2015 until April 2016. Based on prasurey conducted, it is known that most customers are not satisfied with Rumah Brownies Maylisa Banyumanik. Based on the gap phenomenon and gap research obtained from previous research, it is suspected factors that affect the decrease in satisfaction and purchasing decisions are brand image and brand trust. This study aims to analyze the influence of brand image and brand trust on satisfaction and purchase decision at umah Brownies Maylisa.

The population used in this research is customer Rumah Brownies Maylisa Banyumanik. The sampling technique used is purposive sampling. Samples taken were 97 customers of Rumah Brownies Maylisa Banyumanik who have made transactions more than once. Methods of data collection in this study using questionnaires. Data analysis method using path analysis.

Based on the results of brand image and brand trust have a positive effect on customer satisfaction and purchasing decision of Rumah Brownies Maylisa. Satisfaction is able to mediate the influence of brand image and brand trust on purchasing decision at Rumah Brownies Maylisa.

Keywords: brand image, brand trust, satisfaction, repurchase decision