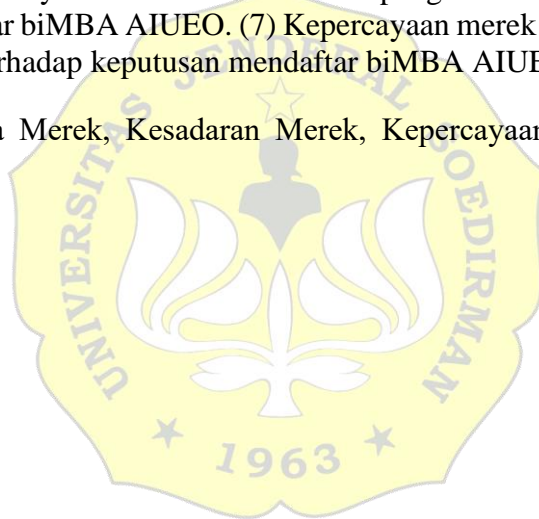


RINGKASAN

Penelitian ini merupakan survei pada orang tua peserta biMBA AIUEO di wilayah Kabupaten Purbalingga. Penelitian ini mengambil judul: “Pengaruh Citra Merek dan Kesadaran Merek terhadap Keputusan Mendaftar biMBA AIUEO dengan Kepercayaan Merek sebagai Variabel Mediasi”. Populasi dalam penelitian ini pada orang tua peserta biMBA AIUEO di wilayah Kabupaten Purbalingga. Sampel pada penelitian ini sebanyak 128 responden yang diambil menggunakan metode accidental sampling.

Hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan software SmartPLS 4 menunjukkan bahwa: (1) Citra merek berpengaruh positif terhadap kepercayaan merek. (2) Kesadaran merek berpengaruh positif terhadap kepercayaan merek. (3) Citra merek berpengaruh positif terhadap keputusan mendaftar biMBA AIUEO. (4) Kesadaran merek berpengaruh positif terhadap keputusan mendaftar biMBA AIUEO. (5) Kepercayaan merek berpengaruh positif terhadap keputusan mendaftar biMBA AIUEO. (6) Kepercayaan merek memediasi pengaruh citra merek terhadap keputusan mendaftar biMBA AIUEO. (7) Kepercayaan merek memediasi pengaruh kesadaran merek terhadap keputusan mendaftar biMBA AIUEO.

Kata Kunci: Citra Merek, Kesadaran Merek, Kepercayaan Merek, Keputusan Mendaftar



SUMMARY

This research is a survey of consumers of biMBA AIUEO participants in Purbalingga. "The Influence of Brand Image and Brand Awareness on the Decision to Register for BIMBA AIUEO with Brand Trust as a Mediating Variable". The population in this study was parents of BiMBA AIUEO participants in the Purbalingga. The sample in this study was 128 respondents taken using the accidental sampling method.

The results of research conducted using Structural Equation Modeling (SEM) analysis processed with SmartPLS 4 software show that: (1) Brand image has a positive effect on brand trust. (2) Brand awareness has a positive effect on brand trust. (3) Brand image has a positive effect on the decision to register for biMBA AIUEO. (4) Brand awareness has a positive influence on the decision to register for BIMBA AIUEO. (5) Brand trust has a positive influence on the decision to register for BIMBA AIUEO. (6) Brand Trust mediates the Relationship between Brand Image and the Decision to Register for biMBA AIUEO. (7) Brand Trust mediates the Relationship between Brand Awareness and the Decision to Register for biMBA AIUEO.

Keywords: *brand image, brand awareness, brand trust, decision to register*

