

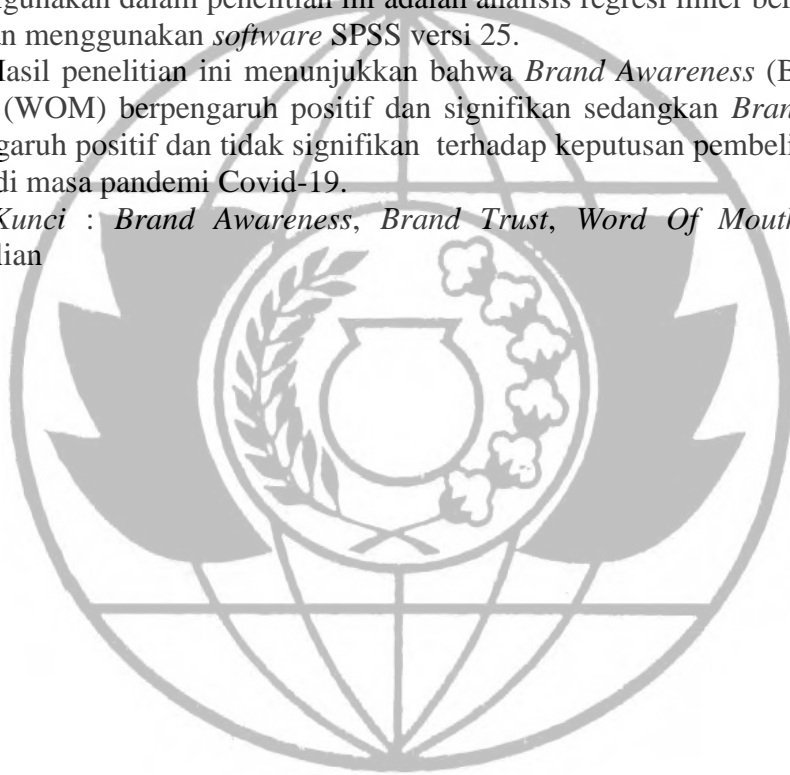
## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Awareness*, *Brand Trust*, dan *Word Of Mouth* terhadap Keputusan Pembelian Susu Bear Brand di masa pandemi Covid-19. Populasi dalam penelitian ini yaitu konsumen produk susu bear brand yang pernah melakukan pembelian di Alfamart wilayah kelurahan Tanah Kali Kedinding.

Jenis penelitian ini menggunakan penelitian kuantitatif, dengan teknik pengambilan sampel menggunakan metode *non probability sampling*. Jumlah sampel pada penelitian berjumlah 100 orang. Sumber data yang digunakan dalam penelitian ini yaitu data primer dengan metode kuisioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dan uji t dengan menggunakan *software* SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa *Brand Awareness* (BA), *Word Of Mouth* (WOM) berpengaruh positif dan signifikan sedangkan *Brand Trust* (BT) berpengaruh positif dan tidak signifikan terhadap keputusan pembelian Susu Bear Brand di masa pandemi Covid-19.

*Kata Kunci* : *Brand Awareness*, *Brand Trust*, *Word Of Mouth*, Keputusan Pembelian



## ABSTRACT

*This research aimed to find out the effect of Brand Awareness, Brand Trust, and Word of Mouth on consumers' buying decisions of Bear Brand milk during the pandemic of Covid-19. The population was the consumers of Bear Brand milk who had bought the product at Alfamart, Tanah Kali Kedinding.*

*The research was quantitative. Furthermore, the data collection technique used non-probability sampling. In line with that, there were 100 customers as the sample. The data source was primary with questionnaires as the instrument. Moreover, the data analysis technique used multiple linear regression and t-test with SPSS 25.*

*The research result concluded that both Brand awareness (BA) and Word of Mouth (WoM) had a significantly positive effect on consumers' buying decisions of Bear Brand milk during the pandemic of Covid-19. On the other hand, Brand Trust (BT) had a positive but insignificant effect on consumers' buying decisions of Bear Brand milk during the pandemic of Covid-19.*

**Keywords:** *Brand Awareness, Brand Trust, Word of Mouth, Buying Decisions*

