

ABSTRACT

**THE INFLUENCE OF BRAND TRUST, BRAND IMAGE
AND CONTENT MARKETING ON PURCHASE DECISIONS
MEDIATED IN PURCHASE INTEREST
(Survey of MSME Consumers in the Bank Indonesian Excellent
Entrepreneurial Food Industry (WUBI) Tasikmalaya)**

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The objectives of this research were to find out and analyze (1) the effect of brand trust, brand image, and content marketing on purchase intention. (2) the influence of brand trust, brand image, and content marketing on purchasing decisions. (3) the effect of buying interest on purchasing decisions. (4) the effect of brand trust, brand image, and content marketing on purchasing decisions mediated by interest in buying MSME products from the Tasikmalaya WUBI Food Industry.

The research method used in this study is a survey method, while the types of data used in this study are primary data and secondary data. The object of this research is to inform consumers of MSME products from the Tasikmalaya WUBI Food Industry about the sampling technique using purposive sampling. The data analysis technique is the structural equation model (PLS-SEM).

The results of this research show that: (1) Brand image has a significant effect on purchasing interest. However, brand trust and content marketing have no significant effect on purchasing interest. (2) Brand trust and content marketing have a significant effect on purchasing decisions, while brand image have no significant effect on purchasing decisions. (3) Purchase interest has a significant effect on purchasing decisions. (4) Brand image has a significant effect on purchasing decisions, which are mediated by interest in purchasing WUBI Tasikmalaya Food Industry MSME products. However, brand trust and content marketing have no significant effect on purchasing decisions, which are mediated by product purchase interest.

Keywords: *Brand Trust, Brand Image, Content Marketing, Purchase Intention and Purchase Decision.*

ABSTRAK

**PENGARUH *BRAND TRUST*, *BRAND IMAGE*
DAN *CONTENT MARKETING* TERHADAP KEPUTUSAN PEMBELIAN
YANG DIMEDIASI MINAT BELI
(Survey Pada Konsumen UMKM Industri Makanan Wirausaha Unggulan
Bank Indonesia (WUBI) Tasikmalaya)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis (1) pengaruh *brand trust*, *brand image*, dan *content marketing* terhadap minat beli. (2) pengaruh *brand trust*, *brand image*, dan *content marketing* terhadap keputusan pembelian. (3) pengaruh minat beli terhadap keputusan pembelian. (4) pengaruh *brand trust*, *brand image*, dan *content marketing* terhadap keputusan pembelian yang dimediasi minat beli produk UMKM Industri Makanan WUBI Tasikmalaya.

Metode penelitian yang digunakan dalam penelitian ini adalah metode survey, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Objek penelitian ini adalah konsumen produk UMKM Industri Makanan WUBI Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel *purposive sampling*. Teknik analisis data yang digunakan adalah analisis *partial least square – structural equation model* (PLS-SEM).

Hasil penelitian ini menunjukkan bahwa: (1) *Brand image* berpengaruh signifikan terhadap minat beli. Namun, *brand trust* dan *content marketing* tidak berpengaruh signifikan terhadap minat beli. (2) *Brand trust* dan *content marketing* berpengaruh signifikan terhadap keputusan pembelian, sedangkan *brand image* tidak berpengaruh signifikan terhadap keputusan pembelian. (3) Minat beli berpengaruh signifikan terhadap keputusan pembelian. (4) *Brand image*, berpengaruh signifikan terhadap keputusan pembelian yang dimediasi minat beli produk UMKM Industri Makanan WUBI Tasikmalaya. Namun, *brand trust* dan *content marketing* tidak berpengaruh signifikan terhadap keputusan pembelian yang dimediasi minat beli produk.

Kata Kunci: *Brand Trust*, *Brand Image*, *Content Marketing*, Minat Beli Dan Keputusan Pembelian.