

ABSTRAK

PENGARUH *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND TRUST* SEBAGAI VARIABEL MEDIASI PADA PEMBELIAN PISANG *CAVENDISH* SUNPRIDE DI PLAZA ASIA TASIKMALAYA

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Merek buah yang berhasil mengembangkan dan mengkomersialisasikan pisang *cavendish* secara konsisten di pasar nasional adalah Sunpride yang dikelola oleh PT Sewu Segar Nusantara. Namun, hasil survei *Top Brand Award* pada tahun 2022-2024 menunjukkan adanya penurunan nilai indeks merek Sunpride dan penjualan pisang *cavendish* Sunpride di Plaza Asia Tasikmalaya pada tahun 2025 menunjukkan pola yang fluktuatif dengan kecenderungan menurun. Penelitian ini melibatkan 50 responden yang ditentukan menggunakan rumus *linear time function* pada konsumen yang membeli pisang *cavendish* Sunpride di Plaza Asia Tasikmalaya. Teknik pengambilan sampel menggunakan *accidental sampling* serta teknik analisis data menggunakan analisis deskriptif kuantitatif dan SEM-PLS. Hasil penelitian menunjukkan bahwa tingkat *brand image*, *brand trust*, dan keputusan pembelian pada pisang *cavendish* Sunpride berada pada kategori sangat baik. *Brand image* berpengaruh positif terhadap keputusan pembelian dengan koefisien jalur sebesar 0,236. *Brand image* berpengaruh positif terhadap *brand trust* dengan koefisien jalur sebesar 0,429. *Brand trust* berpengaruh positif terhadap keputusan pembelian dengan koefisien jalur sebesar 0,560. *Brand trust* terbukti memediasi hubungan *brand image* terhadap keputusan pembelian dengan efek *partial mediation*, di mana koefisien jalur pengaruh tidak langsung sebesar 0,240 lebih besar dibandingkan pengaruh langsungnya sebesar 0,236.

Kata kunci: *Brand Image*, *Brand Trust*, Keputusan Pembelian, Pisang Sunpride

ABSTRACT

THE EFFECT OF BRAND IMAGE ON PURCHASE DECISIONS THROUGH BRAND TRUST AS A MEDIATING VARIABLE IN THE PURCHASE OF SUNPRIDE CAVENDISH BANANAS AT PLAZA ASIA TASEKMALAYA

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A fruit brand that has successfully developed and commercialized Cavendish bananas consistently in the national market is Sunpride, managed by PT Sewu Segar Nusantara. However, the Top Brand Award survey results from 2022 to 2024 indicated a decline in Sunpride's brand index, and sales of Sunpride cavendish bananas at Plaza Asia Tasikmalaya in 2025 showed a fluctuating pattern with a downward trend. This study involved 50 respondents determined using the linear time function formula among consumers who purchased Sunpride cavendish bananas at Plaza Asia Tasikmalaya. The sampling technique used was accidental sampling, while the data analysis techniques employed were quantitative descriptive analysis and SEM-PLS. The results showed that the levels of brand image, brand trust, and purchase decisions for Sunpride cavendish bananas were in the very good category. Brand image had a positive effect on purchase decisions with a path coefficient of 0.236. Brand image had a positive effect on brand trust with a path coefficient of 0.429. Brand trust had a positive effect on purchase decisions with a path coefficient of 0.560. Brand trust was proven to mediate the relationship between brand image and purchase decisions with a partial mediation effect, where the indirect path coefficient of 0.240 was greater than the direct effect of 0.236.

Keywords: Brand Image, Brand Trust, Purchasing Decision, Sunpride Banana.