

## ABSTRAK

**Harum Cahyaningsih, Pengaruh Citra Merek, Kepercayaan Merek dan Harga Terhadap Keputusan Pembelian Pasta Gigi Ciptadent di Wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat. (dibimbing oleh Abdurrahman)**

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Citra Merek, Kepercayaan Merek dan Harga, terhadap Keputusan Pembelian Pasta gigi Ciptadent di wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat. Teknik analisis data menggunakan analisis regresi linier berganda. Sampel yang diambil sebanyak 100 Responden yakni konsumen yang membeli dan menggunakan Pasta gigi Ciptadent. Penentuan sampel dengan teknik *Purposive Sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa Citra Merek tidak berpengaruh positif terhadap Keputusan Pembelian Pasta gigi Ciptadent di wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat. Kepercayaan Merek berpengaruh positif terhadap Keputusan Pembelian Pasta gigi Ciptadent di wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat. Harga berpengaruh positif terhadap Keputusan Pembelian Pasta gigi Ciptadent di wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat. Variabel yang dominan berpengaruh adalah kepercayaan merek terhadap keputusan pembelian Pasta gigi Ciptadent di wilayah Duri Kosambi, Kecamatan Cengkareng, Jakarta Barat.

Saran penelitian ini adalah PT. Lion Wings sebaiknya lebih meningkatkan citra merek agar konsumen memiliki kesan yang baik dengan memberikan layanan kesehatan gigi terhadap masyarakat dan aktif dalam memberikan penyuluhan mengenai produk Pasta gigi Ciptadent. Dan meningkatkan kepercayaan merek terhadap konsumen dengan kehandalah produk serta harga yang terjangkau agar tetap di minati oleh para konsumen.

**Kata Kunci : Citra Merek, Kepercayaan Merek, Harga dan Keputusan Pembelian.**

## **ABSTRACT**

***Harum Cahyaningsih, Brand Image, Brand Trust and Price Influence of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng, West Jakarta (supervised by Abdurrahman).***

*The purpose at this research is to determine how much the Brand Image, Brand Trust and Price Influence of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng, West Jakarta. Data analysis techniques using linear regression analysis. A sample of 100 respondent was taken that consumer who use Toothpaste Ciptadent. Sampling with purposive techniques.*

*Based on result of the research, it can be concluded that Brand Image hasn't positive impact on Buying Decision of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng, West Jakarta. Brand Trust has positive impact on Buying Decision of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng, West Jakarta. Price has positive impact on Buying Decision of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng, West Jakarta. The dominant variable effect is Brand Trust to Purchase Decision of the product Toothpaste Ciptadent to the Buying decision in Duri Kosambi, districts area Cengkareng,*

*The suggestion of this research is PT. Lion Wings should improve brand image that consumers have the impression that is good with give provided health services teeth on the community and active in providing information about toothpaste Ciptadent. And increase brand trust to consumer with the best thing of the product and affordable to keep interested in the consumers.*

***Key Word : Brand Image, Brand Trust, Price and Buying Decision.***