

RINGKASAN

Penelitian ini berjudul pengaruh *brand competence*, *brand trust*, *brand image* dan daya tarik iklan terhadap keputusan konsumen memasang wifi Indihome Purwokerto. Tujuan dari penelitian ini adalah untuk mengetahui signifikansi pengaruh *brand competence*, *brand trust*, *brand image* dan daya tarik iklan terhadap keputusan konsumen memasang wifi Indihome Purwokerto.

Teknik sampling yang digunakan dalam penelitian ini adalah *non probability sampling* menggunakan metode *purposive sampling* dan menetapkan sampel 110 responden. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan SPSS-26.

Hasil uji F diperoleh nilai F_{hitung} sebesar 35,755 sehingga nilai F_{hitung} lebih besar dari nilai F_{tabel} ($35,755 > 2,46$). Sedangkan hasil uji t dengan t_{tabel} sebesar 1,659, diperoleh nilai $tX1$ sebesar 3,256, $tX2$ sebesar 5,648, $tX3$ sebesar 3,207, $tX4$ sebesar 5,171 dapat diketahui bahwa $tX1 > t_{tabel}$, $tX2 > t_{tabel}$, $tX3 > t_{tabel}$, $tX4 > t_{tabel}$. Hal ini dapat memberikan kesimpulan bahwa hipotesis pertama menyatakan bahwa *brand competence* berpengaruh positif dan signifikan terhadap keputusan konsumen, diterima. Hipotesis kedua menyatakan bahwa *brand trust* berpengaruh positif dan signifikan terhadap keputusan konsumen, diterima. Hipotesis ketiga menyatakan bahwa *brand image* berpengaruh positif dan signifikan terhadap keputusan konsumen, diterima. Hipotesis keempat menyatakan bahwa daya tarik iklan berpengaruh positif dan signifikan terhadap keputusan konsumen, diterima.

Kata Kunci : *Brand Competence*, *Brand Trust*, *Brand Image*, Daya Tarik Iklan Dan Keputusan Konsumen

SUMMARY

This research entitled the influence of brand competence of brand competence, brand trust, brand image and attractiveness of advertising on consumer decisions to install wifi Indihome Purwokerto. The purpose of this study was to determine the significance of the influence of brand competence, brand trust, brand image and attractiveness of advertising on consumer decisions to install wifi Indihome Purwokerto.

The sampling technique used in this study is non-probability sampling using purposive sampling method and setting a sample of 110 respondents. The data analysis technique used is multiple linear regression analysis with the help of SPSS-26.

The results of the F_{test} obtained that the F_{count} value was 35,755 so that the F_{count} value was greater than the F_{table} value ($35.755 > 2.46$). While the results of the t -test with t_{table} of 1.659, obtained the value of $tX1$ of 3.256, $tX2$ of 5.648, $tX3$ of 3.207, $tX4$ of 5.171 it can be seen that $tX1 > t_{table}$, $tX2 > t_{table}$, $tX3 > t_{table}$, $tX4 > t_{table}$. It can be concluded that the first hypothesis which states that brand competence has a positive and significant effect on consumer decisions is accepted. The second hypothesis states that brand trust has a positive and significant effect on consumer decisions, is accepted. The third hypothesis states that brand image has a positive and significant effect on consumer decisions, is accepted. The fourth hypothesis states that the attractiveness of advertising has a positive and significant effect on consumer decisions, is accepted.

Keywords: Brand Competence, Brand Trust, Brand Image, Advertising Attractiveness and Consumer Decisions