

ABSTRAK

Saat ini kerudung banyak digunakan berbagai kalangan. Banyak produsen kerudung dengan berbagai merek berlomba untuk menarik minat beli konsumen. Saat ini banyak dijual kerudung dengan berbagai merek, seperti Rabbani, Zoya dan Elzatta. Berdasarkan data, market share merek Rabbani tahun 2018 mengalami penurunan artinya keinginan untuk membeli dan keputusan pembelian terhadap merek Rabbani cenderung masih rendah. *Word of mouth*, kepercayaan dan citra merek merupakan faktor yang berpengaruh terhadap proses pengambilan keputusan . Menguji dan menganalisis faktor yang berpengaruh terhadap proses pengambilan keputusan pembelian merupakan tujuan penelitian.

Konsumen adalah populasi penelitian ini yang melakukan pembelian kerudung merek Rabbani di Semarang dan jumlahnya tidak diketahui. Penelitian ini menggunakan sampel 100 konsumen. *Purposive* sampling merupakan pengambilan sampel. Jenis data dan pengumpulan data menggunakan data primer. Analisis menggunakan analisis deskriptif dan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa : (1). *Word of mouth*, kepercayaan, citra merek berpengaruh positif terhadap proses pengambilan keputusan pembelian.

Kata Kunci : Word Of Mouth, Kepercayaan, Citra Merek, Proses Pengambilan Keputusan Pembelian

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Currently the veil is widely used various circles. Many veil manufacturers with various brands compete to attract consumer buying interest. Currently many hoods are sold under various brands, such as Rabbani, Zoya and Elzatta. Based on data, the market share of the Rabbani brand in 2018 has decreased, meaning that the desire to buy and purchasing decisions on the Rabbani brand tend to be still low. Word of mouth, trust and brand image are factors that influence the decision making process. Testing and analyzing factors that influence the process of purchasing decision making is a research objective.

Consumers are the population of this study who purchased the Rabbani brand veil in Semarang and the number is unknown. This study uses a sample of 100 consumers. Purposive sampling is sampling. Types of data and data collection using primary data. The analysis uses descriptive analysis and multiple regression analysis.

The results of this study indicate that: (1). Word of mouth, trust, brand image have a positive effect on the purchasing decision process.

Kata Kunci : Word Of Mouth, Trust, Brand Image, Purchasing Decision Making Process