

ABSTRAK

Penelitian ini membahas pengaruh *brand awareness*, *brand loyalty*, dan *product quality* terhadap keputusan pembelian di Toko Roti 88. Berdasarkan data kuantitatif dari kuesioner, ditemukan bahwa *brand awareness* tidak berpengaruh signifikan, sedangkan loyalitas merek dan Kualitas produk berpengaruh secara signifikan terhadap keputusan konsumen dalam melakukan pembelian. Hal ini menunjukkan bahwa ketika konsumen hanya memiliki satu pilihan merek, brand awareness menjadi kurang relevan, sedangkan loyalitas dan mutu produk mendorong pembelian berulang. Oleh karena itu, perusahaan disarankan untuk fokus pada peningkatan loyalitas konsumen dan menjaga kualitas produk secara konsisten.

Kata kunci: *brand awareness*, *brand loyalty*, *product quality*, keputusan pembelian



ABSTRACT

This research discusses the influence of brand awareness, brand loyalty, and product quality on purchasing decisions at Toko Roti 88. Based on quantitative data from questionnaires, it was found that brand awareness does not have a significant impact, while brand loyalty and product quality significantly influence consumers' purchasing decisions. This indicates that when consumers have only one brand option, brand awareness becomes less relevant, whereas loyalty and product quality drive repeat purchases. Therefore, companies are advised to focus on enhancing consumer loyalty and consistently maintaining product quality.

Keywords: brand awareness, brand loyalty, product quality, purchase decision

