

ABSTRACT

PT. Pandu Persada is a national private consulting company that from its establishment to the present specializes in handling technical consulting services. PT. Pandu Persada experienced a decrease in the number of tenders or consumers. Which is caused by brand image and brand trust factors. One strategy to increase consumer buying interest at PT. Pandu Persada, namely by creating a good brand image and maintaining brand trust can be a factor of consumer interest in buying a product, especially in the field of construction consulting services. This study aims to determine the effect of brand image and brand trust on buying interest in PT. Pandu Persada city of Bandung. The method used is descriptive research analysis with quantitative data types. The sampling method is non probability sampling with incidental sampling technique that is by distributing questionnaires to respondents. The target respondents in this study are consumers who have used services at PT. Pandu Persada. The method of data analysis in this study uses multiple linear regression test. Based on the results of the analysis of 100 respondents obtained by the multiple linear regression equation. $Y = 1.337 + 0.353 (X1) + 0.710 (X2)$ and the coefficient of determination of 0.490 which shows that the effect of brand image, brand trust simultaneously on buying interest in PT. Pandu Persada Bandung is 49% while the remaining 51% is influenced by other factors not examined by the author.

Keywords: brand image, brand trust, purchase interest.