

ABSTRACT

This research is motivated by the increasingly rapid development of technology, as well as increasingly diverse market desires, and the increasing number of people trying to build businesses to meet market demands, causing increasingly fierce competition between companies. One of the important aspects that need to be considered by companies is image and trust which are the determinants of consumer decision making. This study aims to determine how the influence of the brand image variable and the brand trust variable on the purchasing decision of Zanana Chips. This research uses quantitative methods with descriptive and causal research types. In this study, the sample used the Bernoulli formula to produce 100 respondents. The sampling technique chosen is non-probability sampling (incidental sampling). The data analysis technique used is multiple linear regression analysis. Based on the results of hypothesis testing, brand image and brand trust have a significant influence on purchasing decisions. The magnitude of the influence of brand image and brand trust on the decision to purchase Zanana chips has a contribution or influence of 82.8% while the remaining 17.2% is influenced by other factors not examined in this study.

Keyword: *Brand Image, Brand Trust, Purchase Decision*