

ABSTRACT

This study was conducted to determine the influence of the brand characteristic, company characteristic, and consumer brand characteristic to the purchasing decision process for Consumer of Mie Sedaap in Palembang city. This type of research to conduct surveys research. The sampling technique used was purposive sampling. The research sample were determined as many as 100 people, where respondents are consumer who has been purchase of Mie Sedaap. The data analysis technique used is the test of validity, reliability test, descriptive analysis of the average score per variable, classic assumption test, multiple linear regression, t test and f test. Test results show the validity of all data is valid, the reliability test showed all data are reliable, The results of multiple linear regression test showed trust in a brand variable involve Brand characteristic, Company characteristic, and Consumer brand characteristic has a positive and significant impact on purchasing decisions process.

Keywords: Trust in a Brand, Purchasing Decision Process