

PENGARUH PROMOSI DAN *BRAND TRUST* TERHADAP *REPURCHASE INTENTIONS* MOTOR HONDA

ABSTRAK

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Penelitian ini bertujuan mengetahui dan menjelaskan pengaruh Promosi terhadap *Repurchase intentions* dan mengetahui dan menjelaskan pengaruh *Brand Trust* terhadap *Repurchase intentions*. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah seluruh konsumen motor Honda sebanyak 96 Orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Promosi yang baik mampu mendorong *Repurchase intentions* Motor Honda di Jombang artinya semakin baik promosi maka semakin tinggi *Repurchase intentions* Motor Honda di Jombang dan *Brand Trust* yang baik mampu mendorong *Repurchase intentions* Motor Honda di Jombang artinya semakin baik *Brand Trust* maka semakin tinggi *Repurchase intentions* Motor Honda di Jombang

Kata Kunci: Promosi, *Brand Trust* dan *Repurchase intentions*

*THE EFFECT OF PROMOTION AND BRAND TRUST ON HONDA MOTORCYCLE
REPURCHASE INTENTIONS*

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ABSTRACT

This study aims to determine and explain the effect of promotion on repurchase intentions and to determine and explain the effect of brand trust on repurchase intentions. The research uses an explanatory research method which is carried out through data collection in the field. The population is all consumers of Honda motorcycles as many as 96 people, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that a good promotion is able to encourage Repurchase intentions for Honda Motor in Jombang, meaning that the better the promotion, the higher the Repurchase intentions for Honda Motor in Jombang and good Brand Trust is able to encourage Repurchase intentions for Honda Motor in Jombang, meaning that the better the Brand Trust, the higher the brand trust. Repurchase intentions Honda Motor in Jombang

Keywords: Promotion, Brand Trust and Repurchase intentions