

ABSTRAK

Penelitian ini bertujuan guna menganalisa sejauh mana pengaruh *brand awareness*, keragaman produk, dan *brand image* terhadap keputusan konsumen untuk membeli di H&M store. Penelitian ini memakai pendekatan secara kuantitatif, teknik pengambilan sampel memakai *Non-probability sampling*. Populasi pada penelitian ini ialah seluruh konsumen yang memutuskan untuk membeli produk H&M di *Galaxy Mall 3* Surabaya. Sedangkan sampel yang digunakan berjumlah 114 orang yang telah memutuskan untuk membeli produk H&M di *Galaxy Mall 3* Surabaya. Dari hasil pengujian secara parsial dan bersama-sama didapatkan hasil temuan bahwa variabel *brand awareness*, keragaman produk dan *brand image* dipastikan telah terbukti berpengaruh terhadap keputusan konsumen untuk membeli di H&M store.

Kata Kunci : *Brand awareness*, keragaman produk, brand image & keputusan konsumen.

ABSTRACT

This study aims to analyze the influence of brand awareness, product diversity, and brand image on consumer decisions to buy at H&M stores. This study uses a quantitative approach, the sampling technique uses non-probability sampling. The population in this study are all consumers who decide to buy H&M products at Galaxy Mall 3 Surabaya. While the sample used is 114 people who have decided to buy H&M products at Galaxy Mall 3 Surabaya. From the partial and joint test results, it was found that the brand awareness, product diversity and brand image variables have certainly been proven to have an effect on consumer decisions to buy at H&M stores.

Key Words : *Brand awareness, product diversity, brand image & consumer decisions.*