

ABSTRACT

THE INFLUENCE OF ADVERTISING MESSAGE AND BRAND TRUST TOWARDS CONSUMER PURCHASE DECISION (CASE STUDY: GARUDA INDONESIA AIRLINE)

By

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When consumers decide which product to purchase, there are many factors that affect their final decision. There are many internal factors and external factors that could influence the consumer decision to purchase. Brand trust is one aspect that influence consumers when they determine which products should they buy. A brand could be trusted by the consumers if they are reliable and have good intentions. The COVID-19 outbreak made many businesses struggle to maintain their sales especially the aviation industries. People are forced to stay inside of their house most of the time and almost all countries are imposing travel bans to minimize the chance of virus spreads and contamination. This situation is not an exception for Garuda Indonesia Airlines as Indonesian red flag airline, the company struggles to keep their existance in the industry. Besides of brand trust, advertising message is also another important aspect as it could be one of the company's communication platform to inform the consumers all the efforts the company do in the middle of the global pandemic. The purpose of this research is to analyze the impact of brand trust on consumer decision to purchase Garuda Indonesia Airline tickets and how advertising message could influence the consumer purchase decisions.

This research is a descriptive and quantitative research by collecting data in a form of questionnaires which were distributed to 273 Garuda Indonesia Airline's passengers that purchased their tickets in the COVID-19 period. Structural Equation Modelling (SEM) was applied to produced path diagram, regression weights and model fit to analyze the research model.

Keywords: *Advertising Message, Brand Trust, Consumer Purchase Decision, Garuda Indonesia Airline, COVID-19*