***ABSTRACT***

*Peratiwi / 22150334 / 2019 / The Effect of Brand Image and Brand Trust on Repurchase Decisions at Gramedia Kelapa Gading Mall, North Jakarta / Dr. Ir. Bilson Simamora, M.M.*

*The development of information and communication technology (ICT) has provided convenience in various aspects of life. One of them is the ease of accessing information and knowledge. Bookstores are not just conventional bookstores anymore, but there are also online bookstores that can help increasing the store sales. Purchasing decisions are influenced by basic psychology which plays an important role in understanding how consumers make their purchasing decisions. If a brand is able to meet consumer expectations or even exceeds consumer expectations and also provides quality assurance on every occasion of its usage. Moreover, if the brand is produced by a company that has a reputation, consumers will be more confident in their choices and consumers will have a brand trust, appreciate the brand, and consider the brand as part of them.*

*This research aims to determine how the effect of brand image and brand trust on repurchase decisions at Gramedia Mall Kelapa Gading Jakarta Utara.*

*The method that used in this research is the Non Probability Sampling method by collecting data through a questionnaire by spreading it to 105 respondents. Measuring instruments in the research are validity test, reliability test, percentage, likert scale, and classic assumption test.The results of this research find that the brand image and brand trust are proved to effect the repurchase decisions.*

*In this research, the author can draw the conclusion that the brand image and brand trust in Gramedia are good based on consumer ratings and also proven that brand image and brand trust have a positive and significant effect on repurchase decisions at Gramedia Mall Kelapa Gading Jakarta Utara.*

*The brand image that shows by Gramedia has been good, but it's good that Gramedia continues to improve the existing brand image, such as increasing the number of their employee. Gramedia's brand trust has been good, but it is better for Gramedia to maintain the trust that has been given by consumers. To improve the repurchase decision at Gramedia, their brand’s information should be easier to found by the customers. Further researchers are expected to be able to doing more complete research on other variables.*

*Keywords : Brand Image. Brand Trust, Repurchase Decision*