

ABSTRACT

There was a phenomenon of an increase in sales of 491% in one of the trading companies in Bandung, Indonesia. This fantastic increase in sales makes researchers want to know the factors that cause the phenomenon with these fantastic numbers. Researchers assume this fantastic increase is the impact of relationship marketing conducted by trading firms. In addition, with the implementation of relationship marketing, it also increases customer engagement which can affect purchase decisions mediated by brand trust.

This study aims to find out and examine the influence of relationship marketing and customer engagement in influencing purchase decisions mediated by brand trust in PD. Wibawa Mukti in Bandung. The research methods that will be used in this study are quantitative and causal descriptive analysis. The sampling technique used is simple random sampling using the Slovin formula. The population of this study is all coordinators who have conducted sales and demonstrations of products directly to consumers. From the entire population, 320 respondents will be gathered who are coordinators responsible for selling products. The results will be obtained from testing using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the Smart-PLS 02 program.

The results showed that relationship marketing had a positive and significant effect on brand trust (t -statistic 9.845; p -value 0.000) and purchase decision (t -statistic 32.167; p -value 0.000). Customer engagement also has a positive and significant effect on brand trust (t -statistic 10.106; p -value 0.000) and purchase decision (t -statistic 2.103; p -value 0.036). However, brand trust does not have a significant influence on purchase decisions (t -statistic 1.809; p -value 0.071), so it cannot act as a mediator in the relationship between relationship marketing and customer engagement on purchase decisions. Relationship marketing was found to have the greatest direct influence on purchase decisions, indicating the importance of building effective long-term relationships with customers. These results emphasize that the interaction between customers and the company, both through marketing strategies and customer engagement, plays an important role in building trust and influencing purchasing decisions. However, trust in the brand requires further strengthening to have a significant impact on purchase decisions.

Keywords: *Brand Trust; Customer Engagement; Local Trading Company; Purchase Decision; Relationship Marketing*