ABSTRACT

Since the outbreak of the COVID-19, many shelves in Indonesian supermarkets have become empty. However, several industrial sectors have experienced growth due to COVID-19. The most significant increase in demand occurred in hygiene products. In contrast to one well-known brand, Lifebuoy, there has been a decline in purchases of its expanded hand sanitizer product, which is not in line with the increase in other companies. The research was conducted to analyze and test the effect of brand extension and brand image on purchasing decisions that affect brand trust in consumers of Lifebuoy hand sanitizer products in Semarang City.

The sampling method used is non-probability sampling with a purposive sampling technique. The samples collected were 130 respondents in Semarang City who had bought Lifebuoy hand sanitizer at least once in the last year. The data analysis technique was carried out using Structural Equation Modeling (SEM) with the AMOS version 24.0 program.

The results showed that of the five proposed hypotheses, only 3 were accepted while the other 2 were rejected. All of these hypotheses include hypothesis 1 (there is a significant positive effect between brand extension on purchasing decisions), hypothesis 2 (there is a negative influence between brand image on purchasing decisions), hypothesis 3 (there is a significant positive effect between brand extension and brand trust), hypothesis 4 (there is a negative influence between brand image on brand trust), and hypothesis 5 (there is a significant positive effect between brand trust on purchasing decisions).

***Keywords**: Brand Extension, Brand Image, Brand Trust, Purchase Decision*

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