

## **ABSTRACT**

*Apartments are one type of property offered by development companies, and this property product is growing rapidly in big city areas where the area has a high population density due to being the central economy. People in the city of Semarang who have the hope of living in a relatively close distance to the center of activity or work, as well as the reduction in residential land located in the city center or activity center, has made more and more people turn to apartments as a place to live. This has resulted in more and more developers competing to offer apartment products to the various services provided so that consumers are interested in buying the apartment. This study aims to determine the effect of service quality on brand image, price perception, and purchase decision. The population used is consumers who buy Taman Cendikia apartments in Semarang City, with a sample of 115 respondents, with a sampling technique using accidental sampling. The method of data collection was done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 22.0 analysis tool. The results of the analysis show that service quality has a significant positive effect on brand image, price, and purchase decisions. Companies must pay attention to the quality of services provided, as well as brand image and price perception so that purchasing decisions are higher.*

**Keywords:** *Service Quality, Brand Image, Price Perception, Purchase Decision.*