

ABSTRACT

This study is aimed at analyzing the influence of brand image, product quality and service quality on customer trust and purchasing decisions. This study uses multiple linear regression analysis with SPSS program.

The population used is customers who have purchased eyeglass products in Optical Beta Semarang. While the sample used is 100 people with non-probability sampling technique using accidental sampling.

The results show that (1) there is a positive and significant relationship between brand image and customer trust. (2) There is a positive and significant relationship between service quality and customer trust. (3) There is a positive and significant relationship between product quality and customer trust. (4) There is a positive and significant relationship between service quality and purchasing decisions. (5) There is a positive and significant relationship between service quality and purchasing decisions. (6) There is a positive and significant relationship between product quality and purchasing decisions. (7) There is a positive and significant relationship between brand image and purchasing decisions.

Keywords: *Brand Image, Product Quality, Service Quality, Customer Trust, Purchase Decision*