

## **ABSTRACT**

*The rapid development of the pharmaceutical industry presents challenges for companies. Therefore, it is necessary to analyze factors that can influence customer purchasing decisions that are crucial to enabling the establishment of businesses, promoting sales, and leading to profit enhancement. This research aims to investigate the impact of product knowledge, price perception, product quality perception, reference groups, and trust on the purchasing decisions of unbranded generic drugs in the city of Semarang. The data analysis method is Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. A total of 163 respondents were gathered as the sample. The results of hypothesis testing indicate that all variables significantly influence purchasing decisions, both directly and indirectly, mediated by the variable of trust.*

**Keywords:** *Purchasing Decision; Unbranded Generic Drugs; Trust*