

ABSTRACT

Communication tool is one of the needs that is not less important in human life. One type of communication tool that is often used at this time is a smartphone. in the purchase decision of a product, a buyer must find out about the product. such as price factors, product benefits, product brands and the experience of others about the product. The purpose of this research is to analyze the influence of price perception, product quality and word of mouth against purchasing decision with the brand image as an intervening variable.

The research was conducted for students of Diponegoro University. The samples in this research as much as 150 respondents. With the method of collecting data through questionnaires and sampling method in this research is non probability sampling with purposive sampling technique. This research examines the hypothesis by using Structural Equation Modeling (SEM).

The results of this study shows that price perception has positive and significant effect on brand image, product quality has positive and significant effect on brand image, word of mouth has positive and significant effect on brand image. It is also known that brand image is proven to mediate price, product quality and word of mouth on purchasing decision.

Keywords : Price Perception, Product Quality, Word of Mouth, Brand Image, Purchasing Decision.