

ABSTRACT

Global warming is one of the long-term problems whose impact may not be felt now. Electric vehicles are currently a solution to global warming that occurs, one of which is electric motorbikes. There are also issues related to the negative stigma on one manufacturing country in the automotive field in particular. Although there are previous studies that examine the influence of these variables separately, more comprehensive research on how these variables interact in the context of electric vehicles, especially electric motorcycles, is still needed.

This study aims to investigate and analyze the relationship between Price Perception, Product Quality, and Brand Image on Purchasing Decisions in electric motorcycle consumers by considering the role of Brand Trust as a mediating variable. This study used a sample of 120 electric motorcycle consumers in Central Java Province. In this study, a questionnaire was used with two types of questions: closed and open questions. The quantitative data analysis approach used in this study is the Structural Equation Model (SEM) with AMOS software version 24.

The results showed that Price Perception, Product Quality, and Brand Image have a significant positive effect on Brand Trust, while Price Perception, Product Quality, Brand Image, and Brand Trust have a significant positive effect on Purchasing Decisions. The implications of the research results show that Price Perception has a direct influence on Brand Trust and Purchasing Decisions, there is an indirect influence, namely through the Brand Trust variable with Price Perception, Product Quality, and Brand Image on Purchasing Decisions.

Keywords: Price Perception, Product Quality, Brand Image, Brand Trust, and Purchase Decision