

ABSTRACT

This study is motivated by the decline in market share and Top Brand Index of Xiaomi smartphone in Indonesia, which is driven by intense competition among smartphone brands. Previous studies have shown inconsistent results regarding the influence of product quality, brand image, and brand trust on purchase decisions. This inconsistency highlights the need to re-examine this relationship by including purchase intention as a mediating variable. The objective of this research is to analyze the effect of product quality, brand image, and brand trust on purchase decisions with purchase intention as an intervening variable among Xiaomi smartphone consumers in Semarang.

The research employed a quantitative approach with a population of Xiaomi smartphone users. The sample was determined using purposive sampling, and primary data were collected through questionnaires. Data analysis was carried out using Structural Equation Modelling (SEM) with AMOS, based on the Theory of Planned Behavior (TPB) as the theoretical framework to understand psychosocial mechanisms influencing consumer intention and behavior.

The results indicate that product quality, brand image, and brand trust significantly and the strongest influence on purchase intention. Among these, brand image exerts the strongest influence on purchase intention. Furthermore, purchase intention has a significantly and positive effect on purchase decisions. The indirect effect analysis confirms that product quality, brand image, and brand trust influence purchase decisions through purchase intention as a mediator. These findings underline that purchase intention plays a crucial role in bridging consumer perceptions of quality, brand image, and trust with actual purchase decisions.

Keywords: Product Quality, Brand Image, Brand Trust, Purchase Intention, Purchase Decision