

ABSTRACT

This study aims to analyze how the influence of brand image, product quality, and price to purchase decisions through consumer trust in the original stuck products.

Sampling method used in this research is non-probability. The samples collected were 150 respondents who had bought the original stuck product at least once. The method of analysis used is SEM includes test of normality, outliers, reliability test, and goodness of fit.

The results showed that the brand image, product quality, price, and consumer confidence significant to the purchase decision. consumer trust has the most significant influence on purchasing decisions with a loading factor of 0.79

Keywords: brand image, product quality, consumer trust, purchasing decision