

## ABSTRACT

*PT Duta Cemerlang Motors is a company engaged in sales, vehicle repairs and procurement of Suzuki brand auto parts and Hino trucks. PT Duta Cemerlang experienced a decline in sales in the last 4 years. The purpose of this research is to analyze the impact of brand image, perceived price, and perceived product quality on purchasing decisions Suzuki Ertiga cars for consumer of PT Duta Cemerlang Motors Semarang.*

*The research was conducted to PT Duta Cemerlang Motors's customers who did purchase Suzuki Ertiga cars of PT Duta Cemerlang Motors Semarang . The total of sample used in this research is 100 respondents with questionnaire as the collecting data method and non probability sampling as sampling method used with purposive sampling technique. The research used Multiple Linear Regression as analyze technique which is estimated with SPSS program.*

*The result showed that the brand image, perceived price and perceived product quality has a positive influence on purchase decisions. Variable most influential is perceived product quality and the low influential is brand image. T test result showed that each of the independent variables have a significant influence on purchasing decisions. This equations model has a F value of 121,881 with a significance level of 0,000. The result of the analysis of determination coefficient of 78,6%, indicating that the variable brand image, perceived price and perceived quality product just explain the influence on purchasing decisions by 78,6%. While the remaining 21,4% is explained by others variables that are not described in this study.*

*Keyword : brand image, perceived price, perceived product quality, purchase decisions and automotive industry*