

## ABSTRACT

*Decrease in purchasing decisions on a product may cause a decrease in the value of its sale. The same thing happened at Atala Art, a company engaged in furniture and creative crafts in Jepara, Central Java, is experiencing a decline in product sales in recent years. Strategic steps need to be taken to overcome this phenomenon.*

*The research was conducted by using independent variables including product innovation, price perception and product quality; intervening variable that is product trust and dependent variable that is purchasing decision. The data were collected on the sample using the questionnaire method. Data were analyzed by chi-square test method, descriptive three-box method and multiple linear regression analysis.*

*The results stated that respondents, representing most consumers have income of 0-5 million rupiahs, work as self-employed and civil servants with age range 31-40 years. Consumer valuation on product innovation and product trust have high score 80,00% and 79,67% respectively compared to price perception (74,60%) and product quality (74,27%), purchase decision (74,27%) With the calculation of multiple linear regression, it can be concluded that product innovation, price perception and product quality have a significant influence on product trust, as well as product trust have a significant effect on purchasing decision.*

*Keywords: purchasing decision, product trust, innovation, quality, price perception*