

ABSTRACT

The aim of this study was to know whether the product quality, price perception, brand image and after sale services have a statistically significant impact on buying decision Toyota Yaris PT Nasmoco Semarang, and analyzing the predominant factor in influencing the buying decision Toyota Yaris Semarang. This search sample amount of 100 respondents using as the sample Purposive Sampling Technique, that means look for samples that match the criteria researchers and suitable to be sampled

The most powerful dependent variable was the after sale services (0,338) and were followed by product quality (0,219), brand image (0,195) and the last variable that price perception (0,182). The hypothesis testing using t-test showed that the all independent variable (product quality, price perception, brand image and after sale services) have the positive and statistically significant impact to the dependent variable, that was the buying decision of Toyota Yaris Pemuda Semarang. Based on the customer point of the view it means that four independent were become the important factor on buying decision of Toyota Yaris Pemuda Semarang products figures adjusted R square of 0,515 indicates that 51,5 percents of the buying decision could be explained by quality of product, price perception, brand image and after sale services variables, meanwhile 48,5 percents of the rest were the impact of the other variables which not examined in this study.

Keywords : Quality of products, price perception, brand image, after sale services, purchase decision