

ABSTRACT

This research is motivated by the increasing of competition level in the automotive industry, especially in the Low MPV segment. PT Nasmoco Majapahit Semarang is one of Toyota dealer groups who sell Toyota products in Semarang. One of PT Nasmoco Majapahit Semarang's flagship products named Toyota Avanza experienced a sales decline in 2014, whereas Toyota Avanza was still ranked first on the Top Brand Index of MPV car in Indonesia. The possible cause of Toyota Avanza's decrease in sales is due to the success of Honda Mobilio as Toyota Avanza's new competitor in the Low MPV segment which ranked second on the best-selling MPV car sales in Indonesia only within 2 months. The aim of this study is to analyze the effect of brand image, perceived price, and product attribute on customer's purchase decision of Toyota Avanza at PT Toyota Avanza Nasmoco Majapahit Semarang using purchase intention as an intervening variable.

This study uses 5 variables, 19 indicators, and 7 hypotheses. Research hypothesis testing uses the data of 132 respondents. The data collecting method is done through a questionnaire with closed and open questions. The data analysis method used is Structural Equation Modeling (SEM) using AMOS 20.0 program.

The result of this study proves that brand image, perceived price, and product attribute have positive and significant impact to purchase intention. The variable that has the greatest impact to purchase decision is product attribute with the influence of 0,47; followed by perceived price with the influence of 0,25 and brand image with the influence of 0,20. Then purchase intention has positive and significant impact to purchase decision with the influence of 0,87. For the direct impact to purchase decision, only brand image that has negative impact. While purchase intention, perceived price, and product attribute have positive and significant impact to purchase decision. The variable that has the greatest impact to purchase decision is purchase intention with the influence of 0,57; followed by product attribute with the influence of 0,17; and perceived price with the influence of 0,17.

Keywords: brand image, perceived price, product attribute, purchase intention, purchase decision