

ABSTRACT

This study aimed to analyze the influence of brand image, product quality, and quality of service to the purchasing decision motorcycle Yamaha brand trust as a variable mediators (intervening) of a study on consumers motorcycle Yamaha in Semarang. Brand image Yamaha motorcycle is being considered by consumers to make purchasing decisions to the motorcycle Yamaha and create confidence in the brand. Yamaha also have to maintain the reliability of the motorcycle Yamaha by selecting the raw materials used for the composition of the manufacture of motorcycle the best. Maintaining the quality of the product can create a sense of confidence to the Yamaha brand, thus increasing the purchasing decisions of consumers against Yamaha motorcycle. Quality of service is also able to maintain its customers, and the effect on brand trust a product produced by Yamaha.

This study sampled using non-probability sampling technique, the respondents who have bought and used the product Yamaha motorcycle in Semarang. The collection of data obtained from 200 users motorcycle Yamaha settling in Semarang by giving questionnaires. The method of analysis is that using a maximum likelihood test program Veris 20.0 Amos.

The analysis showed that the brand image, product quality and service quality has a positive and significant impact on brand trust and also purchasing decisions on a Yamaha motorcycle.

Keywords: brand image, product quality, service quality, brand trust, purchase decision.