

ABSTRACT

Currently, the development of a fairly rapid rise in population as well as the various work activities everyone lets all activities must be done quickly. So that people can do the work quickly, it means supporting, such as means of transport. One of the means of transportation is a car. Between different types of cars, there is one kind of the most favorite consumers, namely Multi Purpose Vehicle (MPV). When this kind of car MPV having the market share of the highest such as toyota innova, who ranks to 1. Nevertheless, in every year market share Toyota Kijang Innova tending to decline. It shows that also interested consumers to buy brand other than Toyota Kijang Innova. Many factors that could affect the decision this purchase products, like qualities , brand image prices and promotion

The population in this research consumers who buy Toyota Innova in Semarang city whose number is unknown. The sample in this study were 96 respondents. Sampling techniques in this research was conducted with the Purposive Sampling technique. Its data type is primary. Method of data collection using the questionnaire. Analysis technique used is multiple regression.

The result analysis using SPSS version 13 shows that: Product Quality influence the Purchasing Decisions. Brand Image influence the Decision Purchase. Price influence the Decision Purchase. Promotion influence the Decision Purchase.

Keywords : Product Quality, Brand Image, Price, Promotion And Purchasing Decisions