

## ABSTRACT

*Nokia as a mobile phone company is the once dominated Indonesian mobile market with products output . Nokia is the one company that has a fairly rapid growth than the competitors and has always been coveted by customers . But, Nokia sales decline in 2012 to the present . This happens because the decision to purchase Nokia phones are getting lower and many of its customers began to switch to competing products . This study aims to determine whether the product purchasing decisions are influenced by brand trust , product quality , service quality , and brand association .*

*In this study used one hundred people to become samples and taken from the customers of Nokia phones from 10 university in Semarang . Data collected by plunging directly distribute questionnaires to the customers of Nokia from two different faculties in university. Then the data obtained were analyzed using multiple regression analysis .Thisa analyzed include test validity , reliability , classic assumption test , multiple regression analysis , hypothesis testing through f test and t-test , and the coefficient of determination ( R2 ) . And then examining the independent variables brand trust , product quality , service quality , and brand association to the dependent variable purchase decision .*

*The results obtained by the regression equation  $Y = 0.461 + 0.050 X1 X2 X3 - 0.415 + 0.973 X4$  . Based on the results of statistical data analysis , the indicators in this research are valid and variables are reliable. In the classical assumption test , regression models are free from multicollinearity , heteroscedasticity not happen , and the normal distribution . Of all the variables , which have the highest influence is variable brand association with regression coefficients of 0.973 and 0.461 for brand trust , then the quality of the product by -0.415 , and the lowest variable service quality by only 0,050 . After testing the hypothesis using the t test showed that only three of the four independent variables consisting of ; confidence in the brand , product quality and brand associations are found to significantly affect the dependent variable purchase decision . Then through the F test to note that the independent variable is indeed feasible to test the dependent variable purchase decision . Figures of determination of 0.958 indicates that 95.8 % of the purchase decision variables can be significant explained by three of independent variables in the regression equation . While the remaining 9.7 % is explained by other variables outside of four variables used in this study.*

*Keywords : Brand Trust , Quality Products , Quality Service , Purchasing Decisions*