ABSTRACT

This study aimed to analyse the influence of product quality, price, promotion, and brand image of purchasing decision through brand trust in Honda Vario consumer in Semarang City. The population used in this study is the user of Honda Motorcycle, a minimum age of 17 years, and domiciled in Semarang. The number of sample used in this study was 110 respondents.

In this study, the data was collected through the dissemination of questionnaires to selected samples throught non-probability sampling techniques with the sampling method of sample purposive sampling. Measurements in questionnaries using a Likert Scale. Seven hypotheses using the quantitative method with the data analysis techniques used are Structural Equation Modeling (SEM) AMOS version 23.0.

The results of the study that the value of Goodness of Fit criteria, such as Chi-square = 104,421; Significance Probability = 0,001; CMIN/DF = 1,632; GFI = 0,882; AGFI = 0,806; TLI = 0,957; NFI = 0,927; CFI = 0,970; and RMSEA = 0,076. The results of the study that product quality has no effect to brand trust, purchasing decisions positively affect to brand trust, brand image has no effect to purchasing decisions, product quality has no effect to purchasing decisions, price positively affect to purchasing decisions, promotion positively affect to purchasing decisions, and brand image positively affect to purchasing decisions.

Keywords : product quality, price, promotion, brand image, purchasing decisions, brand trust