

ABSTRACT

Purchasing decision made by customer based on their beliefs is the right decision. Purchasing decision is one of the customer behavior, so the company must create a new marketing strategy to maintain and achieve sales volume. The purpose of this research is to investigate the influence of physical attributes and psychosocial attributes to the product appeal, company reputation to the brand image, product appeal, brand image, and sales force competence to the purchasing decision.

In this study obtained by 6 hypothesis which have been tested. Data collected through questionnaire method to the 140 respondents who buy and use skutik Honda in the city of Semarang using judgement sampling and snowball sampling method. Analyzer the used is Structural Equation Modelling (SEM) at program of AMOS 16.0.

The results show that the model data analysis and research results are acceptable, except for H2. The results of this study prove that the physical attributes affect the product appeal, the company reputation affect the brand image, product appeal, brand image, and sales force competence influence on purchasing decision. While psychosocial attributes have no effect on product appeal.

Keyword:

Purchasing decision, physical attributes, psychosocial attributes, product appeal, company reputation, brand image, and sales force competence.