

ABSTRACT

This study aims to analyze the factors that influence purchase decisions by client who are domiciled in Semarang and have their own businesses, using service quality variables, Brand Image, Word of Mouth, Brand Trust and Purchase Decision are expected to be a strategy for companies to get business advertisements

In analyzing the data in this study using a quantitative approach with the method of structural equation analysis (SEM) using AMOS software in 115 clients who have been determined to be respondents of the study through non-probability sampling techniques.

This study consists of four hypotheses proposed, the results of the study prove that all four hypotheses are all accepted and proven to have a significant positive effect on the relationship: 1) service quality with brand trust, 2) brand image with brand trust, 3) word of mouth with brand trust, 4) brand trust with purchase decisions to advertise. The results of this study are expected to provide input for companies to develop strategies to get more advertising.

Keywords: Purchase Decision, Service Quality, Brand Image, Word of Mouth, Brand Trust.