

ABSTRACT

Avanza is one of the MPV (Multi Purpose Vehicle) from Toyota. January to December 2020 sales of this four-wheeled motorized vehicles have decreased due to the influence of product quality, price perceptions, and promotions that are not suitable for some people in Semarang, thus reducing brand image and influencing purchasing decisions, so research is carried out to analyze the effect of product quality, price perception, and promotion of the decision to purchase a Toyota Avanza vehicle with brand image as an intervening variable (study on Toyota Nasmoco Pemuda Semarang).

The population of this research is buyers of Toyota Avanza in Nasmoco Pemuda Dealer Semarang with a sample of 137 buyers through Accidental sampling and purposive sampling methods. Data collection using questionnaires and data analysis using SEM PLS with Smart PLS 3.0 program

The results showed that product quality had a significant positive effect on brand image, perceived price had a significant positive effect on brand image, promotion had a significant positive effect on brand image and brand image had a significant positive effect on purchasing decisions. It is recommended for Toyota Nasmoco factories and dealers, especially Pemuda Semarang, to provide better product quality, affordable prices, and on-target promotions so that the brand image is maintained and the decision to purchase a Toyota Avanza vehicle increases.

Keywords: Product Quality, Brand Image, Price Perception, Promotion And Purchasing Decision