

ABSTRACT

With changes as well as competition in today's industrial world, companies must be able to compete by creating innovative and quality products at competitive prices in order to survive in the business industry, especially in the automotive industry. Toyota Astra Motor continues to innovate to increase sales turnover and top brand index by increasing the number of outlets to 346 outlets in Indonesia. However, contrary to the initiative carried out by Toyota Astra Motor, the increase in the number of outlets was not followed by an increase in its turnover.

Therefore, this research was conducted with the aim of analyzing the effect of product quality, brand image, and price perception on purchasing decisions through buying interest at Toyota Astra Motor. The population used in this study were customers of Toyota Astra Motor in Semarang who already have a Toyota Agya. The number of samples used was 145 respondents. The sample collection technique used purposive sampling. The data collection methods used were questionnaires and literature study. This study uses Structural Equation Modeling (SEM) analysis techniques using the AMOS 24.0 analysis tool.

The results of this study indicate that brand image has a positive and significant effect on purchase intention, price perception has a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions.

Keywords: *Product Quality, Brand Image, Purchase Interest, Purchase Decision.*