

The Influence of Price & Product Quality on Purchase Decision through Brand Trust at Honda Gajah Mada Dealer Semarang

Ade Satria Nugraha¹, Heri Prabowo², Prianka Ratri³

^{1,2,3} Universitas PGRI Semarang, Indonesia,

Corresponding Author : adesatrian@gmail.com

Abstract

This study aims to ascertain how brand trust influences buying decisions in relation to pricing and product quality. This research uses a quantitative methodology. The sample size used consists of 80 respondents, selected from customers of the Honda Gajah Mada Dealer in Semarang. The sample was obtained using purposive sampling technique with the criteria of residing in Semarang City and having purchased a Mobilio car from the Honda Gajah Mada dealer during the period of 2019 - 2023. This research uses a questionnaire and the SmartPLS 3.0 software. The study's findings show that while price has no discernible positive influence on brand trust, product quality has a positive and significant impact on brand trust, and price has no positive influence on brand trust. When it comes to purchasing decisions, the relationship between price and product quality might be mediated by brand trust.

Keywords: *brand trust, price, product quality, purchase decision*