

ABSTRACT

The main objective of this study was to determine determine the role of brand image, product quality, and service quality on purchasing decisions of PT. Kawasaki Motor Indonesia by using quantitative-descriptive approach. Data were collected from 180 respondents who were consumers of PT. Kawasaki Motor Indonesia. Data analysis in this study use alternative methods of structural equation modeling (SEM) which is partial least square (PLS). The first phase of the current study is to validate each variable's question as well as it's reliabilities. The second phase is to test the relationships among the effect brand image, product quality, and service quality towards purchasing decisions. The outcomes of this present study have shown that the brand image and product quality have positive and significant effects while service quality although has positive effect, however, it was not significant enough.

Keywords: Brand Image, Product Quality, Quality of Services, Purhasing Decisions



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ABSTRAK

Tujuan utama dari penelitian ini adalah untuk mengetahui peran brand image, kualitas produk, dan layanan jasa terhadap keputusan pembelian di PT. Kawasaki Motor Indonesia dengan menggunakan pendekatan deskriptif kuantitatif. Data dalam penelitian diperoleh dari 180 responden yang merupakan konsumen PT. Kawasaki Motor Indonesia. Analisis data dalam penelitian ini menggunakan metode alternatif dari *structural equation modeling* (SEM) yaitu *partial least square* (PLS). Tahap pertama dalam penelitian ini untuk menguji validitas pertanyaan setiap variabel berikut dengan reliabilitasnya. Tahap kedua menguji hubungan antara brand image, kualitas produk, dan layanan jasa terhadap keputusan pembelian. Hasil dari penelitian ini menyatakan bahwa variabel brand image dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian sementara variabel layanan jasa berpengaruh positif namun tidak cukup signifikan.

Kata Kunci: *Brand image*, Kualitas Produk, Kualitas Jasa, Keputusan Pembelian

