

ABSTRACT

This study aims to analyze the influence of service quality, price perception, and product quality on purchase decisions, with purchase intention as an intervening variable among consumers of Akasa Space products in Semarang City. The research uses a quantitative approach, collecting data through questionnaires distributed to 100 respondents. The data analysis method applied is Structural Equation Modeling (SEM). The results show that service quality, price perception, and product quality have a positive and significant effect on purchase intention, and purchase intention significantly influences purchase decisions. These findings support the theory that these variables collectively enhance consumer purchase intention and decisions. The implication is that Akasa Space should continuously improve its service quality, offer competitive pricing, and maintain product quality to increase customer loyalty and purchase decisions.

Keywords: Price Perception, Product Quality, Service Quality, Purchase Intention, Purchase Decision

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