

ABSTRACT

Land transportation, especially cars are needed every year by the people of Indonesia, both as private vehicles and public vehicles, so that every year the number increases. Car companies are required to create a competitive climate in their business in order to be able to compete in the competitive automotive industry market, whether in the form of goods or services quality. To be able to compete in the market, it is important for business owners to know and understand what attributes can lead to consumer satisfaction.

This study uses Mitsubishi motor consumers as the research population, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 150 respondents who live in Semarang. The collected data will be analyzed using the structural equation model (SEM) method and processed with AMOS software.

The results of this study indicate that the price has a positive and significant effect on the purchase decision, the product quality has a positive and significant effect on the purchase decision, the price has a positive and significant effect on customer satisfaction, the product quality has an influence a positive and significant effect on the customer satisfaction, and the purchase decision has a positive and significant effect on the customer satisfaction.

Keywords: Price; Product Quality; Purchase Decision; Customer Satisfaction; Structural Equation Model

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