

ABSTRACT

This study was conducted to determine how service quality influenced consumer's purchasing decisions, through brand image and brand trust on Gracia Skin Clinic Semarang. The result then used to take the company's policy in the future so that it can continue to survive in the increasingly fierce competition.

The research data was collected from 100 customers Gracia Skin Clinic Semarang. This study used non probability sampling techniques. The data in this study using Structural Equation Model in AMOS program after the previous validity test, reliability test and Confirmatory Factor Analysis test aims to find out whether the research model is fit or need to be modified.

There are five hypotheses were tested in this study, and only three accepted hypotheses. There are :the brand trust has a positive effect on purchasing decision, service quality has a positive effect on purchasing decisions and service quality has a positive effect on brand trust. The most positive effect belongs to service quality on the brand trust.

Keywords : Purchasing Decisions, Service Quality, Brand Trust, Brand Image