

ABSTRACT

This research aims to examine the influence of perceptions of company image, service price and service quality on purchasing decisions. Corporate Image is measured using indicators developed by Harrison (2005). The Service Price variable uses a measurement scale from Sjöberg and Kotler (2008), service quality is measured by indicators developed by Wahyuni (2020) and purchasing decisions are measured by indicators developed by Kotler (2012).

The sample used in this research is PT consumers Dieselindo Permata Niaga. The total sample of 32 consumers was taken using census techniques. This research uses quantitative analysis with validity test, reliability test, normality test, classical assumption test, correlation coefficient, coefficient of determination, multiple regression analysis, as well as significant tests (t test and F test) with the SPSS software application version 21.

The results of this research show that company image has no influence on purchasing decisions. Service prices have a positive and significant effect on purchasing decisions and service quality has a positive and significant effect on purchasing decisions.

Keywords: Company Image, Price, Service Quality, Purchasing Decisions.