

ABSTRACT

This study aims to test and analyze the effect of perceived price, brand image, and promotion on purchasing decisions with consumer confidence as a mediating variable for JKT48 idol group consumers in Semarang City. The sampling technique in this study used non-random sampling techniques with a purposive sampling approach. The number of samples used in this study were 150 respondents with characteristics who had bought JKT48 Idol Group products / works at least once and live in Semarang.

Data collection for this study was carried out by distributing questionnaires online via Google Form to potential people according to the characteristics of the respondents needed. The measurement of the questionnaire sample used a five-point Likert scale. The results of the questionnaire were tested using the SEM (Structural Equation Modeling) method, a multivariate statistical analysis method with the help of computer software in the form of the SmartPLS version 3.2.9 program.

The results of the analysis on statistical tests show that the variables of price perception, brand image, and promotion have a positive and significant influence on consumer confidence. In addition, brand image, promotion, and consumer confidence have a positive and significant effect on purchasing decisions. However, the price perception variable has a negative and insignificant effect on purchasing decisions. Managerial implications that can be applied by JKT48 are using the results of this study to consider future company policies and management towards its customers in Semarang.

Keywords: Perceived price, brand image, promotion, consumer trust, purchasing decision.

