

ABSTRACT

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FACTORS THAT INFLUENCED PURCHASE DECISION MEDIATED BY CUSTOMER TRUST OF LUXURY FASHION BRAND IN INDONESIA

(xiii + 88 pages; 5 figures; 20 tables; 6 appendices)

In this study using independent variables, namely product quality, price, and brand image. The mediating variable in this study is customer trust and the dependent variable in this study is the purchase decision. The purpose of this study is to find out whether there is an influence between product quality, price, and brand image of Luxury fashion brand in Indonesia (Balenciaga) on purchase decisions. Then, does customer trust affect the purchase decision at Balenciaga Indonesia. This study uses a descriptive type of research with quantitative data types. The survey method was used in this study. Data collection was carried out using an online questionnaire via google form with a target population of Indonesians who have Balenciaga products aged between 15 to 30 years in Indonesia. The sample used in this study amounted to 400 respondents and the data collection technique used purposive sampling. The data analysis method for this study uses Partial Least Square-Structural Equation Modelling with the PLS plus 3.0 program used as an approach in testing the collected data. The research findings state that product quality, price, and brand image affect customer trust in Balenciaga Indonesia. Then, customer trust has an influence on purchase decisions in Balenciaga Indonesia. This research was conducted over a period of 3 months from September to November 2021.

References: 165 (2001 – 2021)

Keywords: *product quality, price, brand image, customer trust, purchase decision*