

ABSTRACT

Transportation has become a basic need for the people today. Public transportation users have started to decrease, most people prefer to use their own transportation which can cause congestion at its area, many consumers buy cars as transportation needs for their daily activities. Many automotive companies in Indonesia are competing to get high sales. Currently, automotive companies, especially cars, innovate and develop their products to win the competition. One type of car that is being sought after by Indonesian people is the Low-Cost Green Car (LCGC) which has an affordable price and is fuel efficient.

Researchers have the aim to determine the effect of brand, product quality, and price on LCGC car purchase decisions, the method used in this study is quantitative. Based on the implementation time, the study used cross section data. This study has an unknown population, so the Bernoulli formula is used. The study was conducted in Karawang Regency to Suzuki Karimun LCGC car users by distributing questionnaires in the form of questions that represented indicators that had been made by previous researchers to conduct research.

The results of this study showed that Brand, Product Quality, and Price simultaneously affecting purchase decisions. Partially, Product Quality and Price do not influence the purchase decision. However, the brand has a positive and significant influence and makes a dominant contribution to the Purchasing Decision, so the company should continue to improve and maintain the Brand Image of Suzuki Karimun.

Key Word: *Brand, Product Quality, Price and Purchase Decision*