

**THE EFFECT OF SERVICE QUALITY ON PURCHASING DECISION  
WITH BRAND TRUST AS A MEDIATING VARIABLE IN TOYOTA  
SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY  
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**APPROVAL PAGE**

THESIS

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## FOREWORD

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Although the thesis is finished, the author realize that this thesis is still far from perfect. Therefore, critics and constructive suggestions are gladly accepted. In the end, author hopes that this thesis will be useful for the readers.

Surabaya, 4 December, 2020

Researcher,



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## **The Effect of Service Quality on Purchasing Decision with Brand Trust as A Mediating Variable in Toyota Surabaya**

### **ABSTRAK**

Persaingan antar bisnis yang berkembang sangat ketat menuntut perusahaan untuk tetap mempertahankan *Service Quality* serta *Brand Trust* dengan cara memiliki *Brand Trust* yang baik dimata pelanggan agar tetap dapat bersaing di persaingan bisnis global saat ini. Penelitian ini merupakan penelitian kuantitatif Dengan menggunakan metode kuesioner yang disebarakan melalui google form. Sampel penelitian ini adalah 132 responden yang menggunakan produk Toyota di Surabaya. Penelitian ini di analisis dengan menggunakan teknik analisis data regresi linear berganda dan memberikan hasil yang signifikan dari service quality % Brand Trust terhadap Purchasing Decision, tetapi pada mediasi Brand Trust terhadap Purchasing Decision mendapatkan hasil yang tidak signifikan. Pada hasil penelitian ini, saran yang diberikan terhadap perusahaan Toyota adalah diharapkan Toyota dapat memberikan peningkatan terhadap *Service quality* dan brand trust sehingga dapat meningkatkan *Purchasing decision*.

**Kata Kunci:** *Service Quality, Brand Trust, Purchasing decision*

## **The Effect of Service Quality on Purchasing Decision with Brand Trust as A Mediating Variable in Toyota Surabaya**

### **ABSTRACT**

Competition between businesses that is growing very tight demands the company to maintain Service Quality and Brand Trust in a way have a good Brand Trust in the eyes of customers so that they can compete in the competition global business today. This research is a quantitative research by using a questionnaire method that is distributed via google form. The sample of this research is 132 respondents who use Toyota products in Surabaya. This research is analyzed using multiple linear regression data analysis techniques and provides significant results Service Quality% Brand Trust in Purchasing Decisions, but in mediation of Brand Trust on Purchasing Decisions, the results are not significant In the results of this study, the advice given to the Toyota company It is hoped that Toyota can provide an increase in Service quality and Brand Trust, therefore can increasing Purchasing Decision.

**Keyword: Service Quality, Brand Trust, Purchasing Decision**