



ABSTRACT

The Influence of Product Attribute and Brand Trust Towards of Purchase Intention of Scooter Matic

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Strategy is a very important element in a company to increase the attractiveness of the product to grow and maintain its existence in order to attract customer purchase intentions of the goods or services they sell. In this research, using Piaggio Vespa as an object of research and using product attributes and brand trust as benchmarks to find out what elements have a significant effect on purchase intention of automatic scooter users. The method is used in the research is called Structural Equation Modelling (SEM), especially path analysis with the usage of SPSS and AMOS software. The data was acquired from scooter matic users in Jakarta and conducted using questionnaire. The results shows that there is no positive influenced between product attribute to purchase intention and brand trust to purchase intention, however there is a strong positive influenced between product attribute to brand trust. Therefore, this paper concludes that product attributes and brand trust have not been able to influence customer purchase intentions of Piaggio Vespa, however product attributes have an influence on creating brand trust.

Keywords: product, product attributes, brand trust, customer purchase intention.