



**THE EFFECT OF SOCIAL MEDIA, PRODUCT
QUALITY, AND AFTER-SALES SERVICES TOWARD
PURCHASE DECISION INTERVENED BY CUSTOMER
TRUST (STUDY ON CONSUMER OF USED CARS IN
BEKASI)**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to
obtain**

Sarjana Manajemen

By

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**FACULTY OF BUSINESS
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ABSTRACT

The automotive industry is currently growing rapidly and developing with production segments that are more creative and dynamic. The need for the Indonesian people for four-wheeled vehicles is increasing from year to year. In line with the need for four-wheeled vehicles, many people intend to buy used cars with the same quality as new cars. Therefore, this study aims to examine people's buying intentions for used cars in Bekasi. In this study, Social Media, Product Quality, and After Sales Service are the dependent variables. While the endogenous variables in this study are customer trust and purchasing decisions as moderating variables. The method used in this study is a quantitative method by collecting data through questionnaires. Questionnaires were distributed online for people who had the intention to buy a used car. Respondent data from this study is valid, 138 valid respondents meet the criteria. To analyze the data, researchers used PLS-SEM to analyze data and test hypotheses. Researchers recommend that research on used cars is important because people have different characteristics and specifications in their intention to buy used cars.

Keywords: Social Media, Product Quality, After Sales Service, Customer Trust, Purchase Decision, Used Cars

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