

# THE INFLUENCE OF BRAND IMAGE, PRICE PERCEPTION AND PRODUCT QUALITY ON THE PURCHASE DECISION OF TOYOTA AVANZA CAR AT HUTAMA MOBIL SAKTI BEKASI SHOWROOM

YOSAFAT YOHANES<sup>1</sup>, ERI MARLAPA<sup>2</sup>

<sup>1</sup>Bachelor of Management student, Mercu Buana University, South Meruya No.1, Joglo, Kembangan South Meruya., Kembangan, West Jakarta City, West Jakarta, Indonesia

<sup>2</sup>SI Management Lecturer, Meruya Selatan No.1, Joglo, Kembangan Meruya Selatan., Kembangan, Kota West Jakarta, West Jakarta, Indonesia

E-mail : [43117010402@student.mercubuana.ac.id](mailto:43117010402@student.mercubuana.ac.id), [eri.marlapa@mercubuana.ac.id](mailto:eri.marlapa@mercubuana.ac.id)

## Abstract

This study aims to determine the effect of the relationship Brand Image, Perceived Price, Product Quality on Purchasing Decisions. Methods This research was carried out by path analysis using Partial Least Square (Smart-PLS) software version 3.0 with a population of Toyota Avanza car consumers at the Hutama Mobil Sakti Bekasi Showroom, 100 respondents were taken using a purposive sampling method. Research results prove that brand image has a positive effect on purchasing decisions, price perception has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions

**Keywords:** Brand Image, Perceived Price, Product Quality, Purchase Decision

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## Introduction

The increasingly advanced era of globalization, which is often referred to as industry 4.0, requires every organization to maintain the ability to compete with other competing businesses. Indonesia as a developing country experiences challenges that are not easy in terms of human resource management. Indonesia's ability to compete in the global world is one of them determined by its human resource management strategy. Competition in the business world is getting tougher with the emergence of many companies selling similar products in an industry. On the one hand, consumers benefit from this because they have an increased number of alternatives or choices. Therefore, companies compete with each other to attract customers or consumers to make purchasing decisions to buy their products. Purchasing decisions are how a customer or consumer chooses and makes purchases from several choices and alternatives that he has chosen based on certain things (Wijanarko, Suharyono, & Arifin, 2016). The decision to buy arises because of an objective assessment or emotional encouragement (Darmawan, 2017).

The development of automotive technology in Indonesia has experienced very rapid progress and development. This development has encouraged automotive companies to continue to create and develop products that are increasingly competitive. This situation is supported by the increasing breadth of available road facilities and people's incomes and the emergence of many car dealers in several places which have increased, this causes cars not only for the upper middle class. Intense competition in the automotive industry makes car manufacturers vying to create as varied products, prices and product promotions as possible, in order to attract consumers to buy their products (Faizin, 2015). This intense competition has led to very volatile market changes. In addition, in the current era of globalization, consumers will be more selective in buying a product, forcing producers to compete strictly and maximize their marketing strategy. A strong product in the market that will win the competition. Of course, these offers are given by promoting the product as much and as creatively as possible. So that consumers can find out what offers are provided by the manufacturers of these products, so that in the end they can persuade consumers to make purchasing decisions. Toyota is a very well-known car brand in the global market and is the largest car manufacturer in the world. Indonesia is no exception, Toyota is a pioneer in the automotive (car) industry and is a very familiar car, as well as being the most popular car of the people of Indonesia. Toyota cars from year to year have always been the market leaders or market leaders in Indonesia, as proof of Toyota's leadership. As in previous years, Toyota in 2021 is still the leader or market leader in the national automotive market. Multi-purpose or multi-purpose passenger cars vehicle (MPV) PT. Toyota Astra Motor (TAM) as the sole agent holding the brand in Indonesia and has played an important role in the development of the automotive industry in Indonesia. For 45 years, nearly 5 million units of vehicles have been successfully marketed by Toyota Indonesia in the domestic market. At the same time, 1 million units of the

Toyota model made in Indonesia were successfully exported to foreign countries in the form of complete vehicles. Toyota has proven toughness and relatively easy maintenance.

**Table 1.2**  
**Toyota Avanza sales data at the Hutama Mobil Sakti Showroom in Bekasi in 2016-2021:**

Year	Sales ( units )	Percentage (%)
2016	100	
2017	92	(0.8)
2018	78	(0.11)
2019	68	(0.10)
2020	27	(0.58)
2021	38	0.40

Source: Sales Division at the Hutama Mobil Sakti Bekasi Showroom

Based on the data listed in table 1.2, it shows that sales of the Toyota Avanza at the Hutama Mobil Sakti Bekasi Showroom had experienced a decline in sales. The decline in 2019 and 2020 was due to one of the highest factors, namely Covid-19, which caused a decline in the Indonesian economy so that it affected people's purchasing power

### Theory Basis and Hypothesis Development

The American Marketing Association in Kotler and Keller (2016) explains that:

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

That is, marketing is an activity, a collection of institutions, and many processes for creating, communicating, delivering, and exchanging offerings that have value to customers, clients, partners and society at large.

According to Tjiptono (2020), marketing management is a total system of business activities designed to plan, set prices, and distribute products, services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals. Meanwhile Saladin and Buchory (2013), define marketing management as the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target markets with a view to achieving organizational goals.

Kotler and Keller (2016) explain the definition of marketing management, namely, "Marketing management as the art and science of choosing target markets and building profitable relationships with them." According to Kotler and Keller marketing management is the art and science of choosing target markets, obtaining, maintaining and growing customers by creating, delivering and communicating superior customer value.

From some of the definitions above, it can be concluded that marketing management is an art and science in choosing the desired target market, achieving, retaining, and communicating superior customer value in order to gain profits and customer loyalty.

### 2.1 Variable dimensions

#### 1. Definition of Purchase Decision

According to Kotler & Armstrong (2016) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Which means that purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. According to Kotler and Keller (2016) the purchasing decision process is a process in which consumers pass through five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions, post-purchase and post-purchase behavior,

#### 2. Brand Image

Kotler and Keller (2016) define brand image "Preception and beliefs held by consumers. As reflected in the associations held in consumers' memory". as a set of perceptions and beliefs held by customers towards a brand that is reflected through the associations that exist in customer memory. Sangadji and Sopiah (2013) argue that brand image is a set of brand associations that have been formed in the minds of consumers. Brand image is a series of associations that are perceived by individuals all the time, as a result of direct or indirect experience of a

brand (Tjiptono, 2012). Based on the three theories above, it can be defined that brand image is the result of a long thought process before consumers decide to buy a product.

Kotler and Armstrong (2018) also added that brand image is a requirement for a strong brand and image is a relatively consistent perception in the long run (enduring perception). So it is not easy to form an image, so once it is formed it will be difficult to change it. The image formed must be clear and have advantages when compared to its competitors. When the differences and advantages of a brand are faced with other brands, a brand position emerges. So basically the process of perception is the same, because brand image is formed from perceptions that have been formed for a long time. After going through the stages that occur in the perception process, then proceed to the consumer involvement stage. This level of involvement besides influencing perception also affects memory function. According to Kotler and Keller (2016),

### **3. Price Perception**

According to Kotler and Armstrong (2018) price can be defined narrowly as the amount of money charged for a product or service. Meanwhile according to Lamb et al. (2018) reveal that price is what is given in exchange for goods or services; and, where exchange involves money, price is the monetary value associated with the exchange. However, prices can also include time lost while waiting to obtain goods or services.

Kotler and Keller (2016) revealed that price is one of the elements of the marketing mix that generates income; other elements generate costs. Price also communicates the value position a company wants from its product or brand. Consumers are interested in getting a 'fair price', meaning 'perceived fair value', at the time of exchange. The price paid is based on the satisfaction consumers expect to receive from a product, not necessarily on the satisfaction they actually receive from it (Lamb et al., 2018). The dimensions of price perception used in this study use price characteristics perceived by consumers according to Kotler and Armstrong (2018) including: price affordability, price compatibility with product quality, price compatibility with product benefits,

### **4. Product quality**

Quality according to the American Society for Quality Control in Kotler and Armstrong (2018) is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. We can say that a seller has delivered quality when his product or service meets or exceeds the customer's expectations. Meanwhile, according to Kotler and Armstrong (2018), product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. A consumer purchases a product not only based on the physical form of a product, According to Tjiptono (2020) quality reflects all dimensions of product offerings that produce benefits for customers. The quality of a product either in the form of goods or services is determined through its dimensions. The product quality dimensions according to Tjiptono (2020) have 8 points, namely: Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, Perceived quality (quality impression), Serviceability (ease of repair/repair).

## **2.2. Developmental Hypothesis**

### **Relationship Between Brand Image and Purchase Decision**

H1: Brand Image Influences the Purchase Decision of Toyota Avanza Products at the Hutama Mobil Sakti Bekasi Showroom.

### **The Relationship Between Product Quality and Purchasing Decisions**

H2: Product Quality Influences the Purchase Decision of Toyota Avanza Products at the Hutama Mobil Sakti Bekasi Showroom

### **Relationship Between Perceived Price and Purchase Decision**

H3: Perceived Price Influences the Purchase Decision of Toyota Products Avanza at the Hutama Mobil Sakti Showroom, Bekasi.

## **2.3. Conceptual Framework**

Based on the literature study and hypothesis development stated previously, the research conceptual framework that can be conveyed is as follows:

## Gambar 2.1. Rerangka Konsep

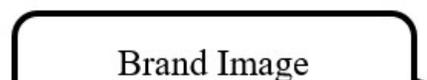


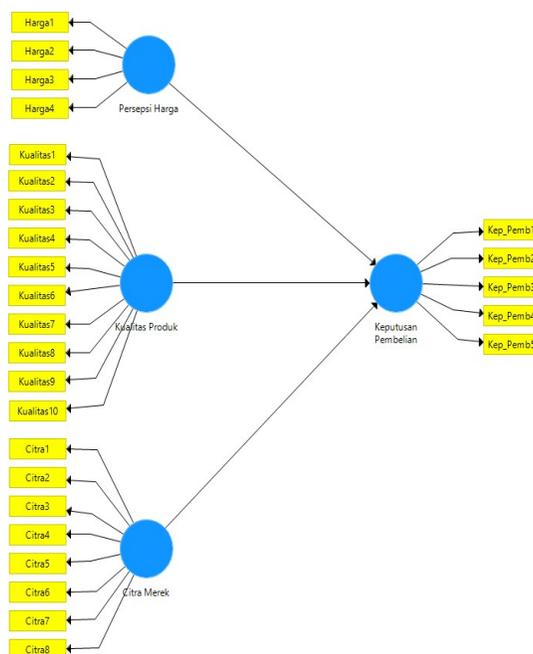
Figure 2.1 Conceptual Framework

### Research methods

This research design combines explanatory, descriptive, and quantitative research. The explanatory research method is used because in this study it explains the relationship between the variables studied using the PLS-SEM (Partial Least Square-Structural Equation Modeling) method. According to Sudaryono (2017), explanatory research aims to describe a generalization or explain the relationship between one variable and another. In this study there is a deep independent variable PLS-SEM (Partial Least Square-Structural Equation Modeling) whose test is called exogenous variables, namely variables that are not influenced by other variables, including Brand Image, Perceived Price and Product Quality. In addition, there is a control variable, namely Purchase Decision. The characteristics of this character replication study, so that the results of hypothesis testing must be supported by previous research, repeated with other conditions that are more or less the same. This study uses a quantitative method with an empirical study approach to collect, analyze and display data in numerical form. The data collection method in this study used a survey with the help of a questionnaire. The results of this data collection were processed using SEM (Structural Equation Modeling) with a statistical tool, namely SmartPLS software. The numerical results of this study will be concluded and explained in narrative form. Data analysis is used to get a score of identified risks. Data from the questionnaire will be compiled for processing again.

### Discussion

Figure 4.1 Analysis Model Structure



Based on the picture above, it can be seen that there is a relationship between indicators and their latent variables and the relationship between latent variables. Price perception is measured using 4 indicators, product quality is measured using 10 indicators, brand image is measured using 8 indicators, and purchasing decisions are measured by 5 indicators. From Figure 4.1 it is clear the relationship between indicators and their latent variables and the relationship between latent variables.

*a.* Measurement (outer) model testing

Outer model data analysis was conducted to test the ability of indicators to measure their latent variables. This analysis was carried out by looking at the validity and reliability of the indicators used in measuring latent variables consisting of price perceptions, product quality, brand image, and Toyota Avanza Car Purchasing Decisions.

1) Validity test

The validity test was carried out to measure the ability of the measuring instrument used to measure the variables studied. According to Hussein (2015), validity testing using Partial Least Square (PLS) can be seen from convergent and discriminant validity testing. Convergent validity testing is carried out using factor loading values. An indicator is declared valid and can be used as an indicator to measure its latent variable if the loading factor value is greater than 0.05. Outer loading results can be seen in the following table:

**Table 4.11**  
**Loading Factor Value on the Indicator for Each Latent Variable**

Variable Latent Indicator	Price Perception	Product quality	Brand Image	Buying decision
Price1	0.810			
Price2	0.831			
Price3	0.677			
Price4	0.792			
Quality1		0.739		
Quality2		0.756		
Quality3		0.778		
Quality4		0.758		
Quality5		0.760		
Quality6		0.808		
Quality7		0.777		
Quality8		0.750		
Quality9		0.805		
Quality10		0.737		
Image1			0.836	
Image 2			0.703	
Image3			0.684	
Image4			0.814	
Image5			0.725	
Image6			0.744	
Image7			0.739	
Image8			0.813	
Kep Pemb1				0.806
Kep Pemb2				0.850
Kep Pemb3				0.820
Kep Pemb4				0.823
Kep Pemb5				0.839

Source: Primary data processing results, 2023

Based on the table above, it can be seen that the loading factor values for all indicators for the product quality variable and the Toyota Avanza Car Purchase Decision variable are greater than 0.7, which means that all of these indicators are declared valid and can be used as indicators to measure their respective latent variables. Meanwhile, for indicators of price perception and brand image, there are indicators with a loading factor value of less than 0.7. However, these indicators can still be used as indicators to measure price perception and brand image variables.

The measurement of discriminant validity is seen from the cross loading value, namely by comparing the indicator loading factor value with its latent variable compared to the factor loading value on other variables. The results of the cross loading test can be seen in the following table:

**Table 4.12**  
**Cross Loading Each Indicator with its Latent Variable**

Variable Latent Indicator	Price Perception	Product quality	Brand Image	Buying decision
Price1	<b>0.810</b>	0.413	0.501	0.551
Price2	<b>0.831</b>	0.621	0.605	0.629
Price3	<b>0.677</b>	0.224	0.470	0.473
Price4	<b>0.792</b>	0.512	0.590	0.669
Quality1	0.574	<b>0.739</b>	0.617	0.582
Quality2	0.550	<b>0.756</b>	0.582	0.547
Quality3	0.432	<b>0.778</b>	0.534	0.588
Quality4	0.508	<b>0.758</b>	0.583	0.612
Quality5	0.409	<b>0.760</b>	0.554	0.623
Quality6	0.411	<b>0.808</b>	0.552	0.535
Quality7	0.433	<b>0.777</b>	0.595	0.615
Quality8	0.407	<b>0.750</b>	0.569	0.546
Quality9	0.390	<b>0.805</b>	0.569	0.544
Quality10	0.373	<b>0.737</b>	0.509	0.550
Image1	0.601	0.624	<b>0.836</b>	0.632
Image 2	0.484	0.515	<b>0.703</b>	0.519
Image3	0.527	0.516	<b>0.684</b>	0.506
Image4	0.646	0.619	<b>0.814</b>	0.727
Image5	0.603	0.616	<b>0.725</b>	0.715
Image6	0.413	0.501	<b>0.744</b>	0.447
Image7	0.366	0.439	<b>0.739</b>	0.447
Image8	0.497	0.587	<b>0.813</b>	0.559
Kep Pemb1	0.557	0.608	0.541	<b>0.806</b>
Kep Pemb2	0.677	0.614	0.747	<b>0.850</b>
Kep Pemb3	0.609	0.542	0.648	<b>0.820</b>
Kep Pemb4	0.632	0.610	0.622	<b>0.823</b>
Kep Pemb5	0.636	0.728	0.655	<b>0.839</b>

Source: Primary data processing results, 2023

Based on the table above, it can be seen that the loading factor value with each latent variable (numbers in bold) is greater than the loading factor value with other latent variables. This states that all indicators are able to properly measure their respective latent variables.

Discriminant validity measurement is calculated by looking at the Average Variance Extracted (AVE) score. The AVE value is used to measure the total construct variance that can be explained by the measurements taken. The recommended value is greater than 0.5. The measurement results can be seen in the following table:

**Table 4.13**  
**Average Variance Extracted Measurement Results**

Latent Variable	Average Variance Extracted (AVE)
Price Perception	0.608
Product quality	0.589
Brand Image	0.576
Buying decision	0.685

Source: Primary data processing results, 2023

Based on the table above, it can be seen that the AVE value for each latent variable is greater than 0.5, which means that all indicators for each latent variable are able to properly measure the latent variable.

2) Reliability test

Reliability test was conducted to see the reliability of all indicators to measure a construct. A construct is said to be reliable if it has high composite reliability and Cronbach alpha values. The recommended value for the composite reliability value is if it is greater than 0.7 and the Cronbach alpha value is greater than 0.6. Composite reliability and Cronbach alpha values can be seen in the following table:

**Table 4.14**  
**Cronbach Alpha Value and Composite Reliability**

Latent Variable	Cronbach's Alpha	Composite Reliability
Price Perception	0.785	0.861
Product quality	0.922	0.935
Brand Image	0.895	0.915
Buying decision	0.885	0.916

Source: Primary data processing results, 2023

Based on the table above, it can be seen that the composite reliability value for all variables is greater than 0.7. This means that the measurement results for each construct are reliable and able to properly explain each of the variables referred to. The Cronbach alpha value for all variables is greater than 0.6 which means that all constructs are reliable and the measurement data for all indicators for measuring latent variables is reliable.

*b.* Inner model testing

This research was conducted to see the effect of perceived price, product quality, and brand image on Toyota Avanza Car Purchase Decisions.

1) Coefficient

Data analysis using PLS was carried out to determine the effect of perceived price, product quality, and brand image on the Toyota Avanza Car Purchase Decision. The results of the analysis to see the magnitude of the influence of perceived price, product quality, and brand image on the Toyota Avanza Car Purchase Decision are as follows:

**Table 4.15**  
**Price Perceived Influence Coefficient,  
 Product Quality, and Brand Image on Purchasing Decisions**

	Coefficient	Statistics	P Values
Price Perception -> Purchase Decision	0.362	4,806	0.002
Product Quality -> Purchase Decision	0.330	5,603	0.000
Brand Image -> Purchase Decision	0.282	3,729	0.000

Source: Primary data processing results, 2023

Based on the table above, the following matters can be formulated:

- a) The effect of price perceptions on the Toyota Avanza Car Purchase Decision with a positive path coefficient of 0.362, which means that any increase in price perception will increase the Toyota Avanza Car Purchase Decision with a magnitude of influence of  $(0.362)2 \times 100\% = 13.10\%$ .
- b) The effect of product quality on Toyota Avanza Car Purchase Decisions with a positive path coefficient of 0.330, which means that every increase in product quality will increase consumers' Toyota Avanza Car Purchase Decisions with an influence of  $(0.330)2 \times 100\% = 10.89\%$ .
- c) The influence of brand image on the Toyota Avanza Car Purchase Decision with a positive path coefficient of 0.282, which means that every increase in brand image will increase the Toyota Avanza car purchase decision with a magnitude of influence of  $(0.282)2 \times 100\% = 7.95\%$ .

2) Hypothesis test

Hypothesis testing is done to test the significance of the relationship between research latent variables. The criterion used is to compare the tcount value with the ttable value with  $dk = n - k = 135 - 3 = 132$  at a significance level of 0.05. If  $tcount > ttable$ , then the statistical hypothesis is accepted thus exogenous variables have a significant effect on the endogenous variables. The results of testing the influence hypothesis can be seen in Table 4.15. Based on Table 4.15, the results of hypothesis testing can be formulated as follows:

- a) The effect of price perceptions on Toyota Avanza Car Purchase Decisions with a tcount of 4.806, while ttable with  $dk = n - k = 135 - 3 = 132$  at a significance level of 0.05 which is equal to 1.978, where  $tcount > ttable$ . This means that  $H_0$  is accepted and  $H_a$  is rejected. Thus the perceived price has a significant effect on the

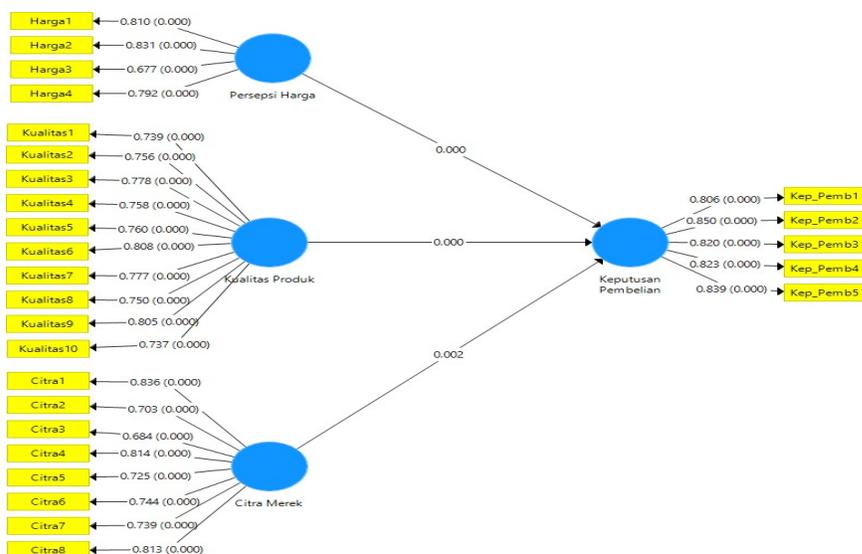
Toyota Avanza Car Purchase Decision.

b) The effect of product quality on Toyota Avanza Car Purchase Decisions with a tcount of 5.063, while ttable with  $dk = n - k = 135 - 3 = 132$  at a significance level of 0.05 which is equal to 1.978, where tcount > ttable. This means that  $H_0$  is accepted and  $H_a$  is rejected. Thus product quality has a significant effect on the Toyota Avanza Car Purchase Decision.

c) The effect of brand image on Toyota Avanza Car Purchase Decisions with a tcount of 3.137, while ttable with  $dk = n - k = 135 - 3 = 132$  at a significance level of 0.05 which is equal to 1.978, where tcount > ttable. This means that  $H_0$  is rejected and  $H_a$  is accepted. Thus brand image has a significant effect on the Toyota Avanza Car Purchase Decision.

Overall the results of data analysis can be described as follows:

**Figure 4.2**  
**Model Testing Results**



3) *R square*

The simultaneous effect is the influence of all exogenous variables in explaining the endogenous variables. The results of simultaneous influence testing can be seen in the following table:

**Table 4.16**  
**R-Square**

Endogenous Variables	R Square	R Squareadjusted	Criteria
Buying decision	0.741	0.733	Moderate

Source: Primary data processing results, 2023

Based on the table above, it can be explained that the value of R Square Adjusted with the Toyota Avanza Car Purchase Decision as an endogenous variable is the influence of perceived price, product quality, and brand image on the Toyota Avanza Car Purchase Decision of 0.733 with criteria classified as moderate influence. This means that the perception of price, product quality, and brand image together can explain brand image by  $0.733 \times 100\% = 73.3\%$ , where the remaining 26.7% is influenced by other factors that are not included in the research variables.

4) *Size Effect f2*

The value of  $f^2$  will see the substantive effect of exogenous constructs on endogenous constructs. Determining the magnitude of the direct influence of exogenous constructs on endogenous constructs is classified into 3 categories: 0.02 small effect, 0.15 medium effect, and 0.35 large effect (Hair et al., 2017). The results of measuring the magnitude of the effect of  $f^2$  are as follows:

**Table 4.17 F-Square Value  
 The Effect of Each Exogenous Latent Variable on Endogenous Variables**

	f2	Criteria
Price Perception -> Purchase Decision	0.253	Medium
Product Quality -> Purchase Decision	0.187	Medium
Brand Image -> Purchase Decision	0.106	Small

Source: Results of data processing, 2022

Interpretation of the f2 value, where the magnitude of the influence of price perceptions on purchasing decisions is classified as moderate or medium with an f2 value of 0.253. Meanwhile, the effect of product quality on the Toyota Avanza Car Purchase Decision is also classified as medium with an f2 value of 0.187. The influence of brand image on the Toyota Avanza Car Purchase Decision is relatively small with an f2 value of 0.106.

## A. Discussion

### 1. The Influence of Price Perceptions on Toyota Avanza Car Purchasing Decisions

The results of the study indicate that there is a significant influence of price perceptions on the Toyota Avanza Car Purchase Decision. This is proven through the results of hypothesis testing which shows that the probability value of the coefficient of the influence of price perceptions on the Toyota Avanza Car Purchase Decision is 0.000 which is smaller than the 0.05 significance level. The magnitude of the influence of price perceptions on the Toyota Avanza Car Purchase Decision is equal to 28.9% so that it can make a significant contribution to increasing the purchase decision for the Toyota Avanza car.

Perceived price states regarding consumer perceptions regarding the price of certain products. The role of price perception is very important in influencing consumers in evaluating a product (Chu et al., 2008). A quality product is of course perceived in accordance with the quality of its product with the support of the latest technology, an innovative, creative and high-quality workforce, and that the country is well known for the development of the Toyota Avanza Car. This price perception will have an effect on consumer buying behavior. Buying behavior arises because it is preceded by an interest in buying, interest in buying arises one of which is caused by the perception that the product has good quality.

### 2. The Influence of Product Quality on Toyota Avanza Car Purchase Decisions

The results showed that there was a significant effect of product quality on the Toyota Avanza Car Purchase Decision. This is proven through the results of hypothesis testing in the path analysis equation which shows that the probability value of the path coefficient influences product quality on the Toyota Avanza Car Purchase Decision which is equal to 0.000 is smaller than the 0.05 significance level. The magnitude of the influence of product quality on the Toyota Avanza Car Purchase Decision is equal to 37.4% so that it can make a significant contribution to increasing the purchase decision for the Toyota Avanza car.

Products offered by companies can be one of the formation of perceptions in making purchasing decisions (Harjati and Sabu, 2014). The consumer's initial impression of the quality of a product when he sees the product may be a determining factor in making a purchase decision. Richardson et al. (1996) in Choy et al. (2011) have proven that perceived quality influences purchasing decisions. Studies show that today's companies have been successful in convincing consumers that the absolute level of quality actually differs or the various variations in quality expose consumers to risks.

According to Kotler and Keller (2016) product quality is the characteristics and characteristics of an item or service that affect its ability to satisfy stated or implied needs. Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product in relation to what is expected by the customer. This quality perception will shape the perceived quality of a product which can determine the value of the product and directly influence consumer purchasing decisions and their loyalty to the brand. Because perceived quality is consumer perception, it can be predicted that if the customer's perceived quality is negative, the product will not be liked and will not last long in the market. On the contrary,

### 3. The Effect of Brand Image on Toyota Avanza Car Purchase Decisions

The results of the study indicate that there is a significant influence of brand image on the Toyota Avanza Car Purchase Decision. This is proven through the results of hypothesis testing in the path analysis equation which shows that the probability value of the path coefficient of the influence of brand image on the Toyota Avanza

Car Purchase Decision is 0.000 which is less than the significance level of 0.05. The magnitude of the influence of brand image on the Toyota Avanza Car Purchase Decision is equal to 30.7%. Thus, the better the brand image will increase the Toyota Avanza Car Purchase Decision with the ability to explain by 30.7%.

The brand image of a product reflects a consumer's attention and consideration in making purchasing decisions, where each product has a different quality. In the selection decision, consumers actually choose products that are considered according to their needs and desires, which in a product brand depends on the image attached so that companies must be able to provide the best and according to what consumers need and want. The stronger the brand image in the minds of customers, the stronger the confidence of customers to remain loyal or loyal to the products they buy so that this can lead a company to continue to benefit from time to time.

Brand image has a very important role because it can differentiate a company or product from another. A good brand can give a sign of superiority over consumers which leads to favorable consumer attitudes and leads to better sales and financial performance for the company. Ogilvy Mather in Andreani et al (2012) also said that a strong brand image can make customers make purchases repeatedly.

### **A. Conclusion**

Based on the results of hypothesis testing and discussion, it can be concluded that the following matters:

1. Price perception has a significant influence on Toyota Avanza Car Purchase Decisions. This means that the better the consumer's perception of the price of the Toyota Avanza greatly influences consumer decision making in purchasing the Toyota Avanza.
2. Product quality has a significant influence on Toyota Avanza Car Purchasing Decisions. This means that the better the quality of the Toyota Avanza, the greater the influence on consumer decision making in purchasing the car.
3. Brand image has a significant influence on Toyota Avanza Car Purchasing Decisions. This means that the strong brand image of the Toyota Avanza car has a strong influence in the decision making process for purchasing the car.

### **B. Suggestion**

Based on the conclusions of the results of this study as described above, the researchers contributed the following suggestions:

1. In the price perception variable, it can be seen that the average respondent's answer has the lowest average score on the second indicator "Price according to product quality". For the Hutama Mobil Sakti Bekasi Showroom, in order to increase consumer perceptions about the price of the Toyota Avanza, the price is in accordance with the quality and priceproduct benefits so that it can increase consumer confidence that even though the price is higher than other brands, it is in accordance with the quality and benefits of the product.
2. In the price perception variable, it can be seen that the average respondent's answer has the lowest average score on the eighth indicator "Consumer perceptions of the superiority of the product". For the Hutama Mobil Sakti Bekasi Showroom to increase consumer perceptions about the superiority of the Toyota Avanza car through advertising and promotions so as to increase consumer impressions of the quality of the Toyota Avanza Car which has proven to have a significant influence on purchasing decisions for the Toyota Avanza car.
3. In the Brand Image variable, it can be seen that the average respondent's answer has the lowest average score on the first and second indicators "ease of pronouncing the brand name, then remembering the logo and product delivery". For the Hutama Mobil Sakti Bekasi Showroom, which is a Toyota Avanza car manufacturer, to increase consumer awareness of the Toyota Avanza car brand through a strategy of using social media to introduce your brand could be an option. And use the website to introduce and increase brand awareness to potential buyers. A logo that is easier to remember which is proven to influence consumer purchasing decisions for the Toyota Avanza.
4. For future researchers to conduct research with more diverse research subjects, for example by using Nissan brand cars, not only the Toyota brand
5. For future researchers to use other factors as variables that influence Toyota Avanza Car Purchase Decisions such as product attributes, promotion mix and so on.

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