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THE INFLUENCE OF BRAND IMAGE AND PRICE TOWARDS CAR PURCHASING DECISIONS AT LIEK MOTOR INDRAPURA SURABAYA

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ABSTRACT

Determining a brand of product that consumers will choose is one of the influences towards consumer purchasing decisions in choosing that product. This research aims to determine the influence of brand image and price on the decision to purchase a Toyota car at PT. Liek Motor Indrapura Surabaya. The type of research used is quantitative research carried out by filling out questionnaires by consumers. The research results show that partially brand image and price have a positive effect on consumer purchasing decisions for Toyota cars at PT. Liek Motor Indrapura Surabaya. The better the brand image, the higher the consumer's purchasing decisions and vice versa. This means that the higher the car unit price, the lower the consumer purchasing decision and vice versa.

Keywords: *Car, Consumers Influence of Image and Perception.*

INTRODUCTION

Cars are four-wheeled vehicles and are considered capable of helping to make human life easier. The more advanced the era, the more choices of car types offered by manufacturers from various brands. To attract the interest of consumers who will buy a car, one effort that can be made is to intensively carry out marketing and improve the marketing system to be more effective (Assauri, 2010). The success of a company's marketing can be achieved if the company can meet consumer needs well, this shows that the company has entered the era of competition. Consumers today are very critical in choosing a product, so that consumer purchasing decisions that pay attention to aspects of brand image and price can be used as a reference for promotional strategies. PT. Liek Motor Indrapura Surabaya is the official distributor of Toyota cars in Surabaya, which pays close attention to the marketing system effectively to increase sales of Toyota brand vehicles. This is based on the increasing number of new brands that offer car units at competitive prices. Therefore, the author is interested in knowing the consumer purchasing decisions in the company. The purpose of this study is to determine the effect of brand image and price on the decision to purchase Toyota cars at PT. Liek Motor Indrapura Surabaya.

METHOD

The type of research used is quantitative using a data collection method in the form of a questionnaire or survey. (Mulyadi, 2011). This study uses a data collection method in the form of a questionnaire or survey distributed to various respondents with the aim of analyzing the influence of variables. According to Sugiyono (2019), the subject of the study is a party related to the research (informant or resource person). To obtain information related to research data which is a sample of a study. The subjects in this study were Toyota car consumers at PT. Liek Motor Indrapura Surabaya. The data collection method in this study was carried out using the purposive sampling method. This method is carried out by distributing questionnaires or surveys to consumers. The data analysis method uses descriptive analysis, quantitative analysis and multiple linear regression analysis.

The descriptive analysis method is used to describe and present information from the dependent variable, namely purchasing decisions and the independent variables, namely brand image and price. Quantitative analysis is carried out using validity tests and reliability tests. According to Sugiyono (2020), the estimation instrument test must be carried out to obtain appropriate estimation results and is influenced by the author's information according to the studies obtained from the past. Each unit in the questionnaire that has invalid results will not be used in further data testing. It can be said to be valid if it has a correlation result of > 0.3, if the correlation value is < 0.3, then the statement unit is considered invalid. The formula for obtaining the Pearson product moment correlation value used is as follows:

$$r = \frac{{}_{n}(\Sigma XY) - (\Sigma X\ \Sigma Y)}{\sqrt{({}_{n}\Sigma X)^{2})\ ({}_{n}\Sigma Y^{2} - (\Sigma Y)^{2})}}$$

Source: Sugiyono, 2020

Testing is carried out with a two-sided test at a significance level of 0.05. The characteristics of the test are:

1. If r count < r table (2-sided test with sig. 0.05) so that the instrument or question points do not correlate significantly with the total value or are declared invalid.
2. If r count > r table (2-sided test with sig. 0.05) so that the instrument or various question points correlate significantly with the total value (declared valid).

Reliability testing is carried out to evaluate the consistency or stability of a questionnaire as an indicator of a construct variable. A questionnaire is considered reliable if a person's answers to the questions remain consistent or stable from one time to another. One method used to measure reliability is the Cronbach Alpha (α) statistical test. A variable is considered reliable if its Cronbach's Alpha value is> 0.60; otherwise, the data is considered unreliable (Ghozali, 2021). Multiple linear regression analysis is used to assess how significantly the independent variables affect the dependent variable (Sugiyono, 2019). Regression is used to measure how much influence the independent variables have on the dependent variable and to estimate the value of the dependent variable based on the independent variables.

RESULT AND DISCUSSION

Respondents' identities are provided to understand the situation or background of the individuals being sampled. Respondent identities are described by grouping them by gender and age. The number of respondents in this study was 50 people and the completion of the research questionnaire was carried out by distributing the questionnaire online via Google Form. Respondents were aged between 25-50 years, including 30% male and 70% female.

1. Descriptive Analysis

Respondents provided an assessment of brand image, with an average score of 4.07 (category "High or Good") and price perception with an average score of 4.22 (category "Very High or Very Good"). Respondents also gave a good assessment of the purchasing decision with an average score of 4.14 (category "Very High or Very Good"). This shows that most respondents feel that the decision to buy Toyota is "Good"

Table 1 Respondents' Responses Regarding Purchasing Decisions

No.	Indicator Question	Evaluation					Sample Amount and Score	Average
		STS	TS	N	S	S		
1	I am sure to buy a Toyota car	- 0	2 4	17 51	37 148	40 200	964 403	4,2
2	I usually buy a Toyota car	0 0	1 2	27 81	31 124	39 185	96 392	4,08
3	I do not hesitate to recommend a Toyota car	- 0	- 0	9 27	57 288	30 150	96 405	4,22
4	If I want to buy a car, I want to look for a Toyota brand	- 0	- 0	32 96	25 100	39 195	96 391	4,07
	Average							4,14
								Good

2. Quantitative Analysis

a. Validity Test

The indicator is declared valid if r count > r table. The r count value is obtained from the processing results using the SPSS 25 computer program. While the r table value is obtained by looking at the comparison table with a significance level of 5%. The r table value is calculated using the formula df (degree of freedom) = n-3. Based on the calculation results with N = 96 and a significance level of 5%, the r table (96 – 3 = 93) is 0.1698. The calculation results are as follows:

Table 2 Validity Test Results

Variables	Coefficient Correlation (r count)	Sig	R table	Description
Brand Image				
Indicator X1.1	0,628	0,00<0,05	0,1698	Valid
Indicator X2.2	0,681	0,00<0,05	0,1698	Valid
Indicator X3.3	0,616	0,00<0,05	0,1698	Valid

Indicator X4.4	0,679	0,00<0,05	0,1698	Valid
Price Perception				
Indicator X2.1	0,613	0,00<0,05	0,1698	Valid
Indicator X2.2	0,705	0,00<0,05	0,1698	Valid
Indicator X2.3	0,597	0,00<0,05	0,1698	Valid
Indicator X2.4	0,750	0,00<0,05	0,1698	Valid
Product Quality				
Indicator X3.1	0,736	0,00<0,05	0,1698	Valid
Indicator X3.2	0,741	0,00<0,05	0,1698	Valid
Indicator X3.3	0,656	0,00<0,05	0,1698	Valid
Indicator X3.4	0,816	0,00<0,05	0,1698	Valid
Purchasing Desion				
Indicator Y1	0,720	0,00<0,05	0,1698	Valid
Indicator Y2	0,671	0,00<0,05	0,1698	Valid
Indicator Y3	0,585	0,00<0,05	0,1698	Valid
Indicator Y4	0,761	0,00<0,05	0,1698	Valid

Source: Processed primary data, 2024

Based on the results of data processing in table 4.7, it shows that all indicators used to measure the variables in this study have a correlation of r count value > r table. So it can be concluded that all indicators are valid.

b. Reliability Test

Table 3 Reliability Test Results

Variables	Coefficient Correlation (r count)	Sig	R table	Description
Brand Image				
Indicator X1.1	0,860	>	0,6	Reliable
Indicator X1.2	0,854	>	0,6	Reliable
Indicator X1.3	0,859	>	0,6	Reliable
Indicator X1.4	0,855	>	0,6	Reliable
Price Perception				
Indicator X2.1	0,853	>	0,6	Reliable
Indicator X2.2	0,851	>	0,6	Reliable
Indicator X2.3	0,854	>	0,6	Reliable
Indicator X2.4	0,850	>	0,6	Reliable
Product Quality				
Indicator X3.1	0,849	>	0,6	Reliable
Indicator X3.2	0,850	>	0,6	Reliable
Indicator X4.3	0,848	>	0,6	Reliable
Indicator X3.4	0,852	>	0,6	Reliable
Consumer Satisfaction				
Indicator Y1	0,851	>	0,6	Reliable
Indicator Y2	0,854	>	0,6	Reliable
Indicator Y3	0,852	>	0,6	Reliable
Indicator Y4	0,850	>	0,6	Reliable

Source: Processed primary data, 2024

Based on table 5.1 above, all statement instruments have a Cronbach's alpha value > 0.60. This shows that all statements can be declared reliable.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is intended to test the extent and direction of the influence of independent variables on the dependent variable. The independent variables in this study are Brand Image (X1), Price Perception (X2) and Product Quality (X3). Based on multiple regression estimation with the SPSS 25 program, the results are as shown in the following table:

Table 4 Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
	(Contant)	4.544	2.210		2.056	0,043
1.	Brand Image	0,083	0,091	0,081	0,917	0,361
2.	Price Perception	0,369	0,152	0,297	2,423	0,017
Dependent Variable: Purchasing Decision						

Source: Data processed by researchers, 2024

Based on the table above, the results of the calculation of multiple linear regression analysis between price perception, location, and service quality with the regression coefficient value used are standardized coefficients. From this value, the following multiple linear regression equation can be made:

$$\mathbf{Y = \beta 1X1 + \beta 2X2 + \beta 3X3}$$

$$\mathbf{Y = 0.081X1 + 0.297X2 + 0.269X3}$$

Interpretation of the results of the Multiple Linear Regression Analysis of price perception, service quality and company image are as follows:

1. The regression coefficient value of Brand Image (β1) has a positive (+) Regression coefficient of 0.081, which means that the better the Brand Image (X1) the purchasing decision will increase.
2. The regression coefficient value of Price Perception (β2) has a positive Regression coefficient (+) of 0.297, which means that the better the Price Perception (X2) the purchasing decision will increase.
3. The regression coefficient value of Product Quality (β3) has a positive Regression coefficient (+) of 0.269, which means that the better the Product Quality (X3) the purchasing decision will increase.

Based on the results of research conducted on 50 respondents, the influence of brand image and price on purchasing decisions at PT. Liek Motor Indrapura Surabaya. The test results for brand image obtained a significance of 0.361 (> 0.05). This means that H0 is accepted, and Ha is rejected, meaning that it can be said that the brand image variable does not have a positive and insignificant effect on purchasing decisions. The results obtained indicate that having a good brand image will not necessarily increase purchasing decisions. Meanwhile, based on the test results for price, a significance of 0.017 (< 0.05) was obtained.

This means that H0 is rejected, and Ha is accepted, meaning that it can be said that the price perception variable has a positive and significant effect on purchasing decisions. The results obtained indicate that the more affordable the price, the higher the purchasing decision.

CONCLUSION

Based on the results of the research analysis that has been conducted on the influence of brand image, price perception, and product quality on the decision to purchase Toyota cars in Indonesian society, especially in Surabaya, it can be concluded that the brand image variable does not have a positive and insignificant effect on the decision to purchase Toyota cars in Indonesian society, especially in Surabaya. While the price perception variable has a positive and significant effect on the decision to purchase Toyota cars in Indonesian society, especially in Surabaya.

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