Scientia pro Virtute

ANALYSIS OF THE FACTORS THAT INFLUENCED DECISION TO PURCHASE OF TOYOTA RUSH IN PT. MAKASSAR'S HADJI KALLA TOYOTA BRANCH IN ALAUDDIN.

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Abstract:
An examination of the elements that influence the Toyota Rush car purchase decision at PT. Hadji Kalla Toyota's Alauddin Branch in Makassar. The purpose of this study is to provide an explanation for the simultaneous (jointly) and partial influence of the factors that influence the decision to buy a Toyota Rush vehicle at PT. Hadji Kalla Toyota's Alauddin branch in Makassar. The primary data for this study were gathered through the use of statistical software tools like SPSS for Windows V21 and multiple linear regression analysis, which combine quantitative methods with survey research methods. Price (X1), advertising (X2), brand image (X3), product quality (X4), and customer satisfaction (X5) are the variables that influence and are influenced in this study, respectively. The people in this study are customers who have purchased Toyota Rush automobiles from PT. 74 people worked at the Hadji Kalla Toyota Makassar Alauddin branch from 2015 to 2019. 74 individuals were chosen from a total of 74 samples using the saturated sample method. The findings revealed: 1) Purchasing decisions are influenced in part and significantly by price; (2) Purchase decisions are influenced in part and significantly by advertising; (3) Purchasing decisions are influenced in part by a positive and significant brand image; (4) Purchasing decisions are influenced in part and significantly by product quality; (5) Purchasing decisions are significantly influenced by partial customer satisfaction; (6) Buying decisions are influenced simultaneously by price, advertising, brand image, product quality, and customer satisfaction.
Keywords: Price, advertising, the image of the brand, the quality of the product, customer satisfaction, and the decision to buy.

Abstrak:
Pengujian unsur-unsur yang mempengaruhi keputusan pembelian mobil Toyota Rush di PT. Hadji Kalla Toyota Cabang Alauddin Makassar. Tujuan dari penelitian ini adalah untuk memberikan penjelasan pengaruh secara simultan (bersama-sama) dan parsial faktor-faktor yang mempengaruhi keputusan pembelian kendaraan Toyota Rush di PT. Hadji Kalla Toyota cabang Alauddin Makassar. Data primer untuk penelitian ini dikumpulkan melalui penggunaan perangkat lunak statistik seperti SPSS untuk Windows V21 dan analisis regresi linier berganda, yang menggabungkan metode kuantitatif dengan metode penelitian survei. Harga (X1), iklan (X2), citra merek (X3), kualitas produk (X4), dan kepuasan pelanggan (X5) masing-masing merupakan variabel yang mempengaruhi dan dipengaruhi dalam penelitian ini. Orang-orang dalam penelitian ini adalah pelanggan yang pernah membeli mobil Toyota Rush dari PT. Sebanyak 74 orang bekerja di Hadji Kalla Toyota cabang Alauddin Makassar dari tahun 2015 sampai dengan tahun 2019. Dipilih 74 orang dari total 74 sampel dengan menggunakan metode sampel jenuh. Temuan mengungkapkan: 1) Keputusan pembelian dipengaruhi sebagian dan secara signifikan oleh harga; (2) Keputusan pembelian dipengaruhi sebagian dan secara signifikan oleh iklan; (3) Keputusan pembelian sebagian dipengaruhi oleh brand image yang positif dan signifikan; (4) Keputusan pembelian dipengaruhi sebagian dan secara signifikan oleh kualitas produk; (5) Keputusan pembelian dipengaruhi secara signifikan oleh kepuasan pelanggan secara parsial; (6) Keputusan

pembelian dipengaruhi secara simultan oleh harga, iklan, citra merek, kualitas produk, dan kepuasan pelanggan.
Kata Kunci : Harga, iklan, citra merek, kualitas produk, kepuasan konsumen, dan keputusan pembelian.

A. INTRODUCTION

The business world is changing quickly in the age of globalization. This is exemplified by the emergence of fierce competition across all sectors, including the business sector. Marketing efforts are to blame for the rise in competition. The behavior of people who need and want cars with new brands, quality, and designs offered at competitive price levels is one potential that businesses must consider in order to influence consumer purchasing decisions. The influence of this competition will bring enormous benefits to consumers around the world.

As people's mobility and economic standard of living continue to rise, so does the demand for this mode of transportation. Because of this, many Indonesians have purchased automobiles multiple times. Additionally, as a result, automobile manufacturers face competition to retain customers' loyalty.

TAHUN	TOTAL PENJUALAN (UNIT)	PERSENTASE PERTAHUN (%)
2015	15	-
2016	9	-40.00
2017	7	-22.22
2018	3	-57.14
2019	40	1.233.33
TOTAL	74	

Table 1. Information on the number of Toyota Rush sales at PT. Hadji Kalla Toyota Alauddin Makassar From 2015 to 2019.
Source : PT. Hadji Kalla Toyota Makassar Alauddin Branch . 15 January 2020.

In the face of this competition, dealers are competing to provide the best service and product quality to attract new customers and retain existing ones. A dealer's primary responsibility is to make decisions about purchases. Dealers must be able to identify the needs and expectations of current and potential customers. When a dealer has satisfied his customers, he should not stop working on ways to keep them coming back for more. Instead, he should work on ways to keep them coming back for more.

Toyota is one of the most well-known automobile manufacturers and one of the names associated with global automobile manufacturers. In fact, many Indonesians buy Toyota automobiles on a regular basis, whether they are of the same model and brand or of a different model and brand. Because so many customers have purchased again at Toyota, this is unquestionably a significant amount of capital.

In completing its exercises, PT. Because Hadji Kalla Toyota Alauddin faces competition from other automotive businesses, this company always takes the right steps to run its operations so that product sales and service use can always rise.

The number of Toyota Rush automobiles sold at PT is shown in Table 1 above. From 2015 to 2019, Hadji Kalla Toyota's Makassar Alauddin Branch will be open. As can be seen from the preceding data, Toyota Rush vehicle sales did not always increase from 2015 to 2019. Sales decreased steadily from 2015 to 2018, going from 15 units in 2015 to 9 units in 2016, 7 units in 2017, and 3 units in 2018. One of PT's supervisors, Yuri Afdilah, claims The lack of customer satisfaction with the Toyota Rush car, which was sold at the Hadji Kalla Toyota Makassar branch of Alauddin, led to a decline in sales. This was because the product design was not very appealing to customers because there was a spare tire (spare tire) on

the back of the car door, which most people found annoying and excessive. It is also thought that the lower demand for the Toyota Rush car is due to the absence of advertising mediums used to promote it.

B. RESEARCH METHOD

Data collection techniques for research include :
a. Interview, which involves a direct exchange of questions and answers between researchers and resource individuals. One of the supervisors from the Alauddin branch of Kalla Toyota Makassar and a customer of the Toyota Rush were the subject of the researcher's interview in this instance.
b. Observation Specifically, collecting data related to this research as a reference source to support one of the writings of this research and making direct observations of the company.
c. Questionnaire Employees and customers at PT will be given a questionnaire to fill out about the factors that influence their decision to purchase a Toyota car. Toyota Alauddin branch of Hadji Kalla.
d. Documentation Documentation is the process of gathering information about sales, the setting of the business, and the products that are offered directly from the research site.

Where :
a = constant
b1 – b5 = regression coefficient of variable X1 – X5
Y = Purchase Decision
X1 = Price
X2 = Advertising
X3 = Brand Image
X4 = Product Quality
X5 = Consumer Satisfaction
e = error / disturbing variable

C. RESULTS OF THE RESEARCH AND DISCUSSION
Testing of the hypothesis
a. Test F (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	492.577	5	98.515	82.439	.000^b
	Residual	81.261	68	1.195		
	Total	573.838	73			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X2, X4, X3, X1

Table 2. Testing of both hypotheses simultaneously Results of IBM SPSS V21 Data Processing in 2020

Based on data analysis conducted with the SPSS for Windows version 21 program, the calculated f value was 82,439, with a significance level of 0.000. Because H6 has a calculated f value of 82,439 > f table of 2.35 and a significance level of 0.000 0.05, the results Ho and H6 are rejected. In addition, the conclusion explains that Price (X1), Advertising (X2), Brand Image (X3), Product Quality (X4), and Consumer Satisfaction (X5) all have a significant impact on decisions regarding which products to purchase (Y).

b. Test T (Partial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-3.453	2.005		-1.723	.088		
Harga	.262	.077	.250	3.402	.001	.386	2.591
Periklanan	.306	.069	.263	4.413	.000	.585	1.708
Citra Merek	.228	.057	.229	3.952	.000	.621	1.609
Kualitas Produk	.221	.058	.218	3.808	.000	.637	1.570
Kepuasan Konsumen	.354	.093	.232	3.829	.000	.565	1.770

a. Dependent Variable Y

Table 3. Partial Hypothesis Testing
Source: IBM SPSS Data Processing Results V21, 2020 (15 September 2020)

Based on the table above, it can be explained as follows:
a. The Effect of Price Testing on Purchasing Decisions The price test (X1) produced results with a t-value of 3.402 and a significance level of 0.001. Because the t count value is 3.402, the t table value is 1.99547, and the significance level is 0.001 0.05, the results H1 and Ho are accepted. This demonstrates that Toyota Rush car buyers at PT are significantly and positively influenced by the price (Y). Hadji Kalla Toyota's Alauddin branch in Makassar.
b. Purchasing decision advertising testing The advertising test (X2) produced results with a t-value of 4.413 and a significance level of 0.000. The calculated t value is 4.413, the t table is 1.99547, and the significance level is 0.000 0.05, so Ho is rejected and H2 is accepted. This demonstrates that Toyota Rush car buyers at PT are significantly and positively influenced by advertising (X2). Hadji Kalla Toyota's Alauddin branch in Makassar.
c. The Effect of Brand Image Testing on Purchasing Decisions The brand image test (X3) produced results with a t-value of 3.952 and a significance level of 0.000. The t-value is 3.952, the t-table is 1.99547, and the significance is 0.000 0.05, so Ho is rejected and H3 is accepted. This demonstrates that Toyota Rush customers at PT's purchase decision (Y) is significantly influenced by brand image (X3). Hadji Kalla Toyota's Alauddin branch in Makassar.
d. The Effects of Product Quality Testing on Purchasing Decisions The product quality testing results (X4) had a t-value of 3.808 and a significance level of 0.000. Because the t-value is 3.808, the t-table is 1.99547, and the significance level is 0.000 0.05, the results Ho and H4 are accepted. This demonstrates that Toyota Rush car buyers at PT are significantly and positively influenced by product quality (X4) when making a purchase decision (Y). Hadji Kalla Toyota's Alauddin branch in Makassar.
e. Testing Consumer Satisfaction with Purchasing Decisions The consumer satisfaction test (X5) produced results with a t-value of 3.829 and a significance level of 0.000. Because the t-value is 3.829, the t-table is 1.99547, and the significance level is 0.000 0.05, the results Ho and H5 are rejected. This demonstrates that Toyota Rush car buyers at PT are significantly more likely to make a purchase if they are satisfied with their experience (X5). Hadji Kalla Toyota's Alauddin branch in Makassar.

D. DISCUSSION

The Influence of Price, Advertising, Brand Image, Product Quality, and Customer Satisfaction on Purchasing Decisions
Based on SPSS for Windows version 21 results, it can be seen that the independent variables—price, advertising, brand image, product quality, and customer satisfaction—have

a positive and significant effect on the decision variable as a whole. acquiring a Toyota Rush at PT. Hadji Kalla Toyota's Alauddin branch in Makassar. The results showed that the change in the consumer purchasing decision variable for the Toyota Rush car was caused by simultaneous changes in the variables price, advertising, brand image, product quality, and consumer satisfaction. The value of the coefficient of determination, which is calculated using the R square in table 21, was 0.858, or 85.8%. Other factors not included in this study are to blame for the remaining 14.2%. Based on these findings, it can be concluded that the study's objective was to determine the factors that ultimately influence consumers' decisions to purchase a Toyota Rush.

The Effects of Price, Advertising, Brand Image, Product Quality, and Complete or Partially Satisfied Customers on Decisions to Buy

a. Price (X1) With a tcount of 3,402 and a significance value of 0.001 0.05, the price variable (X1) has a positive and significant effect on purchasing decisions (Y). This demonstrates that purchasing decisions are significantly influenced by the price variable. With a regression coefficient of 0.262, the price variable (X1) has an impact on purchasing decisions. This indicates that purchasing decisions are influenced positively by the price variable and that an increase in the value of the price regression coefficient corresponds to an increase in purchasing decisions.

b. Advertising (X2) The advertising variable (X2) has a positive and significant impact on Purchase Decision (Y), with a t-value of 4,413 and a significance level of 0.000 0.05. This demonstrates that purchasing decisions are significantly influenced by the advertising variable. With a regression coefficient of 0.306, the advertising variable (X2) influences purchasing decisions. This indicates that purchasing decisions are influenced positively by the advertising variable and that a higher advertising regression coefficient value correlates with a higher purchasing decision.

c. Brand Image (X3) With a tcount of 3,952 and a significance value of 0.000 0.05, the Brand Image variable (X3) has a positive and significant effect on Purchase Decision (Y). This demonstrates that purchasing decisions are significantly influenced by the brand image variable. With a regression coefficient of 0.226, the brand image variable (X3) influences purchasing decisions. This indicates that purchasing decisions are influenced positively by the brand image variable and that an increase in the value of the brand image regression coefficient corresponds to an increase in purchasing decisions.

d. Product Quality Variable X4 The Product Quality Variable X4 has a positive and significant impact on Purchase Decision Y, with a t-value of 3,808 and a significance level of 0.000 0.05. This demonstrates that purchasing decisions are significantly influenced by the product quality variable. With a regression coefficient of 0.221, the product quality variable (X4) has an impact on purchasing decisions. This indicates that variables related to product quality have a positive impact on purchasing decisions and explains why purchasing decisions also increase when the value of the regression coefficient for product quality is higher.

e. Customer Satisfaction (X5) With a t-value of 3,829 and a significance level of 0.000 0.05, the Customer Satisfaction Variable (X5) has a positive and significant effect on the Purchase Decision (Y). This demonstrates that purchasing decisions are significantly influenced by the customer satisfaction variable. With a regression coefficient of 0.354, the consumer satisfaction variable (X5) influences purchasing decisions. This indicates that purchasing decisions are influenced positively by the consumer satisfaction variable, which explains why an increase in the value of the consumer satisfaction regression coefficient correlates with an increase in purchasing decisions.

More Predominant Influential Variables

The results of processing the data above with the SPSS program and multiple linear regression techniques show that customer satisfaction (X5) is the most influential of the five

independent variables on purchasing decisions. This is because the design, features, and engine specifications of the Toyota Rush car satisfy customers in terms of product quality, giving customers a positive first impression. In addition, the study's independent factors—price, advertising, brand image, and product quality—are all included in the consumer satisfaction variable.

E. SUGGESTIONS AND CONCLUSIONS
Conclusions
1. The decision to purchase a Toyota Rush vehicle at PT. Hadji Kalla Toyota's Alauddin branch in Makassar is largely influenced by price, which has a positive and significant impact.
2. The decision to purchase a Toyota Rush vehicle at PT. Hadji Kalla Toyota's Alauddin branch in Makassar is influenced in part by advertising, which has a significant and positive impact.
3. The decision to purchase a Toyota Rush vehicle at PT. Hadji Kalla Toyota's Alauddin branch in Makassar is influenced in part by the brand's image. Hadji Kalla Toyota's Alauddin branch in Makassar.
4. The decision to purchase a Toyota Rush vehicle at PT is largely influenced by product quality. Hadji Kalla Toyota's Alauddin branch in Makassar.
5. The decision to purchase a Toyota Rush vehicle at PT. Hadji Kalla Toyota's Alauddin branch in Makassar is significantly influenced by partial customer satisfaction.
6. Price, advertising, brand image, product quality, and customer satisfaction all have a positive and significant impact on the Alauddin Toyota Rush car purchase decision.

Suggestions
1. A suggestion In order to satisfy customers, businesses need to put in as much effort as possible when setting pricing policies, increasing promotions through advertising, preserving consumers' perceptions of the Toyota brand, and concentrating on the features and benefits of cars that are marketed.
2. In light of the fact that the independent variables in this study have a significant impact on purchasing decisions, it is hoped that the study's findings will serve as a model for other researchers to build upon by taking into account other factors that have an impact on purchasing decisions, such as psychological factors, individual consumers, and so forth.

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