THE INFLUENCE OF PRODUCT PROMOTION, PRICE AND QUALITY TOWARDS DECISIONS TO BUY WULING CARS IN DEALER WULING BEKASI SUMMARECON

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Abstract

This study aims to determine and analyze the effects of promotion, price and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.

The research method used is the survey method, using a questionnaire as a data collection tool. The target population in this study are consumers who purchase Wuling cars at Bekasi Summarecon Wuling Dealers. The number of samples used in this study were 118 people.

Based on the results and discussion, partially there is a significant influence of promotion on purchasing decisions at Bekasi Summarecon Wuling Dealers and the contribution of promotional influences on car purchase decisions by 42.4%, partially there is a significant influence on the price of purchasing decisions on Bekasi Summarecon Wuling Dealers and contribution of price influence on purchasing decisions by 25.6%, Partially there is a significant influence on product quality on purchasing decisions at Bekasi Summarecon Wuling Dealers and contribution to product quality influence on purchasing decisions by 25% and simultaneously there is a significant influence of promotion, price and Simultaneous product quality on purchasing decisions at Bekasi Summarecon Wuling Dealers and contribution of promotion,price and product quality influences on purchasing decisions of 78.2%…

Keywords: Promotion, Price, Product Quality, Purchase Decision

I. PRELIMINARY

PeThe development of the automotive industry in Indonesia is currently running rapidly, not just mere statements but this is also supported by a handful of researchers who conduct an analysis of automotive developments in Indonesia. Chairperson of the Indonesian Automotive Industries Association (Gaikindo), Jongkie D Sugiarto also stated his research at the 2019 Automotive Industry Prediction Seminar predicted the domestic automotive market would rise, the optimism was based on Indonesia's macroeconomic indications in the National Revenue and Expenditure Budget. That includes the government's target for economic growth throughout 2018. Other supporting factors are the strengthening of the rupiah against the US dollar, inflation, auto financing, global economic development, infrastructure development, and the benchmark interest rate (BI Rate). (https://www.gaikindo.or.id/industri-otomotive-indonesia-perlu-insentif/ Downloaded September 11, 2019).

*Dealer*Wuling Bekasi Summarecon always strives to provide quality and best services for its consumers. In addition to car sales, the dealer also provides after-sales service in the workshop as well as original Wuling car parts. This strategy is done to provide service and convenience for customers in the event of damage or problems with the car. To be more attractive to consumers, Bekasi Summarecon Wuling Dealers also receive car loans in collaboration with Clipan Finance to make it easy for consumers to

make payments with a certain period and an adjusted down payment.

BerBased on the foregoing, it is interesting to do a research on the effect of promotion, price, and product quality on the purchase decision of the Wuling car at the Bekasi Summarecon Wuling Dealer.

1.1. Formulation of the problem

Based on these problems, a research question was formulated as follows:

1. Is there a promotional influence on the decision to purchase a Wuling car at the Bekasi Summarecon Wuling Dealer?
2. Is there a price effect on the decision to purchase a Wuling car at the Bekasi Summarecon Wuling Dealer?
3. Is there any influence on the quality of the product on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers?
4. Is there an effect of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers?

1.2. Research purposes

Based on the background and formulation of the problem above, this research was conducted with the aim of:

1. To find out the effect of promotion on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.
2. To determine the effect of prices on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.
3. To determine the effect of product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.
4. To determine the effect of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.

II.   LITERATURE REVIEW

2.1. Review of Previous Research Results

Previous research is very important as a basis for developing this thesis. There are a number of previous studies which will direct this research including:

Muharam and Soliha (2017) with the title Product Quality, Brand Image, Price and Purchasing Decisions of Honda Mobilio Consumers. Proceedings of the 3rd National Unisbank Science & Call For Paper Unisbank Seminar (SENDI_U3) 2017. ISBN: 9-789-7936-799-93. The purpose of this study was to determine the effect of product quality, brand image and price on Honda Mobilio consumer purchasing decisions (study at PT. Istana Cendrawasih Motor Semarang). The study used a survey method with a questionnaire as a data collection tool. The population in this study is the buyer of Honda mobilio consumers at PT. Istana Cendrawasih Motor Semarang. The sampling technique is accidental sampling. Data analysis uses multiple linear regression. The results showed that product quality had a positive and significant effect on Honda Mobilio's purchasing decisions. Furthermore, brand image has a positive and significant effect on Honda Mobilio purchasing decisions and price has a positive and significant effect on Honda Mobilio purchasing decisions.

Rozikin (2015) with the title Influence of Prices, Television Advertisements and Social Classes on the Decision to Purchase Avanza Cars at Nasmoco Pemuda Semarang Dealer. Pandanaran University Semarang, Journal of Management ISSN 2502-7689, Vol. 1, No. 1 SK no. 0005.25027689 / JI.3.1 / SK.ISSN / 2016.03 - 15 March 2016 (starting edition Vol. 2, February 2016), in which this study aims to determine the effect of price, television advertising and social class on the purchase decision of Avanza cars at the Nasmoco Pemuda Semarang Dealer . The population in this study were consumers of Avanza in Nasmoco Pemuda Semarang Dealer as many as 1815 with a sample of 100

people with accidental sampling technique. Analysis of the data used validity and reliability test, classic assumption test, multiple regression analysis and t test and F test. The results showed there was a positive effect of the price variable on purchasing decisions with a regression coefficient of 0.090 and a calculated t value (5.486) <than the t table (1.661). There is a positive effect of television advertising variables on purchasing decisions with a regression coefficient of 0.718 and t arithmetic (18.784) <than the t table (1.661). There is a positive influence of social class variables on purchasing decisions with a regression coefficient of 0.182 and a value of t arithmetic (2.151)> than the t table (1.661). There is a positive influence of the variable price, television advertising and social class together on the decision to purchase an Avanza car at the Nasmoco Pemuda Semarang Dealer. This is indicated by the calculated F value (126,882)> F table (2,701) and sign (0,000) <sign α (0,05). The Semarang Nasmoco Pemuda Dealer should set a price that is more competitive with its competitors. In addition, they can vary their prices by giving discounts for some superior products.

Poeloe, Sepang and Samadi (2016) with the title Effect of Marketing Mix on Car Purchasing Decisions at PT. Astra International Tbk, Daihatsu Manado. EMBA Journal Vol.4 No.4 December 2016, Pg. 1037 - 1045. ISSN 2303-1174. The purpose of this study was to determine whether the marketing mix consisting of product, price, distribution and promotion jointly influences the car buying decision in Daihatsu Paal 2 Manado. This research is a quantitative study, the location of the study in Daihatsu Paal 2 Manado. The population is the whole consumer who purchases Daihatsu brand cars during the study by drawing up a sample of 100 people to obtain accurate results. Data analysis in the form of validity and reliability, classic assumption test, coefficient of determination, simple linear regression. The results of the study are product, price, distribution and promotion simultaneously have a significant effect on car purchasing decisions at PT Astra Daihatsu Paal 2 Manado.

Imelda, Huwaida and Rofi'i (2016) with the title Effect of Marketing Mix on Purchasing Decisions of Toyota Cars at CV Central Motor Banjarmasin Journal INTEKNA, Volume 16, No. 1, May 2016: 1-100 ISSN 1412-5609 (Print) ISSN 2443-1060 (Online). This study aims to determine the marketing mix components consisting of products, prices, promotions, and distributions simultaneously and partially influence the purchase decision of Toyota CV Sentral Motor Banjarmasin and determine the dominant marketing mix components that influence the purchase decision of Toyota cars on CV Sentral Motor Banjarmasin. The results showed that together Product (X1), Price (X2), Place (X3), and Promotion (X4) variables had an influence of 52.5% on Purchasing Decisions (Y). Partially from each independent variable Product (X1) of 2,196, Price (X2) of 3,197, Promotion (X4) of 2,247 had a significant positive effect on the purchasing decision variable (Y) of the car at CV Sentral Motor Banjarmasin. Whereas for Place (X3) of 0.365 has an influence but the value is not significant to the purchase decision variable. The most dominant influence is Price variable (X2) which can be seen from the magnitude of the regression coefficient which is equal to 0.459. The level of contribution of the influence of the Price variable (X2) to the purchase decision variable (Y). Whereas for Place (X3) of 0.365 has an influence but the value is not significant to the purchase decision variable. The most dominant influence is Price variable (X2) which can be seen from the magnitude of the regression coefficient which is equal to 0.459. The level of contribution of the influence of the Price variable (X2) to the purchase decision variable (Y). Whereas for Place (X3) of 0.365 has an influence but the value is not significant to the purchase decision variable. The most dominant influence is Price variable (X2) which can be seen from the magnitude of the regression coefficient which is equal to 0.459. The level of contribution of the influence of the Price variable (X2) to the purchase decision variable (Y).

Istiyanto (2016) with the title Analysis of the Effect of Brand Image, Price, and Product Quality on Car Purchasing Decisions (Case Study of LCGC Cars in Surakarta).

Surakarta College of Economics, ISSN Journal of Marketing Management 2549-6018, Vol. 12, No. 1 Accredited National Journal (Grade 2) byRistekdiktiwith SK No. 21 / E / KPT / 2018., This study aims to determine the effect of variable brand image, price, and product quality on purchasing decisions of LCGC (Low Cost Green Car) cars either partially or jointly and to find out among brand variables image, price, and quality of products which have more influence in purchasing decisions for LCGC cars. The researchers used data collection techniques by observing and distributing questionnaires directly by visiting the object of research, namely to consumers who have made a decision to purchase LCGC cars, especially the type AGYA, AYLA, and Karimun Wagon R in the Surakarta region which will then be used as samples. The collected data is then tabulated and processed using multiple regression analysis. The results showed that the variables that significantly influenced purchasing decisions were price and product quality. While the Brand Image variable does not significantly influence. While the variable that has a dominant influence is the price variable.

Sriwardiningsih and Bharata (2018) with the title Effect of Product Quality and Promotion on Automotive Product Purchasing Decisions. Indonesian Management Journal Vol.16 - April 2, 2016 E-ISSN: 2502-3713 Minister of Research and Technology Decree No. 21 / E / KPT / 2018, 2018. Purchasing decisions are influenced by several factors. Some factors that are supposed to influence are product quality and promotion. Both of these factors if a positive influence on purchasing decisions, then both factors will provide profits for the company. This research will apply this context in the automotive industry. Will the purchase decision of the car also influenced by product quality and promotion. Therefore, the questionnaire was distributed to a number of respondents 214 car users from the five brands tested in this study. The five brands are Lavina, X-trail, Serena, March and Teana are domiciled in Tangerang. The analytical tool used to measure this regression is SPSS. Data and calculation results show that product quality and promotion are indeed proven to support existing theories.

Bunga Aditi and Hermansyur (2018) with the title Effect of Product Attributes, Product Quality and Promotion, Against the Decision to Purchase Honda Brand Cars in Medan City. Journal of Management and Business Scientific, Vol. 19 No. 1, 2018, 64-72 DOI: https://doi.org/10.30596/jimb.v19i1.1743 Published April 2018. ISSN 1693-7619 (print) | ISSN 2580-4170 (online), accredited by the Minister of Research and Technology Decree 12 / M / Kp / II / 2015. This study aims to determine and explain the effect of product attributes, product quality, and promotion partially and simultaneously on purchasing decisions. This type of research is an explanatory research with a quantitative approach. Sampling using Non-Probability Sampling is saturated sampling of 100 respondents using multiple Linear Regression analysis techniques. The results showed that the variable product attributes, product quality, promotion partially significant effect on purchasing decisions. The results simultaneously indicate that the product attributes, product quality and promotion variables have a significant effect on purchasing decisions. Therefore, the company should be able to better inform Honda brand cars about product attributes, product quality and prices through its sales, so that they are more understanding in marketing their products.

Andrianto and Idris (2013) with the title Effect of Product Quality, Brand Image, Price and Promotion on Purchasing Decisions of Toyota Kijang Innova Brand MPV in Semarang. Diponegoro Journal of Management Volume 2, Number 3, 2013, Pages 1-10, ISSN: 2252-6552 Accreditation No.55a / DIKTI / Kep / 2006. Many factors can influence the purchasing decision of this product, such as quality, brand image price and promotion. The population in this study are consumers who buy Toyota Innova in Semarang city whose numbers are unknown. The sample in this study was 96 respondents. The sampling technique in this study was done by using purposive sampling technique. The data type is primary. The data collection method uses a questionnaire. The analysis technique used is multiple regression. The analysis showed that product quality, brand image, price, and

promotion had a positive and significant effect on purchasing decisions. The quality of Toyota Kijang Innova products is relatively luxurious according to its consumers.

Doshi (2016) with the title Factors affecting Buyer's Decision while purchasing a Car hatchback. RK University Rajkot - Gujarat, India, International Journal of Advance Research in Computer Science and Management Studies ISSN 2321-7782, Vol.4, where the purpose of this study is to identify components that influence consumer brand preferences for hatchback cars in the Gujarat region of Gujarat. The method used by the survey. The analysis report shows that the majority of customers in this region prefer the Maruti Suzuki brand in the hatchback model. When making purchasing decisions, consumers consider safety, performance, aesthetics, and value as factors that influence consumer brand preferences for hatchbacks. Exploration Factor Analysis shows safety, performance, aesthetics and value positively affect overall customer satisfaction for hatchbacks. Therefore, hatchback car manufacturers need to focus on value-added activities such as consumers having better brand quality, features and facilities. Because there is huge competition in the market, companies must provide low-cost cars of the highest quality and less maintenance to their buyers and also need to consider the fuel efficiency factor, because Indian consumers consider all of these factors when making a purchase. decision in the hatchback car model. Because there is huge competition in the market, companies must provide low-cost cars of the highest quality and less maintenance to their buyers and also need to consider the fuel efficiency factor, because Indian consumers consider all of these factors when making a purchase. decision in the hatchback car model. Because there is huge competition in the market, companies must provide low-cost cars of the highest quality and less maintenance to their buyers and also need to consider the fuel efficiency factor, because Indian consumers consider all of these factors when making a purchase. decision in the hatchback car model.

Amron (2018) with the title The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. European Scientific Institute, European Scientific Journal ISSN 1857- 7431, Vol. 14, No.13, the research model involves four independent variables namely brand image, brand trust, product quality and price; and the purchase decision dependent variable. This study found that the four independent variables proved to be able to positively and significantly influence consumers' decisions in buying MPV cars. However, this study also found that, surprisingly, the price variable had the greatest effect compared to other independent variables that influenced consumer purchasing decisions.

Ahmed, Zaman and Irfan (2013) with the title Consumer's Brand Choice Behavior for Car. Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 2, No.5; Jan. 2013 NumberISSN: 0864-4742, the main purpose of this study is to identify the attributes that influence the behavior of car brand choices and to identify why consumers place special emphasis on certain tributes. The study revealed that Toyota was the most popular brand followed by Ford, BMW, Honda, Mercedes-Benz and Volvo. The availability of spare parts, brand image and durability have emerged as the most powerful factors for choosing a particular motor car brand. Consumers also consider design, sales, resale value, less fuel consumption and driving methods as impotent devices. Consumers belonging to different categories of education, occupation, income, and age express more or less the same pattern in assessing the different factors considered for brand choice. For the purposes of research consumers are asked how important each factor is to respondents in making a car purchase. Safety is a major consideration followed by quality, value performance, design, technology and the environment. They can be used as an index to improve their products and formulate appropriate marketing strategies

Durmaz from Kalyoncu (2014) entitled The Influence of Cultural Factors on Consumer Buying Behavior and An Application in Turkey. Global Journal of Management and Business Research: E Marketing Volume 14 Issue 1 Version 1.0 Year 2014 Type: Double

Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-4588 & Print ISSN: 0975-5853, where this study to determine the effect of cultural factors on consumer buying behavior was investigated. A survey of 1,400 people from various regions in Turkey. Information obtained from the results is analyzed and interpreted by a computer package program. Turkey has seven regions. From each region two provinces were selected by random sampling method.

2.2. Marketing

Marketing according to Kotler and Armstrong (2013: 6) is defined as asocial and managerial processes where individuals and groups get what they need and want through the creation and exchange of products and values with others. Then Kotler and Armstrong (2013: 6) define marketing as the process by which companies create value for customers and build strong relationships with customers in order to capture the value of customers in return.

2.3. Marketing mix

According to Soegoto (2012: 112) the marketing mix is a combined strategy of four key marketing elements: product, price, distribution, and promotion, which are used to market products. According to Subagyo (2013: 130) marketing mix is a term that describes all elements of marketing and production factors that are deployed to achieve company goals. According to Kotler & Armstrong (2014: 62) the marketing mix is a collection of controlled tactical marketing tools that the company integrates to produce the desired results in the target market. The marketing mix is grouped into four variables known as the "four P's" namely: product, price, place, promotion.

2.4. Promotion

According to Hasan (2013: 367) promotion is the process of communicating a marketing mix variable which is very important to be carried out by companies in marketing products. Whereas Cravens in Hasan (2013: 367) defines promotion as "the planning, implementing, and controlling of the communications with its customers and other target audiences." Cravens in Hasan (2013: 367) also said that the promotional mix consisted of advertising, personal selling, sales promotion, public relations and direct marketing.

2.5. Price

Price is an element of marketing mix that is flexible where at any time it can change according to time and place. Not only are the prices listed on the label of a package or store shelf, but prices have many forms and carry out many functions such as rent, school fees, wages, interest, tariffs, storage costs and salaries all are the price you have to pay to get goods or services ...

2.6. Product quality

Kotler and Keller (2016: 347) product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy produced by the product as a whole. While product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes (Kotler and Armstrong 2014: 27).

2.7. Buying decision

According to Swastha and Irawan (2012-105), purchasing decisions are consumers' understanding of the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternatives so that decision making to buy is accompanied by behavior after making a purchase.

2.8.   Relationship between Research Variables
2.8.1.   Effect of promotion on purchasing decisions

In its activities, there are efforts from the company to achieve several objectives, namely: notification to consumers about the product and sales period, persuading the public to prefer the company's products and brands to stimulate consumers to act towards marketers' offers. One of the company's efforts to achieve these objectives is by studying consumer behavior about purchasing decision making. According to Kotler and Keller (2016: 299) companies use promotional tools to get stronger and faster buyer responses. To understand marketers must know the uses, perceptions, preferences, and shopping behavior of their target customers. All promotional tools greatly influence consumer purchasing decisions. Promotion is a stimulus that can attract the attention of consumers to make purchases immediately. Thus the promotion has a great power to influence consumer behavior, because almost no consumer ignores the promotion before making the product purchase process. This is consistent with previous research conducted by Rozikin (2015), Poeloe, Sepang and Samadi (2016), Imelda, Huwaida and Rofi'i (2016), Sriwardiningsih and Bharata (2018), Andrianto and Idris (2013) and Bunga Aditi and Hermansyur (2018)which says there is an effect of promotion on purchasing decisions.

2.8.2.   Effect of price on purchasing decisions

Prices also greatly influence consumers' decisions in spending money. Low price levels and affordable by consumers will make consumers more happy and more flexible in choosing the desired item. Price has two main roles in the decision making process of buyers, namely the role of allocation and the role of information (Tjiptono, 2013): 1. The role of allocation of prices, namely the price function in helping buyers to decide how to obtain the highest expected benefit or utility based on power buy it. Thus, the price can help buyers to decide how to allocate their purchasing power to various types of goods and services. The buyer compares the prices of the various alternatives available, then decides on the desired allocation of funds. 2. The role of information from prices, that is, the price function of 'educating' consumers about product factors, such as quality. This is especially useful in situations where buyers find it difficult to objectively assess product factors or benefits. what often applies is that high prices reflect high quality. Price is one of the determining factors of buyers in determining a purchase decision on a product or service. Especially if the product or service to be purchased is a daily need such as food, drinks and other basic needs, the buyer will pay close attention to the price. Entrepreneurs need to pay attention to this, because in business competition, prices offered by competitors can be lower with the same quality or even with better quality. So in determining the price of products or services sold, both large companies and small businesses must pay attention to their buyers and competitors. Consumers will buy goods if the destination is comfortable, pleasant service, ordered goods in accordance with the specified price and does not require too long in obtaining them so that consumers will make a repeat purchase. This is consistent with previous research conducted by Muharam and Soliha (2017), Rozikin (2015), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Andrianto and Idris (2013)) and Amron (2018) pleasant service, ordered goods in accordance with the specified price and does not require too long in obtaining it so that consumers will make a repeat purchase. This is consistent with previous research conducted by Muharam and Soliha (2017), Rozikin (2015), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Andrianto and Idris (2013)) and Amron (2018) pleasant service, ordered goods in

accordance with the specified price and does not require too long in obtaining it so that consumers will make a repeat purchase. This is consistent with previous research conducted by Muharam and Soliha (2017), Rozikin (2015), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Andrianto and Idris (2013)) and Amron (2018)which says there is a price effect on purchasing decisions.

2.8.3. Effect of product quality on purchasing decisions

A company that knows that, certainly not only sells the product itself, but also the benefits of the product, which in the end helps the company to increase sales because it will affect the purchasing decisions made by consumers. According to Kotler and Armstrong (2014: 160) the meaning of product quality is the ability of a product to demonstrate its function. Product quality on purchasing decisions is very close. Consumers definitely want to get a product that suits their needs and wants. Quality products are products that are in accordance with the needs and desires of consumers so that it will encourage consumers to make purchases of these products. The quality of a product is one of the important considerations of consumers in making purchasing decisions. Providing high quality products is the company's obligation to achieve its goals. Good product quality makes consumers tend to make purchasing decisions, but if the quality of the product is poor then it is likely that consumers will not make a purchase decision on the product. Selling products with good quality, original, official will increase consumer confidence in terms of product reliability. Thus the consumer will make a purchase decision. This is consistent with previous research conducted by Muharam and Soliha (2017), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Sriwardiningsih and Bharata (2018), Andrianto and Idris (2013),which says there is an influence of product quality on purchasing decisions.

2.9. Hypothesis Development

Based on the description of the theoretical framework above, it can be stated the following research hypothesis:

H1   It is suspected that there is a significant influence promotion of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers

H2   It is suspected that there is a significant influence the price of the Wuling car purchase decision at Bekasi Summarecon Wuling Dealers

H3   It is suspected that there is a significant influence the quality of the product against the Wuling car purchase decision at Bekasi Summarecon Wuling Dealers

H4   It is suspected that there is a significant influence promotion, price, and product quality on Wuling car purchasing decisions at Wuling Bekasi Summarecon Dealers

2.10. Research Conceptual Framework

Referring to the relationship between research variables that have been explained, then a conceptual framework can be arranged in this study as presented in the form of a paradigm. The paradigm in this study is the paradigm of three independent variables and one dependent variable that can be described as follows:
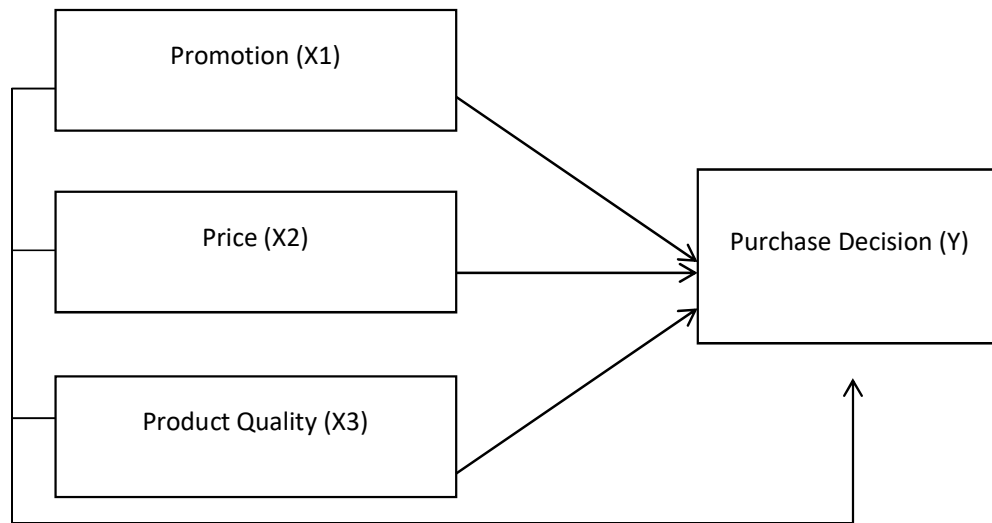
Figure 2.4. Research Conceptual Framework

III.   RESEARCH METHOD
3.1. Research Strategies
The strategy used in this study is a quantitative associative research strategy, which explains or knows the relationship between two or more variables. (Sugiyono, 2017: 292). The unit of analysis used for each problem identification is an individual analysis ie consumers who make purchases at the Bekasi Wuling Summarecon Dealer. Cross-sectional research is research in which data is collected only once, perhaps over several days or weeks or months, to be able to answer questions from research. (Now, 2014: 106)

3.2.   Population and Research Samples
According to Sugiyono (2015: 115) that: "Population is a number of individuals who have at least the same nature and will be investigated". The population can be divided into two types, namely the sampling population or the study population and the target population or target population, where the target population has a size larger than the size of the sampling population. Still according to Sugiyono (2015: 116) provides an understanding of the sampling population is an analysis unit that provides information or data needed by a study or research. Whereas the target population is all units of analysis that are within the study area. The population in this study were all buyers of Wuling cars at Wuling Bekasi Summarecon dealers who made purchases of 168 consumers in the November 2019 period.

Determination of the number of samples in this study using the Slovin formula with an error rate of 5%, so that the reasonableness of the occurrence of errors in sampling can still be tolerated in this study. The Slovin formula is used in determining the number of samples, namely:

$$n = \frac{N}{1 + Ne^2} \ \text{..} \ \text{...} \ (3.1)$$

Information:
  n = Sample size
  N = population size
  e = Error rate (5%)
The sample calculation using the Slovin formula is as follows:

$$n = \frac{168}{1 + 168.(0,05)^2} = 118,310 \approx 118$$

So, the number of samples used in this study was rounded to 118 respondents.

3.3. Data and Data Collection Methods
3.3.1. Research data

This research uses primary data. Primary data. According to Sugiyono (2017: 187) primary data is data collected and processed by an organization or individual directly from the object. Primary data collected in this study are respondents' perceptions related to research variables.

3.4. Data Analysis Method

The steps used for data processing in this study are as follows:

3.4.1. Data processing method

The data obtained is then processed using SPSS software. SPSS software is used to facilitate data processing, so the results are faster and more precise besides that SPSS software is commonly used in statistical research. Where do editing and coding. Editing is the first step in processing data obtained by researchers from the field by checking the possibility of respondents 'wrong answers and the respondents' answers uncertainty. Coding is to give or sign or a certain code for alternative answers of a kind or classify so that it can facilitate researchers about tabulation.

3.4.2. Data presentation method

In this study the collected data is presented in tabular form so that it is easier to analyze and understand the data so that the data presented is more systematic. Where do tabulations. Tabulation is a calculation of data that has been collected in each category until arranged in a table that is easy to understand. Data obtained, after being processed and sorted will be used for statistical analysis of data in accordance with the purpose of the study. Analysis of the data used is the analysis of the coefficient of determination and hypothesis testing.

3.4.3. Statistical analysis of data

To discuss the results of the study, the authors used paired data based on the data obtained. Because there are more than one independent variable, namely three independent variables, and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

3.4.3.1. Test Instrument

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument to be used to collect research data does not have high validity and reliability. The tests and measurements each indicate the consistency and accuracy of the data collected.

1. Validity test

Validity Test is carried out to ascertain how well an instrument is used to measure concepts that should be measured. According to Sugiyono to test validity it is done by correlating the score of questions with the total score. Total score is the sum of all statement scores. The data that has been obtained is tabulated and analyzed by the Construck Validity method using the simple correlation method. If the result is 0.3 or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Product Moment from Karl Pearson, as follows:

$$r_{XY} = \frac{n\sum X\,Y - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

    r_{XY} = The coefficient of validity of the question being sought

    n = Number of respondents sought (sample)

    X = Score obtained by subjects of all items

    Y = Total score obtained from all items

Then the results of rxy are compared with the critical value of product moment (critical) in this study 0.30. If the results obtained by rxy> rcritical, then the instrument is valid. In practice to test the validity of questionnaires often use the help of Microsoft Office Excel software and Statistical Product and Service Solutions (SPSS).

2. Reliability Test

    Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable from time to time. The method used to test the reliability of the questionnaire in this study is to measure reliability with the Cronbach Alpha statistical test. To find out the questionnaire is reliable, the reliability of the questionnaire will be tested with the help of the SPSS computer program. The instrument used in the variable is said to be reliable if it has a Cronbach Alpha of more than 0.60 (Priyatno, 2014: 26).

$$\text{Cronbach's Alpha Coefficient: } \alpha_{it} = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum S_i^2}{S_t^2}\right) \dots (3.3)$$

Information :

    k = number of questionnaire items

    α it = the coefficient of reliability of the questionnaire items

    $\sum S_i^2$ = number of valid item score variances

    S_t^2 = variance of total score scores

    To find the magnitude of the item questionnaire variance and the total score variance of the items, use the following formula:

$$S_i^2 = \frac{\sum X_i^2}{n} - \left(\frac{\sum X_i}{n}\right)^2 \dots\dots\dots\dots (3.4)$$

Information :

    $\sum X_i$ = number of scores for each item

    $\sum X_i^2$ = number of squares of each item's score

According to Sekaran (2013), the basis for making this reliability test is as follows:

If Cronbach's Alpha coefficient $\geq 0.6 \rightarrow$ then Cronbach's Alpha acceptable (construct reliable).

If Cronbach's Alpha $<0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).

3.4.3.2. Determination Coefficient Analysis (R²)

    R² analysis (R square) or coefficient of determination is used to find out how much the percentage contribution of the influence of independent variables together to the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R^2 approaches 1 (one), it can be said that the model is stronger in explaining the independent variables to the dependent variable. conversely, if R^2 approaches 0 (zero) then the weaker variation of the independent variable explains the dependent variable.

(Priyatno, 2012: 125) To state the size of the contribution of independent variables to the dependent variable can be determined on the formula coefficient of determination as follows:

1. The coefficient of partial determination
   a. Contribution of promotion effect (X1) to Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers (Y)
      KDP1   = $(r_{Y1.23})$ 2 x 100%
   b. Contribution of price influence (X2) to Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers (Y)
      KDP2   = $(r_{Y2.13})$ 2 x 100%
   c. Contribution of the influence of product quality (X3) to the decision to purchase a Wuling car at the Bekasi Wuling Dealer Summarecon (Y)
      KDP3   = $(r_{Y3.12})$ 2 x 100%

2. Coefficient of simultaneous determination
   Contribution of promotion influence, price and product quality together to the Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers
   Adjusted R2 = $(rY123)$ 2 x 100%

3.4.3.3. Hypothesis test
   Hypothesis testing is used to test partial and multiple effects. The hypotheses to be tested in this study are:

1. Partial hypothesis testing
   a. Effect of X1 on Y
      Ho: $\beta_{y1.23} = 0$ (Partially, there was no significant promotion effect on the decision to purchase a Wuling car *Dealer* Wuling Bekasi Summarecon).
      Ha: $\beta_{y1.23} \neq 0$ (Partially, there is a significant promotion effect on the decision to purchase a Wuling car *Dealer* Wuling Bekasi Summarecon).
   b. Effect of X2 on Y
      Ho: $\beta_{y2.13} = 0$ (Partially, there is no significant effect of price on the decision to purchase a Wuling car at *Dealer* Wuling Bekasi Summarecon).
      Ha: $\beta_{y2.13} \neq 0$ (Partially, there is a significant effect of price on the purchase decision for the Wuling car *Dealer* Wuling Bekasi Summarecon).
   c. Effect of X3 on Y
      Ho: $\beta_{y3.12} = 0$ (Partially, there is no significant effect of product quality on the purchase decision of Wuling cars on *Dealer* Wuling Bekasi Summarecon).
      Ha: $\beta_{y3.12} \neq 0$ (Partially, there is a significant influence of product quality on the purchase decision for Wuling cars *Dealer* Wuling Bekasi Summarecon).
   To test the effect of independent variables on partially dependent variables, seen from the P-value compared to α (5% = 0.05)
   Ho is rejected, Ha is accepted if P-value <0.05 and
   Ho is accepted, Ha is rejected if P-value> 0.05

2. Simultaneous hypothesis testing (Effect of X1X2and X3 with respect to Y)
   Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are:
   Ho: $\beta_{y123} = 0$ (Simultaneously there is no significant influence of promotion, price and product quality on the purchase

decision of Wuling cars on *Dealer* Wuling Bekasi Summarecon).

Ha: $\beta_{y123} \neq 0$ (Simultaneously there is a significant influence of promotion, price and product quality on Wuling car purchasing decisions on *Dealer* Wuling Bekasi Summarecon).

As for testing the effect of independent variables on the dependent variable multiple (together), the Significance F value is compared to α (5% = 0.05).

Ho is rejected, Ha is accepted if Significance F <0.05 and

Ho is accepted, Ha is rejected if Significance F> 0.05

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object

S.GMW (Saic-General Motor-Wuling) is a Chinese company which was founded on November 18, 2002 in Liuzhou, China with the cooperation of the four largest automotive companies in China. The company is based in Liuzhou, Guangxi Zhuang Autonomous Region, in Southwest China. The company produces commercial and consumer vehicles which were originally only for the domestic market under the Wuling and Baojun brands. (Wuling, 2016). The SGMW company (SAIC-GM-WULING) was formed, with SAIC controlling 50.1% of its shares, GM 34%, and Wuling Group 15.9%. Wuling diverted the production of microvans and small trucks to a new company. Since 2008 General Motor has tried to increase its ownership. In 2011 General Motor's shares increased to 44%, causing Wuling shares to stay 5.9%. (Wuling, 2016)

### 4.2.   Description of Respondents

PeneThis litian sample of customers at Bekasi Summarecon Wuling Dealers. The sample selection is done by first verifying the sample of consumers who at the time of purchase of the Wuling car. As a result of preliminary research. The following will be given an overview of the characteristics of respondents stated in the form of a tabulation of respondents' identities as many as 118 samples of respondents where the questionnaire statement was given using the questionnaire form. Presentation of data regarding the identity of the respondent to provide an overview of the state of the self of the respondent.
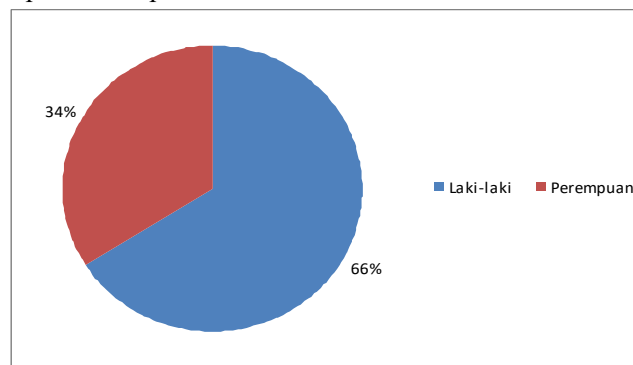
Source: Processed Data Results (2019)

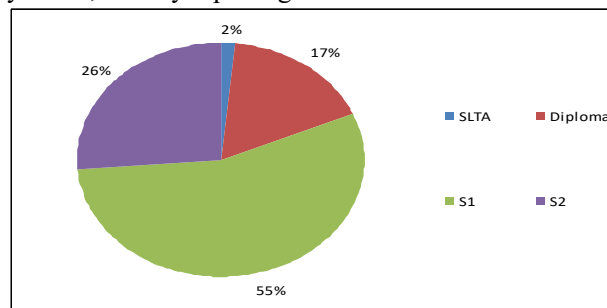**Figure 4.2.**   Data Characteristics of Respondents Based Research Gender

BerBased on Figure 4.2 above, it shows that female sex has a smaller number than male gender, namely 66% of respondents for men compared to 34% of respondents for women. That is because men are more interested and understand more about automotive issues than women.
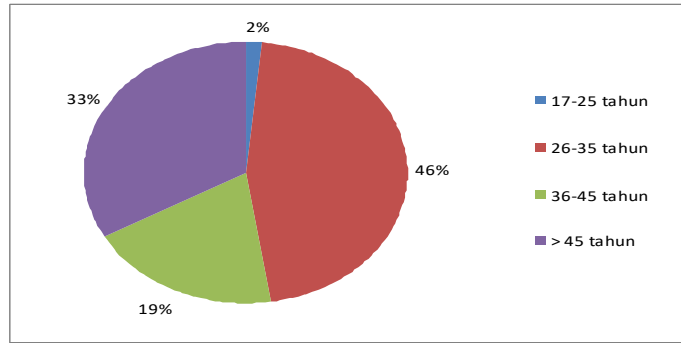
Source: Processed Data Results (2019)

Figure 4.3. Data Characteristics of Respondents Based Research Age

BerBased on Figure 4.3 the age group of respondents, it was found that the age of the most respondents were respondents aged between 17-25 years which were 2% respondents, 26-35 years as many as 46% of respondents and 36-45 years as many as 19% while the remaining 33% respondents aged> 45 years. Thus the age of Bekasi Summarecon Wuling Dealer buyers classified as productive age. This shows that consumers are mostly adults, where respondents who are adults already have an income to meet their daily needs, namely repairing their vehicles as a means of transportation.

Source: Processed Data Results (2019)

Figure 4.4. Data Characteristics of Respondents Based Research Education
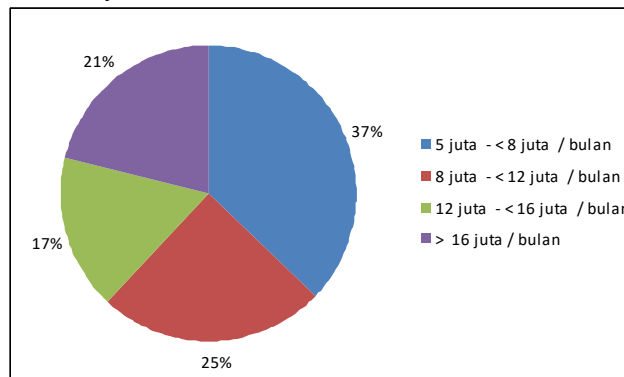
In this study, the highest number of respondents was S1 education of 55%. This shows that the majority of buyers are from higher education backgrounds.
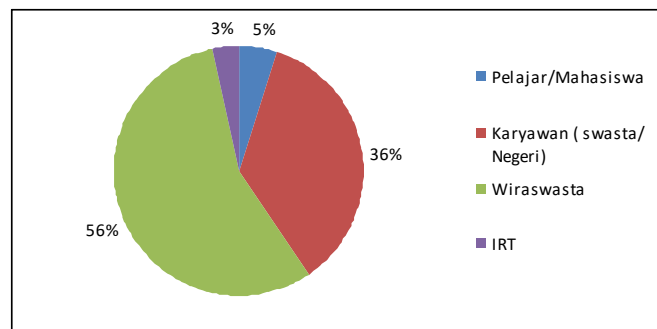
Source: Processed Data Results (2019)

Figure 4.5 Data Characteristics of Respondents Based Research Profession

In this study, the highest number of respondents was entrepreneur as much as 56%. This shows that the majority of buyers from working in the private sector and entrepreneurs who usually have a sizable income.

Source: Processed Data Results (2019)

Figure 4.6.   Data Characteristics of Respondents Based Research Income

In this study, the highest number of respondents was 5 million - <8 million per month by 37%. This shows that most buyers have substantial income.

Respondents generally have a bachelor's level of education and the average age is 26-435 years. The age of the respondent has entered adulthood but not the age of establishment so that consumer tastes are more at the age, because the Wuling car illustrates the reliability of the owner and the energy of adult men.

4.3.   Research Instrument Testing Results

From the results of the data obtained through a questionnaire made by researchers consisted of 26 questions that included the results of promotion, price, and product quality and Wuling car purchasing decisions. This is done so that the data collection can be representative and accurate and support qualitative analysis of the promotion, price, and product quality and purchasing decisions of Wuling cars at Bekasi Summarecon Wuling Dealers. Based on the results of the respondents' answers in the appendix, it can be seen the weight of the assessment criteria using the validity test and reliability test.

4.3.1.   Validity test

Following are the results of data processing for all statements in the instrument consisting of 26 statements in Table 4.1. as follows :

Table 4.1. The validity test results of the research variables

No	Statement	count Variable X1	count Variable X2	count Variable X3	count Y variable	critical	Information
1	Q1	0.798	0.824	0.840	0.818	0.30	Valid
2	Q2	0.596	0.719	0.739	.859	0.30	Valid
3	Q3	0.820	0.760	.669	0.816	0.30	Valid
4	Q4	0.544	0.463	.752	0.624	0.30	Valid
5	Q5	0,800	0.513	.669	0.805	0.30	Valid
6	Q6	0.848		0.640		0.30	Valid
7	Q7			0.840		0.30	Valid
8	Q8			.648		0.30	Valid
9	Q9			0.550		0.30	Valid
10	Q10			.669		0.30	Valid

Source: Processed Results of SPSS (2019)

Of all the items tested that all have a calculated value greater than rcritical 0.30. Based on these results it can be said that all statements in this study are valid, so that these statements can be used for data collection in this study.

4.3.2. Reliability Test

Based on data processing on reliability statistics, it can be seen that the value of cronbach'salpha is equal to or greater than 0.60, so it can be said that for the whole variable statement is reliable. The variables used are as follows:

Table 4.2. Instrument Reliability Test Results

Variable	*Alpha Cronbach*	> / <	Constant	Information
Promotion (X1)	0.833	>	0.60	*Reliable*
Price (X2)	.681	>	0.60	*Reliable*
Product Quality (X3)	.881	>	0.60	*Reliable*
Purchase Decision (Y)	0.844	>	0.60	*Reliable*

Source: Processed Results of SPSS (2019)

There are 24 research variables given to 118 respondents. Based on the management of the data found in Appendix 7 obtained by Cronbach's alpha> 0.60, the statements on the research variables are already reliable. Thus it can be concluded, both the promotion instrument (X1), price (X2), and product quality (X3) and the decision to purchase a Wuling (Y) car are considered reliable.

4.4. Statistical Analysis of Data

In carrying out a series of statistical analyzes the data will be divided into several parts consisting of analysis of the coefficient of determination and testing of hypotheses partially and simultaneously, as described below:

4.4.1. Analysis of the coefficient of determination

The simultaneous influence of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers is shown by the coefficient of determination (R2). The coefficient of determination (R2) shows the proportion or percentage of total variation in the variable Y which can be explained by the independent variables X1 X2 and X3.

1. Partial Determination Coefficient

a. The coefficient value of the promotion determination (X1) of the Wuling car purchase decision at the Bekasi Wuling Summarecon (Y) Dealer is as follows:

Table 4.3. Coefficient determination Partial Promotion (X1) on the decision to purchase a Wuling car at Wuling Bekasi Summarecon (Y) Dealer

Correlations

Control Variables			Promotion (X1)	Purchase Decision (Y)
Price (X2)	Promotion (X1)	Correlation	1,000	, 651
		Significance (2-tailed)	.	, 000
		df	0	115
	Purchase Decision (Y)	Correlation	, 651	1,000
		Significance (2-tailed)	, 000	.
		df	115	0

Source: Processed Results of SPSS (2019)

Based on Table 4.3 above, the calculation of the coefficient of partial determination (X1) of the decision to purchase a Wuling car at a Wuling Bekasi Summarecon (Y) Dealer is:

KDP1 $= (r)^2$ x 100%
$= (0.651)^2$ x 100%
$= 0.424$ x 100%
$= 42.4\%$

This shows that the partial determination coefficient of 0.424 can be interpreted that the effect of promotion on the purchase decision of the Wuling car at the Bekasi Summarecon Wuling Dealer is 42.4% or in other words 42.4% variation in the variable of the Wuling car purchase decision at the Bekasi Summarecon Wuling Dealer can explained by the promotion variable, while the remaining 57.6% is the influence of other variables that are not included in this research model.

b. The value of the coefficient of price determination (X2) on the purchase decision of the Wuling car at the Wuling Bekasi Summarecon (Y) Dealer is as follows:

Table 4.4. Partial determination coefficient of price (X2) on the decision to purchase a Wuling car at Wuling Bekasi Summarecon (Y) Dealer

Correlations

Control Variables			Price (X2)	Purchase Decision (Y)
Product Quality (X3)	Price (X2)	Correlation	1,000	506
		Significance (2-tailed)	.	, 000
		df	0	115
	Purchase Decision (Y)	Correlation	506	1,000
		Significance (2-tailed)	, 000	.
		df	115	0

Source: Processed Results of SPSS (2019)

Based on Table 4.4 above, the calculation of the coefficient of partial determination of price (X2) on the decision to purchase a Wuling car at the Bekasi Wuling Dealer Summarecon (Y) is:

KDP2 $= (r)^2$ x 100%
$= (0.506)^2$ x 100%
$= 0.256$ x 100%
$= 25.6\%$

This shows that the partial determination coefficient of 0.256 can be interpreted that the influence of prices on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers is 25.6% or in other words 25.6% variation in variable variable Wuling car purchase decisions at Bekasi Summarecon Wuling Dealers can explained by the price variable, while the remaining 74.4% is the influence of other variables that are not included in this research model.

c. The coefficient value of the determination of product quality (X3) to the decision of purchasing a Wuling car at the Wuling Bekasi Summarecon (Y) Dealer is as follows:

Table 4.5. The coefficient of partial determination of product quality (X3) on the purchase decision of Wuling cars at Wuling Bekasi Summarecon (Y)

Correlations

Control Variables			Product Quality (X3)	Purchase Decision (Y)
Promotion (X1)	Product Quality (X3)	Correlation	1,000	, 500
		Significance (2-tailed)	.	, 000

	df	0	115
	Correlation	, 500	1,000
Purchase Decision (Y)	Significance (2-tailed)	, 000	.
	df	115	0

Source: Processed Results of SPSS (2019)

Based on Table 4.5 above the calculation of the coefficient of partial determination of product quality (X3) on the purchase decision of the Wuling car at the Wuling Bekasi Summarecon (Y) Dealer is:

KDP3 = $(r)^2$ x 100%
= $(0.500)^2$ x 100%
= 0.250 x 100%
= 25%

This shows that the partial determination coefficient of 0.250 can be interpreted that the effect of product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers is 25% or in other words 25% of the variable variations in Wuling car purchase decision decisions at Bekasi Summarecon Wuling Dealers can be explained by variables product quality, while the remaining 75% is the influence of other variables not included in this research model.

2. **Simultaneous Determination Coefficient**

The simultaneous determination coefficient values of promotion (X1), price (X2), and product quality (X3) on the Wuling car purchase decision at Bekasi Summarecon Wuling Dealer (Y) are as follows:

Table 4.6. Correlation Coefficient and Simultaneous Determination of promotion (X1), price (X2), and product quality (X3) on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers (Y)

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 888a	, 788	, 782	, 79911

a. Predictors: (Constant), Product Quality (X3), Promotion (X1), Price (X2)

Source: Processed Results of SPSS (2019)

Based on Table 4.6, the calculation results of multiple correlation coefficients with SPSS Version 24.0 obtained the value of multiple correlation coefficients of 0.888, which means promotion, price, and product quality have a strong relationship to the purchase decision of Wuling cars at Wuling Bekasi Summarecon Dealers, meaning promotion, price, and product quality Simultaneously given according to employee expectations, the decision to purchase a Wuling car at the Bekasi Summarecon Wuling Dealer increased very strongly. if the better the promotion, price, and quality of the product provided it will create a decision to purchase a Wuling car at the Bekasi Summarecon Wuling Dealer.In general the results of the study indicate that promotion, price, and product quality is an important factor in order to obtain a high level of decision to purchase a Wuling car at a Bekasi Summarecon Wuling Dealer.

Still in Table 4.6 the results of the calculation of the simultaneous determination coefficient with the value of Adjusted R2 = 0.782 so that it is interpreted that the effect of promotion, price, and product quality simultaneously on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers is 78.2% or in other words 78, The 2% variation of the Wuling car purchase decision variable at the Bekasi Summarecon Wuling Dealer can be explained by

the simultaneous promotion, price, and product quality variables, while the remaining 21.8% is the influence of other variables not included in this research model.

4.4.2. Hypothesis test
1. Partial testing

Table 4.7. Partial Hypothesis Testing promotion (X1), price (X2), and product quality (X3) on the purchase decision of the Wuling car at the Wuling Bekasi Summarecon (Y) Dealer

Coefficientsa

Model		t	Sig.
1	(Constant)	3,185	, 002
	Promotion (X1)	6,189	, 000
	Price (X2)	3,247	, 002
	Product Quality (X3)	2,982	, 003

a. Dependent Variable: Purchasing decision_Y
Source: Processed Results of SPSS (2019)

a. Influence of promotion (X1) on Wuling car purchase decisions at Bekasi Summarecon Wuling Dealers (Y)

Ho: $\beta_{y1.23} = 0$ (Partially, there was no significant promotion effect on the purchase decision for Wuling cars at *Dealer* Wuling Bekasi Summarecon).

Ha: $\beta_{y1.23} \neq 0$ (Partially, there is a significant promotion effect on the purchase decision for Wuling cars *Dealer* Wuling Bekasi Summarecon).

After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), the significance of the variable X1 t is 0.000 smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, partially there is a significant influence between the promotion variables on the variable of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.

b. Effect of price (X2) on Wuling car purchase decisions at Bekasi Summarecon Wuling Dealers (Y)

Ho: $\beta_{y2.13} = 0$ (Partially, there is no significant effect of price on purchasing decisions for Wuling cars at *Dealer* Wuling Bekasi Summarecon).

Ha: $\beta_{y2.13} \neq 0$ (Partially, there is a significant influence on the price of purchasing decisions for Wuling cars on *Dealer* Wuling Bekasi Summarecon).

After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), the significance of the variable X2 t is 0.002 smaller than the real level or 0.002 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, partially there is a significant influence between the price variable on the variable of Wuling car purchase decisions at the Summarecon Bekasi Wuling Dealer

c. Effect of product quality (X3) on Wuling car purchasing decisions at Bekasi Summarecon (Y) Wuling Dealers

Ho: $\beta_{y3.12} = 0$ (Partially, there is no significant effect of product quality on the purchase decision of Wuling cars on *Dealer* Wuling Bekasi Summarecon).

Ha: $\beta_{y3.12} \neq 0$ (Partially, there is a significant influence of product quality on the purchase decision of Wuling cars on *Dealer* Wuling Bekasi Summarecon).

After testing the hypothesis of the above-mentioned research and based on the results of the calculation of SPSS Version 24.0 (Table 4.7), the significance of the variable X3 t is 0.003 smaller than the real level or 0.003 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, partially there is a significant influence between product quality variables on the variable of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.

2. **Simultaneous testing**

Table 4.8.   Simultaneous Hypothesis Testing of promotion (X1), price (X2), and product quality (X3) on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers (Y)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	270,566	3	90,189	141,233	000b
1	Residual	72,798	114	, 639		
	Total	343,364	117			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Quality (X3), Promotion (X1), Price (X2)

Source: Processed Results of SPSS (2019)

Ho: $\beta_{y123} = 0$ (simultaneously there is no significant influence of promotion, price and product quality on Wuling car purchase decisions at Bekasi Summarecon Wuling Dealers).

Ha: $\beta_{y123} \neq 0$ (Simultaneously there is a significant influence of promotion, price and on the purchase decision of Wuling cars on *Dealer* Wuling Bekasi Summarecon).

After testing the hypothesis in accordance with the testing steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0 (Table 4.8), the Significance F obtained is 0,000 less than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, simultaneously there is a significant influence between promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers, which means the addition and reduction of promotions, prices, and product quality will have an impact significant increase and decrease in the decision to purchase a Wuling car at the Bekasi Summarecon Wuling Dealer.

4.5. Research Findings

Referring to the results and discussion of the influence of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers using the promotion, price, and product quality variables on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers, then it is necessary to discuss the existence of each - each variable as follows:

Table 4.9. Research Result Matrix

Variable	Coefficient of Determination	Hypothesis
The effect of promotion on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers	42.4%	0,000 <0.05
The influence of prices on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers	25.6%	0.002 <0.05
Effect of product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers	25%	0.003 <0.05
The effect of promotion, price, and product quality simultaneously on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers	78.2%	0,000 <0.05

Source: Processed Data Results (2019)
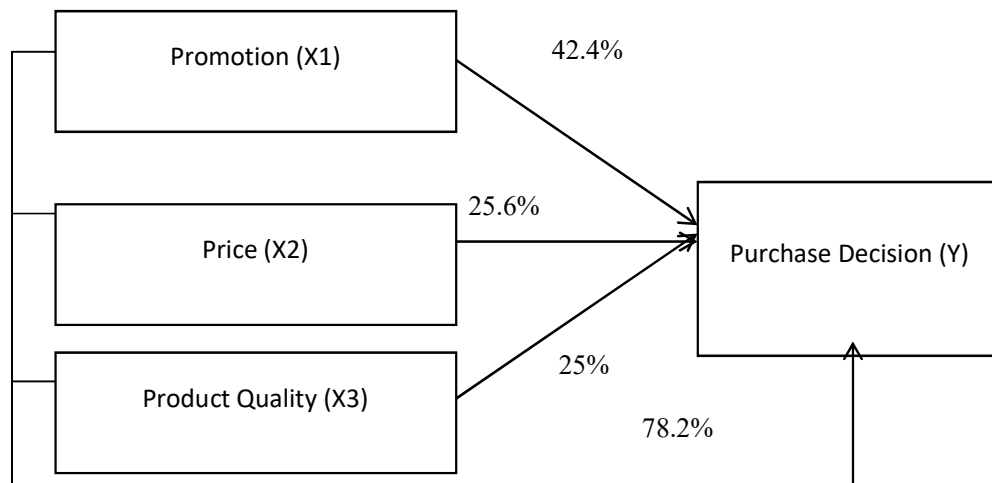
Based on Table 4.9 and Figure 4.11 above, it can be described as follows:

1. The effect of promotion on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers

   The partial determination coefficient X1 (promotion) to Y (Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers) is 42.4% or in other words 42.4% of the variable variation in the purchase decision of Wuling cars at Bekasi Summarecon Wuling Dealers can be explained by promotion variables, while the remaining 57.6% of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers are influenced by other variables. The results of hypothesis testing where the Significant t variable X1 of 0,000 is smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, partially there is a significant influence between the promotion variables on the variable of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.This illustrates that the higher promotion issued by the company can actually increase purchasing decisions by consumers. This is in line with research by Rozikin (2015), Poeloe, Sepang and Samadi (2016), Imelda, Huwaida and Rofi'i (2016), Sriwardiningsih and Bharata (2018), Andrianto and Idris (2013) and Bunga Aditi and Hermansyur (2018) which says clearly that the promotion variable has an influence on purchasing decisions.

2. The influence of prices on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers

   The coefficient of partial determination X2 (price) to Y (Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers) is 25.6% or in other words 25.6% of the variable variation in the purchase decision of Wuling cars at Bekasi Summarecon Wuling Dealers can be explained by price variables, while the remaining 74.4 %% of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers are influenced by other variables. The results of testing the hypothesis where the Significant t variable X2 of 0.002 is smaller than the real level or 0.002 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, partially there is a significant influence between the price variable on the variable of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers. Harga is the amount of value exchanged by consumers for the benefit of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or is determined by the seller for one price the same to all buyers. what often applies is that high prices reflect good quality. Price ofsecond caralready classified as cheap and affordable for consumers. This must be maintained in order for the level of purchasing decisionssecond carcan get higher. This is due to the fact that prices can help buyers to decide how to allocate the power to buy it on a second car.This supports previous research by Muharam and Soliha (2017), Rozikin (2015), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Andrianto and Idris (2013) and Amron (2013) (2018) which states that prices affect purchasing decisions.

3. Effect of product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers

   The coefficient of partial determination X3 (product quality) to Y (Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers) is 25% or in other words 25% of the variable variation in the purchase decision of Wuling cars at Bekasi Summarecon Wuling Dealers can be explained by product quality variables, while the rest 75% of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers are influenced by other variables. The results of hypothesis testing where the Significant variable t X3 of 0.003 is smaller than the real level or 0.003 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, partially there is a significant influence between product quality variables on the variable of Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers.This shows that variations in changes that occur in product quality, will cause changes to the ups and downs of purchasing decisions. This is in line with research conducted by Muharam and Soliha (2017), Poeloe, Sepang and Samadi (2016), Istiyanto (2016), Imelda, Huwaida and Rofi'i (2016), Sriwardiningsih and Bharata (2018), Andrianto and Idris (2016), Imelda, Huwaida and Rofi'i (2016), Sriwardiningsih and Bharata (2018), Andrianto and Idris (2016) 2013), Bunga Aditi and Hermansyur (2018) and Amron (2018) with the results of the study which showed that the variable that significantly influenced the purchase decision was product quality.

4. The simultaneous influence of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers The coefficient of determination of the simultaneous influence of promotion, price, and product quality on Wuling car purchasing decisions at Bekasi Summarecon Wuling Dealers is 78.2% while the remaining 21 , 8% is the influence of other variables not analyzed in this study. The results of hypothesis testing where the Significance F of 0,000 is smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected or Ha accepted, simultaneously there is a significant influence between promotion, price, and product quality simultaneously on Wuling car purchasing decisions at

Bekasi Summarecon Wuling Dealers, which means the addition and reduction of promotions, prices,

V.   CONCLUSIONS AND SUGGESTIONS
5.1.   Conclusion
Based on the results of research that has been done and data analysis as already Based on the results of research that has been done in the previous chapter shows that:
1. Partially there is a significant influence promotion towards buying decision at the Bekasi Summarecon Wuling Dealer and the contribution of influence promotion to car purchase decision by 42.4%.
2. Partially there is a significant price effect to purchase decision at Bekasi Summarecon Wuling Dealers and influence contribution price to buying decision by 25.6%.
3. Partially there is a significant influence kuality of the product against buying decision at the Bekasi Summarecon Wuling Dealer and the contribution of influence kproduct quality to buying decision by 25%.

Simultaneously there is a significant influence of promotion, price and product quality simultaneously to buying decision at the Bekasi Summarecon Wuling Dealer and the contribution of influence promosi, price and product quality to buying decision by 78.2%.

5.2.   Suggestion
Based on the results of existing research the writer can give suggestions asfollowing:
1. Based on the lowest value of the promotion variable, statement number 3, it is suggested that dealers have more themes or better music, so that consumers feel it more.
2. Based on the lowest statement value the price variable in statement number 5 should be Wuling management to prioritize value for money in determining the selling price in the market.
3. Based on the lowest value of the product quality statement that is statement number 3 suggested to Wuling management in making a new product, besides having to keep creating the latest technological innovations in order to increase driving comfort, Wuling also had to develop products in terms of design.
4. Based on the lowest statement value of the purchase decision variable in statement number 4 it is recommended that Wuling management pay more attention to certain times such as the start of Eid, Christmas and school holidays, by multiplying the number of units of Wuling cars sold, becauseconsumers buy Wuling car based on time according to need.

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