

**THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON MITSUBISHI XPANDER CAR PURCHASE DECISION  
(Study at PT Bumen Redja Abadi, Tebet branch)**

**1<sup>st</sup> Sarah Suci Hazriani, 2<sup>nd</sup> Hj. Megayani, SE., M.M**  
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta  
Jl. Kayumanis V baru No. 7D RT/RW 013/004  
Kel. Kayumanis, Kec Matraman 13130  
Sarahsucihazriani.ssh@gmail.com, megayani@stei.ac.id

***Abstract** - This study aims to determine how much influence country of origin and brand image have on purchasing decisions for Xpander cars at PT Bumen Redja Abadi, Tebet branch. The method used is quantitative research methods. The sample in this study were 100 respondents. The data analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing using multiple linear regression through SPSS version 26.*

*The results of this study indicate that partially the influence of Country of Origin and Brand Image has a significant effect on purchasing decisions by 73.8% and 73%, respectively. Meanwhile, Country of Origin and Brand Image have a significant effect on purchasing decisions amounting to 80.1%. Based on the results of hypothesis testing with a real level of 5%, it can be concluded that partially the Country of Origin and Brand Image have significant influences towards purchasing decisions. The result of hypothesis testing simultaneously shows that Country of Origin and Brand Image are compelling for purchasing decisions..*

**Keywords: Country of Origin, Brand Image, Purchase Decision**

***Abstrak***– Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *country of origin* dan *brand image* terhadap keputusan pembelian mobil Xpander di PT Bumen Redja Abadi cabang Tebet. Metode yang digunakan adalah metode penelitian kuantitatif. Sampel dalam penelitian ini sebanyak 100 responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis koefisien determinasi dan pengujian hipotesis menggunakan regresi linier berganda melalui SPSS versi 26

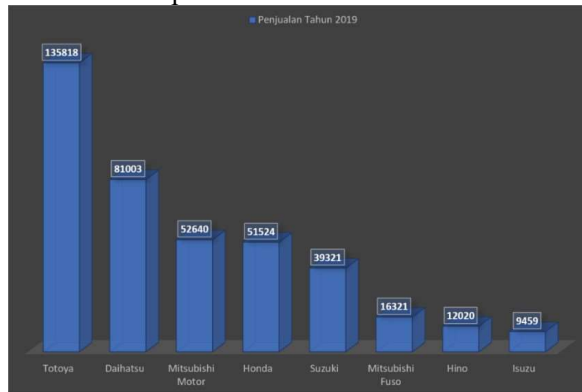
Hasil penelitian ini menunjukkan bahwa secara parsial pengaruh Country of Origin dan Brand Image berpengaruh signifikan terhadap keputusan pembelian masing-masing sebesar 73,8% dan 73%. Adapun pada analisis regresi linier berganda Country of Origin dan Brand Image berpengaruh signifikan terhadap keputusan pembelian adalah sebesar 80,1%. Berdasarkan hasil pengujian hipotesis dengan taraf nyata 5% disimpulkan bahwa secara parsial Country of Origin dan Brand Image signifikan terhadap keputusan pembelian. Adapun hasil pengujian hipotesis secara simultan menyimpulkan Country of Origin dan Brand Image signifikan terhadap keputusan pembelian

**Kata Kunci : Country of Origin, Brand Image, Keputusan Pembelian**

## **I. PRELIMINARY**

In the competition for the four-wheeled automotive industry in Indonesia, consumers have various choices regarding foreign products and brands. Consumer purchasing behavior towards global brands is usually based on extrinsic information from a product (Tulipa and Muljani, 2015). There are several factors that can influence consumer evaluation of products and services from the global market, one of which is the Country of Origin (Tulipa and Muljani, 2015).

The phenomenon that occurs is that among Japanese car brands that dominate the market share in Indonesia, the Mitsubishi Motor brand is in the third position behind Toyota and Daihatsu. This is shown in Graph 1.1 as follows.

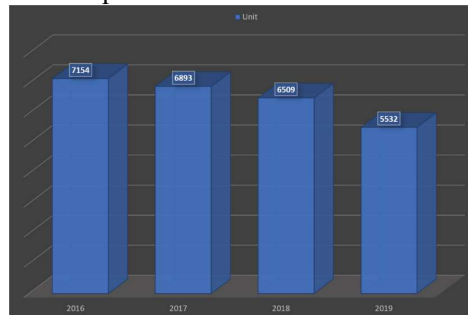


Source: Gaikindo (2020)

**Picture 1.1.** Chart of Car Sales by Brand in 2019

Based on Figure 1.1, it is known that Mitsubishi Motor sales are still below Toyota and Daihatsu. This suggests that companies that hold Mitsubishi Motors dealerships must work harder so that their sales can compete with the Toyota and Daihatsu brands.

PT. Bumen Redja Abadi as Authorized Dealer for Mitsubishi Motors and Mitsubishi Fuso Truck & Bus PT. Krama Yudha Tiga Berlian Motors has a duty to increase sales so that it can compete with dealers who sell cars from the Toyota and Daihatsu brands. One of the superior products sold by PT. Bumen Redja Abadi is the Mitsubishi Xpander. The phenomenon that occurs at PT. Bumen Redja Abadi is the decline in sales of Mitsubishi Xpander cars in 2019 as follows.



Source: Internal Marketing Division of PT. Bumen Redja Abadi

**Picture 1.2.** Car Sales Chart of PT. Bumen Redja Abadi

Based on figure 1.2, it is known that there is a decrease in car sales of PT. Bumen Redja Abadi consecutively until 2019. So that it is the company's management concern to increase car sales. Furthermore, in Figure 1.1, it is known that Japanese car brands dominate the entire market share of car sales in Indonesia in 2019. This shows that consumer car purchasing decisions in Indonesia tend to be based on the brand's country of origin or the so-called Country of Origin (COO).

From the description that has been given above, the problem arises whether the Country of Origin and Brand Image affect the Purchase Decision of the Mitsubishi Xpander

## **The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

---

car. Based on these problems, the authors are interested in conducting research on "the influence of country of origin and brand image on purchasing decisions for Mitsubishi Xpander cars (case study of PT. Bumen Redja Abadi, Tebet branch)"

### **1.1. Formulation of the problem**

Based on the background of the problem and the research gap previously described, the problem formulations in this study are:

1. Does the Country of Origin affect the Mitsubishi Xpander Car Purchase Decision and how much influence does it have?
2. Does Brand Image affect the Mitsubishi Xpander Car Purchase Decision and how much influence does it make?
3. Do Country of Origin and Brand Image simultaneously (jointly) influence the Car Purchase Decision and how much influence?

### **1.2. Research purposes**

The research objectives in this study are to determine and analyze how much:

1. Influence *Country of Origin* on the Decision to Purchase a Mitsubishi Xpander Car
2. The Influence of Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars
3. The influence of Country of Origin and Brand Image simultaneously (jointly) on Car Purchase Decisions

## **II. LITERATURE REVIEW**

### **2.1. Buying decision**

Purchasing decisions according to Thamrin and Francis (2016: 83), are the stages where the buyer has made his choice and made a purchase of a product and consumed it. The physical purchase itself can be made by consumers, but it can also be other people's choices. Meanwhile, according to Kotler and Armstrong (2016: 181) consumer purchasing decisions are to buy the preferred brand from various existing alternatives.

### **2.2. Country of Origin**

According to Tjiptono and Candra, (2016: 444) there are many studies that reveal that evaluations made by consumers of a certain product are not only based on the attractiveness and characteristics of the product, but also based on the country of origin. According to Tjiptono and Candra, (2016: 444), the country of origin effect is any influence from the country of origin on positive and negative consumer perceptions of certain products and brands.

### **2.3. Brand Image**

According to Kotler and Keller (2016: 71) interpreting Brand Image is a process in which a person selects, organizes and interprets information input to create a meaningful picture. Meanwhile, according to Tjiptono (2016: 30), Brand Image is a description of the association and consumer confidence in certain brands

### **2.4. Relationship between variables**

#### **2.4.1. The Effect of Country of Origin on Purchasing Decisions**

Kotler and Keller (2016: 338) state that perceptions of country of origin can influence purchasing decisions directly or indirectly. It is said directly if the country of origin of the product is a direct consideration and it is said indirectly if the perception affects other attributes in the purchasing decision making process. According to Handoyo, et al (2020):

154) Consumers use COO as input / stimulus that influences purchasing decisions and associates product quality and standards. Previous research conducted by Ekowati, et al (2019) and Handoyo, et al (2020) stated that Country of Origin has a significant effect on car purchasing decisions.

#### **2.4.2. The Influence of Brand Image on Purchasing Decisions**

*Image* on a product will be noticed by the public from time to time and eventually will form a positive view which will be communicated from one mouth to another. If the company has a good brand image in the eyes of consumers, it will directly impact consumers' decisions in making purchases. Conversely, consumers will avoid products offered by companies that have a bad brand image. Previous research conducted by Fadhallah, et al (2018) and Tirtaatmaja, et al (2019) showed that Brand Image has a significant effect on car purchasing decisions.

#### **2.4.3. Simultaneously (jointly) influence of Country of Origin and Brand Image on Purchasing Decisions**

Unique promotional strategies and messages that are easy for consumers to remember, strategies for determining competitive selling prices while paying attention to profit margins, product quality that is equipped with national and international standard recognition or certification as well as product and company brand images that are well established in the eyes of consumers can directly influence the purchasing decisions of consumers. Consumers will make purchasing decisions based on the information they receive and compare it with several homogeneous company products, to find which company provides the most benefits among other companies. Previous research conducted by Ekowati,

#### **2.5. Hypothesis Development**

The development of the hypotheses in this study are as follows:

1. It is suspected that Country of Origin has a significant effect on Purchasing Decisions
2. It is suspected that Brand Image has a significant effect on Purchasing Decisions
3. It is suspected that the Country of Origin and Brand Image simultaneously have a significant effect on Purchasing Decisions

#### **2.6. Research Conceptual Framework**

In this study, the researcher wanted to know and analyze the factors that can influence the purchasing decisions of consumers. Consumers who have adequate knowledge about product brands originating from a country, the COO can function as a summary cue or knowledge summaries used to evaluate other product brands from the same country. Brand image is similar to consumer self-image as consumers associate themselves with the brand. In this highly competitive environment, brand image is very important to create a well-positioned company brand has always played an important role.

The direction of influence between these variables can be described as shown in Figure 2.1. below this

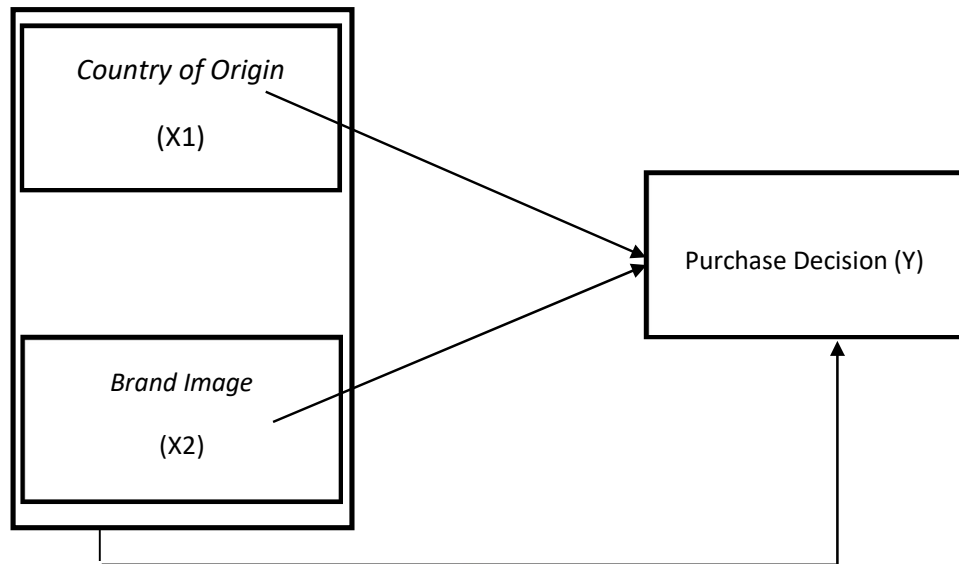


Figure 2.1. Framework

### III. RESEARCH METHOD

#### 3.1. Research Strategy

This research uses quantitative research methods. Sugiyono (2017: 8), says that quantitative research methods can be interpreted as research methods based on the philosophy of positivity, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing hypotheses which have been set.

#### 3.2. Population and Sample Research

Sugiyono (2017: 27) defines population as a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and draw conclusions. The population is the entire existing research object. The population in this study were all consumers who bought the PT Bumen Redja Abadi Mitsubishi Xpander car, Tebet branch

The sample is part of the number and characteristics of the population. In this study, the sampling technique used was purposive sampling technique, namely taking members of the sample randomly. The number of samples used in this study using the Purba formula in Sujarweni (2015: 155) this is because the exact population is unknown.

$$n = \frac{z^2}{4(moe)^2}$$

Information:

n : Number of samples research

Z: The level of normal distribution at the 5% significant level is 1.96

Moe: Margin of error or the maximum error that can be correlated, here is set at 10% or 0.1. In this study, the study used 10% moe with a 95% truth level or Z = 1.96

So that the number of samples in this study are:

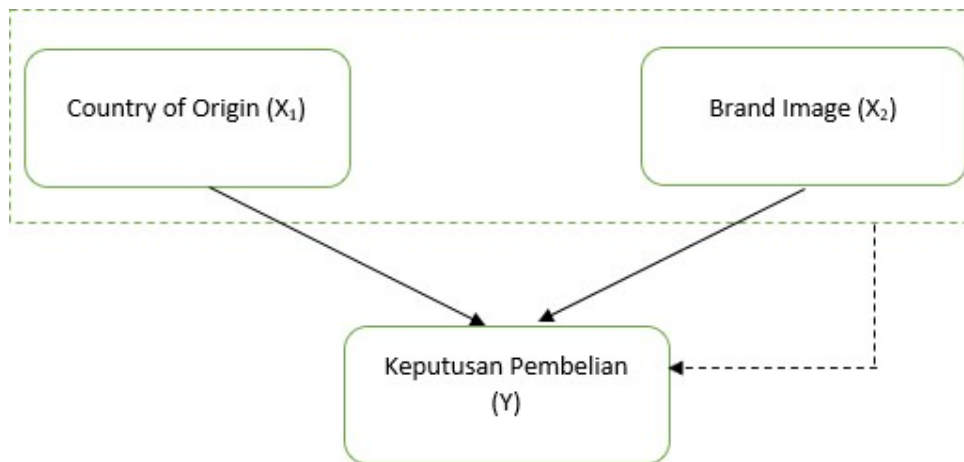
$$n = \frac{(1.96)^2}{4(10\%)^2}$$

n = 96.04

Based on the results of the above calculation of 96.04 to avoid questionnaires or questionnaires that were not answered properly, the authors added the number of samples to 100 respondents.

### 3.3. Data Analysis Methods

Sanusi (2014: 66), says that the data analysis method describes what analysis techniques the researcher will use to analyze the data that has been collected including testing. In this study, researchers used partial least square analysis techniques. This regression technique is used to determine and analyze whether there is an influence between the independent variables on the dependent variable, either partially or simultaneously. The research design in this study can be presented as in Figure 3.1 on the next page.



**Figure 3.1.** Research Conceptual Framework  
(Source: Researcher)

Information:

X1 : Country of Origin

X2 : Image brand

Y : Purchase decision  $\epsilon$  : Standard error

————> : The direction of partial influence

- - - -> : Direction of simultaneous influence

The analysis technique used in this study used a statistical test tool, namely the variance-based structural equation test, namely Multiple Linear Regression using SPSS Version 25. SPSS is a computer program used to make statistical analysis (Ghozali, 2014: 11).

Initially SPSS was only used for social sciences, but subsequent developments were used for various scientific disciplines so that the abbreviation changed to "Statistical Product and Service Solution". SPSS is used by market researchers, health researchers, survey companies, governments, educational researchers, marketing organizations, and so on (Ghozali, 2014: 12). The Multiple Linear Regression Analysis is used to measure the effect of more than one predictor variable (independent variable) on the dependent variable (Ghozali, 2014: 20). The following is the model contained in this study.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$



## The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)

---

Information:

Y = Purchase Decision  $\alpha$  = Constant

$\beta$  = Regression Coefficient

X1 = Country of Origin (COO)

X2 = Brand Image

e = Error

### 3.3.1. Descriptive Statistics Testing

Descriptive statistics are statistics that serve to describe or provide an overview of the object under study through sample or population data as they are, without analyzing and making generally accepted conclusions (Sugiyono, 2014: 44). Descriptive statistics are used to provide an overview or description of data seen from the mean, median, standard deviation, minimum value, and maximum value. This test is done to make it easier to understand the variables used in the study.

### 3.3.2. Determination Coefficient Test (R<sup>2</sup>)

The coefficient of determination (Adjusted R Square) is used to see the ability of the independent variable in explaining the dependent variable and the proportion of the variation of the dependent variable which is explained by the variation of the independent variables (Ghozali, 2014: 175). If the R<sup>2</sup> obtained from the calculation shows the larger (closer to one), it can be said that the contribution of the independent variables to the variation of the dependent variable is getting bigger. This means that the model used is getting bigger to explain the dependent variable. The fundamental weakness of using determination is the bias towards the number of independent variables included in the model. Each additional one variable must increase regardless of whether the variable has a significant effect on the dependent variable. Many researchers recommend using the Adjusted value (R<sup>2</sup>) when evaluating the best regression model. The coefficient of determination (R<sup>2</sup>) is expressed as a percentage of this R<sup>2</sup> value ranging from 0 < R<sup>2</sup> < 1 (Ghozali, 2014: 177).

### 3.3.3. Hypothesis test

Hypothesis testing is done by looking at the probability value and the t-statistic. For the probability value, the p-value with an alpha of 5% is <0.05. The t-table value for 5% alpha is 1.96. So that the criterion for acceptance of the Hypothesis is when the t-statistic > t-table (Ghozali, 2015: 42). The following are the steps to testing the hypothesis in this study:

1. The effect of X1 (Country of Origin) on Y (purchase decision).

H<sub>0</sub>:  $\beta = 0$  meaning that there is no significant positive influence of the Country of Origin against purchase decisions.

H<sub>a</sub>:  $\beta \neq 0$  it means that there is a significant positive effect of Country of Origin on purchasing decisions.

Criteria:

- H<sub>0</sub> rejected or H<sub>a</sub> accepted if the significance < 0.05
- H<sub>0</sub> accepted if H<sub>a</sub> is rejected if Significance  $\geq 0.05$

2. The influence of X2 (Brand Image) on Y (purchase decision).

H<sub>0</sub>:  $\beta = 0$  it means that there is no significant positive effect of brand image on purchasing decisions.

H<sub>a</sub>:  $\beta \neq 0$  it means that there is a significant positive influence on the brand image against purchasing decisions.

Criteria.

- H<sub>0</sub> rejected or H<sub>a</sub> accepted if significance < 0.05

b.  $H_0$  accepted if  $H_a$  is rejected if significant  $\geq 0.05$

#### IV. RESULTS AND DISCUSSION

##### 4.1. Description of Research Object

Starting in 1974, a family owned workshop led by David Herman Jaya was founded. At that time, the workshop only produced mini buses and pick-ups.

Over time, the workshop is increasingly recognized and developed, as evidenced by the increase in orders. To further strengthen the existence of the workshop, PT. Mekar Armada Jaya is currently in the deed of establishment No. 24 dated 27 April 1981 which was passed by Anggraini Wijaya, SH.

In 1986 the company added a variety of products in the form of large buses and box cars. In addition, the company also cooperates with vehicle manufacturers from the Suzuki, Daihatsu, Mitsubishi and Nissa brands

##### 4.2. Descriptive Statistical Analysis

###### 4.2.1. Respondent Description

Respondents in this study were consumers of PT Bumen Redja Abadi, Tebet branch. Where the data collection process is carried out through a research questionnaire instrument with a total of 100 respondents. The results of the respondent's criteria have been summarized in table form as follows:

**Table 4.1.** Characteristics of Respondents Based on Gender

Gender	total	Percentage (%)
Men	64	64
Woman	36	36
<b>total</b>	100	100

Source: Questionnaire, Data Processed (2020)

Based on Table 4.1, it is known that the male respondents were 64 respondents (64%), and the female respondents were 36 respondents (36%). This is because the Xpander car type is a type of MPV vehicle that is more suitable or preferred by men.



**The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

**Table 4.2.** Characteristics of Respondents by Age

Age	total	Percentage (%)
≤ 20 years	5	5
21-30 years	38	38
31 - 40 years	41	41
≥ 41 years	16	16
<b>total</b>	<b>97</b>	<b>100</b>

Source: Questionnaire, Data Processed (2020)

Based on Table 4.2, it is known that respondents with an age range  $\leq 20$  years are 5 respondents (5%), respondents with an age range of 21-30 years are 38 respondents (38%), respondents with an age range of 31-40 years are 41 respondents (41%), and respondents with an age range  $\geq 41$  years were 16 respondents (16%). The data in the table shows that the Mitsubishi Xpander car is preferred by consumers with adults or with families. The Mitsubishi Xpander car is designed in a classy and comfortable way for families.

**Table 4.3.** Characteristics of Respondents Based on Education

Education	total	Percentage (%)
SMA / equivalent	3	3
Diploma (D3)	12	12
Bachelor degree)	76	76
> Undergraduate (S1)	9	9
<b>total</b>	<b>100</b>	<b>100</b>

Source: Questionnaire, Data Processed (2020)

Based on Table 4.3, it is known that respondents with SMA / equivalent education were 3 respondents (3%), respondents with Diploma Education (D3) were 12 respondents (12%), respondents with Bachelor Education (S1) were 76 respondents (76%), and respondents with Education > Bachelor degree (S1) were 9 respondents (9%). The data shows that consumers who buy a Mitsubishi Xpander have a good level of education so they have a good income job to buy a Mitsubishi Xpander car.

**Table 4.4.** Characteristics of Respondents Based on Income per Month

Income	total	Percentage (%)
≤ IDR 5,000,000	0	0
IDR 5,000,000 - IDR 10,000,000	20	20
IDR 10,000,001 - IDR 15,000,000	59	59

> IDR 15,000,000	21	21
<b>total</b>	100	100

Source: Questionnaire, Data Processed (2020)

Based on Table 4.4, it is known that there are no respondents with an income per month  $\leq$  IDR 5,000,000 (0%), respondents with an income per month of IDR 5,000,000 - IDR 10,000,000 are 20 respondents (20%), respondents with an income per month of IDR 10,000,001 - Rp. 15,000,000 were 59 respondents (59%), and respondents with monthly income  $>$  Rp. 15,000,000 were 21 respondents (21%). This data shows that the Mitsubishi Xpander Car has a fairly good income level because the Mitsubishi Xpander car has a fairly high price starting from 215 million Rupiah.

#### 4.2.2. Description of Respondents' Answers

Variable descriptions are used to determine the answers of respondents to the Country of Origin, Brand Image and Purchase Decision variables. This analysis uses index analysis. To get the tendency for answers from respondents to each variable, it will be based on the average score (index) which will be categorized into a range of scores based on the calculation of the three box method, which will be used as a list of index interpretations as follows:

- a. 27 - 54 = Low
- b. 55 - 82 = moderate
- c. 83 - 110 = High

**Table 4.5.** Respondents' Perception Index of Country of Origin

COUNTRY OF ORIGIN									
Indicator	Code	Answer Frequency					total	Index	Category
		1	2	3	4	5			
<i>Country Beliefs</i>	CO1	1	2	27	57	13	100	75.8	MEDIUM
		1	4	81	228	65	379		
<i>People Affects</i>	CO2	0	3	5	40	52	97	88.2	HIGH
		0	6	15	160	260	441		
<i>Desired Interactions</i>	CO3	0	2	11	60	27	97	82.4	HIGH
		0	4	33	240	135	412		
total							246.4	HIGH	
Average							82.13		

Source: primary data processed, 2020

From the picture above shows the average result of 82.13 with the high category. The highest index in the Country of Origin is 88.12 (CO2) with the statement "Japan is a Mitsubishi car manufacturer that has high design taste", so the respondent decided to buy

**The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

a Mitsubishi Xpander car because of the perception of Japanese car design taste. The lowest index of 75.8 (COI) with the statement "Japan is an innovative Mitsubishi car manufacturer in manufacturing"

**Table 4.6.** Respondents' Perception Index of Brand Image

<i>BRAND IMAGE</i>									
Indicator	Code	Answer Frequency					total	Index	Category
		1	2	3	4	5			
<i>Brand Attribute</i>	BA1	0	2	14	41	43	100	85	HIGH
		0	4	42	164	215	425		
<i>Brand Benefit</i>	BA2	1	1	11	40	47	100	86.2	HIGH
		1	2	33	164	235	431		
<i>Favorability of Brand</i>	BA3	1	0	8	42	49	100	87.6	HIGH
		1	0	24	168	245	438		
<i>Uniqueness of Brand</i>	BA4	1	1	9	39	50	100	87.2	HIGH
		0	2	27	156	250	436		
total							346	HIGH	
Average							86.5		

Source: primary data processed, 2020

From the picture above shows an average result of 86.5 with high category. The highest index in the Brand Image is 87.6 (BA3) with the statement "Mitsubishi cars have a high level of reliability". This shows that consumers have a perception of the performance that the Mitsubishi Xpander car can produce. The lowest index was 85 (BA1) with the statement "Mitsubishi XPander has a symbol or logo that is easy to remember".

**Table 4.7.** Respondents' Perception Index of Brand Image

<i>BRAND IMAGE</i>									
Indicator	Code	Answer Frequency					total	Index	Category
		1	2	3	4	5			
Product Options	KP1	1	0	13	40	46	100	86	HIGH
		1	0	39	160	230	430		
Choice of Brands	KP2	0	2	11	42	45	100	86	HIGH
		0	4	33	168	225	430		

Reseller Choice	KP3	0	2	12	40	46	100	86	HIGH
		0	4	36	160	230	430		
Purchase Amount	KP4	0	1	15	37	47	100	85.8	HIGH
		0	2	45	148	235	429		
Purchase Time	KP5	0	1	11	46	42	100	85.8	HIGH
		0	2	33	184	210	429		
Payment method	KP6	0	1	10	42	47	100	87	HIGH
		0	2	30	168	235	435		
total								516.6	HIGH
Average								86.1	

Source: primary data processed, 2020

From the picture above shows an average result of 86.1 in the high category. The highest index in the Purchase Decision was 87 (K6) with the statement "I decided to buy a Mitsubishi XPander at PT Bumen Redja Abadi, Tebet branch because there are various payment methods available according to the consumer's ability". This shows that consumers purchase Mitsubishi Xpander cars at PT Bumen Redja Abadi because of the various alternative transactions provided. The lowest index is 85.8 (KP5) with the statement "I decided to buy a Mitsubishi XPander at PT Bumen Redja Abadi, Tebet branch because it was able to provide a car at a time that was in accordance with the availability of funds held"

#### 4.2.3. Statistical Analysis of Data

##### 1. Validity test

The validity test is used to determine whether the questionnaire is distributed valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal the value of the variable under study. The examiner uses with the help of the SPSS version 26.0 program, the following are the results of data processing for all statements in the Country of Origin instrument (attachment) which consists of 3 statement items, as follows:

**Table 4.8.** Country of Origin Variable Validity Test

Item	r Count	Sig.	Conclusion
CO1	0.881	0,000	Valid
CO2	0878		Valid
CO3	0830		Valid

Source: SPSS output, Processed (2020)

Based on the test results table above, the validity per item for Country of Origin (CO) shows that all indicators on the Country of Origin variable are valid. This is because the sig value <0.05

**Table 4.9.** Validity Test of Brand Image Variables

Item	r Count	Sig.	Conclusion
------	---------	------	------------

**The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

BA1	0832	0,000	Valid
BA2	0.869		Valid
BA3	0.862		Valid
BA4	0.874		Valid

Source: SPSS output, Processed (2020)

Based on the test results table above, the validity per item for Brand Image (BA) shows that all indicators in the Brand Image variable are valid. This is because the sig value <0.05.

**Table 4.10.** Validity Test of Purchasing Decision Variables

Item	r Count	Sig.	Conclusion
KP1	0842	0,000	Valid
KP2	0833		Valid
KP3	0864		Valid
KP4	0848		Valid
KP5	0.839		Valid
KP6	0.815		Valid

Source: SPSS output, Processed (2020)

Based on the test results table above, the validity per item for Purchasing Decisions (KP) shows that all indicators in the Purchasing Decision variable are valid. This is because the sig value <0.05.

**2. Reliability Test**

Reality test aims to see where a measuring device can be trusted or relied on. The reliability test was carried out by the One Shot Method with the Cronbach's alpha statistical test using the help of SPSS 26.0 software, provided that the significant reliability test was declared with degrees of freedom ( $\alpha = 0.05$ ).

**Table 4.11.** Reliability Test Results for Country of Origin, Brand Image and Purchasing Decisions

Variable	Cronbach's Alpha	Conclusion
<i>Country of Origin</i>	0851	Reliable
<i>Brand Image</i>	0832	Reliable
Buying decision	0.806	Reliable

Source: SPSS output, Processed (2020)

Based on the table above, all variables have a cronbach's alpha of more than 0.08. This shows that all variables are declared reliable, meaning that the instruments used will produce the same data to measure the same object. A construct or variable is said to be reliable if it gives Cronbach's alpha value > 0.80

**4.2.4. Determination Coefficient Test**

The determination coefficient test is intended to determine how much the independent variable contributes to the dependent variable. The following are the results of the determination coefficient test.

**Table 4.12.** Determination Coefficient Test Results  
The Effect of Country of Origin (CO) on Purchasing Decisions (KP)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.861a	.741	.738	1.92368	.741

Based on the table above, the results obtained from the adjusted coefficient of determination (Adjusted. R square) are 0.738, which means that the contribution of the influence of Country of Origin to the purchase decision of the Mitsubishi XPander car is 73.8% and the remaining 26.2% is influenced by other factors.

**Table 4.13.** Determination Coefficient Test Results  
The Influence of Brand Image (BI) on Purchasing Decisions (KP)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.856a	.733	.730	1.95246	.733

Based on the table above, the results obtained from the adjusted coefficient of determination (Adjusted. R square) are 0.730, which means that the contribution of the influence of Brand Image on purchasing decisions for Mitsubishi XPander is 73% and the remaining 27% is influenced by other factors.

#### 4.2.5. Hypothesis testing

##### 1. Hypothesis Test Partially

Partial hypothesis testing, namely to determine whether each independent variable Country of Origin and Brand Image has an effect on purchasing decisions, with the help of SPSS 26.0 software, it will be detailed in the table below.

**Table 4.14.** Country of Origin (CO) Partial Effect Test Results on Purchasing Decisions (KP)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations		
		B	Std. Error				Zero-order	Partial	Part
1	(Constant)	4,109	1,311		3,133	.002			
	total_CO	1,763	.105	.861	16,744	.000	.861	.861	.861

The t Statistics analysis shows the value of 16,744 with a probability of 0,000, because the probability is much smaller than 0.05, the regression model can be used to predict that the Country of Origin has a partial effect on the decision to buy a Mitsubishi XPander car. Conclusion Ho rejected Ha accepted. This proves that partially there is a significant influence between the Country of Origin on the Purchase Decision of the Mitsubishi Xpander car.



**The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

**Table 4.15.** Test Results of Partial Brand Image (BI) Influence on Purchasing Decisions (KP)

Model		Unstandardized Coefficients		Standardize	t	Sig.	Correlations		
		B	Std. Error	d Coefficients Beta			Zero-order	Partial	Part
1	(Constant)	4,590	1,309		3,506	.001			
	total_BA	1,228	.075	.856	16,410	.000	.856	.856	.856

The t Statistics analysis shows the value of 16,410 with a probability of 0,000, because the probability is much smaller than 0.05, the regression model can be used to predict that Brand Image has a partial effect on the decision to buy a Mitsubishi XPander car. This proves that partially there is a significant influence between Brand Image on Purchasing Decisions of Mitsubishi XPander cars

1. Simultaneous Hypothesis Test

Simultaneous hypothesis testing, namely to determine whether each independent variable consisting of Country of Origin and Brand Image has an effect on purchasing decisions, with the help of SPSS 26.0 software, it will be detailed in the table below.

**Table 4.16.** Test Results of the Simultaneous Influence of Country of Origin and Brand Image Variables on Purchasing Decisions

Model		ANOVA <sup>a</sup>				
Sum of Squares		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1127,036	2	563,518	200,170	.000b
	Residual	273,074	97	2,815		
	Total	1400,110	99			

- a. Dependent Variable: total\_KP
- b. Predictors: (Constant), total\_BA, total\_CO

Anova analysis shows that the F statistical value is 200,170 with a probability of 0,000, because the probability is much smaller than 0.05, the regression model can be used to predict that Country of Origin and Brand Image have a simultaneous (joint) effect on purchasing decisions. Conclusion Ho rejected Ha accepted. This proves that simultaneously there is a significant influence between Country of Origin and Brand Image which has an effect on Purchasing Decisions

From the results of the research, all partial and simultaneous tests will be summarized in table form as follows:

**Table 4.17.** Conclusion of Research Results

No.	Hypothesis	Conclusion
1	Country of Origin effect on buying decision	Be accepted

2	<i>Brand Image</i> influence the decision Purchase	Be accepted
3	<i>Country of Origin</i> and Brand Image is influential against purchasing decisions	Be accepted

#### 4.3. Discussion of Research Results

##### 4.3.1. The influence of Country of Origin on purchasing decisions

The results showed that the Country of Origin had a significant effect on the Mitsubishi XPander Car Purchase Decision. This shows that the country of origin of the product is considered influencing other attributes in the consumer purchasing decision-making process.

Consumers use COO as input / stimulus that influences purchasing decisions and associates quality and product standards. Through the research results, it can be concluded that consumer perceptions of Mitsubishi originating from Japan determine the consumer's decision to purchase a Mitsubishi XPander at PT. Bumen Redja Abadi, Tebet branch. The results of this study are in line with previous research conducted by Ekowati, et al (2019) and Handoyo, et al (2020) that the Country of Origin has a significant effect on car purchasing decisions.

##### 4.3.2. The influence of Brand Image on purchasing decisions

The results showed that the Brand Image has a significant effect on the Mitsubishi XPander Car Purchase Decision. This shows that the image of a brand is a consideration for consumers in purchasing a car.

*Image* on a product will be noticed by the public from time to time and eventually will form a positive view which will be communicated from one mouth to another. If the company has a good brand image in the eyes of consumers, it will directly impact consumers' decisions in making purchases. Conversely, consumers will avoid products offered by companies that have a bad brand image. The results of this study are in line with previous research conducted by Fadhallah, et al (2018) and Tirtaatmaja, et al (2019) showing that Brand Image has a significant effect on car purchasing decisions.

##### 4.3.3. Simultaneously (jointly) influence of Country of Origin and Brand Image on Purchasing Decisions

The results showed that the Country of Origin and Brand Image simultaneously (together) had a significant effect on the Mitsubishi XPander Car Purchase Decision. Unique promotional strategies and messages that are easy for consumers to remember, strategies for determining competitive selling prices while paying attention to profit margins, product quality that is equipped with national and international standard recognition or certification as well as product and company brand images that are well established in the eyes of consumers can directly influence the purchasing decisions of consumers. Consumers will make purchasing decisions based on the information they receive and compare it with several homogeneous company products, to get which company provides the most benefits among other companies. The results of this study are in line with previous research conducted by Ekowati, et al (2019) and Istiyanto and Lailatan (2017) which show that the Country of Origin and Brand Image simultaneously (together) have a significant effect on Purchasing Decisions.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of the analysis, here are the conclusions obtained in this study

## **The Influence of Country of Origin and Brand Image on Purchasing Decisions of Mitsubishi Xpander Cars (Study at PT Bumen Redja Abadi, Tebet branch)**

---

1. The results showed that the Country of Origin had a significant effect on the Mitsubishi XPander Car Purchase Decision. This shows that the country of origin of the product is considered influencing other attributes in the consumer purchasing decision-making process.
2. The results showed that the Brand Image has a significant effect on the Mitsubishi XPander Car Purchase Decision. This shows that the image of a brand is a consideration for consumers in purchasing a car.
3. The results showed that the Country of Origin and Brand Image simultaneously (together) had a significant effect on the Mitsubishi XPander Car Purchase Decision

### **5.2. Suggestion**

Based on the research results, here are the suggestions put forward in this study.

1. It is recommended to PT. The Tebet branch of Bumen Redja Abadi provides direct education to consumers who buy Mitsubishi XPander cars about the advantages of the country where the brand was made. This can be done with narratives in brochures that explain Japan's excellence in the car manufacturing industry, one of which is the Mitsubishi XPander. This will increase consumer insight before buying the car. This suggestion is put forward based on the descriptive analysis of respondents in the Country of Origin, it is known that the lowest answer is in the statement that the State of Japan is an innovative Mitsubishi car manufacturer in manufacturing which shows that consumers have not been educated about the country of origin of the Mitsubishi XPander car.
2. For further research, it is advisable to use other variables to test their effects on the Mitsubishi XPander car purchase decision. In addition, it is advisable to make comparisons with other car brands to get more comprehensive results regarding the factors that influence car purchasing decisions

### **REFERENCE LIST**

- Amron, A. (2018). "The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars". *European Scientific Journal*, 14 (13), 228-239.
- Alma, B. (2016). *Marketing Management and Service Marketing*. Bandung: Alfabeta
- Assauri, S. (2015). *Marketing Management*. Jakarta: PT Raja Grafindo Persada.
- Dinata, JS, Srikandi K., Kadarisman H. (2015). "Country of Origin and Its Effect on Perceptions of Quality and Purchase Intention (Survey of Prospective Consumers Interested in Buying iPad in Indonesia)". *Journal of Business Administration*, 25 (1), 1-8.
- Ekowati, S., Ratnawili., Ramadhan H. (2019). "The Influence of Country of Origin, Advertising and Brand Awareness on Daihatsu Ayla Car Purchase Decisions". *Scientific Journal of Accounting, Management & Islamic Economics*, 18 (1), 117- 128.
- Fadhallah, AT, Wahyu W., and Rika N. (2018). "The Influence of Brand Image on Purchasing Decisions of Daihatsu Xenia at PT. Nusantara Indah Daihatsu Banjarmasin City ". *Proceedings of the 2018 ASBIS National Seminar, Banjarmasin State Polytechnic*, 43-56
- Handoyo, N., Albert K., Novi A. (2020). "Country of origin and consumer automotive purchasing decisions: The role of perceived value as mediator". *Journal of Economics and Business*, 23 (1), 149-172

- Hatta, IH, Widarto R., Emi R. (2018). "Marketing Mix Analysis, Purchase Decisions, And Customer Loyalty Of Toyota Yaris In Jakarta, Indonesia". *IOSR Journal of Business and Management*, 20 (10), 3-8.
- Istiyanto, B., and Lailatan N. (2017). "Analysis of the Influence of Brand Image, Price, and Product Quality on Car Purchase Decisions (Case Study of LCGC Cars in Surakarta)". *Exist Journal*, 12 (1), 1-18.
- Joghee, S., and Anil R. (2016). "Brand Image & Reflection: An Empirical Study in UAE with Car Buyers of UAE Nationals". *International Journal of Economics, Commerce and Management*, 4 (3): 401-414
- Keegan JW and Green CM (2017). *Global Marketing*. Harlow: Pearson Education Limited.
- Kotler, P and Gary Armstrong. (2018). *Jaka.rta's Marketing Principles*: Erlangga.
- Kotler, P and Kevin L. Keller. (2016). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.
- Putra, AS, Suharyono., And Kholid M. (2016). "The influence of Country of Origin and Price on Purchasing Decisions (Survey of Xiaomi Consumers in Indonesia, Malaysia, Singapore and the Philippines)". *Journal of Business Administration*, 40 (2), 192-200.
- Schiffman and Kanuk. (2015). *Consumer Behavior*. 11th Edition. Global Edition. Sopiiah and Sangadji, Etta M. (2016). *Salesmanship (Kepenjualan)*. Jakarta: PT Earth Literacy
- Thamrin, A and Francis T. (2016). *Marketing Management*. Depok: PT Raja Grafindo Persada
- Tirtaatmaja, DI, Johny T., Aneke P. (2019). "The Influence of Brand Image and Price on the Decision to Purchase a Toyota Avanza at PT. Hasjrat Abadi Tendean Manado ". *Journal of Business Administration*, 9 (1), 90-95.
- Tjiptono, Fandy. (2016). *Marketing strategy*. Yogyakarta: Publisher Andi.
- Tulipa, D. and Muljani, N. (2015). "The Country of Origin and Brand Image Effect on Purchase Intention of Smartphones in Surabaya - Indonesia". *Mediterranean Journal of Social Sciences*, 6 (5), 64–70.
- Zhang, Y. (2015). "The Impact of Brand Image on Consumer Behavior: A Literature Review". *Open Journal of Business and Management*, 3 (1), 58–62.