

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND PROMOTION OF PURCHASE DECISIONS

(Case Study On PT. Sun Star Prima Motor Bekasi)

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***Abstract** - The purpose of this study was to determine the effect of price perception and promotion product quality on purchasing decisions for xpander cars at PT. SUN STAR PRIMA MOTOR BEKASI. The population in this study were Xpander car users. This research is a survey method using quantitative analysis. Data collection using a questionnaire as many as 97 people from the total population of Xpander car users.*

Data analysis methods used are descriptive statistical data analysis and analysis of respondents' answers. Statistical analysis methods can be selected and adjusted to the research objectives. Data analysis used in this study is the correlation coefficient and determination (partial and multiple). The sampling technique was used with purpose sampling method. The data testing technique used in this research includes validity test, reliability test and simulation determination coefficient using the SPSS v.26.0 for Windows program.

The conclusion of this research is that the significant effect of product quality on purchasing decisions is 23.2% and significant. The effect of price perception on purchasing decisions is 23.8% and significant. The effect of promotion on purchasing decisions is 10.4% and significant. The coefficient of determination simultaneously shows the quality of the product.

Keywords: Product Quality, Price Perception, Promotion and Purchasing Decisions

***Abstrak** - Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk persepsi harga dan promosi terhadap keputusan pembelian mobil xpander di PT. SUN STAR PRIMA MOTOR BEKASI. Populasi dalam penelitian ini adalah pengguna mobil Xpander. Penelitian ini metode survey menggunakan analisa kuantitatif. Pengumpulan data menggunakan kuesioner sebanyak 97 orang dari jumlah populasi pengguna mobil Xpander.*

Metode analisis data yang digunakan adalah analisis statistik data deskriptif dan analisis jawaban responden. Metode analisis statistik dapat dipilih dan disesuaikan dengan tujuan penelitian, analisis data yang digunakan dalam penelitian ini adalah koefisien korelasi dan determinasi (parsial dan berganda). Teknik pengambilan sampel digunakan dengan metode purpose sampling. Teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas, uji realibilitas dan koefisien determinasi simultan dengan menggunakan program SPSS v.26.0 for Windows.

Simpulan penelitian ini yaitu pengaruh signifikan kualitas produk terhadap keputusan pembelian sebesar 23,2 % dan signifikan. Pengaruh persepsi harga terhadap keputusan pembelian sebesar 23,8 % dan signifikan. Pengaruh promosi terhadap keputusan pembelian sebesar 10,4 % dan signifikan. Hasil koefisien determinasi secara simultan menunjukkan kualitas produk.

Kata Kunci : Kualitas Produk, Persepsi Harga, Promosi dan Keputusan Pembelian

I. INTRODUCTION

The development of the automotive world today has developed with innovations made by car manufacturers. Car manufacturers currently circulating in the Indonesian automotive world include Honda, Toyota, Suzuki, Daihatsu, Mitsubishi, Nissan, KIA, Hyundai, BMW, Mercedes Benz, Audi, Wuling, DFSK and other brands. Each brand competes to innovate its products by providing differentiation in design models, machines and technology tailored to consumer needs. The increasing need for transportation that has high economic value, the competition between car manufacturers is getting tighter in promoting and marketing their respective car brands (Woy, 2014: 84).

Wahyuningsih (2017: 2) argues that transportation is one part of human needs that is very important to be fulfilled and cannot be separated. The means of transportation used can help and facilitate human activities using it. This triggers automotive companies, especially automobiles, to always innovate and improve the quality of products and services according to market demand. Competition and product variations offered in marketing make it easier for potential buyers to choose products according to the needs and desires of these prospective buyers. The market demand for motorized vehicles is so high, faced by automotive manufacturers to race each other to get a product that is able to meet all the demands of potential buyers.

One of the automotive companies in Indonesia that produces cars is the Mitsubishi brand. PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) as the official distributor of Mitsubishi Motors vehicles in Indonesia, be it passenger vehicles or light commercial vehicles. Since 1970 PT. Krama Yudha Tiga Berlian Motors (KTB) as the official distributor of Mitsubishi vehicles from Mitsubishi Fuso Truck and Bus Corporation and Mitsubishi Motors Corporation which continues to grow rapidly. So Mitsubishi's efforts to focus more on the business segment as of April 1, 2017, Mitsubishi vehicles will be separated and managed by two companies, namely:

1. PT. Krama Yudha Tiga Berlian Motors (KTB) manages the manufacturing and distributor for the commercial vehicle segment of the Mitsubishi Fuso Truck and Bus Corporation (MFTBC) brand.
2. PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) manages distributors for the passenger car and light commercial vehicle segments of the Mitsubishi Motors Corporation (MMC) brand.

The weakening demand is due to global economic factors that have not improved and the impact of the massive floods in Jakarta in February 2020 (Irwan Kuncoro, Director of Sales & Marketing Division of PT. Mitsubishi Motors Krama Yudha Sales Indonesia). Besides this, the global economy has declined, people continue to buy products from Mitsubishi Xpander due to their good quality, even though the price is competitive with the latest Toyota Avanza product.

This can be seen from the sales of Mitsubishi Motors during January-March 2020, which decreased by 35.3 percent, followed by the weakening of the national automotive market. Mitsubishi recorded a decrease in sales performance of 35.3%, compared to 34,100 units in the first quarter of 2019. (based on gaikindo data) (Damara, 2020).

Companies must be able to know and recognize what consumers want and need. Companies must always seek information about what consumers expect from a product. With the aim that the company can always create products in accordance with the wishes of potential customers.

It is important for companies to be able to win market competition, in a way that the company must pay attention to what underlies a consumer in buying a product, this is a purchasing decision from consumers that always occurs after an alternative evaluation process in which a person makes a series of choices for the product he purchased. Business competition in today's globalization era is very tight, where every company is required to be able to meet consumer needs and strive to create a product that has advantages and creates a product that is different from competitors. Marketing is influencing consumers to buy the products offered.

Today's consumers are very critical in buying, so many product offers make consumers more selective in determining the choice of products to buy. In order to know what consumers expect, it can be done by conducting research in order to measure, assess and interpret their desires, behavior and attitudes. In order to attract consumers, automotive companies must make various promotional efforts to show the advantages of their respective products.

Kotler and Armstrong (2016: 177) state that purchasing decisions are part of consumer behavior which studies about individuals, groups and an organization choosing, buying, using and how goods, services, ideas or ideas satisfy their wants and needs. Basically the problem-solving process is a purchasing decision making. The use of purchasing decision variables is carried out by researchers because the study of purchasing decisions is still worth researching considering the increasing number of scattered products, which consequently needs to be considered for consumers who make purchasing decisions.

Four-wheeled vehicles (cars) are one of the most popular and considered land transportation. Generally, people buy a car as a suggestion for a vehicle to be used for daily activities from one place to another as a separate satisfaction for someone who owns and rides the car.

In making a decision to buy a product, consumers are basically influenced by several factors. In today's competition, companies are required to offer quality products that have added value so that they look different from their competitors' products. One of the main factors that become reasons for consumer consideration is product quality.

Product quality is a characteristic of a product or an opponent that survives its ability to meet stated or implied customer needs (Kotler and Armstrong, 2016: 253). With good and reliable quality, a product is always embedded in the minds of consumers, because with a quality product consumers are willing to spend some money.

Apart from product quality, price review is also very important because the price set by the company has an impact on different levels of product demand. Demand and price are usually inversely proportional, that is, the higher the price, the lower the demand for the product.

Mitsubishi Companies is a Japanese company that houses various companies that have various trademarks and parts of Mitsubishi companies. With good quality, and prices in accordance with consumer budgets. Directors must be good at determining prices, because price is an important element in marketing strategy, price is the only element of the marketing mix that provides / income for the company. Mitsubishi is aggressively promoting by creating advertisements through print or

electronic media to expand the market and introduce its products to attract consumers to purchase their products.

Mitsubishi is a major automotive company that is well known in the world and has issued various types of products and vehicle variants, including one of which is the Xpander brand. The Mitsubishi Xpander is a passenger MPU car produced by motorcycles. This car was first launched in 2017.

The formulation of the problem in this study is how product quality affects the Xpander car purchase decision, price perceptions affect the Xpander car purchase decision, promotion affects the Xpander car purchase decision, and how product quality, price perception, promotion affects the Xpander car purchase decision. The purpose of this study was to determine the effect of product quality on purchasing decisions for Xpander cars, the effect of price perceptions on purchasing decisions for Xpander cars, promotions on purchasing decisions for Xpander cars, and the effect of price quality, price perceptions, and promotions on purchasing decisions for Xpander cars.

II. THEORETICAL BASIS

Definition of Product Quality

Kotler and Armstrong (2015: 253) state that product quality is a characteristic of a product or service that survives its ability to meet stated or implied customer needs. Quality has a direct impact on the performance of the product or service.

Definition of Price Perception

Kotler and Armstrong (2015) state that price is the sum of all values provided by consumers in order to benefit from ownership or use of a product or service.

Definition of Promotion

Kotler and Keller (2016: 47) state that promotion is an activity that communicates product advantages and persuades target customers to buy it.

Definition of Purchase Decisions

Tjiptono (2016: 22) states that purchasing decisions are part of consumer behavior, consumer behavior is the act of being directly involved in efforts to determine products and services, including making decisions that precede and follow these actions.

Relation Between Variables

In essence, someone buys goods or services to satisfy a need or desire. Someone buys goods not only physically, but the benefits arising from the goods or services purchased. Therefore, entrepreneurs are required to always be creative, dynamic and broad-minded. Marketers who do not pay attention to the quality of the products offered will bear consumer disloyalty so that sales of their products will tend to decline. If a product is made according to quality indicators, even reinforced by advertising and the price offered, it will influence consumer purchasing decisions to buy. A product has a quality value not from the producer, but by the consumer. So that the right to provide an evaluation of whether the product that has been purchased and consumed is in accordance with the initial expectations or not is the consumer himself. Based on the description described above, it is clear that the variable product quality partially has an influence on purchasing decisions. This is in line with previous research conducted by Istiyanto (2016), Rozikin (2015), and Amron (2018) with research results showing that the variable that significantly influences purchasing decisions is product quality.

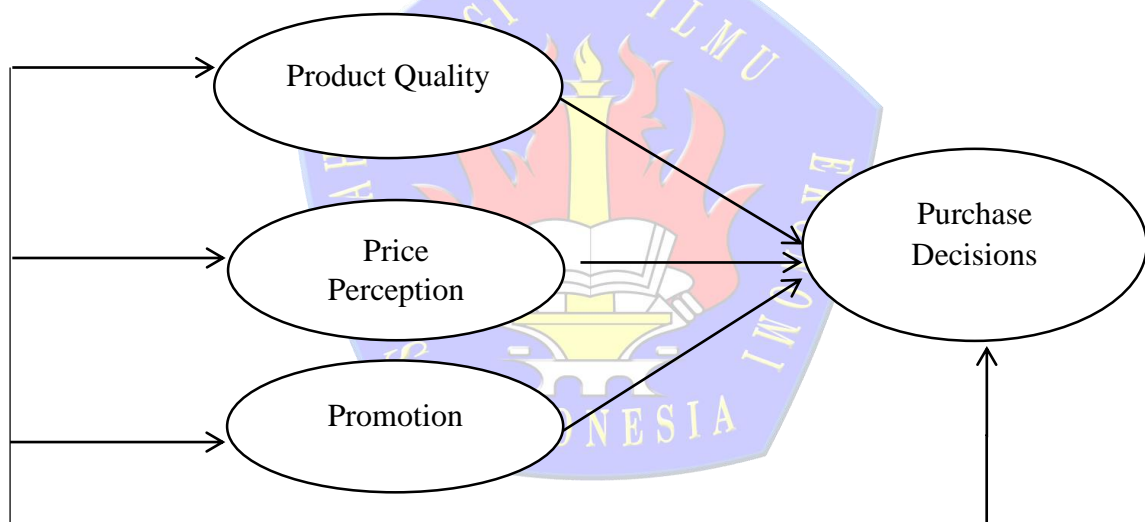
In buying a product, consumers do not only consider its quality, but also consider its price worthiness (Sweeney, et.al, 2012). Price is one of the determinants of product selection which will influence purchasing decisions. Price is often associated with quality, consumers tend to use price as an indicator of the quality or potential satisfaction of a product. Many things have to do with price which is why consumers choose a product to have. Consumers choose a product because they really want to feel the value and benefits of the product, because they see the opportunity to have the product at a lower price than usual so that it is more economical, because there is an opportunity to get a gift from purchasing the product, or because they want to be considered. Another consumer that knows

a lot about the product and wants to be perceived as loyal. When a product requires consumers to spend more than the benefits received, what happens is that the product has a negative value. Conversely, if consumers think that the benefits received are greater, then what happens is that the product has a positive value. Consumers are attracted to a fair price. Fair price means the perceived fair value at the time the transaction is carried out. Consumers assume that a product with an expensive price means that it has good quality, whereas if the price is low it has poor quality. Often some consumers know the exact price of a product, while others are only able to estimate the price based on past purchases. Based on the description described above, it is clear that the price perception variable partially has an influence on purchasing decisions. This supports previous research conducted by Istiyanto (2016), and Amron (2018), which states that product quality partially affects purchasing decisions.

Promotion must have the courage to offer a creativity, so that in the eyes of consumers it looks different or unique from other advertisements. In delivering the message, it must be clear and directed, in order to create a special attraction for the product being promoted. An attractive and creative promotion will certainly attract consumer purchasing decisions to buy the product. This is in line with previous research conducted by Rozikin (2015) which states clearly that promotion variables partially have an influence on purchasing decisions.

Research Model

Picture 2.5.1 Research Model



Source: Developed for this research, 2020

III. RESEARCH METHOD

Research Strategy

This study used a survey approach because to obtain information and data the researcher had to communicate or ask the respondent's opinion on the statements listed in the questionnaire. In addition, surveys were also carried out to complete information related to the variables under study. The answer to the data obtained from this survey was then processed with a quantitative approach, quantitative can be interpreted as a research method based on the positivism philosophy, used to research on certain populations or samples. , data collection uses research instruments, data analysis is quantitative or statistical, with the aim of describing the predetermined hypothesis (Sugiyono, 2018: 15). It is hoped that the results of the quantitative study can answer research questions in an associative form between variables in the study. Associative research is research that aims to

determine the relationship between two or more variables, look for roles, and a causal relationship, namely between the independent / exogenous variables and the dependent / endogenous variables (Sugiyono, 2018: 51).

Population and Research Sample

Population

The target population in this study are consumers who use Xpander at PT. Sun Star Prima Motor.

Sample

The sampling technique used in this study is purposive sampling, which means the technique of determining the sample with certain considerations (Sugiyono (2018: 131). The criteria for respondents as a sample are Xpander users who have just bought or used Xpander. The number of samples in this study was 97 people. respondents who use Xpander products.

Data and Data Collection Method

The data used in this study are primary data collected through surveys. Primary data is collected through a questionnaire, a questionnaire is a data collection technique that is done by giving a set of closed or open questions, can be given to respondents directly or sent via the internet. The direct contact between the research and the respondents will create a fairly good condition, so that respondents will voluntarily provide objective and fast data. (Sugiyono, 2018: 219). The statements in the questionnaire are measured using a Likert scale.

Analysis Data Method

Descriptive Statistical Analysis

This analysis is used to describe the demographics of respondents used to determine the number of respondents who will be divided according to predetermined characteristics, namely first based on demographic characteristics including age, gender, employment status and based on the characteristics of the respondent including the Xpander series used. Where the respondent's description will be displayed in diagrams and tables along with a description.

Statistical Analysis of Data

Statistical analysis methods can be selected and adapted to the research objectives. The data analysis used in this research is the correlation coefficient and the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

1. Validity Test

Sugiyono (2018: 267) states that the validity test is the equation of data reported by researchers with data obtained directly that occurs in research subjects. The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal what the questionnaire will measure. Test the validity of each question if $r_{count} > r_{table}$ at a significant level ($\alpha = 0.05$) then the instrument is considered invalid and if $r_{count} < r_{table}$ then the instrument is considered invalid.

2. Reliability Test

According to Sugiyono (2018: 268) the reliability test is the degree of consistency and stability of data or findings. Unreliable data cannot be processed further because it will produce biased conclusions. A measuring instrument that is considered reliable if the measurement shows consistent results over time. The reliability test is carried out after the validity test and the test is a valid statement or question. Cronbach's alpha, which is between 0.50-0.60. In this study, the researcher chose 0.60 as the reliability coefficient.

Correlation Analysis and Determination

Correlation Coefficient

Supardi (2017) states that the correlation coefficient is a number that can be used as a clue to determine the size / strength (strong, weak or absent) of the correlation between variable X (influencing) and variable Y (influenced) for which the correlation is being examined.

To be able to interpret the size of the correlation coefficient, there are several guidelines to provide interpretation of the correlation coefficient (Sugiyono, 2017: 231), as follows:

Table 3.3 Guidelines for providing Interpretation of Correlation Coefficient information

Internal Coefficients	Relationship Level
0,0000 – 0,199	Very low
0,200 – 0,399	Low
0,400 – 0,599	Moderate
0,600 – 0,799	Strong
0,800 – 1000	Very strong

The resulting correlation coefficient, then tested for significance, is the level of confidence in a hypothesis, whether the hypothesis will be accepted or rejected. In this test, it is done by identifying the significant level of t (sig). The criteria used are as follows:

1. H_0 is rejected if $T_{sig} < 0.05$
2. H_0 is accepted if $T_{sig} > 0.05$

The Coefficient of Determination

According to Supardi (2017), the coefficient of determination is the level of variable X against variable Y which is expressed as a percentage (%). The percentage is obtained by first squaring the correlation coefficient multiplied by 100%. The small value of R^2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means the independent variable which provides almost all the information needed to predict the dependent variable variations. The coefficient of determination (R^2) is calculated by the following formula:

$$KD = r^2 \times 100\%$$

Information :

KD = coefficient of determination

r^2 = multiple correlation coefficient

Hypothesis Test

Hypothesis is an assumption or conjecture about something that is made to explain something that is often required to check. The statistical hypothesis is that in the hypothetical formulation, between zero (H_0) and the alternative hypothesis (H_a) is always in pairs, if one is rejected, then the other must be accepted so that the decision is firm, namely if H_0 is rejected and H_a is accepted. The statistical hypothesis is expressed in symbols (Sugiyono, 2017: 87). Hypothesis testing design is used to determine the correlation of the two variables studied.

The significant test of the effect of the independent variable on the dependent variable simultaneously uses the F test and partially uses the t test. To determine whether there is an effect of product quality, price perception, and promotion on purchasing decisions. Several stages of testing the hypothesis include:

1. Partial Test

Partial test is used to determine the effect of each independent variable on the dependent variable. The steps taken are:

- a) It is suspected that product quality affects Xpander purchasing decisions.
 $H_0: R_2 = 0$: product quality has no effect on Xpander purchasing decisions
 $H_a: R_2 \neq 0$: product quality affects Xpander purchasing decisions
- b) It is suspected that price perception affects Xpander purchasing decisions
 $H_0: R_2 = 0$: perceived price has no effect on Xpander purchasing decisions
 $H_a: R_2 \neq 0$: perceived price affects Xpander purchasing decisions
- c) It is suspected that promotions have an effect on Xpander purchasing decisions
 $H_0: R_2 = 0$: promotion has no effect on Xpander purchasing decisions
 $H_a: R_2 \neq 0$: promotion affects Xpander purchasing decisions

2. Simultaneous Test

The stimulant effect test (F test) is used to determine whether the independent variables simultaneously or simultaneously affect the dependent variable. If the research hypothesis is stated into the hypothesis are:

a) Determining Hypotheses

H_0 : $R^2 \text{ adj.} = 0$: product quality, perceived price and promotion together have no effect on Xpander purchasing decisions.

H_a : $R^2 \text{ adj.} \neq 0$: product quality, price perception and promotion jointly influence the Xpander purchase decision.

b) The F test criteria used are as follows:

H_0 is rejected: $F \text{ count} > F \text{ table}$.

H_0 accepted: $F \text{ count} < F \text{ table}$.

Or

H_0 is rejected: $\text{sig} < \alpha$

H_0 is accepted: $\text{sig} > \alpha$

IV. RESULT AND DISCUSSION

Description of Company Profile

Mitsubishi is a major automotive company that is well known in the world and has issued various types of products and vehicle variants, including one of which is the Xpander brand. The Mitsubishi Xpander is a passenger MPU car produced by motorcycles. This car was first launched in 2017. Mitsubishi group is a Japanese company that houses various trademark companies and Mitsubishi company parts. The company was founded in 1870 as a shipping company by Yataro Iwasaki. In 1873, the name was changed to Mitsubishi Shokai.

In 2017, starting April 1, Mitsubishi Motors in Indonesia restructured and transferred its passenger and light commercial vehicle distribution business to PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI). This restructuring aims to focus more on each market segment, as well as to respond and contribute to every request from each market segment quickly and flexibly. Through this organizational structure change, Mitsubishi aims to continue developing and expanding products and services with better quality, which of course this is for loyal consumers of Mitsubishi vehicles and also the people of Indonesia. Mitsubishi.PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) as the official distributor of Mitsubishi Motors vehicles in Indonesia, be it passenger vehicles or light commercial vehicles. Since 1970 PT. Krama Yudha Tiga Berlian Motors (KTB) as the official distributor of Mitsubishi vehicles from Mitsubishi Fuso Truck and Bus Corporation and Mitsubishi Motors Corporation which continues to grow rapidly. So Mitsubishi's efforts to focus more on the business segment as of April 1, 2017, Mitsubishi vehicles will be separated and managed by two companies, namely:

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Facing the flow of globalization, entrepreneurs are required to be able to compete in the international world. Recognizing this, Sun Motor Group continues to improve the quality of products and services in all lines of business. Armed with decades of experience, Sun Motor has instilled an image in consumers as a car dealer that provides quality at affordable prices. This will continue to be nurtured and maintained. In line with developments in various business fields in the Sun Motor group, Human Resources as one of the company's assets are routinely equipped with various abilities and skills, without leaving the work philosophy that has based the work ethic of all employees from

the start. Sun Motor was born from the determination and persistence of Mr. and Mrs. Sundoro Hosea in 1974 in Solo, Central Java. With the name UD Sun Motor, his first line of business was car loans in several cities in Central Java. Hand in hand with her husband, Sundoro Hosea, she continues to grow this business, until it develops into a large car and motorcycle dealer.

Vision dan Mission of PT. Mitsubishi

Vision of PT. Mitsubishi are :

1. To become a global company by producing and surviving the tough competition and emerging in the very well-growing Asian market.
2. Managing a safe and advanced factory by implementing Control QCD (Quality, Cost, Delivery) by having responsibility for the environment and placing top priority to gain consumer trust.
3. Increasing satisfaction with Shareholders, Shareholders, Government, Directors, and all employees.

Respondent Description

Respondents in this study are consumers who buy and use Xpander Cars. Based on the criteria of age, gender, occupation, type of car used, and the need for using the car. The results of the respondent's criteria have been summarized in table form as follows:

Characteristics of Respondents	Number of Respondents	Percentage
Age		
20 – 30	15	15.4 %
31 – 40	70	72.1 %
41 – 50	10	10.3 %
51 – 60	2	2.1 %
Total	97	99.9%
Gender		
Male	72	74.2 %
Female	25	25.7 %
Total	97	99.9 %
Status		
Student / Student	15	15.4 %
Employees	37	38.1 %
Entrepreneur	35	36.1 %
Others	10	10.3 %
Total	97	99.9 %

Source: Processed Data, 2020

Table 4.2. Respondents Age based on Car Type

	Xpander GLX MT	Xpander AT	Ultimate	Xpander Sport MT	Others	Total
20-30	7	6		5	2	20
31-40	19	3		13	0	35
41-50	5	6		0	0	11
51-60	1	0		0	0	1

Source: Processed Data, 2020

From the picture above shows the age respondent group by car type. These results show that the largest total is 35 with the Xpander Ultimate AT series type of 3 people, 13 people who choose

the Xpander Sport MT series type and no one chooses from the series type other than the above choices.

Statistical Analysis of Data

1. Validity Test

To find out the validity and invalidity of each statement of the research instrument, the validity of the statement peritem will be tested. The examiner used the product moment formula with the help of the SPSS version 26.0 program, the following are the results of data processing for all statements in the product quality instrument consisting of 8 statement items, as follows:

The results of data processing show that the 6 sub-indicators in the word of mouth variable have a loading value of > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of < 0.001 (< 0.05) for all indicators.

The results of data processing show that the 10 sub-indicators in the influencer variable have a loading value > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of < 0.001 (< 0.05) for all indicators.

The results of data processing show that the 8 sub-indicators in the purchasing decision variable have a loading value of > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of < 0.001 (< 0.05) for all indicators.

Table 4.7. Instrument validity per item for Product Quality (KP)

Item	r_{hitung}	Sig.	Decisions
KP1	0.700	0.000	VALID
KP2	0.493	0.000	VALID
KP3	0.748	0.000	VALID
KP4	0.630	0.000	VALID
KP5	0.748	0.000	VALID
KP6	0.556	0.000	VALID
KP7	0.630	0.000	VALID
KP8	0.700	0.000	VALID

Source : SPSS output, 2020

Based on table 4.7 the instrument validity per item for Product Quality (KP), it can be concluded that from the data above the decision is valid, because rcount is greater than sig. (0.01).

Table 4.8. Instrument validity per item for Price Perception (PH)

Item	r_{hitung}	Sig.	Decisions
PH1	0.777	0.000	VALID
PH2	0.807	0.000	VALID
PH3	0.806	0.000	VALID
PH4	0.689	0.000	VALID

Source : SPSS output, 2020

From the table above for the validity of the instrument per item Price Perception (PH), that r count PH1 is 0.777, PH2 is 0.807, PH3 is 0.806, and PH4 is 0.689. It can be concluded that the data is valid, because r count is greater than the significant which is 0.01.

Table 4.9. Instrument validity per item for Price Perception (PR)

Item	r_{hitung}	Sig.	Decisions
PR1	0.743	0.000	VALID
PR2	0.666	0.000	VALID
PR3	0.758	0.000	VALID
PR4	0.599	0.000	VALID
PR5	0.572	0.000	VALID
PR6	0.746	0.000	VALID
PR7	0.683	0.000	VALID

PR8	0.826	0.000	VALID
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Source : SPSS output, 2020

It is known from the instrument validity data per item for promotion, all data from rcount is 0.8. From these data the decision is valid, because rcount is greater than sig with the condition 0.01.

Table 4.10. Instrument validity per item for Purchase Decisions (Kp.Pem)

Item	rhitung	Sig.	Decisions
Kp.Pem1	0.826	0.000	VALID
Kp.Pem2	0.689	0.000	VALID
Kp.Pem3	0.826	0.000	VALID
Kp.Pem4	0.572	0.000	VALID
Kp.Pem5	0.656	0.000	VALID

Source : SPSS output, 2020

Based on the results of the instrument validity test per item for purchasing decisions (Kp.Pem). that there are two items of 0.826 with the same number of items (Kp.Pem1) and (Kp.Pem3). From these data, the overall decision is valid, because of the decision criteria to be valid, r count is greater than significant with a value of 0.01.

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 SPSS 26.0 software, provided that the significant test of reliability was declared with degrees of freedom ($\alpha = 0.05$).

Table 4.11 Reliability test results for variable Product Quality, Price Perception, Promotion and Purchasing Decision

Variable	Cronbach's Alpha	Decisions
Product Quality (KP)	0.794	RELIABEL
Price Perception (PH)	0.770	RELIABEL
Promotion (PR)	0.772	RELIABEL
Purchase Decisions (Kp.Pem)	0.781	RELIABEL

Source : SPSS output, 2020

Based on the table above, all variables have a cronbach's alpha of more than 0.07. 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 > 0.70 .

Hypotesis Test

Partial Hypothesis Test

The correlation coefficient is a statistical technique that will be used to determine the degree of influence between variables, the following are the results of the processing of SPSS version 26.0. Based on previous descriptions and research, the following hypothesis development suggests that product quality affects purchasing decisions, it will be detailed in the table below.

Table 4.12. Results of Partial Correlation Coefficient of Product Quality (KP) on Purchase Decisions (Kp.Pem)

Correlations		PRODUCT QUALITY	PURCHASE DECISIONS
PRODUCT QUALITY	Pearson Correlation	1	.462**
	Sig. (2-tailed)		.000
	N	97	97
PURCHASE DECISIONS	Pearson Correlation	.462**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS output, 2020

From table 4.12, the results of data processing obtained the correlation coefficient between the quality of Xpander car products on purchasing decisions, the value of r is 0.482 with a sig value. $(0,000) < \alpha (0.05)$ so that H_0 is rejected. From these data it can be concluded that there is a moderate relationship between the quality of the Xpander car product and the purchase decision. Furthermore, to measure the contribution of the influence of product quality on purchasing decisions, the coefficient of determination with the formula (KD) will be used as follows:

$$\begin{aligned}
 \text{KD} &= (r)^2 \times 100\% \\
 &= (0.482)^2 \times 100\% \\
 &= 0.2323 \times 100\% \\
 \text{KD} &= 23.2\%
 \end{aligned}$$

The result of the determination coefficient is 23.2%, which means that the contribution of the Xpander car product quality to the variability of purchasing decisions is 23.2%, while the contribution of other factors is 76.8%. From the research results of Arninditha and Andjarwati (2016) in their research it shows that good product quality has a significant effect on purchasing decisions. Furthermore, the hypothesis development test is suspected of the perception of Xpander car prices on purchasing decisions, it will be detailed in the table below.

Table 4.13. Results of the Partial Correlation Price Perception Coefficient (PH) on Purchase Decisions (Kp.Pem)

Correlations		PRICE PERCEPTION	PURCHASE DECISIONS
PRICE PERCEPTION	Pearson Correlation	1	-.488**
	Sig. (2-tailed)		.001
	N	97	46
PURCHASE DECISIONS	Pearson Correlation	-.488**	1
	Sig. (2-tailed)	.001	
	N	46	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS output, 2020

From the data obtained, the correlation coefficient between the perception of the price of Xpander cars on purchasing decisions, the value of r is -0.488 with a sig value. $(0.000) < \alpha (0.05)$, so that H_0 is rejected. From the correlation coefficient data, it can be concluded that there is a very strong relationship between perceived price and purchase decisions. Furthermore, to measure the contribution of the effect of price perceptions on purchasing decisions, the coefficient of determination using the formula (KD) will be used as follows:

$$\begin{aligned}
 KD &= (r)^2 \times 100\% \\
 &= (-0,488)^2 \times 100\% \\
 &= 0.238 \times 100\% \\
 KD &= 23.8\%
 \end{aligned}$$

The result of the determination coefficient of 23.8% means that the contribution of the perception of the price of the Xpander car to the variability of purchase decisions is 23.8%, while the contribution of other factors is 76.2%. Based on the results of research from Setiawati (2015), it shows that the results of the price perception regression test have a significant effect on purchasing decisions.

Then the final hypothesis development test, namely the alleged promotion of the Xpander car purchase decision, will be detailed in the table below.

Table 4.14 Results of the Partial Correlation of Promotion (PR) on Purchase Decisions (Kp.Pem) **Correlations**

		PROMOTION	PURCHASE DECISIONS
PROMOTION	Pearson Correlation	1	.323**
	Sig. (2-tailed)		.001
	N	148	97
PURCHASE DECISIONS	Pearson Correlation	.323**	1
	Sig. (2-tailed)	.001	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS output, 2020

From the data obtained, the correlation coefficient between promotion and buying decision for Xpander car, the value of R is 0.323 with a sig value. $(0.000) < \alpha (0.05)$, so that H_0 is rejected. From the correlation coefficient data, it can be concluded that there is a low relationship between promotion and the Xpander car purchase decision. Furthermore, to measure the contribution of the effect of promotion on purchasing decisions:

$$\begin{aligned}
 KD &= (r)^2 \times 100\% \\
 &= (0.323)^2 \times 100\% \\
 &= 0.104 \times 100\% \\
 KD &= 10.4\%
 \end{aligned}$$

The result of the determination coefficient of 10.4% means that the contribution of promotion to the variability of the Xpander car purchase decision is 10.4%, while the contribution from other factors is 89.6%. the results of research journals from Paendong and Tielung (2006), namely the results of the study show that needs have a positive and significant effect on purchasing decisions for Xpander cars.

Simultaneous Hypothesis Test

Simultaneous hypothesis test, namely to find out whether each independent variable consisting of product quality, price perception, and promotion affects the Xpander car purchase decision, with the help of SPSS 26.0 software it will be detailed in the table below:

The following is the hypothesis testing outlined :

Table 4.15. The Simultaneous Determination Coefficient of Product Quality Variables, Price Perception and Promotion of Purchase Decisions.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.319	2.684

a. Predictors: (Constant), TOTALPR, TOTALKP, TOTAL PH

b. Dependent Variable: TOTALKPEM

Source : SPSS output, 2020

Based on the table above, the results obtained from the coefficient of determination (adj. R square) are 0.319, which means that the contribution of the influence of product quality, price perception and promotion on the Xpander car purchase decision is 31.9% and the remaining 68.9% is influenced by other factors.

Table 4.16. Simultaneous results (Test. F) of the Variable Product Quality, Price Perception and Promotion of Purchase Decisions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	343.009	3	114.336	15.866	.000 ^b
	Residual	662.991	92	7.206		
	Total	1006.000	95			

a. Dependent Variable: TOTALKPEM

b. Predictors: (Constant), TOTALPR, TOTALKP, TOTALPH

Source : SPSS output, 2020

Based on the ANOVA test or F test, it is obtained that the F count value is 15.866 with a probability of 0.000, because the probability is much smaller than 0.05, the regression model can be used to predict product quality, perceived price and promotion simultaneously influence the Xpander car purchase decision. Meanwhile, the value of F_{table} with df₁ of 3 and df₂ of 97-3-2 = 92 is 1.14. Ho's conclusion was rejected. This proves that simultaneously there is a significant influence between product quality, price perception and promotion on the Xpander car purchase decision.

The results of the overall research on partial and simultaneous tests will be summarized in the following table.

Table 4.17. Summary of Research Results

Hypothesis	Conclusion
It is suspected that product quality affects the Xpander car purchase decision.	Ho accepted
It is suspected that price perceptions influence the Xpander car purchase decision.	Ho accepted
It is suspected that promotion affects the Xpander car purchase decision.	Ho accepted
It is suspected that product quality, price perceptions, and promotions affect the Xpander car purchase decision.	Ho accepted

V. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the research that has been done in the previous chapter, it shows that:

1. Partially there is a significant influence between product quality variables on the Xpander car purchasing decision variable at SUN STAR PRIMA MOTOR BEKASI.
2. Partially there is a significant influence between the variable price perception on the Xpander car purchase decision at SUN STAR PRIMA MOTOR BEKASI
3. Partially there is a significant influence between the promotion variable on the Xpander car purchasing decision variable at SUN STAR PRIMA MOTOR BEKASI.
4. Simultaneously, there is a significant influence between product quality, perceived price and promotion on purchasing decisions for Xpander SUN STAR PRIMA MOTOR BEKASI car.

Suggestions

Based on the results of existing research, the authors can provide the following suggestions:

1. For Sun Star Motor Bekasi
 - a) Based on the research results, the variable of product quality gets the highest results, it is better if SUN STAR PRIMA MOTOR BEKASI still maintains the quality of its products for cars sold to consumers so that consumers still trust SUN STAR PRIMA MOTOR BEKASI to make car purchases again and provide references to other parties in buying cars.
 - b) Based on the results of the research on price perception variables, SUN STAR PRIMA MOTOR BEKASI should review the giving of discounts and companies can also use the pricing strategy.
 - c) Based on the results of research on promotional variables, SUN STAR PRIMA MOTOR BEKASI should further increase the giving of gifts / bonuses to consumers obtained after buying an Xpander car at SUN STAR PRIMA MOTOR BEKASI.
 - d) Based on the overall research results, it is recommended that SUN STAR PRIMA MOTOR BEKASI be able to maintain product quality, increase price perceptions, and competitive promotions, and pay attention to attitudes, appearance and improve performance in order to serve well and in accordance with established agreements in order to remain a market leader.
2. For Further Researchers
It is hoped that this research can improve by using other influential variables

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