INFLUENCE OF PRICES, BRANDS AND PRODUCT DESIGNS ON TOYOTA AVANZA PURCHASE DECISIONS
(Case Study of Residents Owning Toyota Avanza Vehicles in Cipinang Village)

1st Adonis Mahendra, 2nd Doddi Prastuti, SE., MBA
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Jl. Cipinang Kebembem RT006/07 No. 38
Mahendraadonis@gmail.com

Abstract - This study aims to examine whether there is a positive and significant influence between Price, Brand, and Product Design on the purchase decision of Toyota Avanza in Cipinang Urban Village residents, East Jakarta.

This study uses quantitative research that is measured using the coefficient of determination with SPSS 25.0. The population in this study were residents of Cipinang Village, East Jakarta. The sample was determined based on the purposive sampling method, with a total sample of 80 respondents. The data used in this study are primary data. Data collection techniques using survey methods by directly observing and distributing questionnaires to respondents.

The results of this study prove that: (1) Price partially has a positive and significant influence on consumers' decision to buy a Toyota Avanza vehicle; (2) Brand partially and positively and significantly influences consumers' decision to buy Toyota Avanza; (3) Product Design partially has a positive and significant influence on consumers' decision to buy a Toyota Avanza; (4) Simultaneously the price, brand, and product design have a positive and significant effect on the consumer's decision to buy the Toyota Avanza

Keywords: price, brand, product design, purchase decision

Abstrak– Penelitian ini bertujuan untuk menguji apakah terdapat pengaruh positif dan signifikan antara Harga, Merek, dan Desain Produk terhadap keputusan pembelian Toyota Avanza pada warga Kelurahan Cipinang, Jakarta Timur.

Penelitian ini menggunakan penelitian kuantitatif yang diukur menggunakan Koefisien Determinasi dengan SPSS 25.0. Populasi pada penelitian ini adalah warga Kelurahan Cipinang, Jakarta Timur. Sampel ditentukan berdasarkan metode purposive sampling, dengan jumlah sampel sebanyak 80 responden. Data yang digunakan dalam penelitian ini adalah data primer. Teknik pengumpulan data yaitu menggunakan metode survey dengan mengamati langsung dan penyebaran kuesioner kepada para responden.

Hasil pada penelitian ini membuktikan bahwa: (1) Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan konsumen kendaraan Toyota Avanza; (2) Merek secara parsial berpengaruh positif dan signifikan terhadap keputusan konsumen membeli Toyota Avanza; (3) Desain Produk secara parsial berpengaruh positif dan signifikan terhadap keputusan konsumen membeli Toyota Avanza; (4) Secara simultan antara Harga, Merek,dan Desain Produk berpengaruh positif dan signifikan terhadap keputusan konsumen membeli Toyota Avanza

Kata kunci : Harga, Merek, Desain Produk, Keputusan Pembelian

I. PRELIMINARY

Vehicles are a means of transportation needed by everyone where vehicles can be used to transport family, friends or lovers, but not all transportation is used to transport family, some are used for work such as delivering goods or so on. In this modern era, young people and parents alike will really need a vehicle called a vehicle, that's why companies must have a way to attract consumers to buy the goods they sell.

In 2020, based on sales data for wholesales (distribution from factories to dealers) released by the Association of Indonesian Automotive Industries (Gaikindo), during January-March 2020. The following is data on sales of MPV segment vehicles for the January-March 2020 period:

Toyota Avanza	20,768 units
Mitsubishi Xpander	8,033 units
Daihatsu Xenia	5,831 units
Honda Mobilio	4,306 units
Suzuki Ertiga	3,959 units
Nissan Livina	1,188 units
Wuling Confero	1,174 units

Source: Data wholesalers (Gaikindo)

In the sales data released by the Indonesian Automotive Industry Association (Gaikindo) in the MPV segment, sales during January-March 2020 Toyota Avanza were far superior with sales of 20,768 units beating sales of competitors, namely Mitsubishi Xpander with 8,033 units, then Daihatsu Xenia with 5,831 units, Suzuki Ertiga with 3,959 units, Nissan Livina with 1,188 units, and finally Wuling Confero with 1,174 units. In this sales data, the Avanza is still in great demand by Indonesian consumers.

As I will discuss in this topic, namely "The Effect of Toyota Avanza Vehicle Purchase Decisions Through Price, Brand and Product Design in the Cipinang Kebembem Area".

1.1. Formulation of the problem
Based on this background, the main problems can be formulated
1. Do the variable price, brand and product design have a significant effect simultaneously on the decision to buy a Toyota Avanza in the Cipinang Kebembem area?
2. Are the price, brand and product design variables partially significant influence on purchasing decisions for the Toyota Avanza in the Cipinang Kebembem area?

1.2. Research purposes
In accordance with the problems above, the purpose of this paper is:
1. To find out how much influence price, brand and product design simultaneously have on purchasing decisions for the Toyota Avanza in the Cipinang Kebembem area.
2. To determine the effect of price, brand and product design significantly and partially influence the decision to buy a Toyota Avanza in the Cipinang Kebembem area.

II. LITERATURE REVIEW
2.1. Buying decision
A purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotion, physical evidence, people and process. So as to form an attitude for consumers to process all information and draw conclusions in the form of a response that appears what products to buy. (Buchari Alma, 2013: 96).

2.2. Price
Price is the amount of money that is billed for a product and service or the amount of value exchanged by customers to obtain benefits from owning or using a product for services. Price is the only marketing mix that provides income or income for the company and is flexible. (Effendi M. Guntur)

2.3. Brand

According to him, the brand will make it easier for consumers to identify products on the market, identify which products have more benefits, or which products are in accordance with consumer tastes. Plus the brand also says something about consistency and quality. This means that if the quality and consistency of a brand is good, it will be very easily accepted by consumers (Kotler & Amstrong, 2012: 158)

2.4. Product Design

Product design is a bigger concept than style. Style only describes the appearance of the product. Style can be attractive or boring. A sensational style can grab attention and produce a beautiful aesthetic, but it doesn't really make a product perform any better. Unlike style, design is not just the skin, design is the heart of the product. (Kotler & Armstrong)

2.5. Variable Relationships
2.5.1. Price Influences Purchasing Decisions

Price is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at price perceptions of the purchase decision of a product or service. The price set must be in accordance with the consumer's economy, so that consumers can buy these goods. As for consumers, price is a consideration in making purchasing decisions. Because the price of a product affects consumer perceptions about the product. Low prices or affordable prices are a trigger to improve marketing performance.

Research conducted by Sarini Kodu with the title "Price, Quality, Product and Service Quality Influence the Purchase Decision of a Toyota Avanza." The purpose of this study was to determine the effect of price, product quality and service quality on purchasing decisions. The population of this study was 1,894 buyers of Toyota Avanza cars in 2012 and a sample of 240 were taken based on the random sampling method. The analysis technique uses multiple linear regression. The results of this study indicate that price has a significant effect on purchasing decisions.

2.5.2 Brand Affects Purchasing Decisions

A brand is a sign that distinguishes goods or services from one company to another. As a sign of differentiation, a mark in one classification of goods or services may not have similarities with one another. Trademarks for goods are commonly referred to as trademarks, namely marks that are used / affixed to goods traded by a person or persons, or legal entity.

"A brand is a product that is able to provide an additional dimension that uniquely differentiates it from other products designed to satisfy similar needs." These differences can be rational and tangible (related to the product performance of the relevant brand) or symbolic, emotional and intangible (with regard to brand representation). (Keller in Tjiptono)

Research conducted by Sofi Anggreini Lubis (2019) with the title "THE INFLUENCE OF BRAND IMAGE AND PROMOTION ON ORIFLAME PURCHASE DECISIONS (CASE STUDY OF FACULTY OF ECONOMICS AND BUSINESS, MUHAMMADIYAH UNIVERSITY OF NORTH SUMATERA)". The approach used in this research is an associative approach. The population in this study were all students of FEB UMSU, while the sample that met the sampling criteria for observations made was 100 people using accidental sampling. The data collection technique in this study used a questionnaire technique. The data analysis technique in this study used the Classical Assumption Test, Multiple Regression, t test and F test, and the coefficient of determination. Data processing in this study used the SPSS version 24.00 software program. Partially it is known that brand image has a positive and significant influence on Oriflame purchasing decisions for FEB UMSU students. S.

2.5.3 Design Affects Purchasing Decisions

This research was conducted by Arda Brawidha Gana (2017) with the title "THE INFLUENCE OF DESIGN, PROMOTION AND BRAND IMAGE ON PURCHASE DECISIONS FOR MINERAL WATER PRODUCTS CONSUMERS IN STUDENTS OF MUHAMMADIYAH UNIVERSITY OF SURAKARTA". This research is a quantitative research. The sample of this study was 100 students of the Muhammadiyah University of Surakarta with a random sampling technique. The data collection method used a questionnaire. Data analysis techniques are multiple regression analysis, t-test, F test, and the coefficient of determination (R^2). The results showed that there was an influence between the independent variables and the dependent variable. The F test analysis shows that there is a simultaneous influence of design, promotion, and brand image variables on purchasing decisions for mineral water products.

2.6. Hypothesis Development

H_1 : Price has a positive effect on the purchase decision of the Toyota Avanza.

H_2: Brands have a positive effect on purchasing decisions for the Toyota Avanza.

H_3: Product design has a positive effect on the decision to buy a Toyota Avanza.

H4: Price, brand and product design simultaneously, significantly and partially have a positive effect on purchasing decisions for Toyota Avanza.

2.5. Research Conceptual Framework
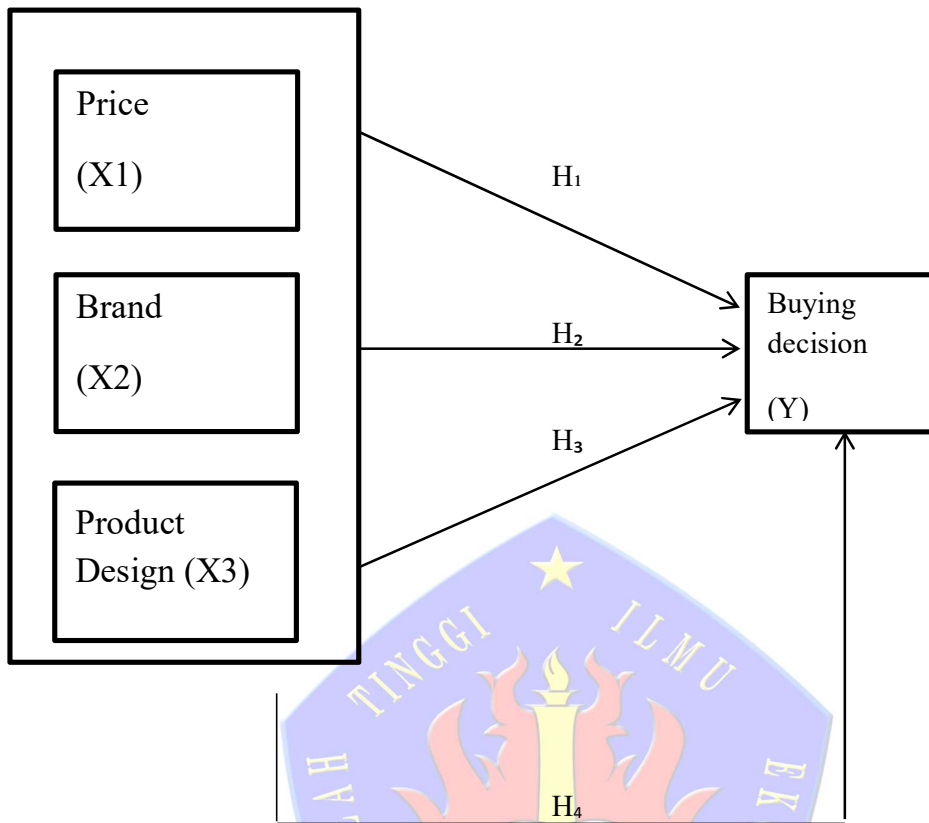
III.   RESEARCH METHOD
3.1.   Research Strategy

The research strategy used in this study is an associative strategy, which is research that aims to determine the effect of two or more variables (Sugiyono, 2017: 37). In this study, the associative method is used to explain the effect of purchasing decisions.

3.2.   Population and Sample Research

Population is the totality of all possible values, calculated or measured results, quantitative or qualitative regarding certain characteristics of all members of the complete and clear group who wish to study their properties. (Sudjana, 2015: 6). The population in this study were residents who already owned a Toyota Avanza among adults or young people in the Cipinang Kebembem area. The year 2020 is 80 people.

The sampling technique is when all members of the population are used as a sample. This is often done when the population is relatively small, less than 30 people, or if the study is to make generalizations with very few errors. Another term saturated sample is census, where all members of the population make a sample. So in this study using the sample method because the respondents in this study were residents of the Cipinang Kebembem area.

3.3.   Data Analysis Methods

3.3.1. Research Instrument Test

In order for the data obtained by distributing questionnaires to be considered valid, it is necessary to test the validity and reliability of the questionnaire for each question point in the questionnaire.

1. Validity test

    The validity test is used to show the level of reliability or accuracy of a measuring instrument. Validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. Valid means that the instrument can be used to measure what should be measured.

    In this study, the measuring instrument used was a questionnaire. To find validity, one must correlate the score of each question with the total score of all questions. If it has a correlation coefficient greater than 0.3 then it is declared valid, but if the correlation coefficient is below 0.3 then it is declared invalid. In looking for the correlation value, the authors use the Pearson Product Moment formula, with the following formula:

$$r = \frac{n\,(\sum XY) - (\sum X.\sum Y)}{\sqrt{(n\,(\sum X2) - (\sum X)\,2\;n\,(\sum Y2) - (\sum Y)\,2}}$$

Information :

```
r       = Correlation coefficient
∑ XY    = The number of times the x and y variables
∑ X     = The number of variable values x
∑ Y     = The number of y variable values
∑ X2    = The sum of the powers of the variable value x
∑ Y2    = The sum of the powers of the variable value y
n       = Number of respondents
```

The figures obtained must be compared with the standard validity correlation value, according to Sugiyono (2017: 125) the standard value of validity is 0.3. If the correlation number obtained is greater than the standard value then the question is valid (significant).

2. Reliability Test

    Reliability is done to test the level of accuracy of a measuring instrument in research is reliable or not. Reliability test is used for each item of question or statement that is already valid. Instrument reliability testing is intended to ensure that the instrument has stability as a measuring tool so that the level of reliability can produce definite results. If the results of repeated measurements are relative, then the instrument can be declared to have a good reliability weight. Instrument reliability testing was performed using Cronbach Alpha.

    An instrument is declared reliable if the Cronbach Alpha coefficient is> 0.60 and shows the same results or conclusions when used repeatedly at different times and dimensions. Sugiyono (2012: 122).

3.3.2. Correlation Coefficient Test

The Coefficient of Determination (R^2)

The coefficient of determination (R2) test basically measures how far the model's ability to explain the variation of the independent variables. Or in other words, the coefficient of determination serves as a prediction of how much influence the variable (X) contributes simultaneously to the variable (Y). The value of the coefficient of determination is between $0 < KD < 1$. Small value (R2) means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2011).

There are several guidelines for providing interpretation of the correlation coefficient (Sugiyono, 2017), as follows:

Guidelines for providing information on Interpretation of the Correlation Coefficient

Coefficient Interval	Relationship Level
0.000 - 0.199	Very low
0.200 - 0.399	Low
0.400 - 0.599	Moderate
0.600 - 0.799	Strong
0.800 - 1,000	Very strong

1. Partial Determination Coefficient

    The magnitude of the correlation coefficient (r) of each independent variable used to determine the contribution of the influence of each independent variable on the dependent variable can be seen from the partial correlation value in the results table from SPSS. To determine the contribution of the influence of each independent variable on the dependent variable, it can be calculated using the following formula:

a. Effect of X1 (Price) on Y (Purchase Decision, where X2 and X3 are constant.

    KDy1.23 = (ry1.23) 2 x 100%

    $$ry1.23 = \frac{r_{y1} - (ry2. Ry3. R123)}{\sqrt{(1- (r_{y2})\ 2.\ (1 - (ry3)\ 2.\ (1- (r123)\ 2)}}$$

b. The effect of X2 (Brand) on Y (Purchase Decision), where X1 and X3 are constant.

    KDy2.13 = (ry2.13) 2 x 100%

    $$ry2.13 = \frac{r_{y2} - (ry1. Ry3. Ry123)}{\sqrt{((1 - (r_{y1})\ 2.\ (1- ry3)\ 2.\ (1- (r123)\ 2)}}$$

c. The effect of X3 (Product Design) on Y (Purchase Decision), where X1 and X2 are constant.

    KDy3.12 = (ry3.12) 2 x 100%

    $$ry3.12 = \frac{r_{y3} - (ry1. Ry2. Ry123)}{\sqrt{((1 - (r_{y1})\ 2.\ (1 - ry2)\ 2.\ (1- (r123)\ 2)}}$$
.

2. Simultaneous Determination Coefficient

    The result of the percentage of the dependent variable can be explained by the independent variable which is indicated by the value of the Adjusted R Square in the Model Summary table after the data is processed by SPSS. Adjusted R Square value is chosen in order to avoid bias or error in data collection on the number of independent variables entered into the model. Therefore, many researchers use the Adjusted R Square value when evaluating which model is the best (Ghozali, 2011: 97).

3.3.3. Hypothesis testing

1. Partial Correlation Coefficient Test (t test)

 The t test is used to test the significance of the relationship between variables X and Y, whether X1 (price), X2 (brand), and X3 (product design) individually (partially) affect Purchase Decisions (Y).

a. Formulating Hypotheses:

 a.) The effect of X1 (price) on Y (Purchase Decision of Toyota Avanza).

  H0: py1.23 = 0: The population correlation coefficient between price and purchase decision to buy Toyota Avanza is not significant.

  Ha: py1.23 ≠ 0: The population correlation coefficient between price and purchase decision to buy Toyota Avanza is significant.

 b.) The effect of X2 (brand) on Y (Purchase Decision of Toyota Avanza).

  H0: py2.13 = 0: Population correlation coefficient between brands and purchasing decisions to buy Toyota Avanza is not significant.

Ha: py2.13 ≠ 0: The population correlation coefficient between merel and purchase decision to buy Toyota Avanza is significant.

c.) The effect of X3 (product design) on Y (the decision to buy the Toyota Avanza).
H0: py3.12 = 0: The population correlation coefficient between product design and purchasing decisions to buy Toyota Avanza is not significant.
Ha: py3.12 ≠ 0: The population correlation coefficient between product design and purchasing decisions to buy Toyota Avanza is significant.

b. Determine the real level (α) of 5% (0.05)
c. Test criteria: H0 is rejected, if the significance t <0.05
    Ha is accepted, if Significance t ≥ 0.05
d. Calculating the value of Significance t is obtained by computerized calculations using the SPSS version 25.0 program.
e. Conclusion.

2. Simultaneous Correlation Coefficient Test (Test f)
 In this study, the F test was used to determine the significance level of the influence of the independent variables together (simultaneously) on the dependent variable.
a. Formulating Hypotheses:
 a.) The effect of X1 (price), X2 (brand), and X3 (product design) on Y (purchase decision for Toyota Avanza).
H0: py123 = 0: The population correlation coefficient between price, brand, and product design and the purchase decision to buy the Toyota Avanza is not significant.
Ha: py123 ≠ 0: The population correlation coefficient between price, brand, and product design and the purchase decision to buy the Toyota Avanza is significant.

b. Determine the real level (α) of 5% (0.05)
c. Testing Criteria: H0 is rejected, if Significance F = 0.05
    Ha is accepted, if Significance F ≠ 0.05
d. Calculating the value of significance F is obtained by computerized calculations using the SPSS program version 25.0.
e. Conclusion.
    If the results of hypothesis testing, either partially or simultaneously H0 are rejected, in other words the population correlation coefficient is significant, it means that the value of KD can be used to explain the effect of changes in the independent variable on the dependent variable.

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object
For more than 30 years, PT. Toyota-Astra Motor has played an important role in the development of the automotive industry in Indonesia as well as in creating jobs, including in its supporting industries. PT. Toyota-Astra Motor already has production plants such as stamping, casting, engine and dam assembly in the Sunter industrial area, Jakarta. To improve product quality and production capabilities, in 1998 a factory in Karawang was inaugurated using the latest technology in Indonesia

4.2.   Respondent Description
The respondent's description is a description of the profile of respondents who use Toyota Aavanza in Cipinang Village, East Jakarta. Distributed to 80 respondents for 30 days covering gender, age, occupation, income, which will be explained in table form as follows:
1.   Respondent description by age
    Descriptions of respondents based on age are presented in table 4.1 as follows:

Table 4.1. Respondent Data Based on Age

Age	total	Percentage
20-25 Years	10	12.5%
30-35 Year	30	37.5%
> 35 Years	40	50%
Total	80	100%

Source: Processed data questionnaire (2020)

Table 4.1 shows that from a total of 80 Toyota Avanza respondents in the Cipinang village, they have been researched based on the age characteristics that mostly use the Toyota Avanza, namely those aged> 35 years, amounting to 40 people with a percentage of 50% because generally those who use the Toyota Avanza are 35 years old on average. to the top.

2. Gender
   Description based on gender is presented in table 4.2 as follows:

Gender	total	Percentage
Women	14	17.5%
Male	66	82.5%
Total	80	100%

Source: Processed data questionnaire (2020)

Table 4.2 shows that of the 80 Toyota Avanza respondents in the Cipinang sub-district that have been researched based on gender characteristics who mostly use the Toyota Avanza, namely 66 men with a percentage of 82.5%, this shows that the average Toyota Avanza user in Kelurahan Cipinang is male.

3. Profession
   The job description is presented in table 4.3 as follows:

Profession	total	Percentage
Government employees	15	18.75%
Private employees	30	37.5%
TNI / Polri	17	21.25%
entrepreneur	14	17.5%
Others	4	5%
Total	80	100%

Source: Processed data questionnaire (2020)

Table 4.3 shows that of the 80 Toyota Avanza respondents who were in the Cipinang sub-district that had been studied based on the characteristics of the type of work that mostly used the Toyota Avanza, namely 30 private employees with a percentage of 37.5%, this shows that the average Toyota Avanza user in the village Cipinang works as a private employee.

4. Income

Descriptions based on income in table 4.4 are as follows:

Income	total	Percentage
IDR 500,000-1,000,000	0	0
IDR 1,000,000-2,000,000	2	2.5%
IDR 2,000,000-3,000,000	13	16.25%
> 3,000,000	65	81.25%
Total	80	100%

Source: Processed data questionnaire (2020)

Table 4.4 shows that of the 80 Toyota Avanza respondents who are in the Cipinang village, they have been researched based on the income characteristics that mostly use the Toyota Avanza, namely those with an income> 3,000,000, totaling 65 people with a percentage of 81.25%, this shows that the average Toyota user Avanza in Cipinang sub-district has an income of 3,000,000 and above.

4.3 Results of Testing Research Instruments

The data that has been obtained from the research will be analyzed by conducting validity and reliability tests first with computerized calculations using the SPSS 25.0 program.

4.3.1. Validity test

In the validity test, the research instrument is said to be valid if the value of r count> r is critical. Conversely, if the calculated r value <critical r value, the research value is said to be invalid. The test is done by correlating the score of each item with the total score, the test is carried out using the Prearson's Product Momment Coefficient r formula with the help of SPSS 25.0.

Table 4.4. Instrument Validity Per Item for Price (X1)

No. Item	Rhitung	Critical	Decision
1	0.855	0.219	Valid
2	0.877	0.219	Valid
3	0.786	0.219	Valid

Source: Data processed (2020)

In table 4.4 it can be seen that the results obtained from the 3 statement items on the price variable (X1) each have a Rhitung value greater than Critical (0.219). So that the three points of the statement are declared valid and can be used in data analysis in this study.

Table 4.5. Instrument Validity by Item for Brands (X2)

Item No.	Rhitung	Critical	Decision
1	0.694	0.219	Valid
2	0.612	0.219	Valid
3	0.707	0.219	Valid
4	0.720	0.219	Valid
5	0.820	0.219	Valid
6	0.810	0.219	Valid

Source: Data processed (2020)

In table 4.5, it can be seen that the results obtained from the 6 statement items on the brand variable (X2) each have a Rhitung value greater than Critical (0.219). So that the six points of the statement are declared valid and can be used in data analysis in this study.

Table 4.6 Instrument Validity by Item for Product Design (X3)

Item No.	Rhitung	Critical	Decision
1	0.690	0.219	Valid
2	0.806	0.219	Valid
3	0.787	0.219	Valid
4	0.759	0.219	Valid
5	0.731	0.219	Valid
6	0.753	0.219	Valid

Source: Data processed (2020)

In table 4.6 it can be seen that the results obtained from the 6 statement items on the product design variable (X3) each have a Rhitung value greater than Critical (0.219). So that the six items of the statement are declared valid and can be used in data analysis in this study.

Table 4.7 Instrument Validity Per Item for Purchasing Decisions (Y)

Item No.	Rhitung	Critical	Decision
1	0.785	0.219	Valid
2	0.856	0.219	Valid

| 3 | 0.782 | 0.219 | Valid |
| 4 | 0.843 | 0.219 | Valid |

Source: Data processed (2020)

In table 4.7, it can be seen that the results obtained from 4 statement items on the purchase decision variable (Y) each have a Rhitung value greater than Critical (0.219). So that the four points of the statement are declared valid and can be used in data analysis in this study.

4.3.2. Reliability Test

Reliability testing aims to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. Valid statements are then tested by reliability testing using the Cronbach's Alpha model. With the provision that if the instrument reliability value (Cronbach's Alpha)> 0.60 then the variable is declared reliable.

Table 4.8. Price Variable Instrument Reliability Test Results (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
| , 790 | 3 |

Source: Data processed (2020).

The table shows that the data on the results of the questionnaire answers to the 3 statement items that represent Price (X_1) is said to be reliable. This is evidenced by the Cronbach's Alpha value of (0.790) where the value exceeds 0.60.

Table 4.9. Reliability Test Results of Brand Variable Instruments (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
| , 820 | 6 |

Source: Data processed (2020).

The table shows that the data from the questionnaire answers to the 3 statement items that represent Brand (X2) are said to be reliable. This is evidenced by the Cronbach's Alpha value of (0.820) where the value exceeds 0.60.

Table 4.10. Reliability Test Results of Product Design Variable Instruments (X3)

Reliability Statistics

| Cronbach's Alpha | N of Items |
| , 841 | 6 |

Source: Data processed (2020).

The table shows that the data from the questionnaire answers to the 3 statement items that represent the product design (X3) are said to be reliable. This is evidenced by the Cronbach's Alpha value of (0.841) where the value exceeds 0.60.

Table 4.11. Reliability Test Results Variable Instrument Purchasing Decision (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
| , 830 | 4 |

Source: Data processed (2020).

The table shows that the data from the questionnaire answers to 3 statement items that represent the purchase decision (Y) are said to be reliable. This is evidenced by the Cronbach's Alpha value of (0.830) where the value exceeds 0.60.

4.4. Statistical Analysis of Data
4.4.1 Partial Coefficient of Determination (R2)
1. Partial Determination Coefficient X1 to Y

Table 4.12. Partial Price Determination (X1) by Purchase Decision (Y)

Correlations

Control Variables			Price (X1)	Purchase Decision (Y)
Brand (X2) & Product Design (X3)	Price (X1)	Correlation	1,000	, 251
		Significance (2-tailed)	.	, 027
		Df	0	76
	Purchase Decision (Y)	Correlation	, 251	1,000
		Significance (2-tailed)	, 027	.
		Df	76	0

Source: Data processed in 2020

Based on the results of table 4:12, it is obtained a partial determination between X1 and Y of 0.251 thus the coefficient of price determination on purchasing decisions can be calculated as follows:

KD1.23= ry1.232x100%

$$= 0.251^2 x100\%$$
$$= 6.30\%$$

The coefficient value of price determination on purchasing decisions is 6.30%, then it can be concluded that the effect of price on purchasing decisions is 6.30%, the remaining 93.70% is influenced by other variables.

2. Partial Determination Coefficient X2 against Y

Table 4.13. Partial Brand Determination (X2) with purchase decision (Y)

Correlations

Control Variables			Brand (X2)	Purchase Decision (Y)
Price (X1) & Product Design (X3)	Brand (X2)	Correlation	1,000	, 350
		Significance (2-tailed)	.	, 002
		Df	0	76
	Purchase Decision (Y)	Correlation	, 350	1,000
		Significance (2-tailed)	, 002	.
		Df	76	0

Source: Data processed in 2020

Based on the results of table 4.13, it is obtained a partial determination between X2 and Y of 0.350, thus the coefficient of brand determination on purchasing decisions can be calculated as follows:

KD1.23= ry1.232x100%

$$= 0.350^2 x100\%$$
$$= 12.25\%$$

The coefficient value of brand determination on purchasing decisions is 12.25%. Then it can be concluded that the influence of brands on purchasing decisions is 12.25%, the remaining 87.75% is influenced by other variables.

3. Partial determination coefficient X3 against Y

Table 4.14. Partial Determination of Product Design (X3) with Purchase Decisions

Correlations

Control Variables			Product Design (X3)	Purchase Decision (Y)
Price (X1) & Brand (X2)	Product Design (X3)	Correlation	1,000	, 376
		Significance (2-tailed)	.	, 001
		Df	0	76
	Purchase Decision (Y)	Correlation	, 376	1,000
		Significance (2-tailed)	, 001	.
		Df	76	0

Source: Data processed in 2020

Based on the results of Table 4.13, it is obtained a partial determination between X3 and Y of 0.376, thus the coefficient of determination of product design on purchasing decisions can be calculated as follows:

$$\textbf{KD1.23} = \text{ry1.232x100\%}$$
$$= \textbf{0.376}^2\textbf{x100\%}$$
$$= \textbf{14.13\%}$$

The coefficient value of product design determination on purchasing decisions is 14.13%, then it can be concluded that the effect of product design on purchasing decisions is 14.13%, the remaining 85.87% is influenced by other variables.

4.4.2. Simultaneous Coefficient of Determination (R2)

From the calculation of SPSS version 25.0, data on price, brand, product design and purchasing decisions are obtained as follows:

Table 4.15. Simultaneous Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 827a	, 683	, 671	1.36404

a. Predictors: (Constant), X3 Product Design, X1 Price, X2 Brand

Source: processed data (2020)

Based on the results of the Model Summary table obtained, the simultaneous coefficient of determination between price, brand and product design on purchasing decisions is seen from the Adjusted R Square value of 0.683 or 68.3%, while the remaining 31.7% is influenced by other variables not examined. in this research.

4.4.3. Hypothesis test

1.   **testing the correlation coefficient partially (t test)**

Partial hypothesis testing is to find out whether each independent variable consisting of Price (X1), Brand (X2) and Product Design (X3) has an influence on the dependent variable on purchasing decisions (Y), if done separately.

a.   Effect of X1 (Price) on Y (Purchase Decision)

H0: py1.23 = 0: The correlation coefficient between price and purchase decision to buy Toyota Avanza is not significant.

Ha: py1.23 ≠ 0: The correlation coefficient between price and purchase decision to buy Toyota Avanza is significant.

After testing the research hypothesis and based on the results of calculations using SPSS version 25.0, the significance t of the X1 variable is obtained at 0.027 and is smaller than the real level ($\alpha = 0.05$) or 0.027 <0.05, so it can be concluded that H0 is rejected and Ha is accepted, so partially or individually, there is a significant influence between price on purchasing decisions.

b.   Effect of X2 (Brand) on Y (Purchase Decision)

H0: py1.23 = 0: The correlation coefficient between the brand and the purchase decision to buy Toyota Avanza is not significant.

Ha: py1.23 ≠ 0: The correlation coefficient between the brand and the purchase decision to buy Toyota Avanza is significant.

After testing the research hypothesis and based on the results of calculations using SPSS version 25.0, the significance t of variable X2 is 0.002 and is smaller than the real level (α = 0.05) or 0.002 <0.05, so it can be concluded that H0 is rejected and Ha is accepted, then partially or individually, there is a significant influence between brands on purchasing decisions.

c.   Effect of X3 (Product Design) on Y (Purchase Decision)

H0: py1.23 = 0: The correlation coefficient between product design and purchasing decisions to buy Toyota Avanza is not significant.

Ha: py1.23 ≠ 0: The correlation coefficient between product design and purchasing decisions to buy Toyota Avanza is significant.

After testing the research hypothesis and based on the results of calculations using SPSS version 25.0, the significance t of the X3 variable is obtained at 0.001 and is smaller than the real level (α = 0.05) or 0.001 <0.05, so it can be concluded that H0 is rejected and Ha is accepted, then partially or individually, there is a significant influence between product design on purchasing decisions.

2.   **Simultaneous testing of the correlation coefficient (Test f)**

H0: py1.23 = 0: The correlation coefficient between price, brand, and product design with the purchase decision to buy Toyota Avanza is not significant.

Ha: py1.23 ≠ 0: The correlation coefficient between price, brand, and product design with the purchase decision to buy Toyota Avanza is significant.

After testing the research hypothesis and based on the results of calculations using SPSS version 25.0, the significance t of the X1 variable is obtained at 0.000 and is smaller than the real level (α = 0.05) or 0.000 <0.05 so that it can be concluded that H0 is rejected and Ha is accepted, then jointly or simultaneously there is a significant influence between price, brand, and product design on purchasing decisions.

4.5.   Research Findings

Based on the data obtained by distributing questionnaires to 80 respondents and the results of calculations using SPSS 25.0 and hypothesis testing that has been carried out, the researcher found that all price (X1), brand (X2), and product design (X3) variables partially have a significant effect. against purchasing decisions (Y). Meanwhile, price (X1), brand (X2), and product design (X3) simultaneously have a significant influence on purchasing decisions.

4.5.1. Findings of Price Results (X1)

In this study partially the price variable on purchasing decisions has a significant effect. When viewed from the results of the hypothesis test, the significance t variable X1 is obtained 0.027 <0.05, which means that H0 is rejected and Ha is accepted. The results of this study are supported by research by Budi Istiyanto and Lailatan Nugroho (2016) where the results of the first hypothesis testing using the t test indicate that the price variable has a significant and positive effect on purchasing decisions.

4.5.2. Findings of Brand Results (X2)

In this study partially the brand variable on purchasing decisions has a significant effect. When viewed from the results of the hypothesis test, a significant t variable X2 is obtained, 0.002 <0.05, which means that H0 is rejected and Ha is accepted. The results of this study are supported by research by HM Mansyur and Bunga Aditi (2017) where the results of the

first hypothesis testing using the t test show that brand variables have a significant and positive effect on purchasing decisions.

4.5.3. Findings of Product Design Results (X3)

In this study partially product design variables on purchasing decisions have a significant effect. When viewed from the results of the hypothesis test, the significance t variable X3 is 0.001 <0.05, which means that H0 is rejected and Ha is accepted. The results of this study are supported by research by Lifia Filia Maindoka, Altje Tumbel, and Christy Rondonuwu (2018) where the results of the first hypothesis testing using the t test show that product design variables have a significant and positive effect on purchasing decisions.

4.5.4. Findings of Price (X), Brand (X), and Product Design (X) Against Purchasing Decisions (Y)

In this study simultaneously or jointly between the variables of price, brand, and product design there is a significant influence on purchasing decisions. If seen from the results of the hypothesis test, it is obtained a significance f of 0.000 <0.05, which means that H0 is rejected and Ha is accepted. The results of this study are supported by Budi Istiyanto and Laila Nugroho (2016) who say that the price, brand and design variables simultaneously or together have a significant and positive influence on purchasing decisions.

V.   CONCLUSIONS AND SUGGESTIONS
5.1.   Conclusion

Based on the research results that have been described in the previous chapter, what can be concluded in this study are as follows:

1. The partial KD value of the price on the purchase decision is 6.30% and the results of hypothesis testing obtained a significance t of 0.027 with a real level of 5% or 0.027 <0.05, proving that the price has a significant effect on the purchase decision of the Toyota Avanza.
2. The value of brand partial KD on purchasing decisions is 12.25% and the results of hypothesis testing obtained a significance t of 0.002 with a real level of 5% or 0.002 <0.05, proving that the brand has a significant effect on purchasing decisions for the Toyota Avanza.
3. The partial KD value of product design on purchasing decisions is 14.13% and the results of hypothesis testing are obtained with a significance t of 0.001 with a real level of 5% or 0.001 <0.05, proving that product design has a significant effect on purchasing decisions for Toyota Avanza.
4. The value of simultaneous KD (multiple) of price, brand, and product design on purchasing decisions is 68.3% and the results of hypothesis testing are obtained with a significance t of 0.000 with a real level of 5% or 0.000 <0.05, proving that the price, brand, and design simultaneously or together have a significant effect on the purchase decision of the Toyota Avanza.

5.2.   Suggestion

Based on the results of the research that has been done, the researchers recommend suggestions that can be presented for consideration, namely as follows:

1. Based on the results of the questionnaire in statement No. 1 Price, namely "I bought Avanza because the price is relatively cheap," gets the lowest score.

Researchers suggest that Toyota should add various attractive promos even though the prices are very affordable, but to add more consumers, dealers can add promos.

2. Based on the results of the questionnaire in statement No. 4 Brand, namely "I bought the Avanza car because the majority of Indonesians to transport my family" received the lowest score. Researchers suggest that the dealer makes a gethering event in which the aim of increasing the sense of togetherness has trusted in Toyota products.

3. Based on the results of the questionnaire in statement No. 2 Product Design, namely "I bought the Avanza car because the features offered are in accordance with the price" obtained the lowest score. Researchers suggest that Toyota be able to make a better and more attractive design but at a price that is in accordance with the features offered.

4. Based on the results of the questionnaire in statement no.1 Purchase Decision, namely "before buying the Avanza car I looked for information on the car first" obtained the lowest score. Researchers suggest that Toyota makes information not only through print media but also through social media and adds to hold a test drive so that prospective buyers can experience the sensation of driving using the Toyota Avanza.

5. Add testimonials to products that have been sold by interviewing consumers who have purchased the product.

6. Companies must update old products with the latest products and add several product items such as accessories for the interior or exterior in order to attract new consumers.

REFERENCE LIST

Amron. 2018. Effect Of Product Quality, Price, And Brand Image On The Buying Decision Of City Car Product. Archives of Business Research-Vol. 6, No.4

Buchari Alma. 2013. Purchasing Decisions, Marketing Management Vol. 3

Christy Jacklin Gerung, Jantje Sepang, Sjendry Loindong. 2017. The Effect of Product Quality, Price, and Promotion on Purchasing Decisions of Nissan X-Trail Cars. Journal Emba Vol.5 No.2

HM Hermansyur and Bunga Aditi. 2017. The Influence of Product Quality, Brand Image, Price, and Promotion on Purchasing Decisions of Honda Brand Cars in Medan City. Journal of Business and Management Concepts

Hafizh Novansa and Hapzi Ali. 2017. Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price. Saudi Journal of Humanities and Social Sciences.

Irmalisah, Suharno, J. Kulleh. 2016. The Influence of Price, Product Quality and Brand Image on Purchasing Decisions of Toyota Kijang Innova in Samarinda. Management Journal, Vol 8, (1)

Istiyanto, Budi. Nugroho Lailatan. 2016. Analysis of the Influence of Brand Image, Price, and Product Quality on LCGC Car Purchase Decisions.

Kotler Philip. 2016. Product Design Factors. Erlangga, Jakarta.

Kotler Philip. 2016. Explanation of Prices and Indicators in it. Erlangga, Jakarta.

Kotler Philip. 2016. Explanation of Brands and factors. Erlangga, Jakarta.

Kotler Philip. 2016. Principles of Purchase Decisions. Erlangga, Jakarta.

Kotler, Philips. 2013. Marketing Management, Thirteenth Edition Volume 1. Translation by Adi Maukana and Wibi Hardani. Jakarta

Toyota Avanza awards:https://www.otosia.com/berita/toyota-avanza-k_Kembali-reih-pengharga.html

*History of the Formation of Toyota:*https://www.toyota.astra.co.id/corporate-information/profile

Sudjana. 2015. Marketing Management - Population, Jakarta

Sugiyono. 2015. Marketing Management - Definition of a dependent variable, Jakarta

Sugiyono. 2017. Research Strategy*https://www.dkampus.com/2016/03/mementuk-metode-pendanggung-pen Research-quantitative/*

Ugeng Budi Haryoko. 2017. Analysis of the Influence of Price and Promotion on Car Purchase Decisions at UJM Motor, South Tangerang. ISSN 2356-2005

Uma Sukmara. 2015. Primary Data Variable, Jakarta