FACTORS AFFECTING THE DECISION PROCESS PURCHASING WITH BUYING INTEREST AS INTERVENING VARIABLES
(Case Study at PT. Tunas Ridean Tbk Bekasi Branch)

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Abstract - *This study aims to determine the factors that influence the purchasing decision process of the New Toyota Kijang Innova car with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch. The strategies and methods used were associative strategies and a survey with a questionnaire. The sample used was 100 respondents who bought a New Toyota Kijang Innova PT. Tunas Ridean Tbk Bekasi Branch.*
Based on the analysis and discussion, it shows that directly and indirectly brand image, social media and product knowledge influence the purchase decision process with the purchase intention of the New Toyota Kijang Innova car as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch
Keywords: Product Knowledge, Brand Image, Social Media, Purchase Interest, Purchasing Decision Process

Abstrak– Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi proses keputusan pembelian mobil New Toyota Kijang Innova dengan minat beli sebagai variabel *intervening* pada PT. Tunas Ridean Tbk Cabang Bekasi. Strategi dan metoda yang digunakan strategi asosiatif dan survei dengan kuesioner. Sampel yang digunakan 100 responden yang membeli mobil New Toyota Kijang Innova PT. Tunas Ridean Tbk Cabang Bekasi.
Berdasarkan analisis dan pembahasan menunjukkan bahwa secara langsung dan tidak langsung citra merek, media sosial dan pengetahuan produk mempengaruhi proses keputusan pembelian dengan minat beli mobil New Toyota Kijang Innova sebagai variabel *intervening* pada PT. Tunas Ridean Tbk Cabang Bekasi.
Kata kunci : Pengetahuan Produk, Citra Merek, Media Sosial, Minat Beli, Proses Keputusan Pembelian

I. PRELIMINARY

The rapid development of the automotive industry in Indonesia has made the level of competition tighter, especially in the car industry. Car Brand Holder Sole Agents (ATPM) continue to innovate their products. This can be seen from the increasing diversity of brands and types of cars in Indonesia. As a result, consumers are increasingly selective in choosing products to buy. Factors that become a consideration for consumers in choosing a product are the benefits that consumers will get from a product. In addition, consumers also consider how much it costs to get these products (Kotler and Keller, 2013: 3). The number of products that have the same form, use and other features makes it difficult for consumers to distinguish products.

BeThe following is data on car unit sales in Indonesia from 2015 to 2019.
Table 1.1   Car Sales Data in Indonesia from 2015 to 2019 (unit)

Brand	Sales Year				
	2015	2016	2017	2018	2019
Toyota	300,317	399,746	434,232	381,500	371,332
Daihatsu	154,867	185,226	185,942	189,700	186,381
Mitsubishi	105,950	141,962	148,918	97,800	121,395
Suzuki	111,221	154,923	126,577	93,000	111,660
Honda	69,320	159,147	147,378	199,400	186,859

Sumber: gaikindo.org.id.

Table 1.1 shows that the majority of car sales in Indonesia are superior to the Toyota brand which ranks first in car sales from 2015 to 2019. This shows that the majority of the population in Indonesia is more likely to choose Toyota brand cars than choosing other car brands.

Marketers must be able to understand the characteristics of consumers through up to date studies. Because consumers are the purchasing decision makers or those who are influential in the decision making process, marketers must create and have the right strategies and special tactics to respond to consumer behavior who very often make unplanned purchases. This strategy helps marketers so that marketers do not make big sacrifices, especially for promotional costs and the promotion strategy can run as closely as possible, right on target and not in vain.

Based on the background of the problems described above, the authors are interested in taking the title "Factors Affecting the Decision Process to Purchase a New Toyota Kijang Innova Car with Purchase Intention as an Intervening Variable (Case Study at PT. Tunas Ridean Tbk Bekasi Branch)"

1.1.   Formulation of the problem

Based on the background that has been stated above, the main problems of this study are:
1. Does product knowledge have a direct effect on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch?
2. Does the brand image directly influence the interest in buying a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch?
3. Does social media have a direct influence on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch?
4. Does product knowledge have a direct effect on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch?
5. Does the brand image have a direct effect on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch?
6. Does social media have a direct influence on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch?
7. Does buying interest have a direct effect on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch?
8. Does product knowledge have an indirect effect on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch?
9. Does brand image have an indirect effect on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch?
10. Does social media have an indirect effect on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch?

1.2. Research purposes

The purpose of this research is to find out:

1. The direct effect of product knowledge on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch
2. Direct influence of brand image on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch
3. The direct influence of social media on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch
4. The direct effect of product knowledge on the decision process of purchasing a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch
5. The direct effect of brand image on the purchasing decision process for the New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch
6. The direct influence of social media on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch
7. The direct effect of purchase intention on the decision process of purchasing a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch
8. The indirect effect of product knowledge on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch.
9. The indirect effect of brand image on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch.
10. The indirect effect of social media on the purchasing decision process with purchase intention as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch.

II. LITERATURE REVIEW

2.1. Marketing Management

According to Alma (2014: 1), it is explained that marketing is an activity that is not only marketing goods and offering goods or selling but is broader than that, including various activities of storing, sorting and so on. Meanwhile, according to Assauri (2014: 5), marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time and the right price with the right promotion and communication.

2.2. Product knowledge

According to Rao and Sieben quoted in Waluyo and Pamungkas (2013: 19), product knowledge is the coverage of all accurate information stored in the memory of consumers which is as good as their perception of product knowledge. Consumers with higher knowledge will be more realistic in choosing products according to their expectations. Where, the higher consumer knowledge in purchasing a product, can increase the ability of consumers to make more satisfying choices. According to Beatty and Smith, quoted in the journal "the effect of brand image and product knowledge on purchase intention moderated by price discount", defines product knowledge as consumers who have perceptions of certain products, including previous experiences in using these products. According to Peter and Olson (2013), product knowledge refers to various types of knowledge, meanings, and beliefs that are recorded in consumers' memories. For example, consumers can have knowledge about the characteristics or models of an athletic shoe brand

2.3. Brand image

Kotler and Armstrong (2014: 230) argue that "brand is a name, term, symbol, design, or a combination of these, that identifies the products or services of one seller or group seller and differentiates them from those of competitors". In addition, Kotler and Keller (2016: 274) argue that image is the way people perceive a brand actually. For images

to be embedded in the minds of consumers, marketers must demonstrate brand identity through the communication suggestions and brand contacts available

2.4. Social media

According to Malita (2011; 68) social media describes online technology and the habits of the people who use it to share opinions, insights, experiences and views. There are several forms of social media, such as text, images, sound and video. Social media has a distinctive type of using technology such as blogs, message boards, podcasts, and wikis that allow its users to interact. While the definition of social media according to Evans (2008: 33) is the democratization of information, changing people from content readers to content publishers. It is a shift from the broadcast mechanism from one model to the many, rooted in conversations between authors, people and peers. Social media uses the "crowd concept" in order to connect with information together.

2.5. Relationship between Research Variables
2.5.1. Direct influence of product knowledge on purchase intention

Lin and Lin (2013: 8) say that the level of product knowledge affects consumer purchase interest. In general, consumers with higher product knowledge have better memory, recognition, analysis and logic skills than those with lower product knowledge. As a result, those who think they have higher product knowledge tend to rely on intrinsic cues instead of stereotypes to create assessment of product quality because they realize the importance of product information. Consumers with high product knowledge will evaluate products based on their quality because they are confident in their product knowledge. By doing so, they will become aware of the value of the product and consequently develop buying interest. On the other hand, those with low product knowledge were more likely to be susceptible to environmental cues. This is in accordance with the research conducted byJefriansyah (2018) who says that product knowledge is about buying interest.

2.5.2. Direct influence of brand image on purchase intention

LaForge, Ingram, and Bearden (2012: 12) argue that marketers must truly believe in the ideas that are poured into the brand, what are the benefits of their products and how consumers perceive their brands. If a product already has a good image, then consumers are more interested in buying that product without causing anxiety about the quality of the product and all negative thoughts about the product, it can be concluded that the brand image has a relationship with the emergence of buying interest for consumers. Brand image is something that is important in creating consumer purchasing decisions, a good brand image is a brand image that creates a positive value for a brand, so that consumers will always think positively about the brand and will lead to consumer purchasing decisions in meeting consumer needs. In creating a good image for consumers, the company must carry out various strategies to create new opportunities in the eyes of consumers by creating a brand image that can be accepted by consumers and produce something positive in the minds of consumers, in order to create consumer confidence in the products sold by the company. If the product's brand image has a positive value in the eyes of consumers, it will lead to high purchasing decisions for the products desired by consumers. Not only that, brand image can influence purchasing decisions, it is also strengthened by previous research conducted by Ginting et al (2015),

2.5.3. The direct influence of social media on purchase intention

Social media is a marketing system that uses social media as the main tool in influencing consumers. According to Neti (2011) marketing through social media is an effort to use social media to persuade consumers of a company to use useful products and / or services from the company. Social media marketing can be used to implement a strategy such as sharing a coupon or announcing a promo on Facebook or Twitter, or it can be used

to build a broader brand such as communicating with people on LinkedIn or creating great content on a blog, uploading a video to YouTube, or in a presentation shared via SlideShare. Social media can also influence consumer purchase interest in a product. Marketing through social media can be used as an effective means of promotion, especially now that social media users can say that each person has one or more social media, so it is hoped that by using marketing through social media consumers can see the promotions being carried out so that later it can generate interest in the product. Under such conditions, marketing through social media today is arguably a good marketing system to attract consumer buying interest. This is in accordance with the results of research conducted by So it is hoped that by using marketing through social media consumers can see the promotions being carried out so that later it can generate interest in these products. Under such conditions, marketing through social media today is arguably a good marketing system to attract consumer buying interest. This is in accordance with the results of research conducted by So it is hoped that by using marketing through social media consumers can see the promotions being carried out so that later it can generate interest in these products. Under such conditions, marketing through social media today is arguably a good marketing system to attract consumer buying interest. This is in accordance with the results of research conducted byRozikin (2015), Sepang and Samadi (2016), Kamra (2015) and Darshan (2018) which state that there is an influence of social media on buying interest.

2.5.4. Direct influence of product knowledge on the purchasing decision process

When making purchases, consumers often rely on personal memories or experiences to make decisions. Product knowledge as a consumer has a perception of a certain product, including previous experience using that product. The level of product knowledge influences consumer purchasing decisions. In general, consumers with higher product knowledge have better memory, recognition, analysis and logic skills than those with lower product knowledge. As a result, those who think they have higher product knowledge tend to rely on intrinsic cues instead of stereotypes to create assessment of product quality because they realize the importance of product information. Consumers with high product knowledge will evaluate products based on their quality because they are confident in their product knowledge. By doing so, they will become aware of the value of the product and consequently develop purchasing decisions. On the other hand, those with low product knowledge are more likely to be susceptible to environmental cues. The results of his research are in accordance with research by Asghar (2019) showing that product knowledge has a significant positive impact on consumer purchasing decisions. those with low product knowledge were more likely to be susceptible to environmental cues. The results of his research are in accordance with research by Asghar (2019) showing that product knowledge has a significant positive impact on consumer purchasing decisions. those with low product knowledge were more likely to be susceptible to environmental cues. The results of his research are in accordance with research by Asghar (2019) showing product knowledge has a significant positive impact on consumer purchasing decisions.

2.5.5. Direct influence of brand image on the purchasing decision process

Brand is one of the factors that influence the consumer purchasing decision process so that if the consumer's understanding of a brand will be a good brand, this will support a consumer to carry out the purchase decision process, and after this purchase process the consumer gets what is expected from a product with brand, then consumers will get satisfaction at a later date which can encourage the process of repurchasing products with that brand. According to Hartini (2012: 67), brand image is very influential on the purchasing decision process to buy because it shows that consumers have good thoughts, besides that consumers see the usefulness provided by this vehicle is somewhat interesting. This is because there is a lot of brand competition in motorized vehicle products that issue

similar products so that consumers are faced with many choices in buying a vehicle. Consumers sometimes try to buy vehicles with different brands but have the same benefits. (Hendra Noky Andrianto, 2013: 7). This supports research conducted by Antoni and Herianto (2017),Asghar (2019), Nugraheni and Dwiyanto (2016) and said that brand image is the process of purchasing decisions.

2.5.6. The direct influence of social media on the purchasing decision process

Many considerations made by consumers before deciding to buy a product, for example from the way the company markets the product. In this regard, the things that must be paid attention to in order to maintain the company's survival are by designing appropriate and targeted marketing strategies, one of which is using digital marketing. Thus, the more precisely the company determines the marketing strategy, the higher the Purchasing Decision will be. This is because marketers need to use multiple methods to preserve the brand loyalty of their customers since the various components of the brand combined with traditional marketing may not be sufficient to generate revenue for individual companies. Consequently, there is a need to look for new ways such as events, direct marketing, internet marketing and social media marketing. Among several avenues, social media marketing has become the most desirable platform for marketing products and services (Kotler and Keller, 2016: 72) because of its wide accessibility and use around the world. Therefore, in addition to its widespread use, social network marketing also provides a sizeable advantage for businesses in terms of social commerce and perhaps, spending minimization. social network marketing facilitates fast and viral delivery offers and grabs the attention of consumers quite quickly and this can result in an increased buying process. Where this research is supported by previous research conducted social media marketing has become the most desirable platform for marketing products and services (Kotler and Keller, 2016: 72) because of its wide accessibility and use around the world. Therefore, in addition to its widespread use, social network marketing also provides considerable benefits. great for businesses in terms of social commerce and perhaps, minimization of spending. social network marketing facilitates fast and viral delivery deals and grabs the attention of consumers quite quickly and this can result in an increased buying process. Where this research is supported by previous research conducted social media marketing has become the most desirable platform for marketing products and services (Kotler and Keller, 2016: 72) because of its wide accessibility and use around the world. Therefore, in addition to its widespread use, social network marketing also provides considerable benefits. great for businesses in terms of social commerce and perhaps, minimization of spending. social network marketing facilitates fast and viral delivery offers and grabs the attention of consumers quite quickly and this can result in an increased buying process. Where this research is supported by previous research conducted Social network marketing also provides a sizeable advantage to businesses in terms of social commerce and perhaps, spending minimization. social network marketing facilitates fast and viral delivery deals and grabs the attention of consumers quite quickly and this can result in an increased buying process. Where this research is supported by previous research conducted Social network marketing also provides a sizeable advantage to businesses in terms of social commerce and perhaps, spending minimization. social network marketing facilitates fast and viral delivery deals and grabs the attention of consumers quite quickly and this can result in an increased buying process. Where this research is supported by previous research conductedKamra (2015), Darshan (2018) and Asghar (2019) stated social media to the purchasing decision process.

2.5.7. The direct effect of purchase intention on the purchasing decision process

Purchase interest is shaped by influence, consumer attitudes towards a product and their belief in quality, in this case marketers must understand consumer desires. Consumer purchase interest, namely the attitudes, interests and actions taken by consumers in the

decision-making process and planning purchases of a number of brands. Consumer interest is strongly influenced by product characteristics, the selection of the benefits of a product and the price determined by the marketer. Long yi (2013: 4) "since the observed relationship between intention and purchase is generally positive and significant", which means that the observed relationship between intention and purchase is generally positive and significant. Many studies have found a positive correlation between purchase interest and buying behavior as practiced byKamra (2015), Karunanayake and Wanninayake (2015), Nugraheni and Dwiyanto (2016) and.

2.5.8. The indirect effect of product knowledge on the purchasing decision process through purchase intention

According to Zeithaml in Lin & Lin (2012: 12) product knowledge is an intrinsic clue that is very important for consumers to consider when evaluating products before making a purchase. According to Roslina (2012: 6) Providing information about products to consumers is very important because it makes consumers have knowledge of these products and the information conveyed will influence consumer purchasing decisions. To understand consumer behavior, it is very important to build consumer knowledge about these products. According to Roslina (2012: 7) Consumers have knowledge of these products and the information conveyed can form a brand image, which will generate buying interest and influence the consumer purchasing decision process. This is in accordance with research byKamra (2015).

2.5.9. The indirect effect of brand image on the purchasing decision process through purchase intention

According to Evelina et al (2012: 2) "Consumer decisions are strongly influenced by people's decisions on certain brands. This decision then shapes the image of the brand and product and the people who act accordingly. " The consumer purchasing decision process is something that is expected by the company because it will create a competitive advantage and profit for the company which has an impact on a good brand image for the company. Products that have a good brand image tend to be more easily accepted by consumers, so that consumers will buy a product that has a good brand image compared to other brands whose brand image is not good. This is in accordance with previous research conducted by Nugraheni and Dwiyanto (2016).

2.5.10. The indirect influence of social media on the purchasing decision process through purchase intention

At this time the social media marketers commonly use are social media such as Facebook, Twitter, YouTube, and MySpace, Instagram, blogs and many more. The focus of social media marketing is the struggle to present content, which can grab the attention of readers and encourage them to share it among their social networks (Chary, 2014). Purchase interest is one of the roles for consumers in making purchases, while social media is one of the choices for consumers to find information in any case and this is what makes social media a very appropriate media to make consumers easily remember a brand, with If there is interest in buying, a process appears to be made to purchase the marketed product.This is in accordance with research by Karunanayake and Wanninayake (2015).

2.6. Hypothesis Development

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of the research problem has been stated in the form of a question sentence (Sugiyono, 2017: 192). It is said temporarily, because the answers given are only based on a relevant theory, not based on empirical facts obtained through data collection. So this hypothesis can also be said to be a theoretical answer to the formulation of research

problems, not an empirical answer. Based on the above theory and thinking framework, the research hypothesis can be formulated as follows:

H1 It is suspected that there is a direct effect of product knowledge on purchase intention

H2 It is suspected that there is a direct effect of brand image on purchase intention

H3 It is suspected that there is a direct influence of social media on buying interest

H4 It is suspected that there is a direct effect of product knowledge on the purchasing decision process

H5 It is suspected that there is a direct effect of brand image on the purchasing decision process

H6 It is suspected that there is a direct influence of social media on the purchasing decision process

H7 It is suspected that there is a direct effect of purchase intention on the purchasing decision process

H8 It is suspected that there is an indirect effect of product knowledge on the purchasing decision process through purchase intention as a variable *intervening*

H9 It is suspected that there is an indirect effect of brand image on the purchasing decision process through purchase intention as a variable *intervening*

H10 It is suspected that there is an indirect influence of social media on the purchasing decision process through purchase intention as a variable *intervening*

2.7. Research Conceptual Framework

This conceptual framework explains the direct and indirect effects between the variables studied and the hypotheses that will occur in this study. The following is the research conceptual framework as follows:
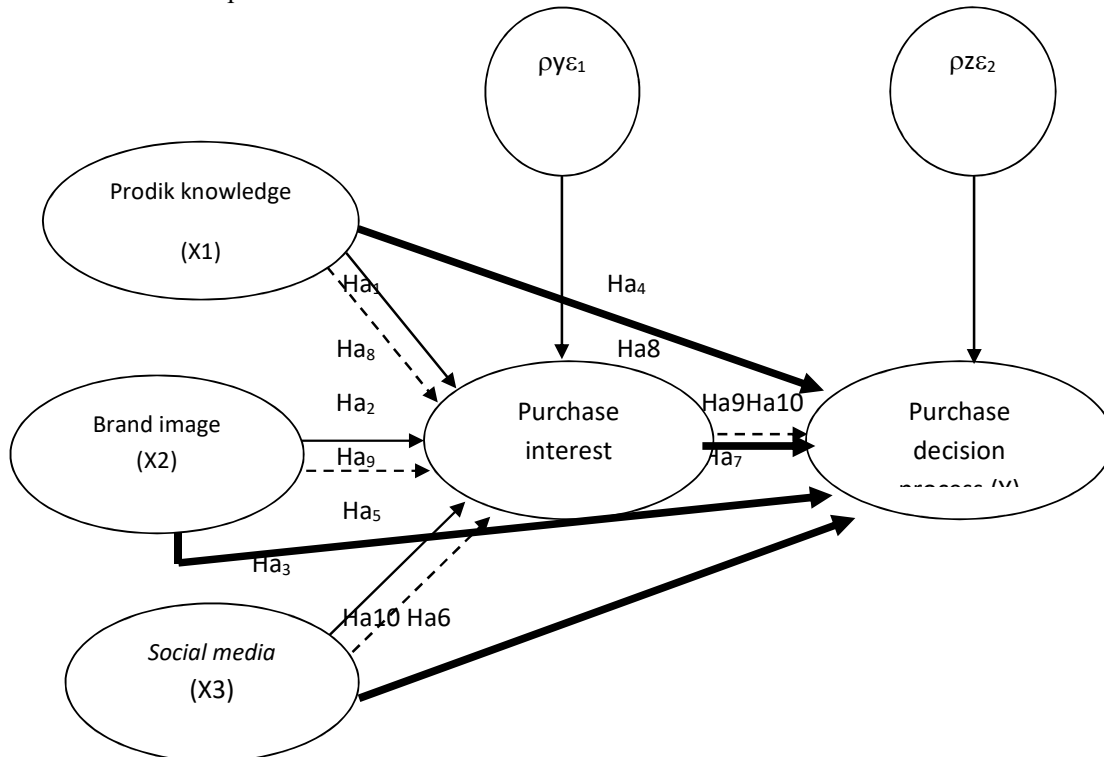

Figure 2.3. The conceptual framework of the influence of product knowledge, brand image and social media on the purchasing decision process with purchase intention as an intervening variable

Exogenous Variable:
X1   : Product knowledge
X2   : Brand image
X3   : Social media
Intervening variable (Z) : Purchase interest
Endogenous Variable (Y)   : The purchase decision process

In this study, there is a direct influence of the product knowledge variable, brand image and social media on the purchase intention variable, there is a direct influence of the variable product knowledge, brand image, social media and purchase interest on the purchasing decision process and there is an indirect influence of the variable product knowledge, brand image, and social media on the variable of the purchasing decision process. through the purchase interest variable. In accordance with the research topic, the variables of this study use a structural model, that is, if each dependent / endogenous variable is determined by a set of independent / exogenous variables.

III.   RESEARCH METHOD

3.1. Research Strategy

The strategy used is an associative strategy. Sugiyono (2017: 125) states that associative is research that aims to determine the relationship or influence between variables. This strategy is intended to provide an explanation of the effect of product knowledge, brand image and social media on the purchasing decision process through the purchase interest of the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch

3.2.   Population and Sample

Population according to Sugiyono (2017: 80) states that population is an area of generalization of objects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. Population determination is an important stage in research. The population can provide information or data that is useful for a study. The population in this study areall car buyers at PT. Tunas Ridean Tbk Bekasi Branch, while ptarget opulation ie buyers of New Toyota Kijang Innova cars at PT. Tunas Ridean Tbk Bekasi Branch for the period 2019.

. The determination of the number of samples is determined using the Margin of error formula according to Arikunto (2014: 75).

$$n = \frac{Z^2}{4(moe)^2} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{ .... (3.1)}$$

Information :
n   = number of samples
Z   = level of confidence required in determining the sample 95%
          So that the Z value is 1.96
Moe   = *Margin of error*, that is the maximum error rate
can be tolerated, and in this study used Moe 10%

Based on the above calculations, the following is obtained:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = \frac{3,8416}{0,04} = 96.54 \approx 100$$

Respondents who were sampled in this study were buyers of New Toyota Kijang Innova

cars at PT. Tunas Ridean Tbk Bekasi Branch with the following criteria:
1. Age over 20 years. With an adult age it is expected that the respondent can make an objective assessment of the statements in the questionnaire related to the research variables.
2. Respondents selected by consumers who do the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch. New buyers and regular buyers because this research is also related to purchasing decisions.

3.3. Data Analysis Methods
The statistical analysis of the research data uses path analysis to see the direct and indirect effects between variables. Researchers used path analysis in this study because path analysis allows researchers to test theoretical propositions regarding causal relationships. The analysis is carried out using correlation and regression so that it can be seen that to arrive at the last dependent variable, must go through the direct route or through intervening. The model is depicted in the form of a circle and arrow, where a single arrow shows the cause because each variable in a model is the dependent variable (the respondent) while the others are the cause.

3.3.1. Data processing methods
In this research, this data management uses a program *SPSS 25*. This was done to make it easier to manage statistical data more quickly and accurately.

3.3.2. Method of presenting data
In this study, the data that has been collected will be presented in tabular form which is expected to facilitate research in analyzing and understanding the data, so that the data presented is more systematic.

3.3.3. Statistical analysis of data
The statistical analysis used in this research is path analysis. The main analysis carried out is to test the path constructs whether it is empirically tested or not. Further analysis is carried out to look for direct and indirect effects by using correlation and regression so that it can be seen that to arrive at the last dependent variable, it must be through the direct route or through the intervening variable.

3.3.4. Instrument Test
A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument that will be used to collect research data does not have high validity and reliability. These tests and measurements each demonstrate the consistency and accuracy of the data collected.
1. Validity test
   Validity test is done to ascertain how well an instrument is used to measure the concept that should be measured. According to Sugiyono, to test the validity is done by correlating the score of the questions with the total score. The total score is the sum of all statement scores. The data that has been obtained is tabulated and factor analysis is carried out using the Construck Validity method using a simple correlation method. If the result is 0.3 (critical) or more, then the factor is a strong construction or has good construction validity.
   The formula used to test the validity of this instrument is Karl Pearson's Product Moment, as follows:

$$r_{xy} = \frac{n\sum X\,Y - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}} \quad \text{.. (3.2)}$$

Information:

r_{xy}	=	The coefficient of the validity of the question items being sought
n	=	Number of respondents sought (sample)
X	=	Score obtained by subjects from all items
Y	=	The total score obtained from all items

   Then the results of rxy are compared with the value of the product moment (critical), if the results obtained rxy> 0.3, then the instrument is valid. In practice, to test the validity of the questionnaire, Microsoft Office Excel and SPSS (Statistical Package for Social Science) are often used.

2. Reliability test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct (Ghozali, 2011). A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. The method used to test the reliability of the questionnaire in this study was to measure the reliability with the Cronbach Alpha statistical test. To find out that the questionnaire is reliable, it will be tested the reliability of the questionnaire with the help of the SPSS computer program. According to Sekaran (2013), the basis for making this reliability test decision is as follows:

If the Cronbach's Alpha coefficient ≥ 0.6 → then Cronbach's Alpha is acceptable (construct reliable).

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

3.3.5. Path Analysis

   DIn this technique, two types of arrows are used, namely a one-way arrow which states the effect of the independent variable on the dependent variable and a two-way arrow which states the correlational relationship between the dependent variable. According to Riduwan and Kuncoro (2015: 115) the path analysis technique is used in testing the contribution shown by the path coefficient on each path diagram of the causal relationship between variables X1, X2, X3, to Z and Y.

   To describe the causal relationships between variables to be studied. Researchers use a diagrammatic model which is commonly called a research paradigm, this is used to make it easier to see these causality relationships. In path analysis the diagram model used is usually called a Path Diagram.

   Path diagram is a tool to graphically depict the structure of the causality relationship between exogenous, intervening (intermediary) and endogenous variables. To present the causality relationship, the path diagram uses the single headed arrow symbol to indicate a direct influence between exogenous or intervening variables and endogenous variables. This arrow also relates the error to the endogenous variables, and to present the correlation or covariance relationship between two variables using a two headed arrow. Each variable is symbolized in the form of a box while other variables which are not analyzed in the model or error are represented in a circle.

   To further clarify each path coefficient on a complete path diagram, the path coefficients can be identified (Riduwan and Kuncoro, 2015). This model illustrates the relationship between exogenous variables, namely product knowledge, brand image, and social media and the endogenous variable, namely buying interest. and the purchasing decision process. The influence of product knowledge, brand image, and social media on purchase intention, and satisfaction with the purchasing decision process is called the direct effect. Meanwhile, from product knowledge, brand image, and social media on the purchase decision process through purchase intention, it is called the indirect effect.

   Hypothesis testing is used to determine the significance of the effect of endogenous variables on exogenous variables partially or simultaneously.

1. Equation of sub structure 1

$$Z = \beta zx1 X1 + \beta zx2 X2 + \beta zx3 X3 + \varepsilon_1$$

Information:

Z = Endogenous variable buying interest

X1 = Exogenous variable of product knowledge

X2 = Exogenous variable of brand image

X3 = Exogenous social media variables

$\beta zx1$ = path coefficient of X1 to Z

$\beta zx2$ = path coefficient of X2 to Z

$\beta zx3$ = path coefficient of X3 to Z

ε_1 = Error variable path coefficient 1

Formulate a hypothesis in the substructure equation 1:

$$Z = \beta zx1 X1 + \beta zx2 X2 + \beta zx3 X3 + \varepsilon_1$$

From the equation sub structure 1 consists of the following hypothesis:

a. Effect of X1 on Z

Ho: $\beta zx1 = 0$ (there is no significant direct effect of product knowledge on purchase intention)

Ha: $\beta zx1 \neq 0$ (there is a significant direct effect of product knowledge on purchase intention)

b. Effect of X2 on Z

Ho: $\beta zx2 = 0$ (there is no significant direct effect of brand image on purchase intention)

Ha: $\beta zx2 \neq 0$ (there is a significant direct effect of brand image on purchase intention)

c. Effect of X3 on Z

Ho: $\beta zx3 = 0$ (there is no significant direct influence of social media on purchase intention)

Ha: $\beta zx3 \neq 0$ (there is a significant direct influence of social media on purchase intention)

To test the effect of each change in endogenous variables on changes in exogenous variables, it is seen from the significance t compared to the real level α (5% = 0.05) with the following criteria:

1) Ho is rejected, Ha is accepted if significance t <0.05
2) Ho is accepted, Ha is rejected if the significance t> 0.05

d. To calculate error 1 (ε_1), it will test the hypothesis of the effect of X1 X2 and X3 on Z

Ho: $\beta z\varepsilon_1 = 0$ (there is no significant effect of product knowledge, brand image and social media on purchase intention)

Ha: $\beta z\varepsilon_1 \neq 0$ (there is a significant effect on product knowledge, brand image and social media on purchase intention)

To test the effect of changes in endogenous variables simultaneously on changes in exogenous variables, it is seen from the significance F compared to the real level α (5% = 0.05) with the following criteria:

1) Ho is rejected, Ha is accepted if significance F <0.05
2) Ho is accepted, Ha is rejected if the significance F> 0.05

2. Equation of sub structure 2

$$Y = \beta yx1 X1 + \beta yx2\ X2 + \beta yx3\ X3 + \beta yz Z + \varepsilon_2$$

Information:

Y = Endogenous variable of the purchasing decision process

Z = Endogenous variable buying interest

X1 = Exogenous variable of product knowledge

X2 = Exogenous variable of brand image
X3 = Exogenous social media variables
$\beta yx1$ = path coefficient of X1 to Y
$\beta yx2$ = path coefficient X2 to Y
$\beta yx3$ = path coefficient of X3 to Y
βyz = Z to Y path coefficient
ε_2 = Error variable path coefficient 2
Formulate a hypothesis in the sub-structure equation 2:

$$Y = \beta yx1 X1 + \beta yx2\ X2 + \beta yx3\ X3 + \beta yz Z + \varepsilon_2$$

a. Effect of X1 on Y
   Ho: $\beta yx1 = 0$ (there is no direct significant effect that product knowledge has on the purchasing decision process)
   Ha: $\beta yx1 \neq 0$ (there is a significant direct effect of product knowledge on the purchasing decision process)

b. Effect of X2 on Y
   Ho: $\beta yx2 = 0$ (there is no significant direct effect of brand image on the purchasing decision process)
   Ha: $\beta yx2 \neq 0$ (There is a significant direct effect of brand image on the purchasing decision process)

c. Effect of X3 on Y
   Ho: $\beta yx3 = 0$ (there is no significant direct influence of social media on the purchase decision process)
   Ha: $\beta yx3 \neq 0$ (there is a significant direct influence of social media on the purchase decision process)

d. Effect of Z on Y
   Ho: $\beta yz = 0$ (there is no direct significant effect on satisfaction with the purchase decision process)
   Ha: $\beta yz \neq 0$ (There is a significant direct effect on satisfaction with the purchasing decision process)

   To test the effect of each change in endogenous variables on changes in exogenous variables, it is seen from the significance t compared to the real level α (5% = 0.05) with the following criteria:
   1) Ho is rejected, Ha is accepted if significance t <0.05
   2) Ho is accepted, Ha is rejected if the significance t> 0.05

e. To calculate error 2 (ε_2), it will test the hypothesis of the effect of X1 X2 X3 Z on Y
   Ho: $\beta y\varepsilon_2 = 0$ (there is no significant effect of product knowledge, brand image, social media and satisfaction on the purchasing decision process)
   Ha: $\beta y\varepsilon_2 \neq 0$ (there is a significant influence on product knowledge, brand image, social media and satisfaction on the purchasing decision process)

   To test the effect of changes in endogenous variables simultaneously on changes in exogenous variables, it is seen from the significance F compared to the real level α (5% = 0.05) with the following criteria:
   1) Ho is rejected, Ha is accepted if significance F <0.05
   2) Ho is accepted, Ha is rejected if the significance F> 0.05

3. In order to calculate the indirect effect of product knowledge on the purchasing decision process through purchase intention, brand image on the purchase decision

process through purchase intention and social media on the purchase decision process through purchase intention, the Sobel Test will be conducted.

Where to answer the problem formulation, namely as follows:

a. The influence of product knowledge on the purchasing decision process with purchase intention as an intervening variable.

b. The influence of brand image on the purchasing decision process with purchase intention as an intervening variable.

c. The influence of social media on the purchasing decision process with purchase intention as an intervening variable

Testing the mediation hypothesis can be done using a procedure developed by Sobel and is known as the Sobel test. The sobel test is carried out by testing the strength of the indirect effect X to Y through M. The indirect effect of X to Y through M is calculated by multiplying the path X à M (a) by the path M àY (b) or ab.

So the coefficient ab = (c - c '), where c is the effect of X on Y without controlling M, while c' is the coefficient of influence of X on Y after controlling for M.

The standard error Sobel test formula is calculated using the following formula:

$Sat = \sqrt{b2sa2 + a2sb2 + sa2sb2}$

To test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient with the following formula:

$$t = \frac{ab}{sab}$$

This calculated t value is compared with the t table value. If the t value is greater than the t table value, it can be concluded that there is a mediation effect. The assumption of the sobel test requires a large number of samples, if the number of samples is small, then the sobel test becomes less conservative (Ghozali, 2013).

IV.   RESULTS AND DISCUSSION

4.1.   Description of Research Object

PT. Tunas Ridean Tbk. is the largest independent vehicle dealer in Indonesia. Established since 1967 as an importer and seller of new and used cars from the Fiat, Holden and Mercedes-Benz brands. In 1995, Tunas Ridean made a public offering (go public) to become a publicly listed company under the name PT. Tunas Ridean Tbk. Currently Tunas is the official dealer for several well-known brands, namely Toyota, Daihatsu, Chevrolet, Peugeot and BMW, as well as used cars, consumer financing and motor vehicle rental. Tunas also has a subsidiary that acts as the main dealer for Honda motorcycles in Lampung. PT. Tunas Ridean Tbk is part of Jardine Cycle and Carriage, a division of Jardine Matheson, an international consortium based in London

With the opening of the Tunas Toyota dealer in the Bekasi Branch, PT Tunas Ridean wants to further expand its reach and wants to help people in the South Jakarta area, especially in the Bekasi Branch area, to meet their needs in four-wheeled vehicles. As we know, the potential for purchasing power in the South Jakarta area is still wide open. For conditions in Indonesia and even in the world, consumers generally already know the Toyota brand, which is an automotive company that continues to progress and develop.

4.2.   Respondent Description

The description of the research object is obtained from the results of a questionnaire distributed for research to consumers who buy the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi branch which is the subject of research based on Moe's formula obtained a sample of 100 people. The basic characteristics / identity of the respondents asked in the questionnaire are name (can be filled in / not), gender, age, latest education and monthly income are explained as follows:

Table 4.1. Characteristics of Respondents Based on Gender

Gender	total	Percentage
Male	82	82
Women	18	18
total	100	100

Source: Questionnaire data processing (2019)

Based on Table 4.1. above shows as many as 82 people (82%) who are consumers who buy the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi branch is male and 18 people (18%) are female consumers. So male consumers are greater or more dominant. These results illustrate that in general, men rather than women who buy, this is because automotive is better understood by men.

Table 4.2. Characteristics of Respondents by Age

Age	total	Percentage
17-25 years	21	21
26-35 years	32	32
36-45 years	37	37
> 45 years	10	10
Total	**100**	**100**

Source: Data processing (2020)

Based on Table 4.2. above shows as many as 37 people (37%) of consumers who bought the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi branch is dominated by consumers aged 36-45 years, while those aged> 45 years are only 10 people (10%). This is because the ages of 36-45 are already working and are well established in buying a vehicle.

Table 4.3. Characteristics of Respondents Based on Latest Education

Last education	total	Percentage
High school	24	24
Diploma	32	32
S1	36	36
S2	8	8
Total	**100**	**100**

Source: Data processing (2020)

Based on Table 4.3. Above shows the educational background of high school as many as 24 people (24%), D3 as many as 32 people (32%), S1 as many as 36 people (36%) and S2 as many as 8 people (12%). It can be seen that the educational background of the respondents is mostly at the undergraduate level.

Table 4.4.   Data on the Characteristics of Research Respondents Based on Type of work

Profession	total	Percentage
Student / Student	-	-
Employees (private / public)	62	62
entrepreneur	30	30
Housewife	8	8
Total	**100**	**100**

Source: Data processing (2020)

Based on Table 4.4. above shows, the highest number of respondents is employees (private / public) as many as 62 people or 62% because cars are used according to their respective needs such as going to work, malls, sightseeing and so on. The lowest respondents were housewives as many as 8 people or 8%.

Table 4.5. Characteristics of Respondents Based on Income per month

Income per month	total	Percentage
1 million - <3 million	6	6%
3 million - <5 million	32	32%
5 million - <8 million	49	49%
> 8 million	13	13%
Total	**100**	**100%**

Source: Data processing (2020)

Based on Table 4.5. above shows as many as 49 people (49%) of consumers who bought the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi branch is dominated by consumers with income of 5 million - <8 million, while the lowest income of 1 million - <3 million is 6 people (6%).

4.1. Instrument Test Results

This study uses primary data. The data were collected using a questionnaire distribution technique, namely by providing written statements to the respondents. Furthermore, the respondent gave a response to the statement given. This questionnaire is closed in nature where the answers are readily available. It is hoped that this questionnaire will be completed quickly. Before the questionnaire was distributed to the research sample, it was first carried out a trial test on 30 respondents outside the research sample. to measure the validity and reliability of these measuring instruments.

4.1.1. Validity test

The validity test in this study was processed using a computer with the SPSS 26 program. Where, the research instrument is said to be valid (accurate) for this study if it has a validity value greater than or equal to the rtabel of 0.3494 and if the validity value is less than 0.3494 it is said invalid (inaccurate). The variables used are as follows:

1. Product knowledge

   There are 6 statements of product knowledge variables given to 30 respondents. Based on the data management contained in Appendix 9, the results of the six statements have a rcount value greater than 0.3494 so that these statements can be used in data collection for this study.

   Table 4.6. Validity of product knowledge variables

No. Statement	r count	r table	Decision
1	0.811	0.3494	Valid
2	0.841	0.3494	Valid
3	0.890	0.3494	Valid
4	0.765	0.3494	Valid
5	0.658	0.3494	Valid
6	0.648	0.3494	Valid

   Source: SPSS data processing (2020)

   Therefore, as shown in Table 4.6. It can be concluded that all statements of product knowledge are valid.

2. Brand image

   The brand image variable contained 6 statements given to 30 respondents. Based on the data management contained in Appendix 10, the results of the six statements have a rcount value greater than 0.3494 so that the statement can be used in data collection for this study.

   Table 4.7. Variable Validity Brand image

No. Statement	r count	r table	Decision

1	0.885	0.3494	Valid
2	0.506	0.3494	Valid
3	0.590	0.3494	Valid
4	0.881	0.3494	Valid
5	0.904	0.3494	Valid
6	0.759	0.3494	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.7. It can be concluded that all brand image statements are valid.

3. Social media

There are 4 social media variables given to 30 respondents. Based on the data management contained in Appendix 11, the results of the four statements have a value of rcount greater than 0.3494 so that these statements can be used in data collection in this study.

Table 4.8. Validity of Social Media Variables

No. Statement	r count	r table	Decision
1	0.880	0.3494	Valid
2	0.942	0.3494	Valid
3	0.847	0.3494	Valid
4	0.788	0.3494	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.8. It can be concluded that all social media statements are valid.

4. Consumer buying interest

There are 4 variables of consumer purchase interest given to 30 respondents. Based on the data management contained in Appendix 12, the results of the four statements have a value of r count greater than rtabel 0.3494 so that these statements can be used in data collection in this study.

Table 4.9. Variable Validity of consumer purchase interest

No. Statement	r count	r table	Decision
1	0.912	0.3494	Valid
2	0.958	0.3494	Valid
3	0.899	0.3494	Valid
4	0.744	0.3494	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.9. It can be concluded that all statements of consumer buying interest are valid.

5. Purchasing decision process

The purchasing decision process variable contains 5 statements given to 30 respondents. Based on the data management contained in Appendix 13, the results of the five statements have a value of r count greater than rtabel 0.3494 so that these statements can be used in data collection in this study.

Table 4.10. Validity of Variable Purchase decision process

No. Statement	r count	r table	Decision
1	0.753	0.3494	Valid
2	0.728	0.3494	Valid
3	0.769	0.3494	Valid
4	0.796	0.3494	Valid
5	0.609	0.3494	Valid

Source: SPSS data processing (2020)

Therefore, as shown in Table 4.10. It can be concluded that all statements of the purchasing decision process are valid.

4.1.2. Reliability test

Reliability test is used to determine the consistency or stability of the measuring instrument, whether the tool used is reliable and remains consistent if the measurement can be repeated. In this reliability test, the SPSS program was used with the Cronbach's Alpha method. To test the reliability

of the same instrument used the Cronbach's Alpha formula. This formula is used to see the extent to which the measuring instrument can give relatively no different results when re-measuring the same symptoms at different times. So the measurement of reliability is concerned with the consistency and accuracy of the measurement. The results of the reliability test are as follows (the results of the SPSS instrument reliability test are in attachment 14):

Table 4.11. Overall Results of Reliability Test

Variable	*Alpha Cronbach*	> / <	Constant	Information
Product knowledge (X1)	0.849	>	0.60	*Reliable*
Brand image (X2)	0.857	>	0.60	*Reliable*
Social Media (X3)	0.880	>	0.60	*Reliable*
Purchase interest (Z)	0.904	>	0.60	*Reliable*
Purchase decision process (Y)	0.716	>	0.60	*Reliable*

Source: SPSS data processing (2020)

From the output table of the reliability test results above, it can be seen that the Cronbach Alpha value for the three variables used in this study is greater than 0.60. So it can be concluded that all variables in this study are reliable.

4.2.   Statistical Analysis of Data
4.2.1.   Path analysis (substructure model and path coefficient)
In the rare path analysis, the first is to examine sub structure 1 and sub structure 2.
1.   Testing the effect of product knowledge, product knowledge and brand image on buying interest in the New Toyota Kijang Innova (Sub structure 1)
Based on data processing for sub structure 1, the following results were obtained:

Table 4.12. Sub structure structural equation coefficient 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,962	, 785		2,499	, 014
	Product Knowledge (X1)	, 198	, 090	**, 301**	2,191	, 031
	Brand Image (X2)	, 166	, 065	**, 265**	2,541	, 013
	Social Media (X3)	, 280	, 095	**, 310**	2,949	, 004

a. Dependent Variable: Purchase Interest (Z)
Source: SPSS data processing (2020)

The results of the calculation (output) of the structural equation in the sub-structure chapter 1 are as follows:

$$Z = 0.301 \, X1 + 0.265 \, X2 + 0.310 \, X3 + \varepsilon_1$$

Based on the structural equation in sub structure 1 above, it can be interpreted as follows:

a. The effect of product knowledge on buying interest in the New Toyota Kijang Innova based on the table above is 0.301
b. The effect of brand image on buying interest in the New Toyota Kijang Innova based on the table above is 0.265
c. The influence of social media on buying interest in the New Toyota Kijang Innova based on the table above is 0.310

The magnitude of the simultaneous influence of product knowledge, brand image, and social media on the interest in buying a New Toyota Kijang Innova car, the data processing results can be seen in Table 4:12 below:

Table 4.13. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 802a	, 643	, 632	1,11659

a. Predictors: (Constant), Social Media (X3), Brand Image (X2), Product Knowledge (X1)
Source: SPSS data processing (2020)

The magnitude of the Rsquare (R2) number is 0.643. This figure shows that the effect of product knowledge, brand image, and social media simultaneously on buying interest in the New Toyota Kijang Innova is 64.3%. The remaining 35.7% is influenced by other factors. In other words, the variable interest in buying a New Toyota Kijang Innova car can be explained using variables of product knowledge, brand image, and social media by 64.3% while the remaining 35.7% influence is explained by other variables outside of this research model. (Ghozali, 2013)

Based on the results of the path analysis of the sub-structure 1 (X1 X2 and X3 against Z), the values obtained are:

a. $\beta zx1 = 0.301$
b. $\beta zx2 = 0.265$
c. $\beta zx1 = 0.310$
d. The amount of residual coefficient $\beta z\varepsilon_1 = 1 - 0.643 = 0.357$

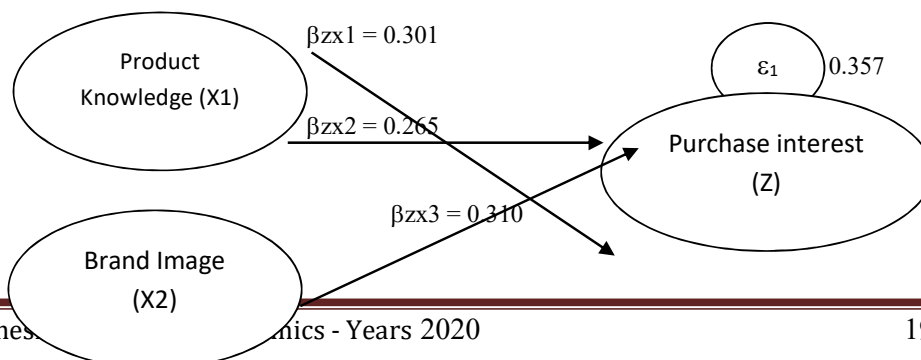Thus, a sub-structure path diagram can be drawn up, which is as follows:

Figure 4.6. Effect of X1 X2 and X3 on Z (Sub Structure 1)

2. **Testing the influence of product knowledge, brand image, social media and purchase interest on the decision process of purchasing a New Toyota Kijang Innova car (Sub structure 2)**

Based on data processing for sub-structural 2, the following results were obtained:

Table 4.14. Structural equation coefficient 2

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,271	, 829		1,534	, 128
	Product Knowledge (X1)	, 194	, 095	**, 236**	2,049	, 043
	Brand Image (X2)	, 198	, 069	**, 253**	2,874	, 005
	Social Media (X3)	, 265	, 101	**, 236**	2,621	, 010
	Purchase Interest (Z)	, 309	, 104	**, 247**	2,962	, 004

a. Dependent Variable: Purchasing Decision Process (Y)
Source: SPSS data processing (2020)

The results of the calculation (output) of the structural equation for pasa sub structure 2 are as follows:

$$Y = 0.236 X1 + 0.253 X2 + 0.236 X3 + 0.247 Z + \varepsilon_2$$

Based on the structural equation in sub structure 2 above, it can be interpreted as follows:

a. The effect of product knowledge on the decision process of purchasing a New Toyota Kijang Innova car based on the table above is 0.236
b. The influence of brand image on the decision process of purchasing a New Toyota Kijang Innova based on the table above is 0.253
c. The effect of product knowledge on the decision process of purchasing a New Toyota Kijang Innova car based on the table above is 0.236
d. The effect of purchase intention on the decision process of purchasing a New Toyota Kijang Innova car based on the table above is 0.247

The magnitude of the simultaneous influence of product knowledge, brand image, social media and purchase interest on the decision process for purchasing a New Toyota Kijang Innova car is obtained from the results of data processing which can be seen in Table 4:15 below:

Table 4.15. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 874a	, 763	, 753	1.14145

a. Predictors: (Constant), Purchase Interest (Z), Brand Image (X2), Social Media (X3), Product Knowledge (X1)
Source: SPSS data processing (2020)

The magnitude of the Rsquare (R2) number is 0.763. This figure shows that the effect of using product knowledge, brand image, social media and buying interest in a New Toyota Kijang Innova simultaneously on the purchasing decision process for a New Toyota Kijang Innova is 76.3%. The remaining 23.7% is influenced by other factors. In other words, the variable of the decision to purchase the New Toyota Kijang Innova car can be explained using variables of product knowledge, brand image, social media and interest in buying a New Toyota Kijang Innova car by 76.3% while the 23.7% effect is explained by other variables. outside of this research model. (Ghozali, 2013)

Based on the results of the analysis of the pathway substructure 1 (X1 X2 X3 and Z against Y), the values obtained are:

a. $\beta yx1$ = 0.236
b. $\beta yx2$ = 0.253
c. $\beta yx3$ = 0.236
d. βyz = 0.247

    a.   amounting to $\beta zx1 = 0.301$

    b.   The influence of brand image on buying interest in the New Toyota Kijang Innova is $\beta zx2 = 0.265$

    c.   The influence of social media on buying interest in the New Toyota Kijang Innova is $\beta zx3 = 0.310$

    d.   The influence of product knowledge on the purchase decision process for the New Toyota Kijang Innova car $\rho\beta yx1 = 0.236$

    e.   The influence of brand image on the decision process to purchase a New Toyota Kijang Innova car of $\beta yx2 = 0.253$

    f.   The influence of social media on the purchase decision process for the New Toyota Kijang Innova is equal to $\beta yx3 = 0.236$

    g.   The influence of purchase intention on the decision process of purchasing a New Toyota Kijang Innova car of $\beta yz = 0.247$

2. Indirect effect

    a.   The influence of product knowledge on the purchasing decision process of the New Toyota Kijang Innova through purchase intention is $\beta zx1$ (0.301) xβyz (0.247) = 0.074

    b.   The influence of brand image on the purchasing decision process of the New Toyota Kijang Innova through purchase intention is $\beta zx2$ (0.265) xβyz (0.247) = 0.065

    c.   The influence of social media on the purchasing decision process of the New Toyota Kijang Innova through purchase intention is $\beta zx3$ (0,310) xβyz (0.247) = 0.077

3. Total effect

    a.   The direct effect of product knowledge on buying interest in the New Toyota Kijang Innova is $\rho zx1$ 0.301. the indirect effect of product knowledge on the decision process of buying a New Toyota Kijang Innova car through purchase intention is 0.074, the total effect is 0.375.

    b.   The direct effect of brand image on buying interest in the New Toyota Kijang Innova is $\beta zx2$ 0.265. The indirect effect of brand image on the decision process of buying a New Toyota Kijang Innova car through buying interest is 0.065, so the total effect is 0.330

    c.   The direct influence of social media on buying interest in the New Toyota Kijang Innova is $\beta zx3$ 0,310. the indirect effect of social media on the decision process of buying a New Toyota Kijang Innova car through purchase intention is 0.077, so the total effect is 0.387

Table 4.15. Interpretation of Research Results Sub Structure 1 and Sub Structure 2

Independent variable - dependent	Direct Influence
product knowledge - Purchasing interest	0.301
Brand image - Purchasing interest	0.265
Social media - Buying interest	0.310
product knowledge - the purchasing decision process	0.236
Brand image - The purchasing decision process	0.253
Social media - The buying decision process	0.236
Purchase interest - The purchasing decision process	0.247
Independent variable - dependent	**Indirect Influence**
product knowledge - buying interest - purchasing decision process	0.266
Brand image - Purchase interest - The buying decision process	0.065
Social media - Purchasing interest - Purchasing decision process	0.077
Direct Effect + Indirect Effect	**Total Effect**
(product knowledge - Purchasing interest) + (product knowledge - Purchasing interest - Purchasing decision process)	0.375

(Brand image - Purchase interest) + (Brand image - Purchase interest - Purchase decision process)	0.330
(Social media - Purchasing interest) + (Social media - Purchasing interest - Purchasing decision process)	0.387

Source: SPSS data processing (2020)

4.2.2. Hypothesis testing

Hypothesis testing is used to determine the significance of the effect of exogenous variables on endogenous variables. The steps of testing the hypothesis in this study are:

1. Direct impact testing

Testing the effect of product knowledge, brand image and social media on buying interest in the New Toyota Kijang Innova (Sub structure 1)

Based on data processing for sub structure 1, the following results were obtained:

Table 4.16. Hypothesis testing of sub structures 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,962	, 785		2,499	, 014
	Product Knowledge (X1)	, 198	, 090	, 301	2,191	**, 031**
	Brand Image (X2)	, 166	, 065	, 265	2,541	**, 013**
	Social Media (X3)	, 280	, 095	, 310	2,949	**, 004**

a. Dependent Variable: Purchase Interest (Z)

Source: SPSS data processing (2020)

a. Effect of X1 on Z

Ho: $\beta zx1 = 0$ (There is no significant direct effect of product knowledge on interest in buying a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: $\beta zx1 \neq 0$ (There is a significant direct effect of product knowledge on interest in buying a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.16), the significance t variable X1 is 0.031 which is smaller than the real level or 0.031 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct effect of product knowledge on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch

b. Effect of X2 on Z

Ho: $\beta zx2 = 0$ (There is no significant direct effect of brand image on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: $\beta zx2 \neq 0$ (There is a significant direct effect of brand image on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.16), the significance t variable X2 is 0.013 smaller than the real level or 0.013 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct effect of brand image on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch

c. Effect of X3 on Z

Ho: $\beta zx3 = 0$ (There is no significant direct influence of social media on interest in buying a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: $\beta zx3 \neq 0$ (There is a significant direct influence of social media on the interest in buying a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.23), the significance t variable X2 is 0.004 smaller than the real level or 0.004 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct influence of social media on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch

2. **Direct impact testing**

Testing the influence of product knowledge, brand image, social media and purchase interest on the decision process of purchasing a New Toyota Kijang Innova car (Sub structure 2)

Based on data processing for sub-structural 2, the following results were obtained:

Table 4.17. Hypothesis testing of sub structures 2

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,271	, 829		1,534	, 128
	Product Knowledge (X1)	, 194	, 095	, 236	2,049	**, 043**
	Brand Image (X2)	, 198	, 069	, 253	2,874	**, 005**
	Social Media (X3)	, 265	, 101	, 236	2,621	**, 010**
	Purchase Interest (Z)	, 309	, 104	, 247	2,962	**, 004**

a. Dependent Variable: Purchasing Decision Process (Y)

Source: SPSS data processing (2020)

a. Effect of X1 on Y

Ho: $\beta yx1 = 0$ (There is no significant direct effect of product knowledge on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: $\beta yx1 \neq 0$ (There is a significant direct effect of product knowledge on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.17), the significance t variable X1 is 0.043 which is smaller than the real level or 0.043 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct effect of product knowledge on the purchasing decision process for the New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch

b. Effect of X2 on Y

Ho: $\beta yx2 = 0$ (There is no significant direct effect of brand image on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: $\beta yx2 \neq 0$ (There is a significant direct effect of brand image on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.17), the significance t variable X2 is 0.005 smaller than the real level or 0.005 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct effect of brand image on the purchasing decision process for the New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch

c. Effect of X3 on Y

Ho: $\beta yx3 = 0$ (There is no significant direct influence of social media on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: βYx3 ≠ 0   (There is a significant direct influence of social media on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

After testing the research hypothesis above and based on the results of computer calculations (Table 4.17), the significance t variable X2 is 0.010 smaller than the real level or 0.010> 0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct influence of social media on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch

d. Effect of Z on Y

Ho: βzy = 0   (There is no significant direct effect of buying interest on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

Ha: βzy ≠ 0   (There is a significant direct effect of buying interest on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch)

1. After testing the research hypothesis above and based on the results of computer calculations (Table 4.17), the significance t variable Y is 0.004 smaller than the real level or 0.004 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so there is a significant direct effect of buying interest on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch

V.   CONCLUSIONS AND SUGGESTIONS

5.1.   Conclusion

Based on the results of research that has been carried out and data analysis as described in the previous chapter, the following conclusions are presented from the research results as follows:

1. Product knowledge has a direct effect on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch.
2. Brand image has a direct effect on buying interest in a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch.
3. Social media has a direct effect on buying interest in the New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch.
4. Product knowledge has a direct effect on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch.
5. Brand image has a direct effect on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch.
6. Social media has a direct influence on the decision to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch.
7. Purchase interest has a direct influence on the decision process to purchase a New Toyota Kijang Innova car at PT. Tunas Ridean Tbk Bekasi Branch.
8. Product knowledge has an indirect effect on the purchasing decision process with the interest in buying a New Toyota Kijang Innova car as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch.
9. Brand image has an indirect effect on the purchasing decision process with the interest in buying a New Toyota Kijang Innova car as an intervening variable at PT. Tunas Ridean Tbk Bekasi Branch.

Based on the results of the conclusions described above, the researcher gave suggestions to PT. Tunas Ridean Tbk Bekasi branch:

1. Based on the product knowledge variable, it is suggested to attract consumers' attention to the products being marketed, providing information about product specifications to consumers in a clearer and easier to understand way can be used as a solution. The more product knowledge that consumers have, the more

consumers will be interested in finding information about a product. Information that is easily understood by consumers can increase consumer interest in buying a product

2. Based on the brand image variable, uTo form a good brand image in the market, companies must prioritize the quality of their products in attracting consumers' attention. Good quality will make a good image for a brand too. It is not only cheap prices that consumers prioritize, but it must also be accompanied by the quality provided

3. Based on social media variables, it is suggested to improve services in marketing through social media and always improve product quality in order to maintain sales levels, it is hoped that you can use other social media that can provide faster information and lower costs for consumers.

4. Based on the purchase interest variable, uto increase consumer buying interest, New Toyota Kijang Innovamust be able to form a good image in the market. One of the things that can make consumers interested in a product is the result of reviews from other people who have used the product first. So the company must be able to make consumers satisfied with what the product provides so that good reviews from consumers will influence other people as well in making choices.

5. Based on the purchase decision process variables, it is suggested that the management of PT. Tunas Ridean Tbk Bekasi Branch. pay more attention to certain times, such as the beginning of Eid, Christmas and school holidays, by increasing the number of cars sold, because konsumen buy New Toyota Kijang Innova based on time according to need.

1.3. Limitations and Further Research Development
1.3.1. Research Limitations

The limitation in this study is that this study only takes a sample of consumers who buy a New Toyota Kijang Innova at PT. Tunas Ridean Tbk Bekasi Branch, it would be better if the sample taken includes all company consumers, so that the research results can be generalized in a broader scope.

1.3.2. Further Research Development

The data collection method uses a questionnaire, so it is very possible that the data is subjective, it would be better if the interview method was added so that the research results obtained were more complete. This study only examines product knowledge, brand image and social media on the purchase decision process through purchase intention. There are still other factors that can influence buying interest, for example cultural, social, personal and psychological factors of consumers.

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