

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON CONSUMER PURCHASING DECISIONS OF TOYOTA RUSH CARS IN MEDAN CITY CASE STUDY OF TOYOTA PERINTIS MEDAN CONSUMERS

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Abstract: The purpose of this study was to determine the effect of product quality and brand image on the purchasing decisions of Toyota Rush Car customers in Medan City, either partially or simultaneously. This study uses a quantitative approach. The analysis technique used in this research is multiple linear analysis technique. The results of the study partially show that product quality has a significant effect on purchasing decisions of Toyota Rush Car customers in Medan City. Partially, brand image has a significant effect on purchasing decisions of Toyota Rush Car customers in Medan City. Simultaneously, product quality and brand image have a significant effect on purchasing decisions of Toyota Rush Car customers in Medan City. The R value is 0.882 or 88.2%, which means that the relationship between purchasing decisions and the independent variables, namely product quality and brand image, is close. The R-Square value in this research is 0.779, which means 77.9% of the variation in purchasing decisions is explained by the independent variables, namely product quality and brand image. While the remaining 22.1% is explained by other variables not examined in this study.

Keywords: Product Quality, Brand Image, Consumer Purchase Decision

Introduction

In the era of the development of the automotive world in Indonesia and especially in the city of Medan, it continues to progress and increase very rapidly, this can be seen by the increasing number of various models and types of four-wheeled vehicles being offered to the public as potential customers, besides that there are more and more automotive companies. entering the market share in Indonesia and also encouraging the public as potential consumers to have a lot of time to choose, think about and make purchasing decisions for a product. From this decision will affect the product quality and brand image of a product offered to consumers.

The car is one of the four-wheeled vehicles that can help the community to carry out activities ranging from work to traveling long distances, and over time, the four-wheeled vehicles have changed from year to year, so that many competitors are competing to create their superior products.

Producers are required not only to create products but must understand the wants and needs of consumers, this is required by producers to be able to create products that consumers want, several factors that can influence consumer purchasing decisions, namely brand image, product quality. Brands are now used as a weapon for manufacturers to sell their products and

can be used as a very strong component of competitive advantage, making it difficult for competitors to imitate (Hermawan, 2015).

In building a strong brand in the minds of consumers, manufacturers can make associations based on attributes related to products that are able to attract consumers' attention, for example such as price and product quality or attributes related to products such as color, size, design, logo, features, and technology. The association was created based on product benefits. These attributes become one of the competitors' assets to develop their market and these assets are called brand image.

Competition has an impact on the creation of new products as an act of controlling the market and maintaining the company's existence. Companies vary product offerings for profitable purposes.

Companies can attract consumers by offering quality products as a choice for consumers. The choice here is the product offering given, different automotive companies provide a variety of quality products and have almost the same function in attracting consumer interest.

And the Toyota company is a company from Japan which is one of the largest companies in the world and Toyota produces many types of cars, one of which is the Toyota Rush car, the Toyota Rush car has similarities with its competitors, namely the Daihatsu Terios car, the Toyota company and the Daihatsu company have a working relationship. the same, even though they both produce similar products, in terms of the quality of the company's products will be different starting from the engine, interior, exterior and features provided, According to (Budiharja, 2016) product quality is everything that can be offered to the market for attention, purchase, use or consumption that might satisfy a want or need. Making products is better oriented to market desires or consumer tastes.

Strengthening consumer decisions to buy a product is also inseparable from brand image. According to (Sumarwan, 2015) brand image is the view or value given by consumers to a brand. The assessment is formed because there is a process of observing and learning about a brand. A brand image can also be formed due to experience in using the brand

According to (Schiffman, L., & Kanuk, 2015) defines a purchase decision "as the selection of an action from two or more alternative choices". Meanwhile, according to (Kotler, P. & Armstrong, 2012) stated that purchasing decisions "as preferences formed by customers for brands that are in the choice set. So that these consumers can also form an intention to buy the most preferred brand

There are many consumer requests that are growing rapidly and related to automotive, especially cars, that's where several companies take this opportunity and many companies that produce cars are increasingly sophisticated and have quality, price and respective advantages in each of these products and about that, Automatically the Toyota company must innovate regarding the cars it produces so that it can keep up with the development of this increasingly rapid era,

There are many changes and innovations made by the Toyota company for the Rush car, for example changes in the shape of the car, the design looks more new and dashing, from the side the engine is up to date, the interior of the car has changed a lot, the addition of safety, namely air bags, for the exterior or outside the car starting from car lights that already use LEDs and the addition of safety in the car bumper to avoid accident incidents.

One company that offers its products based on the two variables above is PT. Toyota Astra Motor. This company offers several products, including: Toyota Kijang Innova, Toyota Rush, Toyota Fortuner, Toyota Yaris, Toyota Avanza, Toyota Landcruiser, Toyota Calya, Toyota Agya, Toyota Hilux, Toyota Hiace and Toyota Alphard.

One of the superior products that is in great demand by the public is the Toyota rush car. Rush car is a type of SUV (Sport Utility Vehicle) minibus which has specifications including a capacity of 7 passengers and is very suitable for families. It has several types of GM/T, GA/ T, TRD Sportivo M/T, and finally TRD Sportivo A/T. and has several visual color choices of Black, White, Red which have the performance of a 1684 cc engine with this type of gasoline fuel, and RWD (rear-wheel drive) Phenomena that occur in society show that even though there are exactly the same cars, why do people tend to choose Toyota Rush car this can be seen from the table.

Table 1. Toyota Rush Sales Data 2017-2020

Year	Sales units Toyota Rush	Daihatsu Teriosh sales unit
2017	23.189 unit	11.238 unit
2018	53.145 unit	30.873 unit
2019	61.569 unit	14.072 unit
2020	29.361 unit	12.115 unit
TOTAL	167.264 unit	68.298 unit

Source: Gaikindo (2021).

From table 1. above it shows that, sales data for the last 4 years Toyota Rush car sales are superior to Terios car sales with the difference in sales from 2017 – 2020 respectively from 2017: 11,951, 2018: 22,272, 2019: 47,497, in 2020: 17,246.

From these data the author wants to know why consumers prefer Toyota rush cars to Terios cars as seen from the perception of product quality and brand image, based on the description above the authors are interested in conducting research entitled Effects of Product Quality and Brand Image on Car Purchase Decision Toyota Rush in Medan City.

Literature Review

Buying Decision

According to (Schiffman, L., & Kanuk, 2015) Decision as a selection of an action from two or more alternative choices. A consumer who will choose, must have an alternative selection. A decision without a vote is called a "Hobson". Then according to (Fahmi, 2013) a decision-making process is a series of stages consisting of an alternative, and evaluating decisions.

Product Quality

In the opinion of (Kotler, P. & Armstrong, 2012) product quality is the product's ability to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other attributes. From the definition above, product quality plays an important role in strengthening a company that will compete with other companies.

Quality is a relative term that depends on the situation. Viewed from the consumer's point of view, subjectively people say that quality is something that fits the taste (fitness for use). The product is said to be of high quality if the product has a suitability for its use. Another view says that quality is goods or services that can raise the user's status (Nasution, A. F. & Lesmana, 2018). There are also those who say goods or services provide benefits to the user (measure of utility and usefulness). The quality of goods or services according to (Assauri, 2015) can be related to reliability, durability, timeliness, appearance, integrity, purity, individuality, or a combination of these factors.

Brand Image

According to (Sangadji & Sopiah, 2015) "brand image is considered as a type of association that appears in the minds and hearts of consumers, when remembering a particular brand". Meanwhile, according to (Agus, 2016) "brand image (brand image) the image of a brand whose purpose is to create and inclination for consumers to the brand".

Then according to (Tjiptono, 2018) "brand image is a description of consumer associations and beliefs about certain brands. Brand image (Brand Image) is an observation and belief held by consumers, as reflected in associations or in consumer memories.

Method

In this study the authors used a descriptive quantitative approach. Quantitative data analysis is an analysis of data that contains certain numbers or numbers, quantitative data analysis usually uses descriptive statistics and inferential statistics.

The quantitative method can be concluded as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection techniques are usually carried out randomly, data collection uses research instruments, quantitative data analysis aims to test the hypotheses that have been set by (Sugiyono, 2017)

According to (Sugiyono, 2017) "Data analysis is the process of systematically searching for and compiling data obtained from interviews, notes, fields and documentation by organizing data into categories, translating into units, synthesizing, compiling into patterns , choose which ones are important and which will be studied and draw conclusions so that they are easily understood by themselves and others."

Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed. The data analysis technique used is as follows:

Results and Discussion

Multiple Linear Regression

The multiple linear regression model used is the purchase decision as the dependent variable, brand image and product quality as the independent variables. Where multiple analysis is useful to determine the effect of each dependent variable on the independent variable. Following are the results of data management using SPSS version 24.00.

Table 2. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.812	1.814		1.550	.124
	Product Quality	.114	.045	.125	2.530	.013
	Brand Image	.810	.047	.843	17.103	.000

a. Dependent Variable: Decission Purchasing

Source : Processed Data (2022)

From table 2. above it is known the following value

- 1) Constant = 2.812
- 2) Product quality = 0.114

3) Brand image = 0.810

These results are entered into the multiple linear regression equation so that the following equation is known:

$$Y = 2,812 + 0,114 + 0,810$$

Information :

- 1) A constant of 2.812 indicates that if the value of the independent variable is considered constant then the decision to purchase a Toyota Rush car in Medan City will increase by 2.812.
- 2) β_1 of 0.114 with a positive direction of influence indicates that if product quality increases it will be followed by an increase in purchasing decisions of 0.114 assuming the other independent variables are considered constant.
- 3) β_2 of 0.810 with a positive direction of influence indicates that if the brand image increases, it will be followed by an increase in purchasing decisions of 0.810 assuming the other independent variables are considered constant

Hypothesis Test

t test (Partial Test)

For t in this study is used to determine the ability of each independent variable to influence the dependent variable. Another reason for the t test is to test whether the independent variables individually have a significant effect or not on the dependent variable. Based on the results of data management with SPSS version 24.00, the t statistical test results are obtained as follows:

Table 3. t test results (Partial test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.812	1.814		1.550	.124
	Qulaity product	.114	.045	.125	2.530	.013
	Brand image	.810	.047	.843	17.103	.000

a. Dependent Variable: decision purchasing

Source : Processed Data (2022)

Effect of Product Quality on Purchasing Decisions

Based on table 3 above, the t count for the product quality variable is 2.530 for the 5% error of the 2-party test and $dk = n - k$ ($100 - 2 = 98$), obtained t table 1.984. If t count > t table then there is an influence between quality and purchasing decisions, and vice versa if t count < t table then there is no influence between product quality and decisions purchases, in this case t count 2.530 > t table 1.984. This means that there is an influence between brand image and the decision to purchase a Toyota Rush car in Medan City.

Furthermore, it can also be seen that the sig value is 0.013 while the significant level α previously set is 0.05, then the sig value is 0.013 < 0.05, so H_0 is rejected. This means that there is a significant influence between product quality and the decision to purchase a Toyota Rush car in Medan City.

The Effect of Brand Image on Purchasing Decisions

Based on table 4.10 above, the t count for the brand image variable is 17.103 for the 5% error of the 2-party test and $dk = n-k$ ($100-2 = 98$), obtained t table 1.984. If t count > t table, then there is an influence between brand image and purchase decision, and vice versa if t count < t table, then there is no influence between brand image and purchase decision, in this case t count $17.103 > t$ table 1.984. This means that there is an influence between brand image and the decision to purchase a Toyota Rus car in Medan City.

Furthermore, it can also be seen that the sig value is 0.000 while the significant level α previously set is 0.05, then the sig value is $0.000 < 0.05$, so H_0 is rejected. Medan.

F Test (Simultaneous Test)

The F test or also called the simultaneous significant test is intended to see the overall ability of the independent variables, namely product quality and brand image, to be able to or explain the behavior or diversity of variables bound is the purchase decision. The F test is also meant to find out whether all variables have the same regression coefficient as zero.

- a) If $F_{hitung} > F_{tabel}$ or $-F_{hitung} < -F_{tabel}$, then H_0 is rejected because there is a significant correlation between variables X1 and X2 with Y.
- b) If $F_{hitung} \leq F_{tabel}$ or $-F_{hitung} \geq -F_{tabel}$, then H_0 accepted because there is no significant correlation between variables X1 and X2 with Y

Table 4. F Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1426.329	2	713.164	170.541	.000 ^b
	Residual	405.631	97	4.182		
	Total	1831.960	99			
a. Dependent Variable: Decesion Purchasing						
b. Predictors: (Constant), Product Quality, Brand Image						

Source : Processed Data (2022)

From table 4. above it can be seen that the F value is 170.541, then the sig value is 0.000. The significance level used was 5%, two-party test and $dk = n-k-1$

Based on table 4.11 above, the F count for brand image and product quality variables is 170.541 for the 5% error of the 2-party test and $dk = n-k-1$ ($100-2-1 = 97$), obtained F table 3.09. If F count > F table, we get the influence between product quality and brand image on purchasing decisions, in this case F count $170.541 > F$ table 3.09. This means that there is a positive influence between product quality and brand image on the decision to purchase a Toyota Rush car in Medan City.

Furthermore, it can also be seen that the sig value is 0.000 while the significant level α previously set is 0.05, then the sig value is $0.000 < 0.05$, so H_0 is rejected. This means that there is a significant influence between product quality and brand image on the decision to buy a Toyota Rush car in Medan City.

Coefficient of Determination (R-Square)

The coefficient of determination serves to determine the percentage of the influence of the independent variables and the dependent variable by squaring the coefficients found. In use, the coefficient of determination is expressed as a percentage (%). To find out how far the contribution or percentage of product quality and brand image to purchasing decisions, it can

be seen through the coefficient of determination by looking at the R-Square value in the table below.

Table 5. Determination Coefficient Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 ^a	.779	.774	2.04494
a. Dependent Variable: Decesion Purchasing				
b. Predictors: (Constant), Product Quality, Brand Image				

Source : Processed Data (2022)

From table 5. above it can be seen that the R value is 0.882 or 88.2% which means that the closeness relationship between purchasing decisions and the independent variables, namely product quality and brand image is close. The R-Square value in this research is 0.779 which means that 77.9% of the variation in purchasing decisions is explained by the independent variables, namely product quality and brand image. While the remaining 22.1% is explained by other variables not examined in this study.

Then the standard error of the estimated means measuring the variable from the predicted value. The standard error of the estimated is also called the standard deviation. The standard error of the estimates in this study is 2.04494 where the smaller the standard deviation means the model is better at predicting purchasing decisions.

Effect of Product Quality on Purchasing Decisions

Based on the results of the research above, the relationship between product quality and purchasing decisions for Toyota Rush cars in Medan City. obtained tcount 2.530 > ttable 1.984 and has a significant number of 0.013 <0.05 meaning that H0 is rejected and Ha is accepted which indicates that partially there is a significant influence between product quality on the decision to purchase a Toyota Rush car in Medan City.

Product quality will affect purchasing decisions, a process is needed for decision making, it will not happen by itself. Quality in a product can be used as a reason for the purchasing decision process for consumers. Consumers will tend to see and choose the quality of the product they buy before deciding to buy the product.

The results of previous research (Anastasia, Ulva, & Yulia, 2014) entitled "The Influence of Product Quality and Brand Image on Consumer Purchase Decisions" that the variable of product quality has a negative or insignificant side effect on consumer purchasing decisions.

Hasil dari penelitian terdahulu (Gultom, 2017), (Arianty, 2015),(Daulay, 2012), (Lubis, 2015), (Tirtayasa, S., Lubis, A. P., & Khair, 2021), (Harahap & Tirtayasa, 2020) (Farisi, 2018), (Purnama, N. I., Ramadhan, A., & Kurniawan, 2021) bahwa kualitas produk berpengaruh terhadap keputusan pembelian.

The Effect of Brand Image on Purchasing Decisions

Based on the above research results between brand image and Toyota Rush Car purchasing decisions in Medan City, tcount 17.103 > ttable 1.984 and has a significant number of 0.000 <0.05 means H0 is rejected and Ha is accepted which shows that partially

there is a significant influence between brand image on the decision to purchase a Toyota Rush Car in Medan City.

From the results of previous research (Fatmaningrum, 2020) with the title "The Influence of Product Quality and Brand Image on Purchase Decisions for Frestea Beverages" Brand Image has a positive and significant effect on Purchase Decisions. It can be seen from the test results obtained that the significance level is 0.011, the significance is less than 0.05 ($p < 0.05$), and the regression coefficient has a positive value.

From the results of previous research (Farisi, 2018), (Arianty, 2016), (A. E. Nasution, 2018), (Nasution, 2017), (Basri, 2021), (Arif, M., Willy, Y., & Sirait, 2021), (Muslih, M., Nasution, M. I., & Kiki, 2021), (Arif, M., & Syahputri, 2021), (Jamilah, S. R., & Habra, 2022), (Astuti, R., Ardila, I., & Lubis, 2021), with the title "The Influence of Brand Image and Product Quality on Purchase Decisions for Adidas Shoes in Muhammadiyah University Students of North Sumatra" says that based on partial test results the effect of brand image on purchasing decisions from the table above obtained $t_{count} 1.326 > t_{table} 1.660$ and has a significant number of $0.188 > 0.05$ means that H_0 is accepted (H_a is rejected), this shows that there is an influence of brand image on the decision to purchase adidas brand shoes for UMSU students.

The Effect of Product Quality and Brand Image on Purchasing Decisions

Based on the research results obtained regarding the effect of Product Quality and Brand Image on the decision to purchase a Toyota Rush Car in Medan City. From the ANOVA (Analysis Of Variance) test in the table above, the F_{count} is 170.541, while the F_{table} is 3.09. Based on these results it can be seen that the significant level is $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. So it can be concluded that the variables of product quality and brand image together have a significant effect on the decision to purchase a Toyota Rush Car in Medan City.

In a good product quality and brand image is an asset, because it has an impact on consumer purchasing decisions. Many companies pay great attention to product quality and brand image of a product, because companies consider that good product quality and good brand image are considerations for consumers to make purchases.

In Product Quality and brand image are interrelated with determining the purchasing decisions made by consumers. With products that are of good quality and have a positive image, it is believed that consumers will increase one's purchasing decisions for these products.

According to (Tjiptono, 2018) "products are everything that can be offered by companies that are requested, sought, purchased, used, or consumed by consumers". Product quality that is managed properly will produce positive consequences.

Based on previous research (Anastasia, Ulva, & Yulia, 2014) with the title "The Influence of Product Quality and Brand Image on Consumer Purchase Decisions" this study can also be concluded that product quality and brand image together have a positive or significant influence on consumer decisions. consumer purchases.

Based on previous research (Ramadoni, 2018) entitled "The Influence of Product Quality and Brand Image on Purchase Decisions for Nescafe Instant Coffee Products in Minas District, Siak Regency" Product quality and brand image have a significant effect on purchasing decisions. This is because the higher the product quality and brand image, the higher the consumer's decision to buy Nescafe Instant Coffee.

From the results of previous research (A. E. Nasution, 2018), (Gultom, 2017), (Farisi, 2018), (Fatmaningrum, 2020) with the title "The Influence of Product Quality and Brand Image on Purchase Decisions for Frestea Drinks" Product Quality and Brand Image

Simultaneously positive and significant effect on purchasing decisions. This can be seen from the test results obtained with a significance of 0.000, with a significance value of less than 0.05 ($p < 0.05$).

From the results of previous research, (M. I. Nasution et al., 2020), (Farisi, 2018), (Arif, 2020) with the title "The Influence of Product Quality and Brand Image on Purchase Decisions of Pt. Fungicide Products. Bayer CropScience on Farmers in Rawamerta District" says that the simultaneous influence of product quality and brand image variables on purchasing decisions is 0.639 or 63.9%. In testing the hypothesis, it is known that there is a positive and significant effect.

Conclusion

Based on the results of the research and discussion that have been stated previously, it can be concluded from research regarding the influence of product quality on purchasing decisions for Toyota Rush Cars in Medan City.

1. Partially, product quality has a significant effect on customer purchasing decisions for Toyota Rush Cars in Medan City.
2. Partially, brand image has a significant effect on customer purchasing decisions for Toyota Rush Cars in Medan City
3. Simultaneously product quality and brand image have a significant effect on customer purchasing decisions for Toyota Rush Cars in Medan City.

Suggestion

Based on the conclusions above, in this case the writer can suggest the following:

1. Our Toyota Medan should further improve its consumers' purchasing decisions, by improving the quality of the products provided, updating models, with a good car working system.
2. The Toyota Rush brand image is good and well-known in the city of Medan, but to continue to maintain its existence, you must continue to maintain a positive image because there are already many quality cars that have become competitors. For this reason, Toyota Rush needs to maintain the good name of the company by guaranteeing good products
3. For further research, researchers can examine other variables not only product quality and brand image. Researchers can add other variables and increase the research period to get more accurate results on what actually influences consumers the most in increasing purchasing decisions.

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