

EFFECT OF PRODUCT QUALITY, PROMOTION, AND BRAND IMAGE BRAND TRUST ON THE PURCHASE DECISION TOYOTA AVANZA IN CITY COMMUNITIES

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ABSTRACT

This study aims to determine the effect of product quality, promotion, Brand Image and Brand Trust on purchasing decisions for Toyota cars (a case study of the Toyota Avanza in Lhokseumawe City Communities). The research method in preparing this thesis uses quantitative research methods. The sampling method uses a non-probability sampling method, because the population studied is infinite (a population whose number and identity of population members is unknown). The results of the conclusion obtained that. The product quality variable concludes that H_0 is rejected and H_a is accepted, so it is in accordance with the decision that the variable X_1 has no effect on the Toyota Avanza Car Purchase Decision for the Community in Lhokseumawe City, while for the promotion variable, Brand Image and Brand Trust partially affect purchase decisions.

Keywords : *Product Quality, Promotion, Brand Image, Brand Trust and Purchase Decision*

INTRODUCTION

In the current era of modernization, competition in the business world is getting tougher. Many new products have sprung up in both the service and production sectors. In this case, the company is required to continue to improve the quality of its products and services in order to compete in the market. This supports the emergence of new products in the automotive sector that offer products and services to meet the public's need for transportation facilities. Science and technology in the automotive sector, especially vehicles in the form of cars, are always developing. The types and number of cars circulating in the market are increasing in number, because people's need for four-wheeled vehicles is felt to be increasing along with the increase in the community's economy, so that competition between car manufacturers is getting tougher.

Currently, the Indonesian car market is dominated by multipurpose cars or often called MPVs (Multi Purpose Vehicles). The MPV car has comfort and handling close to that of a sedan and is designed in such a way as to have a maximum interior. And we also need to know that the main priority concept of the MPV car concept is more passenger carrying capacity, so this type of car is perfect for family members. The main advantage of this car is its bigger size compared to a sedan. Due to this fact, this has made a number of automotive manufacturers participate in the low MPV market, including; Toyota (Inova and Avanza), Suzuki Ertiga, Honda Mobilio, Daihatsu Xenia, Chevrolet Spin, Mitsubishi Xpander to the latest, now Wuling Confero S, etc. Among the various brands that have appeared, the Toyota Avanza car is the best-selling among the Low MPV market, so it has

earned the nickname the "million people" car, that's how people call it for the figure of the Toyota Avanza. The Toyota Avanza is one of the best-selling cars and is widely liked by consumers in the country. In Indonesia, the Toyota Avanza is produced by PT Astra Daihatsu Motor (ADM).

The development of the automotive industry that is growing today requires companies to think innovatively in creating their newest products so that they can compete with other automotive companies, in order to increase the company's profits. The following data is presented in tabular form, the amount of sales data for several brands. the car most in demand by the public from 2018 – 2021.

Table 1. Car sales data from various brands for 2018-2021

YEAR	Car Sales Data 2018 –2021			
	Toyota	Daihatsu	Honda	Mitsubishi
2018	353,471	202,738	162,170	194,331
2019	333,222	177,284	137,339	161,765
2020	182,665	100,026	79,451	54,768
2021	290,499	151,075	91,393	104,407

Data source :1

Based on table 1.1 above, it can be seen that the number of consumers of Toyota, Daihatsu, Honda and Mitsubishi. from 2019 to 2021 it has decreased due to the following 3 years being the Covid Pandemic situation, then after the Covid Pandemic subsided in 2021 all car sales increased again but not significantly, be it sales of Toyota, Daihatsu, Honda and Mitsubishi products. So we can see from the overall car sales data above, it shows that the highest percentage of sales was achieved by Toyota car products among other car products.

Table 2. Avanza Car Sales Data 2018 – 2021

No	Year	Sales Data
1	2018	82,167 Units
2	2019	86,374 Units
3	2020	35,754 Units
4	2021	47,969 Units

<https://www.merdeka.com/otomotif/fenomenal-ini-data-penjualan-toyota-avanza-dan-daihatsu-xenia-period-2004-2021.html>

Based on the data obtained in the table above, which has experienced a decline in sales in the last two years, especially in sales of Avanza units. This was caused by the situation of the virus outbreak that attacked Indonesia, to be precise. On March 2, 2020, Indonesia experienced the Covid-19 pandemic which caused many companies engaged in the automotive industry to experience a decline in sales. Car sellin Indonesia is expected to weaken further due to the Covid-19 pandemic. This weakening is expected to get worse along with the spread of the epidemic and Large-Scale Social Restrictions (PSBB) which make people's activities more limited, thus impacting the community's economy, therefore people during the Covid 19 outbreak prioritize primary needs rather than secondary needs and tertiary.

The phenomenon that is happening right now is that vehicles with the MPV concept are very popular with the public because of their multifunctional functions and this is also reflected in the sales of MPV products which continue to increase, even in the circumstances that occurred at that time, where there was an outbreak of a virus (covid-19) which was very affecting several sectors of the business world, one of which is the automotive world business which globally has experienced a significant decline starting in 2020-2021, which was caused by the constraints of the virus outbreak (covid-19), however, Toyota product cars remain the the best-selling product compared to other car products that became competitors at that time. As mentioned based on the data above,

There are several factors that are thought to influence purchasing decisions, the first factor is product quality, product quality is the ability of a product to perform its functions, this ability includes durability, reliability, accuracy produced by the product as a whole (Kotler and Keller, 2016). Product quality is a very important factor because a product produced by a company has its own selling value that cannot be owned by competing company products. Therefore, companies must try to focus more on the value of a quality product by comparing it with products offered by competing companies. Therefore, companies must try to focus more on the value of a quality product by comparing it with products offered by competing companies. Because what consumers want is not just an appearance, because the appearance of a product is only a complement to needs, not the first cause in terms of satisfying consumer desires. , the higher the value of product quality, the higher the company's success in making its consumers interested in making purchases while satisfying consumers.

The second factor that is thought to influence the purchase decision is promotion. According to (Mahiri et al., 2022) The definition of promotion is a kind of communication that provides explanations that convince potential consumers about goods and services. The purpose of promotion is to get attention, educate, remind, and convince potential customers. Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. The more frequent promotions are carried out for product introduction, the more consumers know about the product itself. A good presentation will build an impression that will attract the attention of consumers. When consumers feel interested, they will have great potential to purchase the product.

The third factor that is thought to influence purchasing decisions is brand image. According to (Judge & Nuryanto, 2021) Brand Image is every product that is sold in the market has its own image in the eyes of consumers which is deliberately created by marketers to differentiate it from competitors. Brand image is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand. Brand image is one of the most important factors for a company to survive in competition with competitors for other similar products. Image of the brand is related to attitudes in the form of beliefs and preferences for a brand,

The fourth factor that is thought to influence the purchase decision is Brand Trust. According to (Novita, 2018) revealed that brand trust is a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers. Brand trust from a consumer's point of view is based on experience, information and testimonials from other people who have used the brand. The comfort that a consumer gets about a product will influence his attitude not to easily replace a product or even leave the product by switching to a similar product with another brand. A brand attached to a product is a very valuable

identity for the product itself. The brand that is attached must be able to give a belief to the consumers of the product, that the product with the brand is a product that can be relied upon and truly trusted by the consumers who use it. Brand is an identity of a product that becomes a label to be better known by its consumers.

as well as there is a rear parking sensor which can make the driver's job easier when in reverse position, as well as a very elegant exterior appearance, then the fuel is also quite economical with the engine capacity offered and finally the selling price of this car when it has been used the selling price does not decrease drastic. Vice versa with its competitor products, namely Honda Mobilio, which are both MPV car levels that are not far behind the Toyota Avanza car brand, where Honda Mobilio has superior values, including compact engine dimensions so that it can maneuver agile in all terrains, even though using front wheel drive and the level of fuel economy is also quite economical. as well as the exterior appearance which is very elegant, then the fuel is also quite economical with the engine capacity offered and finally the selling price of this car when it is used the selling price does not decrease drastically. Vice versa with its competitor products, namely Honda Mobilio, which are both MPV car levels that are not far behind the Toyota Avanza car brand, where Honda Mobilio has superior values, including compact engine dimensions so that it can maneuver agile in all terrains, even though using front wheel drive and the level of fuel economy is also quite economical. then fuel is also classified as quite economical with the engine capacity offered and finally the selling price of this car when it is used the selling price does not decrease drastically. Vice versa with its competitor products, namely Honda Mobilio, which are both MPV car levels that are not far behind the Toyota Avanza car brand, where Honda Mobilio has superior values, including compact engine dimensions so that it can maneuver agile in all terrains, even though using front wheel drive and the level of fuel economy is also quite economical. then fuel is also classified as quite economical with the engine capacity offered and finally the selling price of this car when it is used the selling price does not decrease drastically. Vice versa with its competitor products, namely Honda Mobilio, which are both MPV car levels that are not far behind the Toyota Avanza car brand, where Honda Mobilio has superior values, including compact engine dimensions so that it can maneuver agile in all terrains, even though using front wheel drive and the level of fuel economy is also quite economical.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Marketing Management

Marketing is one of the functions of the company's main activities, in addition to other functions such as finance, production, and personnel. Marketing activities as we all know is an effort made by companies so that the goods or services produced or produced can reach the hands of consumers as parties who need them. Besides that, marketing activities also aim to obtain maximum profit to maintain the viability of the company. To increase sales volume, a company needs to pay attention to Marketing Management within the company itself. Marketing management is a very important activity for the company to

achieve its goals. According to (Kotler & Keller, 2016) Marketing Management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

According to (Sunyoto, 2014), argues that Marketing Management is a business function that identifies consumer needs and desires that must be satisfied by other human activities, which produce means of satisfying needs in the form of goods or services. While the definition of marketing management according to (Nazmi, 2021) is the process of analyzing, planning, organizing, and managing programs that include conceptualizing, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with the market target to achieve company goals.

Product quality

Product quality is the main focus of the company, quality is an important policy in increasing product competitiveness which must provide satisfaction to consumers that exceeds or at least equals product quality from competitors. According to Kotler (2016), product quality is a product that is in accordance with what is required or standardized. A product has quality if it conforms to predetermined quality standards. Companies must really understand what consumers need for a product that will be produced.

Thus product quality is an effort to meet or exceed customer expectations, where a product has quality that is in accordance with predetermined quality standards, and quality is a condition that is always changing because the desires or expectations of consumers on a product are always changing.

Definition of Promotion

Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information that can influence or persuade, remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Akbar, 2020).

Definition of Brand Image

According to Kotler and Keller (Purwati et al., 2019) defining brand image is an impression that is in the minds of consumers about a brand which is formed by messages and consumer experiences about the brand, giving rise to the image that is in the minds of consumers. According to Kenneth and Donald in (Silvia, 2022) brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines.

Definition of Brand Trust

According to Lau & Lee in (Zakaria, 2020) also explains about *Brand Trust* which is a factor which can be the influence of a purchase decision from a consumer on the purchase of a product. A customer who has trust in a brand is a desire that occurs in a consumer who relies on a brand with the risks that will be faced by consumers to be minimal and more in a positive direction.

Hypothesis Development

Effect of Product Quality on Purchasing Decisions

Product quality is the main focus of the company, quality is an important policy in increasing product competitiveness which must provide satisfaction to consumers that exceeds or at least equals product quality from competitors. This condition indicates that the better product quality will increase purchasing decisions. Improving the quality of products or services is a critical competitive challenge faced by companies operating in the global market.

H1: Product quality has a significant effect on the Toyota Avanza Car Purchase Decision in the people of Lhokseumawe City.

The Effect of Promotion on Purchasing Decisions

Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence or persuade and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono, 2014).

H2: Promotion has a significant effect on the Toyota Avanza Car Purchase Decision in the community in Lhokseumawe City.

The Effect of Brand Image on Purchasing Decisions

Brand is an identity of a product that becomes a label to be better known by its consumers. As was written by Kotler and Keller in their book in 2013 page 332 which said that a brand is a name, term, sign, symbol, design or combination thereof which has a specific purpose to identify the goods or services of a seller or group of sellers and besides that it is also used to differentiate it from competitors' products.

H3: *Brand Image* has a significant effect on the Toyota Avanza Car Purchase Decision in the people of Lhokseumawe City.

The Effect of Brand Trust on Purchasing Decisions

Trust in a brand is a feeling of security that is felt by every consumer in interacting with or relating to a brand. A consumer will feel this because the consumer has the perception that by using the product the consumer will feel confident that the product is reliable and can meet the needs needed by the consumer and also the safety that the consumer will experience. Brand trust can reduce uncertainty in an environment where consumers feel insecure in it, because they know they can rely on the trusted brand.

H4 : *Brand Trust* has a significant effect on the Toyota Avanza Car Purchase Decision in the people of Lhokseumawe City.

Effect of Product Quality, Promotion, Brand Image and Brand Trust on Purchasing Decisions

Product quality is the main focus of the company, quality is an important policy in increasing product competitiveness which must provide satisfaction to consumers that

exceeds or at least equals product quality from competitors. Quality has a very important meaning in customer purchasing decisions. If the quality produced is good, the customer tends to make a purchase, whereas if the quality of the product is not as expected, the customer will divert their purchases to other similar products.

In addition to product quality, consumers also pay attention to the promotional aspects carried out by the company because promotion is an activity that is shown to influence consumers so that they can recognize the products offered by certain companies and then make them interested or happy about these products so that consumers do purchase of that product.

So the value that the company creates for its own brand image is very dependent on consumer confidence and trust in choosing a brand that they already know and trust so that they can make the right decision based on the value listed on the brand of a product created by the company so that influence on brand trust that arises in the minds of consumers to make purchasing decisions in accordance with the beliefs and information they get from the value of a product that affects the brand and company on the product. Apart from Brand Image, Brand Trust, Product Quality and Promotion are also factors that cause consumer decisions to switch to brands.

H5: Product Quality, Promotion, *Brand Image* and Brand Trust has a significant effect on Toyota Avanza Car Purchase Decisions in Communities in Lhokseumawe City.

RESEARCH METHODS

Location and Research Object

To obtain data and information in preparing for writing, where this research was conducted in Lhokseumawe City, North Aceh District. With regard to the object of this research, the object is "the people of Lhokseumawe City" People who use/buy Toyota Avanza cars.

Population and Sample

In this study the population used is the City of Lhokseumawe. People who have purchased a Toyota car at least once, where the number is not known with certainty, a sample is taken.

The sample is part of the number and certain characteristics possessed by the population (Noeraini & Sugiyono, 2016). The sample should meet the desired criteria, the most appropriate number of sample members used in the study depends on the desired error rate, a sample size of 100 is sufficient for most studies.

The sample criteria selected as respondents were the people of Lhokseumawe City who made purchases (had used or purchased) the Toyota Avanza brand car product.

Data analysis method

The data obtained will be used to test the hypothesis. The method for testing the hypothesis and analyzing the data is to use multiple linear regression from the SPSS version 25.0 program.

Multiple linear regression analysis is used by researchers with the intention of predicting how the condition of the dependent variable (criterion) will be. The independent variable as a predictor factor is manipulated (increased or decreased in value). So, multiple linear regression analysis is used if the number of independent variables in a study is more than

one (at least two independent variables) (Fadhilah & Sugiyono, 2021). The Multiple Linear Regression equation can be formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information :

Y: Purchase decision

β_0 : Constant

β_1 : Product Quality Regression Coefficient

β_2 : Promotional Regression Coefficient

β_3 : Regression Coefficient *Brand image*

β_4 : Regression Coefficient *Brand trust*

X1 : Product quality

X2 : Promotion

X3 : *Brand Image*

X4 : *Brand Trusts*

e: Interference Error (*error term*)

RESEARCH RESULTS AND DISCUSSION

Validity test

Table 3. Validity test results

Variable	Item Code	rcount	rtable	Sig 2 Tailed	Ket
Product Quality (X1)	P1	0.974	0.2026	0.002	Valid
	P2	0.958	0.2026	0.001	Valid
	P3	0.811	0.2026	0.004	Valid
	P4	0.906	0.2026	0.002	Valid
	P5	0.932	0.2026	0.002	Valid
	P6	0.900	0.2026	0.002	Valid
Promotion (X2)	Q7	0.824	0.2026	0.008	Valid
	Q8	0.761	0.2026	0.002	Valid
	Q9	0.324	0.2026	0.001	Valid
	P10	0.488	0.2026	0.003	Valid
	P11	0.661	0.2026	0.003	Valid
	Q12	0.432	0.2026	0.002	Valid
Brand Image(X3)	P13	0.470	0.2026	0.008	Valid
	P14	0.505	0.2026	0.001	Valid
	P15	0.421	0.2026	0.002	Valid
	Q16	0.586	0.2026	0.002	Valid
	Q17	0.582	0.2026	0.004	Valid
	P18	0.332	0.2026	0.002	Valid
Brand Trusts(X4)	P19	0.816	0.2026	0.033	Valid
	P20	0.645	0.2026	0.017	Valid
	P21	0.261	0.2026	0.004	Valid
	P22	0.227	0.2026	0.031	Valid
	P23	0.568	0.2026	0.001	Valid
	P24	0.932	0.2026	0.002	Valid
Purchase	P25	0.289	0.2026	0.003	Valid

Decision (Y)	P26	0.289	0.2026	0.001	Valid
	P27	0.935	0.2026	0.004	Valid
	P28	0.924	0.2026	0.002	Valid
	P29	0.935	0.2026	0.001	Valid
	P30	0.924	0.2026	0.004	Valid
	P31	0.935	0.2026	0.002	Valid
	P32	0.860	0.2026	0.001	Valid

Processed data (2022)

Based on the results of the validity test in the table above, it shows that all the variables used in this study have an R_{count} greater than R_{table} and the significant value is smaller than the significant level used, namely 0.05. Therefore, it can be concluded that all the variables used in this study are valid.

Reliability Test

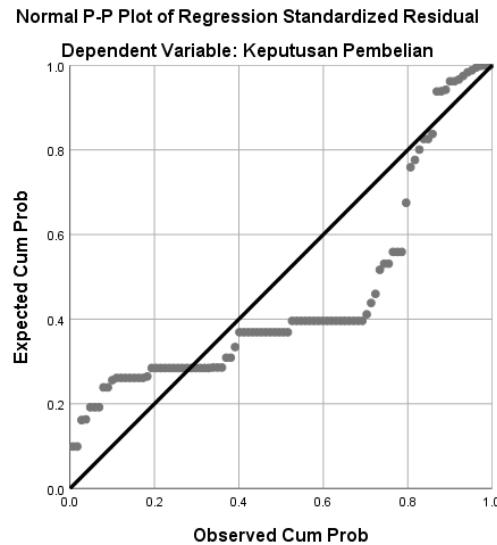
Table 4. Reliability Test Results

Variable	reliability Coefficients	Cronbach's Alpha	Condi tion	Ket
Product Quality(X1)	6 items	0.953	>0.50	Reliable
Promotion (X2)	6 items	0.528	>0.50	Reliable
<i>Brand image</i> (X3)	6 items	0.587	>0.50	Reliable
<i>Brand trust</i> (X4)	6 items	0.684	>0.50	Reliable
Purchase Decision (Y)	8 items	0.908	>0.50	Reliable

Processed data (2022)

Based on the results of the reliability test in the table above, it can be seen that the value α Cronbach on each variable shows a number ≥ 0.50 or it can be seen that the value of Cronbach's Alpha shows a value above 0.50. It can be seen in the table that the five variables meet the requirements so that it can be concluded that the variables in this study have fulfilled the reliable requirements.

Picture1. Normality Probability Plot Test Results



Based on the results of the data normality test using the normality probability plot testIn the picture above, the residual data has shown a normal curve which can be seen in the points spread around the normal line (straight line), and the distribution follows the direction of the diagonal line. Thus, it can be concluded that the residual values are normally distributed so that the normality requirements for the residual values for the regression analysis in the research model can be fulfilled.

Multicollinearity Test

Table 5. Multicollinearity Test Results

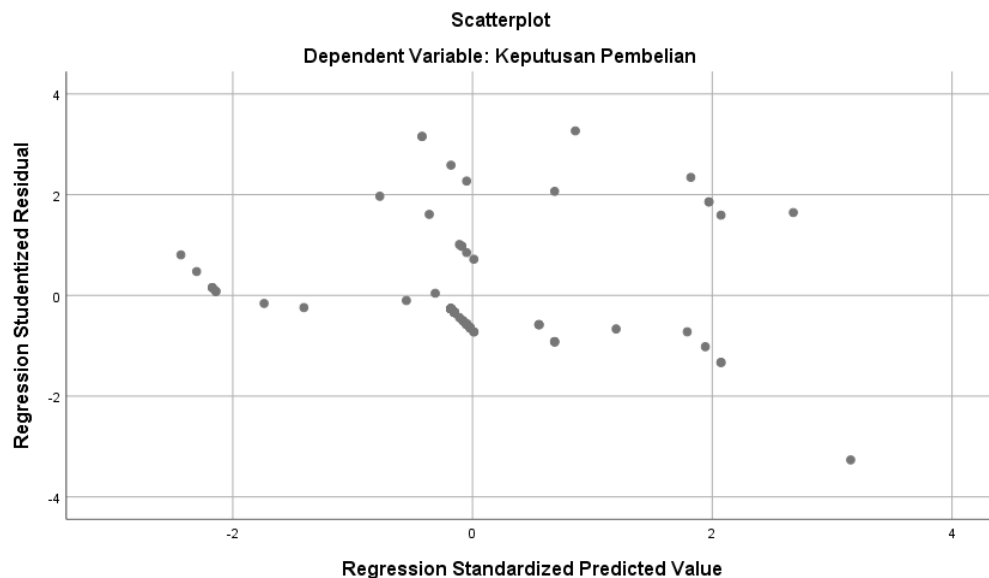
		Coefficientsa				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients			
		B	std. Error	Betas	Q	Sig.	tolerance VIF
1	(Constant)	4,553	2.156		2,576	.012	
	Product quality	.100	.129	.065	.773	.441	.229 4,369
	Promotion	.432	.151	.176	2,860	.005	.434 2,302
	Brand Image	3,792	.554	3,573	10,456	.000	.014 71,139
	Brand Trusts	4,662	.633	2,913	7,360	.000	.010 95,497

Processed data (2022)

Based on the output coefficients in the table above, it can be seen that the tolerance value for each independent variable is > 0.1 . Whereas the VIF value for each independent variable is < 10 . Then referring to the basis for decision making in the multicollinearity test it can be concluded that there is no multicollinearity between variables in the regression model.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results



Based on the results of the scatterplot test in the figure above, it can be seen that the data points are spread throughout the area both above and below or around the number 0 and these data points do not collect only above or below. The distribution of data points does not form any pattern and spreads to all sides. Thus, it can be concluded that there is no heteroscedasticity problem so that a good and ideal regression model on the substructure can be fulfilled.

Hypothesis test

Multiple Linear Regression Test

A multiple linear regression equation model is used to explain the relationship between one dependent variable and more than one independent variable. The multiple linear regression equation model in this study was constructed to determine the relationship between product quality, promotion, brand image and brand trust as independent variables on purchasing decisions as the dependent variable. The results of the regression equation calculated with SPSS version 25 are as follows:

$$Y = 4.553 + 0.100 X_1 + 0.432 X_2 + 3.792 X_3 + 4.662 X_4 + e$$

The interpretation of the results of the equation above is as follows:

1. The constant value (a) at a number of 4,553 indicates that if the variables Product Quality (X₁), Promotion (X₂), Brand image (X₃), Brand trust (X₄), do not change or equal to 0, then the Purchase Decision (Y) worth 4,553.
2. The product quality variable (X₁) has a positive coefficient of 0.100. The positive coefficient value indicates that product quality (X₁) has a positive effect on purchasing decisions (Y). This means that if the other variables have a fixed value and Product Quality (X₁) increases by 1%, the Purchase Decision (Y) will increase by 0.100%.
3. Promotion variable (X₂) has a positive coefficient of 0.432. The positive coefficient value indicates that promotion (X₂) has a positive effect on purchasing decisions (Y).

This means that if the other variables have a fixed value and promotion (X2) increases by 1%, the purchase decision (Y) will increase by 0.432%.

4. The Brand Image variable (X3) has a positive coefficient of 3.792. The positive coefficient value indicates that Brand Image (X3) has a positive effect on Purchase Decision (Y). This means that if the other variables have a fixed value and Brand Image (X3) increases by 1%, then the purchase decision (Y) will increase by 3.792%.
5. The Brand Trust variable (X4) has a negative coefficient of 4.662. The negative coefficient value indicates that Brand Trust (X4) has a negative effect on purchasing decisions (Y). This means that if the other variables have a fixed value and brand trust (X4) increases by 1%, the purchase decision (Y) will decrease by 4.662%.

Partial Significance Test (t test)

Table 6. Results Partial Significance Test (t test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	std. Error	Betas	t	Sig.
1	(Constant)	4,553	2.156		2,576	.012
	Product quality	.100	.129	.065	.773	.441
	Promotion	.432	.151	.176	2,860	.005
	<i>Brand image</i>	3,792	.554	3,573	10,456	.000
	<i>Brand trust</i>	4,662	.633	2,913	7,360	.000

Processed data (2022)

Based on the results of the t test in the table above, it was found that the value of ttable was 1.98609 obtained from nk where $n = 96$ and $k = 4$ with $\alpha = 0.050$. The results of the t test for each variable can be explained as follows:

1. Effect of Product Quality on Purchase Decisions. Based on the output coefficients in Table 4.18, the t test results show the sig. the product quality variable is 0.441 and the tcount is 0.773. Because the value of Sig. $0.441 > 0.05$ and tcount $0.773 < ttable$ 1.98609 then according to the basis of decision making in the t test it can be concluded that H01 is accepted and Ha1 is rejected, or in other words the product quality variable partially has no significant effect on purchasing decisions.
2. The Effect of Promotion on Purchasing Decisions. Based on the output coefficients in Table 4.18, the t test results show the sig. the promotion variable is 0.005 and the tcount is 2.860. Because the value of Sig. $0.005 < 0.05$ and tcount $2.860 > ttable$ 1.98609 then according to the basis of decision making in the t test it can be concluded that H02 is rejected and Ha2 is accepted, or in other words the promotion variable partially has a positive and significant effect on purchasing decisions.
3. Effect of Brand Image on Purchasing Decisions. Based on the output coefficients in Table 4.18, the t test results show the sig. the involvement variable in Brand image is 0.000 and the tcount value is 10.456. Because the value of Sig. $0.000 < 0.05$ and tcount $10.456 > ttable$ 1.98609 then according to the basis of decision making in the t test it

can be concluded that H03 is rejected and Ha3 is accepted, or in other words the brand image variable partially has a positive and significant effect on purchasing decisions.

4. The Effect of Brand Trust on Purchasing Decisions. Based on the output coefficients in Table 4.18, the t test results show the sig. the involvement variable in Brand image is 0.000 and the tcount is 7.360. Because the value of Sig. $0.000 < 0.05$ and tcount $7.360 > t_{table} 1.98609$ then according to the basis of decision making in the t test it can be concluded that H04 is rejected and Ha4 is accepted, or in other words the Brand trust variable partially has a positive and significant effect on purchasing decisions.

Simultaneous Significance Test (F Test)

Table 7. Simultaneous Significance Test Results (F Test)

ANOVAa						
	Model	Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	1038597	4	259,649	129,605	.000b
	residual	182,309	91	2003		
	Total	1220906	95			

Processed data (2022)

Based on the output in the table above, the results of the F test on the regression model show that the variables Product Quality (X1), Promotion (X2), Brand Image (X3) and Brand Trust (X4) together influence the Purchase Decision variable (Y). with sig. is equal to 0.000 and the value of Fcount is 129.605. Because the value of Sig. $0.000 < 0.05$ and the Fcount value is $129.605 > F_{table} 2.47$, then according to the basis for decision making in the F test it can be concluded that Ha in the hypothesis is accepted or in other words the variable Product Quality (X1), Promotion (X2), Brand Image (X3) and Brand Trust (X4), simultaneously have a significant effect on purchasing decisions (Y).

Determination Coefficient Test (R2)

Table 8. Determination Coefficient Results

Summary modelb						
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson	
1	.922a	.851	.844	1.41541	.432	

Processed data (2022)

Based on the output of "Model Summary" in the table above, on the results of the coefficient of determination test (Adjusted R Square), it is known that the coefficient value of Adjusted R Square is 0.844 or equal to 84.4%. This figure means that the variables Product Quality, Promotion, Brand Image, Brand Trust are capable enough to provide the information needed to predict the dependent variable, namely the Purchase Decision variable. In accordance with the interval criteria for the strength of the relationship in the correlation test according to Sugiyono, it can be concluded that the strength of the relationship in this study is very strong.

Discussion of Research Results

Effect of Product Quality on Purchasing Decisions

Based on the partial test (t test) that has been carried out, the sig. the Product Quality variable is the value of Sig. $0.441 > 0.05$ and tcount $0.773 < t_{table} 1.98609$ then according to the basis of decision making in the t test it can be concluded that H01 is accepted and Ha1 is rejected, or in other words the product quality variable partially has no significant effect on purchasing decisions. The product quality in the Toyota Avanza in Lhokseumawe City is high, so the purchasing decision will also be high. However, consumers do not see the condition of the car purchased new or used,

The Effect of Promotion on Purchasing Decisions

Based on the results of the t test, it is known that the sig. Promotion variable is 2.860. Because the value of Sig. $0.005 < 0.05$ and tcount $2.860 > t_{table} 1.98609$ then according to the basis of decision making in the t test it can be concluded that H02 is rejected and Ha2 is accepted, or in other words the promotion variable partially has a positive and significant effect on purchasing decisions. The promotions at the Toyota Avanza in Lhokseumawe City are high, so the purchasing decision will also be high.

The results of this study are also supported by research conducted by Yudha Pratama (2020). The results of this study indicate that simultaneously price, product quality and promotion have a significant effect on purchasing decisions. Partially shows that price, product quality and promotion have a positive and significant impact on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Based on the results of the t test, it is known that the sig. the Brand Image variable is 0.000 and the tcount value is 10.456. Because the value of Sig. $0.000 > 0.05$ and tcount $10.456 > t_{table} 1.98609$ then according to the basis of decision making in the t test it can be concluded that H03 is rejected and Ha3 is accepted, or in other words the Brand Image variable partially has a positive and significant effect on purchasing decisions. The brand image in the Toyota Avanza in Lhokseumawe City is high, so the purchase decision will have a fixed value.

The results of this study are also supported by research conducted by Siti Kmaariah (2021). The results of this study indicate that partially the promotion and brand image variables have a significant influence on purchasing decisions for consumers of Honda New Pamekasan dealers. While the Brand Trust variable in this study has no partial influence on purchasing decisions. This is indicated by the tcount for the Brand trust variable obtained at 1.37 with a sig level of 0.173 (not smaller than a significance level of 0.05). However, the results of the research variable promotion, Brand Trust and Brand Image simultaneously have a significant influence on purchasing decisions with Fcount results of 25.951 and Ftable value is 2.70 so that Fcount $> F_{table}$ or $25.951 > 2$,

The Effect of Brand Trust on Purchasing Decisions

Based on the results of the t test, it is known that the sig. the Brand Trust variable is 0.000 and the tcount is 7.360. Because the value of Sig. $0.000 < 0.05$ and tcount $7.360 > t_{table} 1.98609$ then according to the basis of decision making in the t test it can be

concluded that H_04 is rejected and H_{a4} is accepted, or in other words the Brand Trust variable partially has a positive and significant effect on purchasing decisions.

The results of this study are also supported by research conducted by Ahmad Sultan Khalilullah (2017). The results of this study indicate that: Brand Image, Price, Product Quality and Promotion have a significant positive effect on the decision to purchase a Datsun car in Surabaya. Furthermore, the most dominant independent variable is Brand Image with a result of 47.34%. Brand image, price, product quality and promotion affect purchasing decisions by 65.2% and the remaining 34.8% are influenced by other factors beyond expectations.

Effect of Product Quality, Promotion, Brand Image, and Brand Trust Simultaneously on Purchasing Decisions

Based on the F-test (simultaneous test) the Fcount value is 129.605. Because the value and significance value is $0.000 < 0.05$. Thus, it can be said that the four exogenous variables simultaneously and significantly influence the endogenous variables. So it can be concluded that the variables Product Quality, Promotion, Brand Image, and Brand Trust, simultaneously have a significant influence on the decision to purchase a Toyota Avanza Car in Lhokseumawe City, which means that the better the Product Quality, Promotion, Brand Image that is carried out, it will increase the purchasing decision.

In accordance with the decision of the results of the acquisition of the influence of product quality, promotion, *Brand Image* and Brand Trust on purchasing decisions is in line with the results of research conducted by Tiara khanisa almira sahi, muchtar ahmad, endi rahman with research journals "the effect of product quality, Brand Trust and promotion on car buying decisions at PT. Astra Daihatsu Gorontalo" research results concluded that simultaneously product quality, Brand Trust and promotions have a positive and significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that the author has done about the influence of product quality, promotion, brand image and brand trust on the decision to purchase a Toyota Avanza car (a case study in the people of Lhokseumawe city). So the conclusion in this study is by testing the t test (partial) based on the test that has been carried out by the author which states that product quality does not have a positive and significant effect on the decision to purchase a Toyota Avanza car in the community in Lhokseumawe city, while promotion, brand image and brand trust have positive and significant influence on the decision to purchase a Toyota Avanza car in the community in the city of Lhokseumawe.

Based on the results of the research and conclusions above, the suggestions that can be given by the author in this study include the company being able to improve the quality of Toyota Avanza car products, especially in the exterior segment, body resistance is still relatively thin in the MPV car category when compared to other car brands that become a competitor in the MPV class and the engine performance and space in the car's cabin in the car speed category where the car still feels unsteady when brought in a position close to above average speed. This is of particular concern to the Toyota Avanza production company so that consumers or customers who are already loyal to Toyota products will not switch to other brand products. Besides that, Companies must also always appear more innovative and creative in marketing their products, namely in the context of promotions,

in order to be able to compete with competitors with similar products and companies must also adjust what consumers expect when buying a new car, consumers will definitely have some reward points that they really expect. . Companies must also always pay attention to brand image, so that the Toyota company can continue to compete with other automotive companies that are targeting the same market, especially in the MPV car category which is now in great demand by users in the family category. The company's main task here is to be able to improve and be able to make them proud. consumers who use these products, so consumers who buy Toyota Avanza cars will not switch to other brand products.

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