

THE INFLUENCE OF QUALITY PRODUCT, PRICE, AND BRAND IMAGE ON DECISION TO PURCHASE TOYOTA AVANZA CAR

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Abstract. This study aims to examine and analyze the influence of product quality, price and brand image on the purchase decision of Toyota Avanza. The background of this research is based on the decline in Toyota Avanza sales in recent years, especially following the release of its latest generation which introduced a change from rear wheel drive to front wheel drive. The research used a quantitative method with multiple linear regression analysis. Data were collected through questionnaires distributed online to users of Toyota Avanza vehicle from the 2022 – 2023 production years. The result shows that all three independent variables product quality, price, and brand image have a significant influence on purchase decisions. Among them, brand image is the most dominant factor affecting consumers buying decision, followed by price and product quality. These findings highlight the importance of maintaining a strong brand image, competitive pricing, continuous product improvement to retain consumer interest in purchasing the Toyota Avanza.

Keywords: product quality, price, brand image, purchase decision, Toyota Avanza

Introduction

Transportation has become a vital necessity in daily activities, supported by the advancement of increasingly modern infrastructure and facilities (Kompas.com, 2022). Among the available transportation options, cars have become the primary choice due to their advantages in comfort, privacy, and route flexibility. In Indonesia – the largest automotive market in ASEAN – the Multi-Purpose Vehicle (MPV) segment has become the most favored among consumers (CNN.com, 2022). One of the most iconic vehicles in this segment is the Toyota Avanza, which was first introduced in 2004. The Avanza quickly gained popularity as an affordable yet comfortable MPV (Moladin.com, 2020). It managed to lead the market from 2018 to 2021. However, despite the launch of its newest model in 2022, the sales of Toyota Avanza experienced a significant decline (Beritasatu.com, 2023). This notable drop in sales presents an opportunity for researchers to examine Toyota Avanza as a research object. Based on the explanations above, general phenomena, and the identified research gap, the author is interested in conducting further research on Toyota Avanza. Therefore, this study aims to examine "The Influence of Product Quality, Price, and Brand Image on Purchase Decisions of Toyota Avanza Cars.

Methods

This study employs a quantitative with a conclusive research. Conclusive research is chosen to ensure data accuracy through a large and representative sample, with quantitative analysis of the collected data. Technique sampling in this research is purposive sampling, this method is selected to gather data from respondents who have experience and knowledge relevant to the study's objectives. Total 200 respondents participated in the study.

The data were processed and analyzed using SPSS version 27. The analysis steps included:

1. The validity test is valid if the value of the r table is more than 0,361.
2. The reliability test is valid if the value of Cronbach alpha is more than 0,60

3. Classical assumption test :
 - a. The normality test was conducted using the Kolmogorov – Smirnov (K-S) statistical test. The residuals are considered normally distributed if the significance value is greater than 0.05.
 - b. Heteroscedasticity is valid to be present if the significance value of the independent variable is less than 0.05.
 - c. There is no multicollinearity if the tolerance value is above 0.10 and the VIF is below 10, meaning the research is free from multicollinearity issues.
4. Multiple linear regression analysis is used to analyze the influence of independent variables on the dependent variable.
5. F - test is used to examine whether several independent variables together (simultaneously) have a significant influence on the dependent variable in a regression model.
6. T test is used to test the significance of the influence between the independent variable and the dependent variable.
7. The coefficient of determination test is used to measure how well the independent variables explain the variation in the dependent variable.

Result and Discussion

Result of Validity Test

the validity test was conducted on all four variables, with a total of 26 statement items. All items had r-table values greater than 0.361, indicating that the validity level is acceptable (Ghozali, 2021:69).

Table 1

10	r hitung	r tabel	information.
Quality product (X1)			
X1.1	0.545	0,361	Valid
X1.2	0.650		Valid
X1.3	0.662		Valid
X1.4	0.410		Valid
X1.5	0.624		Valid
X1.6	0.639		Valid
X1.7	0.709		Valid
X1.8	0.564		Valid
price (X2)			
X2.1	0.707	0.361	Valid
X2.2	0.568		Valid
X2.3	0.768		Valid
X2.4	0.666		Valid
X2.5	0.663		Valid
X2.6	0.547		Valid
Brand Image (X3)			
X3.1	0.367	0.361	Valid
X3.2	0.724		Valid
X3.3	0.754		Valid
X3.4	0.728		Valid

X3.5	0.647	Valid
X3.6	0.616	Valid
Keputusan Pemebelian (Y)		
Y1.1	0.715	Valid
Y1.2	0.774	Valid
Y1.3	0.816	Valid
Y1.4	0.598	Valid
Y1.5	0.799	Valid
Y1.6	0.634	Valid

Result of Realibility Validity Test

The results of the reliability test are seen from the Cronbach alpha value of the four independent and dependent variables. If the Cronbach alpha value is more than 0.60, it can be said to be reliable (Ghozali, 2021:62).

Table 2

Variable	Cronbach's alpha	Minimal koefesien Cronbach's alpha	Information
Quality product (X1)	0,687	0,60	Reliabel
Price (X2)	0,743		Reliabel
Brand image (X3)	0,700		Reliabel
Purchase decesion (Y)	0,805		Reliabel

Result of Classical Assumption Test

1. Normality Test

The normality test was conducted using the Kolmogorov – Smirnov (K – S) statistical test. The residuals are considered normally distributed if the significance value is greater than 0.05 (Ghozali, 2011).

Table 3

One-Simple Kolmogrov-Smirnov			
			Unstrandarized Resdual
N			200
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	315.186.955	
Most Extreme Differences	Absolute	.043	
	Positive	.043	
	Negative	-.034	
Test Statistic			.043
Asymp.Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.489	
	99% Confidience Interval	Lower Bound	.476
		Upper Bound	.502

From table 3 it can be seen that the value of the Kolmogorov Smirnov statistical test has a distribution value > 0.05. with a result of 0.200.

2. Heteroscedasticity

Heteroscedasticity is valid to be present if the significance value of the independent variable is less than 0.05. (Ghozali, 2011).

Table 4

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constan)	3.098	.856		3.619	.000
1 Quality product (X1)	.059	.037	.154	1.594	.113
Price (X2)	-.083	.052	-.185	-1.599	.112
Quality product (X3)	-.031	.037	-.082	-.825	.410

Based on Table 4, the heteroskedasticity test results show a significance value greater than 0.05, indicating no evidence of heteroskedasticity in this test.

3. Multicollinearity

There is no multicollinearity if the tolerance value is above 0.10 and the VIF is below 10, meaning the research is free from multicollinearity issues (Ghozali, 2021 : 156).

Table 5

Coefficients		
Model	Collinearity Statistics	
	Tolerance	VIF
Quality product (X1)	.525	1.904
Price (X2)	.367	2.724
Brand image (X3)	.503	1.989

Based on Table 5, the multicollinearity test shows that the tolerance values for each variable are greater than 0.10. This indicates that the model passes the multicollinearity test.

Result of Multiple Linear Regression Test

In the multiple linear regression test, the equation obtained is $Y = 11.106 + 0.122(X1) + 0.186(X2) + 0.214(X3)$. This means that the initial (constant) value of Y is 11.106 when all the independent variables (X1, X2, and X3) are equal to zero.

Each coefficient of X1, X2, and X3 is positive—0.122, 0.186, and 0.214 respectively. This indicates that all three independent variables (X1, X2, and X3) have a positive influence on the dependent variable (Y). In other words, if one of the independent variables increases by one unit, the value of Y will also increase according to the coefficient of that variable. So, the higher the values of X1, X2, or X3, the higher the value of Y. This shows a positive linear relationship between the variables, as presented in **Table 6 below**.

Table 6

Coefficients

Model	Unstandarlized Coeffecients		Standarlized Coeffecients		Sig.
	B	Std.Error	Beta	t	
1. (Constant)	11.106	1.381		8.041	<,001
Quality product (X1)	.122	.059	.164	2.055	.041
Price (X2)	..186	.083	.214	2.232	.027
Brand image (X3)	.214	.060	.290	3.542	<,001

Result of F Test

The F-test in this study is used to determine whether all independent variables together have an effect on the dependent variable. Based on Table 7, the significance value is 0.01, which is less than 0.05. This indicates that the independent variables in this model have a significant simultaneous effect on the dependent variable.

Table 7

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1.	Regression	1.024.998	3	341.666	33.874	<,001 ^b
	Residual	1.976.922	196	10.086		
	Total	3.001.920	199			

Result of T Test

The t-test in this study is used to examine the partial influence of each independent variable on the dependent variable. As shown in Table 6, the multiple linear regression results indicate that the purpose of the t-test is to assess the significance of each independent variable individually.

According to the t-test criteria, if the significance value (sig) of an independent variable is less than 0.05, the variable is considered to have a significant effect on the dependent variable (Mardiatmoko, 2020). The results show that all independent variables in this study have significance values below 0.05.

Therefore, it can be concluded that each independent variable has a significant partial effect on the dependent variable, and the hypothesis for each variable is accepted.

Result Of Determination Test

Based on the determination test results in Table 4.12, the R value of 0.584 indicates a moderate relationship between variables X1, X2, and X3 and the dependent variable Y. The positive regression coefficients show that there is a relationship between the independent and dependent variables. The Adjusted R Square value is 0.331, meaning that product quality (X1), price (X2), and brand image (X3) influence the purchase decision (Y) by 33.1%. The remaining 66.9% is influenced by other factors outside of this study.

Table 8

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error the Estimate
1	.584 ^a	.341	.331	3.175

Discussion

1. The Influence of Product Quality on Purchasing Decisions Toyota Avanza

Based on the research findings, product quality (X1) significantly influences purchasing decisions (Y). Therefore, the first hypothesis (H1) stating that "Product quality significantly affects the purchasing decision of Toyota Avanza cars" is accepted, indicating that product quality is a pivotal factor influencing consumer

decisions in purchasing Toyota Avanza cars. This finding aligns with previous studies using similar subjects, such as Igir et al. (2018), and further supported by Juliana et al. (2017) and Thadsyah & Batu (2022), all concluding that product quality impacts consumer purchasing decisions. This underscores that consumer perception of product quality is a primary consideration in the decision-making process.

Based on the descriptive results of respondent characteristics in this study, the majority of Toyota Avanza users fall within the 31-40 age range and are predominantly male, with 49% employed in the private sector, while the remainder represents various other professions. In this age group, consumers typically enter the family life stage, thus requiring a vehicle that is comfortable, reliable, and capable of accommodating many passengers. This is reinforced by descriptive results indicating that Toyota Avanza meets family vehicle needs, as evidenced by high average ratings for statements related to suitability, such as "Toyota Avanza has a design that meets the needs of a family car."

Toyota Avanza, as an MPV (Multi-Purpose Vehicle), is perceived to meet these needs through additional features such as spacious cabin design, fuel efficiency, and adequate safety systems. Moreover, quality indicators like suitability, tested in this study, have proven to play a role in influencing consumer purchasing decisions. These advantages add value for consumers, particularly those prioritizing comfort during family travels. Consequently, the better the product quality offered, the higher the likelihood that consumers will choose Avanza as their preferred vehicle.

2. The Influence Of Price on Purchasing Decisions Toyota Avanza

The research findings indicate that price (X2) has a significant influence on purchasing decisions (Y). Therefore, the second hypothesis (H2), which states that "Price affects purchasing decisions," is accepted. This means that price is the second most influential factor after product quality in shaping consumer purchasing decisions. These findings are consistent with previous research in the automotive sector, such as Aritonang et al. (2024), as well as studies by Andrianto & Idris (2013) and Haryoko et al. (2020), all of which concluded that price significantly affects consumer purchasing behavior.

In the descriptive results, statement X2.5, which reads "The price of Toyota Avanza is proportional to the benefits I receive as a user," received the highest average score. Most respondents answered from neutral to strongly agree, indicating that consumers perceive the price of the Toyota Avanza to be justified by the benefits they receive. Although there has been a price increase from the older model (IDR 220 million) to the newest model (IDR 295 million), this price difference does not serve as a deterrent. Consumers tend to evaluate not only the nominal price but also the overall value they receive, such as new features and updated technology provided in the latest Toyota Avanza model. Thus, when the price is perceived to be in line with the benefits and value offered, consumers are more likely to feel satisfied and motivated to proceed with the purchase decision. Conversely, if the price is considered too high without a corresponding increase in quality or value, the decision to purchase may be delayed or even canceled.

3. The Influence of Brand Image on Purchasing Decesion Toyota Avanza

The research findings show that brand image (X3) has a significant influence on purchasing decisions (Y). Therefore, the third hypothesis (H3), which states that "Brand image influences purchasing decisions," is accepted. This indicates that brand image is the third most influential factor—after product quality and price—that can affect consumers' decision to purchase a Toyota Avanza. These findings are consistent with previous studies that used similar research objects, such as Kuengo et al. (2022), as well as studies by Magdalena & Sari (2020), Juliana et al. (2017), and Labesi (2022), all of which found that brand image significantly influences purchasing decisions.

In this context, the Toyota Avanza has long been recognized as a fuel-efficient, durable family car with a wide network of spare parts and service centers. This reputation strengthens consumer trust and confidence in the Toyota brand. The study's regression analysis revealed a significance value of 0.001, which is well below the 0.05 threshold, indicating that brand image has a strong influence on purchasing decisions for the Toyota Avanza.

Toyota's brand is already widely known throughout Indonesia. Brand image refers to the perception or impression embedded in consumers' minds about a product. The descriptive analysis also supports this, with one of the highest - scoring statements under the *Strength of Brand* indicator being: "Toyota is

the first brand that comes to mind when I think of a family car." This shows that the Toyota brand is deeply embedded in consumers' minds, particularly as a go-to family vehicle. Therefore, the more positive the brand image is in the minds of consumers, the more likely it is to drive purchasing decisions. The confidence consumers feel toward the brand reinforces the belief that the product is not only worth owning but also provides long-term value, especially for daily transportation needs.

4. The Influence Of Quality Product, Price, and Brand Image On Purchasing Decesion Toyota Avanza

Based on the results of the research conducted, it can be concluded that all three independent variables—product quality (X1), price (X2), and brand image (X3)—have a positive and significant influence on the purchasing decision (Y) of Toyota Avanza vehicles. Product quality emerges as a key factor, where consumers perceive that Toyota Avanza offers specifications and features that align with the needs of a family car, such as a spacious cabin, fuel efficiency, and safety features. These attributes create a sense of comfort and confidence in consumers when choosing this product.

On the other hand, price also plays an important role in influencing purchasing decisions. Although the price of the latest Avanza model has increased, consumers still consider it to be in line with the benefits received, including enhanced features and technological advancements. Consumers do not merely assess the nominal price, but also consider the value provided by the product.

Additionally, Toyota's well-established brand image in Indonesian society further reinforces purchasing decisions. Toyota's reputation as a reliable, efficient, and durable brand with an extensive service network strengthens consumer trust and confidence in the products offered. This positive brand image makes Toyota one of the first brands that comes to mind when consumers are seeking a family car.

Therefore, when the product quality is perceived as good, the price is seen as fair and reasonable, and the brand image is positively embedded in the consumer's mind, the likelihood of a strong purchasing decision increases. These three variables complement one another in building consumer confidence to purchase the Toyota Avanza as a vehicle that meets their needs.

Based on the results obtained and tested by the researcher, it can be concluded that the purchasing decision for the Toyota Avanza is jointly influenced by product quality, price, and brand image.

Results should be clear and concise. The discussion should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

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