

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, BRAND IMAGE, AND BRAND TRUST TOWARDS PURCHASE DECISIONS OF MITSUBISHI XPANDER CAR AMONG THE COMMUNITY IN LHOKSEUMAWE CITY

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Abstract

This research examines the effect of product quality, promotion, brand image, and brand trust on the purchase decisions of Mitsubishi cars (a case study at Mitsubishi Xpander in the community of Lhokseumawe City). This quantitative study obtains the samples using non-probability sampling methods with 96 respondents. The analysis model employed in this study is multiple linear regression. The results indicate that product quality positively but insignificantly affects purchase decisions. This finding does not support hypothesis H1. Also, promotion and brand image positively and significantly affect purchase decisions, indicating that only promotion and brand image contribute to purchase decisions. Therefore, hypotheses H2 and H3 are accepted. Furthermore, the study has found different results for brand trust, which has a negative but significant effect on purchase decisions, meaning that an increase in brand trust will lead to a decrease in purchase decisions.

Keywords:

Product Quality, Promotion, Brand Image and Brand Trust, Purchase Decisions.

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Introduction

Currently, the rapid growth of the population and the diversity of work activities require tasks to be performed quickly to boost efficiency. Supporting facilities such as transportation are necessary to achieve this. Transportation is a crucial tool for moving goods or people in a specific quantity to a particular location within a specific timeframe. Among various transportation tools, the car is one of

the most commonly used. A car preferred by consumers for both daily activities and travel is the multi-purpose vehicle (MPV).

The Indonesian car market is currently dominated by MPVs because they provide comfort and handling that can be compared to sedans with maximum interior designs. The primary concept of an MPV is its ability to carry more passengers and makes it suitable for families. The main advantage of an MPV is its larger size compared to sedans. Additionally, MPVs have a capacity of seven seats, with ample space for storing small items. The term "multi" refers to the fact that it is usable for transporting goods by folding some unused seats. Therefore, several automotive manufacturers, including Toyota (Innova and Avanza), Suzuki Ertiga, Honda Mobilio, Daihatsu Xenia, Chevrolet Spin, Mitsubishi Xpander, and the latest one, Wuling Confero S, among others, have entered the MPV market.

Over the past four years, Mitsubishi Xpander sales of low MPV units at all official dealerships collaborated with PT. Mitsubishi Motors has been fluctuating. Sales reached 75,075 units in 2018 but significantly decreased by 62,666 in the second year (2019). There was another significant decrease in the third year (2020) by 26,362 units. As of late 2021, only 38,096 units were recorded. Therefore, based on the sales data, a decline in sales can be observed while the company aims for continuous growth. However, the Indonesian branch that collaborates with PT. Mitsubishi Motors has experienced a sales decline, especially Xpander units in the last two years.

Table 1.
Mitsubishi Xpander Car Sales during 2018-2021

No	Years	Sales Data
1	2018	75.075 Units
2	2019	62.666 Units
3	2020	26.362 Units
4	2021	38.096 Units

Source:<https://otomotif.kompas.com/read/2021/11/08/130100715/rapor-penjualan-mitsubishi-xpander-selama-4-tahun-di-indonesia#>

Based on the data in the table above, sales of the Mitsubishi Xpander low MPV units at all official dealerships collaborating with Mitsubishi Motors fluctuated over four years. In 2018, sales reached 75,075 units, but in the second year (2019), they significantly decreased by 62,666 units. In the third year (2020), there was a significant decrease of 26,362 units, and in late 2021, only 38,096 units were recorded. Therefore, based on the sales data, it can be concluded that there is a gap, meaning that sales have been declining while the company aims for continuous growth. However, the Indonesian branch that collaborates with Mitsubishi Motors has experienced a decline in sales, especially in Xpander unit sales in the last two years.

Several previous studies have investigated the factors influencing purchasing decisions. Bunga Aditi and H.M. Hermansyur (2018) stated that partial variables such as product attributes, product quality, and promotion significantly affected purchase decisions. The simultaneous results also showed that product attributes, quality, and promotion significantly influenced purchase decisions. Therefore, companies should provide better information about Honda brand cars regarding product attributes, product quality, and price through their salespeople to better market their products. Similarly, Mhd Yudha Pratama Sinaga (2020) stated that pricing, product quality, and promotion significantly affected purchase decisions. Partially, it showed that pricing, product quality, and promotion positively and significantly affected purchase decisions.

Furthermore, Arif Rifqi Zakaria (2019) stated that brand image, brand trust, product differentiation, and relationship marketing had a significant effect on purchasing decisions. Brand trust has the highest t-value and beta coefficient. Therefore, the brand trust variable has the most significant influence over other variables and dominantly influences purchase decisions. Ferry Yahya, Apriatni EP & Reni Shinta Dewi (2014) stated that brand image positively influenced purchasing decisions. Promotion also had a positive impact on purchase decisions. Similarly, brand image and promotion positively affect purchase decisions.

Based on the above phenomena, the author is interested in researching "The Influence of Product Quality, Promotion, Brand Image, and Brand Trust towards Purchase Decisions ff Mitsubishi Xpander Car Among the Community in Lhokseumawe City."

Literature review and Hypothesis Development

Product Quality and Purchase Decisions

Product quality is the primary focus of the company, and it is a notable policy in increasing product competitiveness that must provide satisfaction to consumers that exceeds or is at least on the same level as the quality of products from competitors. This condition indicates that 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. Therefore, the following hypothesis was formulated:

H1: Product quality has a significant effect on purchase decisions.

Promotion and Purchase Decisions

Promotion is one of the determining factors for the success of a marketing program. No matter how high-quality a product is. If consumers have never heard of it and are unsure that the product will be meaningful for them, they will never buy it. Promotion is a form of marketing communication where marketing activities seek to disseminate information, influence/persuade, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal

to the products offered by the company concerned (Tjiptono, 2014). So, the following hypothesis is found:

H2: Promotion has a significant effect on purchase decisions.

Brand Image and Purchase Decisions

Brand image is an important aspect that can influence consumers' purchase decisions. Business owners must compete with their rivals in finding ways to create a compelling brand for their products or services. If the brand used is attractive and appealing, it can pique consumers' curiosity and entice them to purchase the product or service. It is in line with the research conducted by Amron (2018), which led to the following hypothesis:

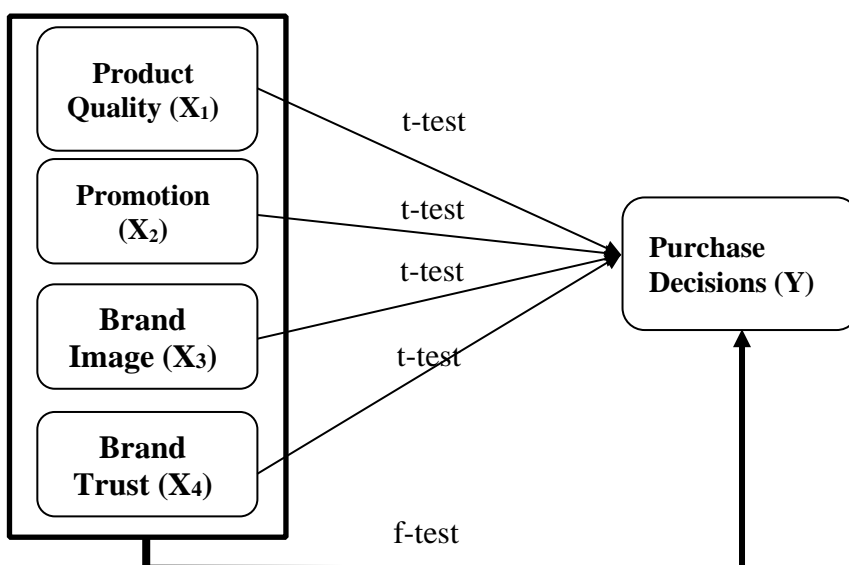
H3: Brand image significantly affect purchase decisions.

Brand Trust and Purchase Decisions

Trust in a brand is a feeling of security of every consumer in their interaction or relationship with a brand. A consumer will experience this because they have the perception that by using the product, they can trust that it is reliable and can meet their needs, as well as ensure the safety of the consumer. Trust in a brand reduces uncertainty in an environment where consumers feel unsafe since they know they can rely on the brand they trust. Based on previous research and theory, the conceptual framework is explained in Figure 1 as follows:

Figure 1.

Conceptual Framework



Research Method

This study uses data from 2018 to 2021 to determine the influence of product quality, promotion, brand image, and brand trust on purchase decisions. This study uses the Accidental sampling technique and obtains a sample of 96 people from Lhokseumawe City who have purchased or used Mitsubishi Xpander cars in the past 4 years. Data analysis includes tests for normality, multicollinearity, and heteroscedasticity to test hypotheses using partial (t-test) and simultaneous (F-test) methods. Also, this study uses multiple linear regression to examine whether there is a significant relationship between all research variables.

The multiple linear regression equation in this study is as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

Where:

- Y : Purchase Decisions
- β_0 : Constant
- β_1 : Regression Coefficient of Product Quality:
- β_2 : Regression Coefficient of Promotion
- β_3 : Regression Coefficient of Brand Image
- β_4 : Regression Coefficient of Brand Trust
- X1 : Product Quality
- X2 : Promotion
- X3 : Brand Image
- X4 : Brand Trust
- E : Error term

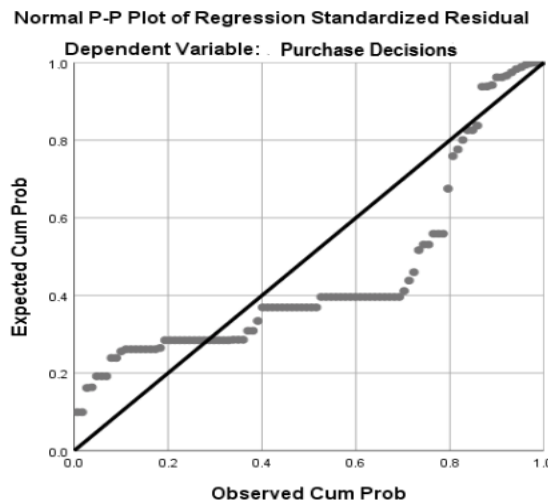
Data Analysis and Results

Normality Test

Based on normality test results for each variable and the research variables are as follows:

Figure 2.

Normality Test Results



Based on the image above, the residual data shows a normal curve, which appears at the points spreading around the straight line, and the distribution follows the direction of the diagonal line. Thus, it concludes that the residual values are normally distributed and can meet the requirements for normality of residual values for regression analysis in the research model.

Multicollinearity Test

The results of the multicollinearity test from the model developed in this research can be seen from the output coefficients table in the collinearity statistics section in the following table:

Table 2.

Multicollinearity Test Results

Model	Unstandardized Coefficients		Coefficients ^a			Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta	T	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 Trust	4.662	.633	2.913	7.360	.000	.010	95.497

a. Dependent Variable: Purchase Decisions

Based on the coefficient output in the table above, the Tolerance values for each independent variable are > 0.1 , and the VIF values for each variable are < 10 . Thus, there is no multicollinearity between the independent variables in the regression model according to the decision-making criteria for testing multicollinearity.

Multiple Linear Regression Test

The results of the multiple linear regression test for the model developed in this study can be seen in the following table:

Table 3.

Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-5.553	2.156		-2.576	.012
	Product Quality	.100	.129	.065	.773	.441
	Promotion	.432	.151	.176	2.860	.005
	Brand image	5.792	.554	3.573	10.456	.000
	Brand trust	-4.662	.633	-2.912	-7.360	.000

a. Dependent Variable: Purchase Decisions

The table above shows the results of multiple linear regression, which include the parameters for each variable. Based on the equation, it concludes that The constant value (a) of -5.553 indicates that if the variables of Product Quality, Promotion, Brand Image, and Brand Trust remain unchanged or equal to 0, purchase decisions will have a value of 4.553. On the other hand, the Product Quality variable has a positive coefficient of 0.100, which indicates that Product Quality positively affects purchase decisions. It means that if the values of the other variables remain constant and the Product Quality increases by 1%, the purchase decisions will increase by 0.100%. The Promotion variable has a positive coefficient of 0.432, which indicates that Promotion positively affects purchase decisions. It means that if the values of the other variables remain constant and the Promotion increases by 1%, the purchase decisions will increase by 0.432%. The Brand Image variable has a positive coefficient of 3.792, which indicates that Brand Image positively affects purchase decisions. It means that if the values of the other variables remain constant and the Brand Image increases by 1%, purchase decisions will increase by 3.792%. However, the Brand Trust variable has a negative coefficient value of -4.662, indicating that brand trust (X4) negatively affects purchase decisions. It means that if the values of the other variables remain constant and the Brand Trust increases by 1%, purchase decisions will decrease by 4.662%.

Partial Hypothesis Testing (t-test)

The results of the t-test calculation for each variable in the substructure model developed in this study can be seen in the following table:

Table 4.
Partial Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-5.553	2.156		-2.576	.012
	Product Quality	.100	.129	.065	.773	.441
	Promotion	.432	.151	.176	2.860	.005
	Brand image	5.792	.554	3.573	10.456	.000
	Brand trust	-4.662	.633	-2.913	-7.360	.000

a. Dependent Variable: Purchase Decisions

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

Based on the coefficients output in the t-test results, the sig value of Product Quality is 0.441, and the t-value is 0.773. Since the sig value of $0.441 > 0.05$ and the t-value of $0.773 < t\text{-table } 1.98609$, according to the decision-making basis in the t-test, it concludes that H_{01} is accepted and H_{A1} is rejected, or in other words, Product Quality partially does not significantly affect purchase decisions.

For the next variable, based on the coefficients output in the t-test results, the sig value of Promotion is 0.005, and the t-value is 2.860. Since the sig value of $0.005 < 0.05$ and the t-value of $2.860 > t\text{-table } 1.98609$, according to the decision-making basis in the t-test, it concludes that H_{02} is rejected and H_{A2} is accepted. In other words, partially, Promotion positively and significantly affects purchase decisions.

Based on the coefficients output in the t-test results, the sig value of the brand image involvement is 0.000, and the t-value is 10.456. Since the sig value of $0.000 < 0.05$ and the t-value of $10.456 > t\text{-table } 1.98609$. It concludes that H_{03} is rejected and H_{A3} is accepted. In other words, partially, brand image positively and significantly affects purchase decisions.

Meanwhile, for the last variable, based on the coefficients output in the t-test results, it is known that the sig value of the brand trust variable is 0.000 and the t-value is -7.360. Since the sig value of $0.000 < 0.05$ and the t-value of $-7.360 < t\text{-table } 1.98609$, according to the decision-making basis in the t-test, it concludes that H_{04} is rejected and H_{A4} is accepted, or in other words, the brand trust variable partially does not have a positive effect but is significant on purchase decisions.

Simultaneous Hypothesis Testing (F Test)

The results of the F-test calculation for the model developed in this study can be seen in the following table:

Table 5.

Simultaneous Test Results

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1038.597	4	259.649	129.605	.000 ^b
	Residual	182.309	91	2.003		
	Total	1220.906	95			

a. Dependent Variable: Purchase Decisions

b. Predictors: (*Constant*), Brand Trust, Promotion, Product Quality, Brand Image

Based on the output in the table above, the f-tests results in the regression model indicate that Product Quality, Promotion, Brand Image, and Brand Trust collectively influence purchase decisions. The significance value is 0.000, while the f-count value is 129.605. Since the significance value (0.000) is less than 0.05 and the f-count value (129.605) is higher than the f-table value (2.47), it can be concluded, based on the decision-making criteria in the F-test, that the alternative hypothesis (H_a) is accepted. In other words, simultaneously, Product Quality, Promotion, Brand Image, and Brand Trust significantly influenced purchase decisions.

Coefficient of Determination Testing (R^2)

The results of calculating the coefficient of determination for the model developed in this research exist in the following table:

Table 6.

Coefficient of Determination Results (R^2)

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

a. Predictors: (*Constant*), Brand Trust, Promotion, Product Quality, Brand Image

b. Dependent Variable: Purchase Decisions

Based on the "Model Summary" output in the above table, the adjusted R Square coefficient value is 0.844 or equivalent to 84.4% in the coefficient of determination test. It indicates that Product Quality, Promotion, Brand Image, and Brand Trust are sufficient to provide the necessary information to predict Purchase

Decisions. According to the criteria for the strength of the relationship in the correlation test by Sugiyono, the relationship in this study is very strong/significant.

Conclusions

Based on the research and discussion above, it concludes that product quality and brand trust did not significantly affect the purchase decisions of Mitsubishi Xpander cars in the community of Lhokseumawe City. However, promotion and brand image partially influence the purchasing decision. Meanwhile, the results of simultaneous testing showed that product quality, promotion, brand image, and brand trust affected purchase decisions from 2018 to 2021.

Suggestions

The company should improve the quality of Mitsubishi Xpander cars to retain loyal customers and discourage them from switching to other brands. Additionally, the company must be more innovative and creative in marketing its products, specifically in promotions, to compete with its rivals offering similar products. Furthermore, the company must recognize customers' expectations when purchasing a new car. As consumers typically expect particular reward points, the company must be more astute in reading their desires. Ensuring customers enjoy accurate rewards in promotions can help create loyal customers to repurchase cars from the Mitsubishi brand.

For future research, academics and readers are encouraged to expand the study by considering other variables that affect purchase decisions, such as psychological factors, consumer satisfaction, consumer behavior, and others. Additionally, this research can serve as a source of ideas for researchers who want to delve further into this problem.

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