
The Influence Of Product Quality, Service Quality And Sales Promotion On Toyota Avanza Car Purchase Decisions At Auto 2000 Pramuka Central Jakarta

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Abstract:

This study aims to determine the effect of product quality, service quality and sales promotion on purchasing decisions for Toyota Avanza at AUTO 2000 Pramuka, Central Jakarta. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique was using inferential analysis with multiple linear regression and using the Statistical Product and Service Solution (SPSS) version 23.0 program. From the research results, it can be seen that product quality (X1) has a positive and significant influence on purchasing decisions, this is shown from the t-test where the t- count value is $2.668 > 1.660$ ttable and significant is 0.009 ($0.009 < = 0.05$), then H0 is rejected. and Ha accepted,. Service Quality (X2) from the results of the study is shown from the tcount, which is $2.613 > 1.660$ ttable and the significance is 0.010 ($0.010 < = 0.05$), then H0 is rejected and Ha is accepted, meaning that Service Quality has a positive and significant effect on Purchase Decisions. Sales Promotion (X3) from the results of this study can be seen in the tcount value of $3.111 > 1.660$ ttable and significant 0.000 ($0.000 < = 0.05$) then H0 is rejected and Ha is accepted, so it can be concluded that Sales Promotion has a positive and significant effect on Buying decision. Thus, it can be concluded that product quality, service quality and sales promotion variables influence purchasing decisions together.

Keywords: Product Quality, Service Quality, Sales Promotion and Purchasing decision.

INTRODUCTION

Indonesia is a developing country with a fairly high purchasing power. All products and services offered to consumers in Indonesia are able to be fairly sold well, especially in the automotive sector. The characteristics of Indonesian society tend to be very consumptive or like to spend their money, this causes world automotive makers to invade the Indonesian market.

Automotive companies that have been in the Indonesian market for quite a long time make a big challenge for other manufacturers, such as Toyota is a Japanese automotive company that has long been in the automotive industry. Toyota has many dealer dealers, one of which is Auto 2000. Auto 2000 currently has 101 outlets spread throughout major cities in Indonesia to provide

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convenience for prospective Toyota buyers, one of which is in the city of DKI Jakarta Central Pramuka area.

Currently, the segment that is popular with customers in big cities is the MPV (Multi Purpose Vehicle) car segment. MPV itself is intended as a family car. The design, body to engine power are also designed for the needs of family vehicles and prioritize comfort. In recent years, MPV type cars are very dense by various brands and kinds in the world. One of the MPV type car products is the Toyota Avanza.

Based on the data collected shows that the purchase of Toyota Avanza cars experienced fluctuating conditions, Toyota Avanza ranks second in sales at Auto 2000 Scouts and also unstable sales of Avanza cars more clearly seen a drastic decline in March to April. In March, Toyota Avanza car sales reached 23 units, while in the following month there was a drastic decline, namely April with sales of only 13 units. Lowering can be triggered by several factors, such as factors from within (internal) or factors from outside (external). Based on the table above, Toyota Avanza must also pay attention to several aspects that need attention.

This made sales fall which was calculated far from the previous year's sales. The fluctuating problem of Toyota Avanza cars from 2019 to 2021 can be influenced by product quality, service quality, *and sales promotion*.

An important aspect that can influence purchasing decisions is the quality of the product, product quality is the ability of the product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other properties. Even if the product is within a set tolerance level, it should be a record for avoiding greater errors in the future" (Kotler and Armstrong, 2008; 272). It can be concluded that the relationship between purchasing decisions and product quality is so that buyers are satisfied with the quality of the product received so as to avoid criticism or buyer dissatisfaction after buying.

Another important aspect is the quality of service. The quality of service provided by a company is important because the quality of service is what customers expect when compared to the quality of service provided by competing companies, and this is what distinguishes one company from another. Differences in consumer perceptions regarding the quality of service felt by consumers are psychological factors that influence purchasing decisions.

The last one is promotion. Promotion is an incentive tool used to stimulate the purchase or sale of products or services on a faster and larger scale, usually for a short period of time. Attractive promotions can make consumers feel they have an advantage over other brands when buying our products. For example, for 2021 until the end of this year, the government holds a VAT discount, especially for cars with engine capacities of 1,500 cc and below the type of sedan. Consumers are relieved with a 100% discount on PPNBM. VAT discounts are included in sales *promotion activities*.

Based on this background, researchers are interested in conducting research with the title: **"The Influence of Product Quality, Service Quality, and Sales Promotion on Toyota Avanza Car Purchase Decisions at Auto 2000 Pramuka Central Jakarta"**

RESEARCH METHODS

The research employs a quantitative research method to investigate the factors influencing the purchasing decisions of Toyota Avanza car buyers at AUTO 2000 Pramuka, Central Jakarta, during a five-month period in 2021. The object of the study is centered around the decision-making process for purchasing Toyota Avanza cars, considering the impact of product quality, service quality, and sales promotion.

Data for the study are primarily derived from a questionnaire distributed to Toyota Avanza consumers at AUTO 2000 Pramuka. The questionnaire serves as a structured instrument comprising a series of questions aimed at gathering information from respondents who have purchased Toyota Avanza cars at the specified location.

The study utilizes primary data, specifically sales data for the first five months of 2021. The population under consideration consists of buyers and consumers of Toyota Avanza cars at AUTO 2000 Pramuka, with a sample size of 100 respondents selected through purposive sampling. This sampling method involves choosing respondents based on specific criteria, such as those who have made purchases at AUTO 2000 Pramuka, regardless of their residence in Jakarta or outside Jakarta.

To determine the sample size, the researcher applies the formula suggested by Anderson, Sweeney, Dennis, and Williams (2017), resulting in a rounded figure of 100 respondents. The data collection technique involves the use of a questionnaire with a Likert scale to measure responses on various aspects related to product quality, service quality, sales promotion, and purchasing decisions.

For data analysis, the researcher adopts descriptive and inferential statistical analysis methods using IBM Statistic 23 software. Descriptive analysis aims to provide a detailed description of the collected data, while inferential analysis focuses on making inferences and generalizations based on sample data.

The study involves testing the validity and reliability of the questionnaire through statistical methods such as Cronbach's Alpha for reliability and Kolmogorov-Smirnov for normality. Additionally, classical assumption tests, including normality, multicollinearity, heteroskedasticity, and autocorrelation, are conducted to ensure the appropriateness of the regression model.

The research employs multiple linear regression analysis to explore the relationships between independent variables (product quality, service quality, and sales promotion) and the dependent variable (purchasing decisions). The regression model is tested for feasibility using the F-test, and the coefficient of determination (R^2) is calculated to assess the model's explanatory power.

Hypothesis testing is conducted through t-tests to determine the significance of individual independent variables on the dependent variable. The researcher considers a significance level of 0.05 for decision-making. If the calculated t-value exceeds the critical t-value, the null hypothesis is rejected in favor of the alternative hypothesis, indicating a significant influence. The entire research process follows a systematic and rigorous approach to ensure the reliability and validity of the findings.

RESULTS AND DISCUSSION

A. Test Instruments

1. Validity test

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The validity and reliability test that will be carried out in this study uses a sample of 100 respondents. The validity test was carried out to test the questionnaire items submitted as instruments in this study whether they were suitable for use. The calculation is to compare $r_{\text{calculate}}$ with r_{table} . If $r_{\text{calculate}}$ is calculated to have a greater value than r_{table} where the correlation coefficient is more than 0.195, then the entire statement is declared valid so that it can be used in this study.

a) Product Quality (X1)

Below are the calculation results of the instrument validity test consisting of 7 (seven) items of Product Quality variable questions (X1) using the SPSS 23 program as a tool, on a sample of 100 respondents, the following results were obtained:

Table 1. Product Quality Validity Test Results (X1)

Questionnaire	$R_{\text{Calculate}}$	R_{Table}	Information
Statement 1_X1	0.533	0.195	Valid
Statement 2_X1	0.715	0.195	Valid
Statement 3_X1	0.708	0.195	Valid
Statement 4_X1	0.751	0.195	Valid
Statement 5_X1	0.706	0.195	Valid
Statement 6_X1	0.616	0.195	Valid
Statement 7_X1	0.627	0.195	Valid

Based on the results of Table 1. above, it can be seen that all questionnaire items submitted have a *Corrected Item Total Correlation* value that is greater than the table r value in the 100th N sample, which is 0.195 which means that the entire r is calculated $> r_{\text{table}}$. From the output of the Validity Test, the largest coefficient value is obtained as much as the product quality instrument (X1) contained in the fourth statement, which is 0.751, while the smallest value is found in the first statement with a value of 0.599. From the output results of the overall validity test submitted using the SPSS 23 program as a calculation tool on the product quality variable (X1), it is declared valid so that all statement items from the product quality variable (X1) can be used for the next stage.

b) Quality of Service (X2)

Below are the calculation results of the instrument validity test consisting of 5 (five) items of Service Quality (X2) variable questions using the SPSS 23 program as a tool, on a sample of 100 respondents, the following results were obtained:

Table 2. Product Quality Validity Test Results (X2)

Questionnaire	$R_{\text{Calculate}}$	R_{Table}	Information
Statement 1_X2	0.709	0.195	Valid
Statement 2_X2	0.746	0.195	Valid
Statement	0.626	0.195	Valid

3_X2			
Statement	0.656	0.195	Valid
4_X2			
Statement	0.712	0.195	Valid
5_X2			

Based on the results of Table 2 above, it can be seen that all questionnaire items submitted have a Corrected Item Total Correlation value that is greater than the table r value in the 100th N sample, which is 0.195 which means that the entire r is calculated $> r$ table. From the output of the Validity Test, the largest coefficient value of the Service Quality instrument (X2) is found in the second statement, which is 0.746, while the smallest value is found in the third statement with a value of 0.626. From the output results of the entire validity test submitted using the SPSS 23 program as a calculation tool on the Service Quality variable (X2), it is declared valid so that all statement items from the Service Quality variable (X2) can be used for the next stage.

c) Sales Promotion (X3)

Below are the calculation results of the instrument validity test consisting of 5 (five) items of variable Sales Promotion (X3) questions using the SPSS 23 program as a tool, on a sample of 100 respondents, the following results were obtained:

Table 3. Sales Promotion Validity Test Results (X3)

Questionnaire	$R^{\text{Calculate}}$	R^{Table}	Information
Statement 1_X3	0.650	0.195	Valid
Statement 2_X3	0.647	0.195	Valid
Statement 3_X3	0.499	0.195	Valid
Statement 4_X3	0.668	0.195	Valid
Statement 5_X3	0.702	0.195	Valid

Based on the results of Table 3 above, it can be seen that all questionnaire items submitted have a Corrected Item Total Correlation value that is greater than the table r value in the 100th N sample, which is 0.195 which means that the entire r is calculated $> r$ table. From the output of the Validity Test, the largest coefficient value of the *Sales Promotion instrument* (X3) is found in the fifth statement, which is 0.702, while the smallest value is found in the third statement with a value of 0.499. From the output results of the overall validity test submitted using the SPSS 23 program as a calculation tool on the Sales Promotion variable (X3), it is declared valid so that all statement items from the Sales Promotion variable (X3) can be used for the next stage.

1. Purchase Decision Variables

Below are the results of the validity test calculation consisting of 4 (four) items of the Purchase Decision (Y) variable statement using the SPSS 23 program as a tool to calculate a sample of 100 respondents, so that the following results are obtained:

Table 4. Purchase Decision Validity Test Results (Y)

Questionnaire	$R^{\text{Calculate}}$	R^{Table}	Information
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Statement 1_Y	0.612	0.195	Valid
Statement 2_Y	0.702	0.195	Valid
Statement 3_Y	0.657	0.195	Valid
Statement 4_Y	0.544	0.195	Valid

Based on the results of Table 4 above, it can be seen that all questionnaire items submitted have a Corrected Item Total Correlation value that is greater than the table r value in the 100th N sample, which is 0.195 which means that the entire r is calculated $> r$ table. From the output of the Validity Test, the largest coefficient value of the Purchase Decision instrument (Y) is found in the second statement, which is 0.702 while the smallest value is found in the fourth statement with a value of 0.544, From the output of the overall validity test submitted using the SPSS 23 program as a calculation tool on the Purchase Decision variable (Y), it is declared valid so that all statement items of the Purchase Decision variable (Y) can be used for the stage Next.

B. Reality Test

Reliability test is a test used to determine the consistency of measuring instruments, whether the measuring instrument can be relied on for further use. After the validity test is declared valid, then a reliability test is carried out using the Alpha Cronbachs formula. Where a 46nstrument can be said to be reliable (reliable) if it has a reliability coefficient or alpha of more than 0.6. The reliability test results are presented in the table below:

Table 5. Instrument Reliability Test Results Variable Product Quality (X1), Service Quality (X2), Sales Promotion (X3) and Purchasing Decision (Y)

No	Variable	Reliability	Alpha	Information
1	Product Quality (X1)	0.879	0.6	Reliable
2	Quality of Service (X2)	0.866	0.6	Reliable
3	<i>Sales Promotion</i> (X3)	0.823	0.6	Reliable
4	Purchase Decision (Y)	0.809	0.6	Reliable

From the results of data processing carried out with the SPSS 23 program as a calculation tool, in table 5 above it can be said that the entire questionnaire item of each variable Product Quality (X1), Service Quality (X2), *Sales Prromotion* (X3) and purchase decision (Y) in this study is reliable which is shown in Cronbach's alpha value all variables have a good value of above 0.6. So it can be interpreted that all values of this research variable are said to be good and acceptable, which is seen from the output of Realiability statistics, namely the value of Cronbach's alpha all variables above the good level.

1. Classical Assumption Test

In this study, the classical assumption test was carried out with four tests, namely, normality test, multicollinearity test, heteroscedasticity test and autocorrelation test with a sample of 100 respondents.

a) Normality Test

One Sample Kolmogorov–Smirnov Test, or Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (normal, poisson, or uniform). Which aims to test whether in the regression model, the bound variable and the independent variable both have a normal distribution. The distribution data is said to be normal if the level of significance value is $> \alpha = 0.05$ and if the opposite is $< \alpha = 0.05$ then it is said to be abnormal. Below is presented a table of results from the Normality Test in this study.

Table 6. Normality Test Output

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,42533615
Most Extreme Differences	Absolute	,067
	Positive	,064
	Negative	-,067
Test Statistics		,067
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The results from Table 6 above show that the value of Asymp Sig. (2- tailed) is 0.200. Which means that the regression model in this study has a normal sample distribution based on its significance value $> \alpha = 0.05$. So it can be said that the distribution of purchasing decision results derived from product quality, service quality and sales promotion is normally distributed at the level of significance $\alpha = 0.05$.

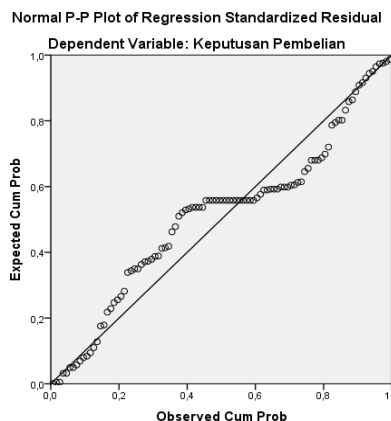


Figure 1.

In figure 1 Normal P-Plot of Regression Standardized Residual is said to be normal if

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the points follow the diagonal line, therefore the picture above is said to be normal. That the distribution of the results of Purchasing Decisions derived from Product Quality, Service Quality and Sales Promotion has been distributed normally.

b) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship or variance inflation factor (VIF) value, if the Tolerance value > 0.1 or $VIF < 10$, then it can be said that multicollinearity does not occur in the model studied. To find out whether multicollinearity occurs can be seen in table 4.19 below:

Table 7. Multicollinearity Test Output

Type	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	3,066	1,821		1,684	,095		
x1	,159	,079	,222	2,017	,047	,501	1,997
x2	,274	,106	,306	2,580	,011	,430	2,326
x3	,167	,074	,223	2,274	,025	,628	1,594

a. Dependent Variable: y

Source : :Output SPSS 23. Coefficient, linear regression. Processed 2021

Based on table 7 (Coefficients) it can be seen that the variance inflation factor (VIF) of each independent variable has the following values:

1. The VIF value for the Product Quality variable (X1) is $1.997 < 10$ and the tolerance value is $0.501 < 10$
2. The VIF value for the Service Quality (X2) variable is $2,326 < 10$ and the tolerance value is $0.430 < 10$
3. The VIF value for the Sales Promotin (X3) variable is $1.594 < 10$ and the tolerance value is $0.628 > 0.10$. Thus it can be concluded that the regression equation model does not occur multicolonoerity and can be used in this study.

c) Heteroscedasticity Test

In a good Regression Heteroscedasticity test should not occur Heteroscedasticity, this test aims to test whether a regression model has an inequality of variance from one observation to another. A good regression model is one of homokedasticity, or no heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the glacier test where the test results can be seen in the table below.

Table 8. Glacier Test Output

	Unstandardized	Standardized Coefficients

Type	Coefficients			t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,782	1,134		1,572	,119
x1	-,062	,049	-,180	-1,258	,211
x2	,022	,066	,051	,332	,740
x3	,034	,046	,093	,732	,466

a. Dependent Variable: abs_res

Source : :Output SPSS 23. Coefficient, linear regression. Processed 2022

Table 8 above explains that the results of each independent variable, namely product quality (X1), service quality (X2), and sales promotion (X3) using the glacier model obtained significant results greater than 0.05 which means that the data in this study did not occur heterokedasticity problems so that this study can be continued.

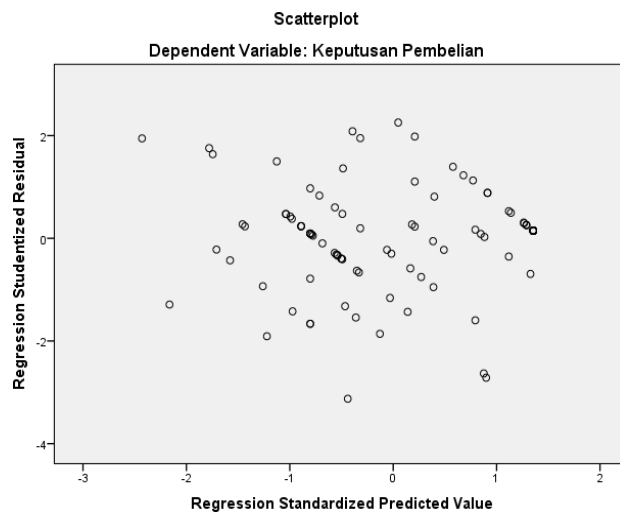


Figure 2.

In figure 2 the dots do not form a clear pattern, spreading up and down the number 0 which means there is no heteroskedadticity in this study.

d) Autocorrelation Test

Autocorrelation is a condition in which there is a strong correlation for observations between one and another observation arranged according to time series. The Autocorrelation Test aims to test whether in a linear regression model there is a correlation between confounding errors in the current period and confounding errors in previous periods. A good regression equation is one that has no autocorrelation. If there is autocorrelation, the equation becomes not good for production. One measure in determining the presence or absence of autocorrelation problems is to use the Durbin-Watson (DW) test. Where the results of autokeralasi testing can be seen in the table below.

Table 9. Autocorrelation Test Output

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Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.140	.020	-.011	.90114	2,1

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: abs_res

Source : SPSS Primary Data 23. Output Reliability. Processed 2022

Based on Table 9 it can be explained that the Durbin-Watson value is 2.111. Where the value of K or the number of independent variables is 3 and the value of N or the number of respondent data = 100. So that the value of $dL = 1.6131$ and the value of $dU = 1.7364$ then the value of $4-dU = 2.2636$. If included in the criteria so that the results of $dU < DW < 4-dU$ ($1.7364 < 2.111 < 2.263$) which means that the regression model obtained does not occur autocorrelation.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). where the independent variables are Product Quality (X1), Service Quality (X2) and Sales Promotion (X3) and the dependent variable is Purchase Decision (Y). In calculating the regression coefficient in this study using the SPSS 23 program. Below are the output results presented in Table 4.22 as follows:

Table 10. The Influence of Product Quality, Service Quality and Sales Promotion on Toyota Avanza Car Purchase Decisions at Auto 2000 Scouts

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,026	1,629		1,244	,217
	Product Quality	,188	,070	,269	2,668	,009
	Quality of Service	,248	,095	,285	2,613	,010
	Sales Promotion	,205	,066	,280	3,111	,002

Dependent Variable: Purchasing Decision

Source : :Output SPSS 23. Coefficient, linear regression. Processed 2022

Based on table 10, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows: $Y = 0.269 X_1 + 0.285 X_2 + 0.280 X_3$
 Information:

Y = Purchase Decision

X1= Product Quality

X2=Quality of Service

X3= Sales Promotion

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

1. The Product Quality Regression Coefficient (X1) is 0.269 which means that if product quality increases, it will affect the increase in purchasing decisions
2. The Service Quality Regression Coefficient (X2) is 0.285 which means that if the quality of service increases, it will affect the increase in purchasing decisions
3. The Sales Promotion Coefficient (X3) is 0.280 which means that if sales promotion increases, it will affect the increase in purchasing decisions

D. F Test (Model Feasibility)

To test the significance of the influence of independent variables, namely Product Quality, Service Quality and Sales Promotion on the dependent variable, namely Purchasing Decisions, the ANOVA test (Test F) was used. The test results using a significance level of 0.05 are as follows:

Table 11. Model Feasibility Test Output (Test F)

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	167,837	3	55,946	33,377,000	b
	Residuals	160,913	96	1,676		
	Total	328,750	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Sales Promotion, Product Quality, Service Quality

Source : :Output SPSS 23. ANOVA. Processed 2022

As shown in the data output of the Anova Table in Table 11 above, it can be explained that the calculated F value is 33,377 with a sig value of 0.000. Based on the calculation results assisted by the SPSS 23 program, the value of Sig = (0.000) is smaller than alpha or the error limit level obtained is 5% ($\alpha = 0.05$). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of $0.000 < 0.05$

So it can be concluded that in this study the model is said to be significant and feasible to be used in this study based on Sig value obtained, that all independent variables can explain any change in the value of the dependent variable because it has a significant effect.

E. Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine how much the ability of the

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independent variable developed in the study is able to explain the dependent variable.

Table 12. Output Determenation Coefficient (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715	.511	.495	1,295

a. Predictors: (Constant), Sales Promotion, Product Quality, Service Quality

Source : :Output SPSS 23. Processed 2022

In Table 12 it can be seen that the coefficient of determination (R2) is 0.495. This means that the relationship between the independent variable and the dependent variable is 49.5% which means that 49.5% of the variation in purchasing decisions is influenced by variables of product quality, service quality, and sales promotion, while 50.5% is explained by other factors outside the regression model analyzed in this study.

E. Test t (Test Research Hypothesis)

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The effect can be estimated by the significant value and t_{count} obtained. To find out whether Product Quality (X1), Service Quality (X2) and *Sales Promotion* (X3) have a significant effect on Purchasing Decisions (Y). The test uses a significance level of 0.05 with the following criteria:

- If t_{count} and $sig < \alpha = 0.05$ then H_0 is rejected and H_a is accepted, meaning that Product Quality, Service Quality and *Sales Promotion* have a positive and significant effect on Purchasing Decisions.
- If $t_{calculate}$ and $sig < \alpha = 0.05$ then H_0 is accepted, Product Quality, Service Quality and *Sales Promotion* do not have a positive and significant effect on Purchasing Decisions

Table 13. Test t Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2,026	1,629		1,244	,217
Product Quality	,188	,070	,269	2,668	,009
Quality of Service	,248	,095	,285	2,613	,010
Sales	,205	,066	,280	3,111	,002

a. Dependent Variable: Purchasing Decision

Source : :Output SPSS 23. Coefficients. Processed 2022

Based on table 13, it can be known that the elaboration of the hypothesis in this study is:

1. The Effect of Product Quality on Purchasing Decisions Based on table 4.25, it can be explained that the influence of product quality variables on purchasing decisions as seen from the calculated t value of $2,668 > 1,660$ tables and significant 0.009 ($0.009 < \alpha = 0.05$), H_0 is rejected and H_a is accepted, so it is concluded that Product Quality has a positive and significant effect on Purchasing Decisions.
2. From table 4.22, it is known that the influence of purchasing decision variables that can be seen tcalculate is $2,613 > 1,660$ tables and the significance is 0.010 ($0.010 < \alpha = 0.05$), then H_0 is rejected and H_a is accepted means that Service Quality has a positive and significant effect on Purchasing Decisions.
3. The Effect of Sales Promotion on Purchasing Decisions Based on table 4.22, it can be explained that the influence of sales promotion variables on purchasing decisions seen from the calculated value of $3,111 > 1,660$ tables and significant 0.000 ($0.000 < \alpha = 0.05$), then H_0 is rejected and H_a is accepted, so it is concluded that Sales Promotion has a positive and significant effect on Purchasing Decisions

Discussion

The Influence of Product Quality on Purchasing Decisions

Based on the results of research using SPSS Version 23, it was found that product quality consisting of several indicators, namely shape, features, performance quality, suitability quality, durability, reliability, and ease of repair, had a positive and significant effect on purchasing decisions. This is shown by the t test, where the calculated t value is $2.668 > 1.660$ table and significant 0.009 ($0.009 < \alpha = 0.05$) which shows H_0 rejected and H_a accepted which means that product quality has a positive and significant influence on purchasing decisions. This can especially be addressed by the largest Mean, which is found in the Ease of Repair indicator with the statement Toyota Avanza easy in repair and after-sales maintenance both from service and parts with a score of 4.5.

According to Kotler and Keller (2012), product quality is defined as the strength of goods in providing appropriate performance or even exceeding consumer expectations. Product is defined as consumer perception described by producers through their production results Quality or product quality is influenced by factors that will determine that the quality of goods can meet its purpose, namely to increase sales volume (Iswayanti 2010).

This result is in line with previous research by Sarini Kodu (2013) concluded that there is a positive influence between product quality and purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

Based on the results of research based on the results of research using SPSS Version 23, it was found that the quality of service consisting of indicators of *responsiveness*, direct evidence (*tangibles*), reliability (*reliability*), *empathy* (empathy), and trust (assurance) Positive and

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significant influence on purchasing decisions. This is addressed by the t test, where the tcount is greater than the ttable which is $2,613 > 1,660$ ttable and the significance is 0.010 ($0.010 < \alpha = 0.05$) which shows H_0 rejected and H_a accepted which means that the quality of service has a positive and significant influence on purchasing decisions. This is shown in the t-test, meaning if it has an increase of 3.111. This can especially be addressed by the largest Mean which is found in the Trust indicator with a value of 4.60 which has a statement that AUTO 2000 Scout employees serve me politely and kindly.

Service quality has a very close relationship to purchasing decisions. Consumers need satisfactory and comfortable service so as to influence purchasing decisions. The company must have a service offering in terms of good communication so that customers can express comfortably what they want. But if the company does not have satisfactory service quality in any way, it is likely that consumers will not make purchasing decisions on the product.

Basically, everyone who uses services tends to expect a good service in the sense of high quality. As explained by Tjiptono (2009), the level of service quality (service) is a crucial aspect in total service offering. Quality is one of the important factors used by consumers to evaluate the services of an organization. This is in line with previous research by Alfredo Dwitama Soenawan, Edward Stephen Malonda (2015) concluded that there is a positive influence between product variations and purchasing decisions.

The Influence of *Sales Promotion* on Purchasing Decisions

Based on the results of research using SPSS Version 23, it was found that *sales* promotion consists of indicators of promotion frequency, promotion quality, promotion time, promotion quantity, and accuracy of promotional targets have a positive and significant effect on purchasing decisions. This is addressed by the t test, which is $3,111 > 1,660$ and significant 0.000 ($0.000 < \alpha = 0.05$) which indicates H_0 rejected and H_a accepted which means that sales promotion has a positive and significant influence on purchasing decisions. This is shown in the t-test, meaning if it has an increase. This can mainly be addressed by the largest Mean which is found in the Promotion Frequency indicator with a value of 4.50 which states that customers get attractive promotions from AUTO 2000 Scouts apart from incentives.

Promotion is the fourth marketing mix tool. communication which includes activities that. Conducted by the company to. communicate and promote its products. to the target market. Therefore, sales promotion is very important so that customers can feel a prominent difference if they can compare with other companies, and can be superior compared to others.

Promotion is. One. Critical Success Factors of a Program. marketing.. According to. Kotler (2005:232) Activities. Promotions carried out by a company. using promotional mix references. (promotional mix). The results of previous research by Purnama, D., & Fadillah, A. (2017) concluded that there is a positive influence between *Sales Promotion* with the purchase decision.

CONCLUSION

Based on the results of research and presentation from the previous chapter, as well as analysis supported by related theories and concepts in the research "The Effect of Product Quality,

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Service Quality, and Sales Promotion on Toyota Avanza Car Purchase Decisions at AUTO 2000 Pramuka Central Jakarta," it can be concluded that the variables Product Quality, Service Quality, and Sales Promotion have a positive and significant influence on consumer purchasing decisions. Toyota Avanza's high level of product quality, good service, and effective sales promotion at AUTO 2000 Pramuka Central Jakarta significantly improve consumers' purchasing decisions. Therefore, the strategies implemented in improving product quality, service, and sales promotion can be a key factor in achieving higher purchasing decisions in the Toyota Avanza car market.

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