The Effect of Brand Image, Price, and Product Quality on The Purchase Decision of The Toyota Innova at PT Auto 2000 Medan

Riski Karoni Pinem, Dewi Nurmasari Pane, Mesra B

Abstract

This study aims to examine and clarify the effect of *Brand Image*, Price, and Product Quality on the Purchase Decision of the Toyota Innova at PT Auto 2000 Medan. The study uses a quantitative method involving 159 respondents. Data were collected through questionnaires and analyzed using statistical formulas, namely multiple regression analysis processed with SPSS Version 16. The quantitative analysis shows that *Brand Image* has a positive and significant partial effect on the purchase decision of the Toyota Innova, as evidenced by the data analysis result of a t_{calc} value of 3.81 with a significance of 0.000. Price has no significant partial effect on the purchase decision of the Toyota Innova, as evidenced by a t_{calc} value of 1.66 with a significance of 0.000. Product quality has a positive and significant partial effect on the purchase decision of the Toyota Innova, as evidenced by a t_{calc} value of 3.09 with a significance of 0.000. *Brand Image*, price, and product quality have a positive and significant simultaneous effect on the purchase decision of the Toyota Innova, as evidenced by an F_{calc} value of 13.730. The *adjusted R Square* value of 0.495, which is the coefficient of determination, means that 49.5% of the purchase decision can be obtained and explained by *brand image*, price, and product quality, while the remaining 50.5% is explained by other factors or variables outside the research model.

Keywords: Brand Image, Price, Product Quality, and Purchase Decision

Riski Karoni Pinem[1]
Postgraduate Program, Master of Management, Panca Budi Development University e-mail: riskikaroni@gmail.com

Dewi Nurmasari Pane[2], Mesra B [3]
e-mail: dewinurmasari@dosen.pancabudi.ac.id ,mesrab@pancabudi.ac.id

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Introduction

The automotive industry in Indonesia continues to grow along with the increasing public demand for transportation. This condition has intensified competition among vehicle dealers, so companies need to understand the factors that influence consumer purchase decisions. In this context, *brand image*, price, and product quality are important aspects that can shape consumers' perceptions before they make a purchase. The availability of transportation increases people's mobility in their daily lives. Rapid technological development has triggered major changes in economic and societal development. The need for transportation continues to increase over time, owing to the rising mobility of society. As a result, people's lives can no longer be separated from transportation.

Cars, as one of the vehicles used for daily transportation, are seen as making it easier for an increasingly mobile society to move around, and technological advances have made owning a car a lifestyle necessity. As a product offered to the market, car manufacturers certainly have strategies and methods to ensure that their cars sell well. The strategies used by each manufacturer differ depending on the market segment they intend to reach. Marketing a product, in this case a car, is something companies must pay attention to as an effort to ensure that the product meets consumer needs and to introduce the car brand to consumers, so that consumers can obtain a means of transportation suited to their needs. Pane et al. (2020) state that efforts to increase *purchase intention* can be made through social media and *word of mouth*. Social media, as a key product of the digital era, has become a strategic means of strengthening image, building relationships, and increasing user loyalty (Pane & Ritonga, 2025).

Auto 2000 is one of Toyota's main dealers in Indonesia, including in the city of Medan. However, Toyota car sales data at Auto 2000 Medan for the 2021–2025 period show a fluctuating trend. Total sales rose from 688 units in 2021 to 952 units in 2023, then declined to 879 units in 2024 and 757 units in 2025. This decline indicates challenges in sustaining sales, so the factors related to consumer purchase decisions need to be examined further. The results of a pre-survey of 20 respondents also indicate problems in all three research variables. On the purchase decision variable, 60% of respondents stated that they were unwilling to recommend Auto 2000 to others. On the brand image variable, 60% of respondents considered that the image of Auto 2000 does not yet have strong appeal in consumers' minds. On the price variable, 60% of respondents judged that the price offered does not yet fully match product quality. On the product quality aspect, 60% of respondents also stated that the cars sold do not yet fully match the form and needs they expect. These phenomena indicate the need for a study of the role of brand image, price, and product quality in shaping consumer purchase decisions. Therefore, this study aims to analyze the effect of brand image, price, and product quality on the purchase decisions of Auto 2000 Medan consumers. The results are expected to provide input for the company in formulating marketing strategies that better fit consumers' perceptions and needs.

Literature Review

2.1 Purchase Decision

A purchase decision for a product requires several processes or stages that determine whether consumers need to buy the product or not. A purchase decision is the stage in the buying decision process at which consumers actually purchase the product (Sopiah & Sangadji, 2021). According to Kotler and Armstrong (2021), a purchase decision refers to the final purchasing

behavior of consumers, whether individuals or households, who buy goods and services for personal consumption.

2.2 Brand Image

According to Setiadi (2021), brand image is a representation of the overall perception of a brand, formed from information about and past experience with that brand. Brand image relates to attitudes in the form of beliefs and preferences toward a brand. Consumers who hold a positive image of a brand are more likely to make a purchase. Sopiah and Sangadji (2021) state that brand image is what consumers think or feel when they hear or see the name of a brand or, in essence, what consumers have learned about the brand.

2.3 Price

According to Alma (2020), price is the value of a good expressed in money. Kotler and Armstrong (2021) define price as the amount of money (possibly plus some goods) charged to obtain some combination of a product and its accompanying services. Price is the only element of the marketing mix that generates revenue for an organization. Simply put, price can be defined as an amount (monetary units) and/or other (non-monetary) aspects that contain a certain utility for obtaining a product (Tjiptono et al., 2021).

2.4 Product Quality

According to Tjiptono (2021), product quality involves efforts to meet or exceed customer expectations, encompassing products, services, people, processes, and the environment. According to Kotler and Keller (2021), quality is the totality of the features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

Research Meodology

This study adopts a causal approach that emphasizes cause-and-effect relationships among variables. The research method used is the quantitative method, which aims to test the relationship between two or more variables so as to build theory that can explain, predict, and control a phenomenon (Sugiyono, 2021). The population in this study consists of 265 Toyota Innova consumers in 2020 at the Auto 2000 Showroom, Jl. Gatot Subroto, Medan. The sample size was determined using the Slovin formula because the population exceeds 100 people. The sample comprised 159 respondents.

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Results

To ensure that each questionnaire item given to respondents is truly appropriate for use, a validity test is required.

Table 1. Data Validity Test

Variable	Question Item	Corrected Item Correlation	r-mean	Result
Brand Image (X_1)	X_1.1	.398	0.3	Valid
	X_1.2	.622		Valid
	X_1.3	.618		Valid
	X_1.4	.523		Valid
	X_1.5	.617		Valid
	X_1.6	.632		Valid

Price (X_2)	X_2.1	.347	0.3	Valid
	X_2.2	.455		Valid
	X_2.3	.482		Valid
	X_2.4	.498		Valid
	X_2.5	.641		Valid
	X_2.6	.458		Valid
	X_2.7	.543		Valid
	X_2.8	.489		Valid
E.Promotion (X_3)	X_3.1	.527	0.3	Valid
	X_3.2	.644		Valid
	X_3.3	.607		Valid
	X_3.4	.631		Valid
	X_3.5	.518		Valid
	X_3.6	.622		Valid
	X_3.7	.476		Valid
	X_3.8	.657		Valid
Purchase Decision (Y)	Y.1	.715	0.3	Valid
	Y.2	.701		Valid
	Y..3	.662		Valid
	Y.4	.560		Valid
	Y..5	.610		Valid
	Y.6	.720		Valid

Source: SPSS Version 26.0 Output

Based on the SPSS output table above, validity is indicated in the Corrected Item-Total Correlation column, which describes the strength of the correlation between each item score and the respondents' total score. All items of the variables are declared valid because their correlation coefficients are above 0.30.

4.1 Reliability Test

In this study, whether the questionnaire used is reliable is determined using the Cronbach's Alpha value. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60, whereas if the value is equal to or below 0.60, the instrument is declared unreliable.

Table 2. Data Reliability Test

Variable	***Cronbach's Alpha***	***N of Items***	**Reliability Indicator**
Brand Image	0.805	6	0.60
Price	0.785	8	0.60
Product Quality	0.848	8	0.60
Purchase Decision	0.864	6	0.60

Source: SPSS Version 26.0 Output

Based on Table 2, the SPSS output shows that the *Cronbach's Alpha* value for each variable is above 0.60. Therefore, all statements for the independent variables can be declared reliable, i.e., they have a good level of reliability.

4.2 Classical Assumption Tests

a. Data Normality Test

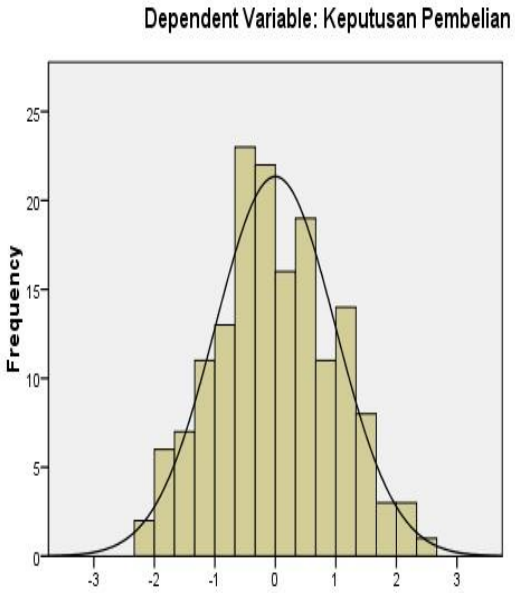


Figure 1. Normality Test Histogram

Source: SPSS Version 26.0 Output

Based on the figure, the normality test results show that the data are normally distributed. This can be seen from the histogram, which resembles a bell-shaped curve with a balanced convexity at the center.

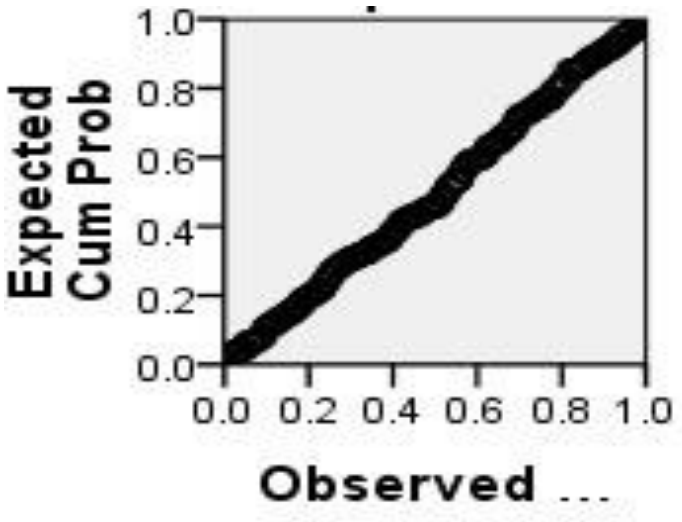


Figure 2. P-P Plot Normality Test

Source: SPSS Version 26.0 Output

Based on the figure, the normality test using the P-P Plot shows that the data points are scattered around and follow the diagonal line. This indicates that the data meet the assumption of a normal distribution.

Table 3. One-Sample Kolmogorov-Smirnov Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		159
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	4.01570251
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.036
Kolmogorov-Smirnov Z		.625
Asymp. Sig. (2-tailed)		.830

a. Test distribution is Normal.

Source: SPSS Version 26.0 Output

A regression model is said to meet the normality requirement if the residuals have an Asymp. Sig. (2-tailed) value greater than 0.05. The test yields an Asymp. Sig. (2-tailed) value of 0.200, which is above the 0.05 significance level. Therefore, the data in this study can be declared statistically normally distributed and suitable for analysis.

b. Multicollinearity Test

The multicollinearity test based on the questionnaires distributed to respondents is presented in the following table.

Table 4. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	0.908	1.101
	Price	0.886	1.129
	Product Quality	0.920	1.087

Dependent Variable: Purchase Decision

Source: SPSS Version 26.0 Output

Based on the table, the Variance Inflation Factor (VIF) values of all variables are below 10. In addition, the Tolerance value of each variable is above 0.10. This shows that the regression model does not suffer from multicollinearity, i.e., there is no very strong correlation among the independent variables.

c. Heteroscedasticity Test

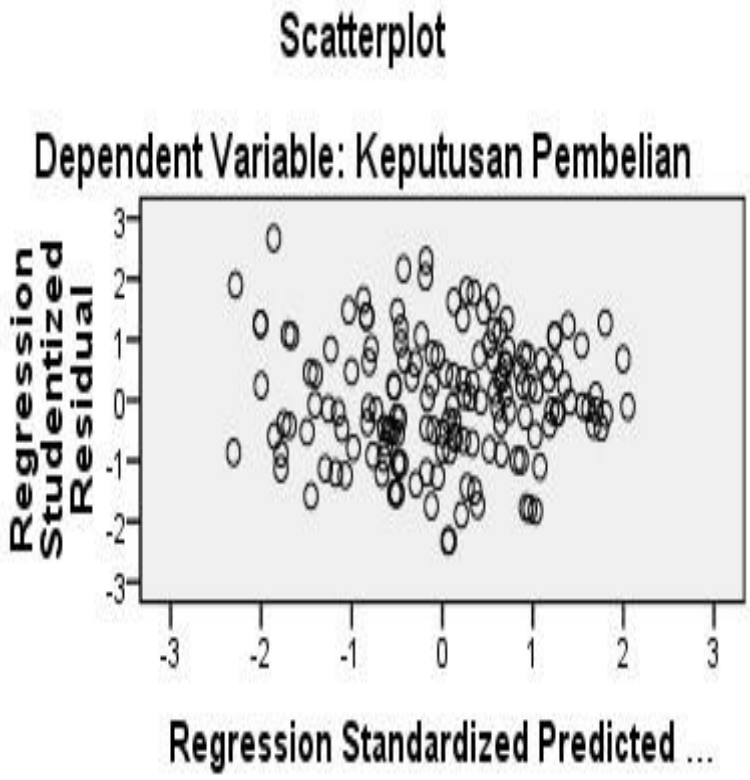


Figure 3. *Scatterplot* of the Heteroscedasticity Test

Source: SPSS Version 26.0 Output

Meanwhile, the *scatterplot* shows a randomly scattered pattern of points. This result shows that the regression model does not suffer from heteroscedasticity; in other words, the variables in this study exhibit homoscedasticity.

d. Multiple Linear Regression

The multiple regression analysis equation is as follows:

Table 5. Multiple Linear Regression

Coefficientsa			
	Unstandardized Coefficients	Std. Error	Standardized Coefficients
(Constant)	5.760	2.520	
Brand Image	0.293	0.077	0.285
Price	0.116	0.070	0.126
Service Quality	0.215	0.069	0.230

a. Dependent Variable: Purchase Intention

Source: SPSS Version 26.0 Output

Based on Table 5 above, the multiple linear regression equation is

$$Y = 9.918 + 0.320\ X_1 - 0.132\ X_2 + 0.865\ X_3$$

Interpretation of the equation:

The interpretation of the multiple linear regression equation is as follows:

a. If all independent variables are assumed to be zero, then Purchase Intention (Y) is 9.918.
b. If Product Quality increases by 1 (one) unit, Purchase Intention (Y) will increase by 0.320.
c. If Price increases by 1 (one) unit, Purchase Intention (Y) will decrease by 0.132.
d. If *E-Promotion* increases by 1 (one) unit, Purchase Intention (Y) will decrease by 0.865.

e. Partial Hypothesis Test (t-Test) Table 6. Partial Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.760	2.520		2.29	0.02
	Product Quality	0.293	0.077	0.285	3.81	0.00
	Price	0.116	0.070	0.126	1.66	0.10
	E-Promotion	0.215	0.069	0.230	3.09	0.00

a. Dependent Variable: Purchase Decision

1. Effect of *Brand Image* on Purchase Decision.
   The t_{calc} value is 3.81 while the t_{table} value is 1.97, with a significance of 0.000, so t_{calc} 3.81 > t_{table} 1.97 and significance 0.000 < 0.05; therefore H_1 is accepted and H_0 is rejected, which states that *Brand Image* has a positive and significant partial effect on purchase decision.
2. Effect of Price on Purchase Decision.
   The t_{calc} value is 1.66 while the t_{table} value is 1.97, with a significance of 0.10, so t_{calc} 1.66 < t_{table} 1.97 and significance 0.10 > 0.05; therefore H_2 is rejected and H_0 is accepted, which states that price has no significant partial effect on purchase decision.
3. Effect of Product Quality on Purchase Decision.
   The t_{calc} value is 3.09 while the t_{table} value is 1.97, with a significance of 0.002, so t_{calc} 3.09 > t_{table} 1.97 and significance 0.00 < 0.05; therefore H_3 is accepted and H_0 is rejected, which states that product quality has a positive and significant partial effect on purchase decision.

f. F-Test

The results of the simultaneous test of the independent variables on the dependent variable are presented as follows:

Table 7 ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	677.069	3	225.690	13.730	.000[a]
Residual	2547.887	155	16.438		
Total	3224.956	158			

a. Predictors: (Constant) Brand Image, Product Quality, Price

b. Dependent Variable: Purchase Decision

Based on Table 7 above, the F_{calc} value is 13.730 while the F_{table} value is 2.66 at $\alpha = 0.05$ (see the F-table in the appendix). The significance probability is far smaller than 0.05, i.e., $0.000 < 0.05$; thus the regression model shows that *brand image*, price, and product quality have a significant simultaneous effect on purchase decision in this study. Therefore, the previous hypothesis is accepted.

g. Coefficient of Determination (R^2) Test

The results of the determination test, showing how well the independent variables explain the dependent variable, are presented as follows:

Table 8. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.458	0.410	0.495	3.714

a. Predictors: Dependent Variable: Purchase Decision

The results show an *adjusted R Square* value of 0.649, which is the coefficient of determination, meaning that 64.9% of employee performance can be obtained and explained by job placement and work experience, while the remaining 35.1% is explained by other factors or variables outside the research model.

Discussion of Research Results

5.1 The Effect of *Brand Image* on the Purchase Decision of the Toyota Innova

The research results show that the t_{calc} value is 3.81 while the t_{table} value is 1.97, with a significance of 0.000, so t_{calc} 3.81 > t_{table} 1.97 and significance $0.000 < 0.05$; therefore H_1 is

accepted and H_0 is rejected, which states that *Brand Image* has a positive and significant partial effect on purchase decision. This means that the *Brand Image* formed in consumers' minds about the Toyota Innova can shape consumers' purchase decisions for the Toyota Innova. This result is consistent with the findings of Aina (2017), who concluded that brand image has a significant effect on purchase decision. The *Brand Image* formed by the Toyota
Innova is that of a car in demand by many consumers, a strong and tough brand used by many consumers, especially those who already have families, because the concept of this car is a family car with a spacious cabin that holds up to three rows with seven seats.

The brand image formed in consumers' minds is that of an MPV combined with SUV characteristics, so that it can be driven over various terrains because of its solid, strong, and sporty structure. The Toyota Innova is built with strong, sturdy, and futuristic design characteristics and offers various features that make driving easier, as well as safety features that give drivers and passengers a sense of security. The brand image formed for this car is that of a fuel-efficient and durable car, making it highly suitable for long-term use.

5.2 The Effect of Price on the Purchase Decision of the Toyota Innova

The research results show that the t_{calc} value is 1.66 while the t_{table} value is 1.97, with a significance of 0.10, so t_{calc} 1.66 < t_{table} 1.97 and significance 0.10 > 0.05; therefore H_2 is rejected and H_0 is accepted, which states that price has no significant partial effect on purchase decision. This result does not match the findings of Lenggang (2019), who concluded that price has a positive and significant effect on purchase decision. The more competitive the price of a product, the greater its value.

When the value perceived by consumers of a product or service is greater, consumers feel that consuming the product or service can provide satisfaction. In this study, the price set for the Toyota Innova corresponds to the benefits consumers receive, so they feel that the price set by the company is in line with the quality, benefits, and *feedback* they obtain.

Price plays a very important role in influencing consumer purchase decisions. Consumers will feel that the price set by the company is fair if the price of a product reflects an increase in benefits for consumers and matches their expectations. However, price becomes a negative perception, i.e., expensive, if it does not match the expectations or benefits consumers obtain. The Toyota Innova is an MPV with a middle-to-upper-class target market, so its price is among the highest in its class because of the trust that has formed in consumers' minds; thus the price set for the Toyota Innova matches the benefits and quality offered and the value obtained by the consumers who buy it.

5.3 The Effect of Product Quality on Purchase Decision

The research results show that the t_{calc} value is 3.09 while the t_{table} value is 1.97, with a significance of 0.002, so t_{calc} 3.09 > t_{table} 1.97 and significance 0.00 < 0.05; therefore H_3 is accepted and H_0 is rejected, which states that product quality has a positive and significant partial effect on purchase decision. This result is consistent with Gilang et al. (2020), who concluded that product quality affects purchase decision.

The better the quality of the Toyota Innova as perceived by consumers, the more it shapes their decision to buy it. The Toyota Innova has product characteristics that are already fairly well trusted in terms of engine durability, performance that allows it to be driven over various terrains or roads, and reliability in terms of engine longevity and fuel economy.

5.4 The Effect of *Brand Image*, Price, and Product Quality on Consumer Purchase Decision

The research results show that the F_{calc} value is 13.730 while the F_{table} value is 2.66 at $\alpha = 0.05$ (see the F-table in the appendix). The significance probability is far smaller than 0.05, i.e., $0.000 < 0.05$; thus the regression model shows that *brand image*, price, and product quality have a significant simultaneous effect on the purchase decision of the Toyota Innova. The *adjusted R Square* value of 0.495, which is the coefficient of determination, means that 49.5% of purchase decision can be obtained and explained by *brand image*, price, and product quality, while the remaining 50.5% is explained by other factors or variables outside the research model.

Conclusions

1. *Brand Image* has a positive and significant partial effect on the purchase decision of the Toyota Innova, as evidenced by the data analysis result of a t_{calc} value of 3.81 with a significance of 0.000.
2. Price has no significant partial effect on the purchase decision of the Toyota Innova, as evidenced by the data analysis result of a t_{calc} value of 1.66 with a significance of 0.000.
3. Product quality has a positive and significant partial effect on the purchase decision of the Toyota Innova, as evidenced by the data analysis result of a t_{calc} value of 3.09 with a significance of 0.000.
4. *Brand Image*, price, and product quality have a positive and significant simultaneous effect on the purchase decision of the Toyota Innova, as evidenced by an F_{calc} value of 13.730.

Recommendations

1. The company is advised to improve the *Brand Image* of the Toyota Innova by continuing to innovate the car products sold in the market, with safety features for passenger protection and the latest fuel-saving technology, and by beginning to shift to electric-powered engines in order to reduce environmental emissions.
2. The company should increase the value embedded in the car so that the price offered becomes reasonable because it matches the benefits and functions consumers receive.
3. The company should continue to improve product quality in terms of durability so that the car can be used over a long period. The company should prioritize a sturdy car design that can be used on all terrains and provides comfort and safety for consumers.
4. Future researchers are advised to conduct research on the Toyota Innova by adding other variables that may influence consumers' purchase decisions.

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