The Influence of Brand Image and Price on the Decision to Purchase an Avanza Car at PT. Hadji Kalla Daya Makassar Branch

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Abstract

The aim of this research is a type of quantitative research with the aim of finding out how much influence brand image and price have on the decision to purchase an Avanza car at PT. Hadji Kalla Daya Makassar Branch. The population in this study was 80 people with a sample of 67 respondents using a Non Probability Sampling sampling technique with a sampling technique, namely Incidental Sampling. The types and sources of data used are primary data and secondary data with questionnaire data collection and documentation. Meanwhile, the data analysis methods used are validity test, reliability test, normality test, and partial hypothesis test (t test). The results of this research show that the brand image and price variables simultaneously have a positive and significant effect on the decision to purchase an Avanza car at PT. Hadji Kalla Daya Makassar Branch. Brand image and price variables influence purchasing decisions. Based on the results of the t test, the Brand Image Significance Value of 0.001 is smaller than the specified significance value of 0.05, so based on this decision making, there is an influence of brand image in purchasing decisions. Meanwhile, the price significance value of 0.001 is smaller than the significance value set at 0.05, so there is an influence of price in purchasing decisions.

Keywords: Brand Image, Price

INTRODUCTION

Transportation needs are very important for every buyer. Customers today are spoiled for choice with so many items to choose from. Meanwhile, organizations are currently faced with a troubling problem, namely the issue of rivalry. An organization's decision to continue to exist, namely only by working on the nature of its product or service. Today's society is very unfamiliar with choosing transportation goods, the choice to buy an item is greatly influenced by the assessment of the nature of the item. Interest in increasingly high quality products has made companies participate in their field to strive for the quality of their products so that they remain in line with the brand image of the products they have. Here, the brand has clear qualities, and these attributes differentiate one item from another, despite the fact that the items are comparative. Various efforts have been made by organizations to maintain their image picture, including mechanical development, dominance of these products, serious evaluation, and determined progress. The better the brand description of the goods an organization sells, the greater its influence on the buyer's purchasing choices. Buyer's purchasing choices are choices that include impressions of value, feasibility and cost. Buyers not only involve costs as
a sign of value but also as a sign of the costs lost in exchange for the goods or benefits of the goods. This is where it tends to be seen how much influence the brand has on the customer's assessment of the brand image of an item.

Many things related to price are the basis for why buyers choose an item to own. These items are because they really want to feel the privileges and benefits of these items, because they see an opportunity to have these items at a cheaper price than expected so they are more careful, on the grounds that there is a valuable opportunity to get a prize from buying these goods, or because the buyer must be seen as someone who knows a lot about the goods and must appear loyal. The buyer selects costs by playing two main parts in the buyer's dynamic cycle, namely the allotment task and the data task. The work of allocative costs is the ability of costs to assist buyers in choosing how to obtain the most expected benefits or utilities based on their purchasing power. In this way the presence of costs can help buyers choose how to channel their purchasing capacity across different types of labor and products. The buyer looks at the costs of various other accessible options, then determines the ideal asset assignment.

A great adjustment to the cost can be made with a value-based evaluation, meaning, the cost offers the right mix of value and great assistance at a reasonable cost. Estimating with significant value in mind means leveraging an existing brand to offer superior goods and having the brand priced by customers at a certain cost level or goods of similar quality at a lower cost. From this privilege, buyers get more value by purchasing goods at affordable prices accompanied by extraordinary profits. Considering the conversation above, it can be said that costs that are set fairly and are similar to the advantages of an item can influence the buyer's choice to purchase an item. One of the businesses that is growing rapidly to date is the automotive business, its increase is supported by the expansion of highway offices. The increase in people's wages has meant that vehicles are no longer in the upper working class, this fact is an opportunity that is being exploited by vehicle manufacturers by providing various types and brands on offer in Indonesia.

The car business is very aggressive in terms of form, variety, innovative complexity and branding. Vehicle brands circulating on the car market in Indonesia which are currently produced in Europe and Asia, such as Mitsubishi, KIA, Honda, Daihatsu, Suzuki, Passage, Proton, Nissan and Toyota, are very much in demand by the Indonesian people. Each brand, product offers its own services for its clients, such as after-sales administration, administration, spare parts, and very aggressive evaluation of its type and market share. The Toyota brand vehicle items exhibited by PT. Hadji Kalla Daya Branch has its own advantages and qualities compared to other types of vehicles. This is a promotional strategy for the company in the hope that the products on display can infiltrate the market and be able to dominate most of the industry as a whole. Therefore, the point is to further develop the product, especially the shape, type, price, density and brand advertised must be able to increase consumer satisfaction.
RESEARCH METHODS

This research uses a type of quantitative exploration. Quantitative exploration is a type of examination that essentially uses rational and inductive methodology. This approach starts from a hypothetical structure, main thoughts and understanding of scientists and then forms them into problems and proposed answers to gain legitimacy or evaluation as supporting experimental information in the field. Sugiyono 2013 argues that quantitative is a type of exploration that seeks to answer problems by testing existing speculations by dissecting them which are communicated in numbers in the view of positivism, which is used to investigate certain populations or tests whose examination is carried out haphazardly, various kinds of information. By using research instruments, the examination of quantitative or factual information is fully aimed at testing previously established theories, which aims to obtain information as data, both verbally and written in hard copy form about how brand images and assessment techniques can be used. done. Purchase a Toyota Avanza brand vehicle at PT. Hadji Kalla Daya Makassar branch.

RESULTS AND DISCUSSION

Validity test

The validity test is used to test the extent to which the accuracy of the measuring instrument can express the concept of the symptom or event being measured. Apart from that, it is also to see whether the variables or statements proposed represent all the information that should be measured. If rcount > rtable (at a significance level of 5%) then the statement is declared valid. If rcount is negative, and rcount < rtable, then this means that the statement item is declared invalid. Complete validity testing can be seen in the following table:

<table>
<thead>
<tr>
<th>NO</th>
<th>Variabel/ Indikator</th>
<th>Fhitung</th>
<th>Ftable</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Imager</td>
<td>1</td>
<td>P1</td>
<td>0.399</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>P1</td>
<td>0.225</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>P3</td>
<td>0.440</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>P4</td>
<td>0.503</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>P5</td>
<td>0.412</td>
<td>0.62</td>
</tr>
<tr>
<td>Harga</td>
<td>1</td>
<td>P1</td>
<td>0.330</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>P1</td>
<td>0.349</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>P3</td>
<td>0.511</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>P4</td>
<td>0.419</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>P5</td>
<td>0.423</td>
<td>0.62</td>
</tr>
</tbody>
</table>

Sumber : Hasil Olah Data SPSS Versi 29, 2024.
Reliability Test

The results of validity testing in table 1 can be seen that all research variable items have rcount > rtable, namely at a significance level of 5% (α=0.05) and n = 30 df = n-2 (30-2) obtained 

rtable = 0.62 , then it can be seen that the r result for each item is > 0.62 so it can be said that all research variable items are valid to be used as instruments in research or the statements submitted can be used to measure the variables studied.

Reliability Test

The reliability test is intended to determine the consistency of the measuring instrument in its use, or in other words the measuring instrument has consistent results when used many times at different times. For the reliability test, Cronbach's Alpha is used, where all instruments can be said to be reliable if they have a reliability coefficient or alpha of 0.60 or more.

Table 2. Reliability test results

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronback Alpha</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>0.233</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Harga</td>
<td>0.248</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Keputusan Pembelian</td>
<td>0.296</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

Sumber : Hasil Olah Data SPSS Versi 29, 2024

The reliability test results in table 2 show that all variables have a Cronbach Alpha value > 0.3. So, it can be concluded that all variable measuring concepts from the questionnaire are reliable so that in future the items in each variable are suitable for use as measuring tools.

Normality test

The normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution. The normality test can be detected by looking at the histogram or probability plot norm graph. If the data spreads around the diagonal line and follows the level of the diagonal line showing a normal distribution pattern, then the regression model meets the normality assumption. If the data spreads far from the diagonal line, then the regression model does not meet the normality assumption.
Multiple Linear Regression Analysis
This multiple linear regression analysis aims to determine the effect of the independent variable on the dependent variable. The following are the results of multiple linear regression analysis:

Table 3. Results of Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>12.082</td>
<td>2.153</td>
<td>.759</td>
<td>.451</td>
</tr>
<tr>
<td>Brand Image (X)</td>
<td>.349</td>
<td>.107</td>
<td>.351</td>
<td>.001</td>
</tr>
</tbody>
</table>

*Source: Hasil Olah Data SPSS Versi 29, 2024*

Based on table 3, a constant value of 12,082 is obtained. Brand image coefficient on the decision to purchase an Avanza car at PT. Hadji Kalla Makassar power branch is 0.349, so the multiple linear regression analysis is as follows.

\[ Y = 12.082 + 0.349 X1 + e \]
Partial Hypothesis Test (t Test)
The t test is to test the significance or significance of the partial regression coefficient. Testing via the t test is by comparing t\text{count} with t\text{table} at the real level $\alpha = 0.05$. The t test has a significant effect if the calculation result of t\text{count} is greater than t\text{table} (t\text{count}>t\text{table}) or the error probability is smaller than 8% (sig < 0.05).

Based on table 4 above, the test of the independent variables can be described as follows:

1. The Brand Image Significance Value of 0.001 is smaller than the specified significance value of 0.05, so based on this decision making, there is an influence of brand image in purchasing decisions.

2. The price significance value of 0.001 is smaller than the significance value set at 0.05, so there is an influence of price in purchasing decisions.

Based on this decision making, the t\text{count} value is greater than the t\text{table} value for both the brand image variable and the price variable, so it can be concluded that there is a partial or individual influence.

Hypothesis Testing Results

a. H1 = Brand image influences purchasing decisions. Based on the results of the t test in the table, the calculated value of 3.351 is greater than t\text{table}, namely 2.021 with a significance of 0.001. A significance value below 0.05 indicates that brand image has an influence on the decision to purchase a Toyota Avanza brand car. Thus H1 is accepted.

b. H2 = Price influences purchasing decisions. Based on the results of the t test in the table, the calculated t value is 3.519 which is greater than t\text{table}, namely 1.221 with a significance of 0.001. A significance value below 0.05 indicates that price has an influence on the decision to purchase a Toyota Avanza brand car. Thus H2 is accepted

CONCLUSION

Based on the research results above, it can be concluded that brand image influences consumers' decisions to buy a Toyota Avanza brand car at the Alauddin Makassar branch which has been discussed and the statistical calculations carried out. So the conclusion obtained is that the Brand Image significance value is 0.001, which is smaller than the specified significance value, namely 0.05, so based on this decision making, there is an influence of brand image in purchasing decisions. And price influences consumers' decisions
to buy a Toyota Avanza brand car at the Alauddin Makassar branch which has been discussed and statistical calculations have been carried out. So the conclusion obtained is that the price significance value of 0.001 is smaller than the significance value set at 0.05, so there is an influence of price in purchasing decisions.

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