

THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY, BRAND ASSOCIATION, BRAND LOYALTY AND PRICE ON DAIHATSU CAR BUYING DECISIONS (Case Study at Daihatsu Pemalang Car Dealership)

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ABSTRACT: The purpose of this study to find and obtain empirical evidence of the influence of brand awareness, perceived quality, brand association, brand loyalty, and price on buying decisions both partially and simultaneously. This study uses a sample of 70 respondents, namely some of consumers who buy Daihatsu cars at Pemalang Daihatsu Dealers. The sample used was using purposive sampling technique. The testing in this study was carried out using instrument test analysis methods such as validity, reliability, classic assumption tests such as normality tests, linearity tests, and heterogeneity tests, and on statistical tests such as path analysis, multiple linear regression, t-test, F test. The results of this study were obtained 1) there is a significant influence between brand awareness variables (X_1) on purchasing decisions (Y); 2) there is a significant influence between the perceived quality variable (X_2) on purchasing decisions (Y); 3) there is a significant influence between brand association variables (X_3) on purchasing decisions (Y); 4) there is a significant influence between brand loyalty variables (X_4) on purchasing decisions (Y); 5) there is a significant influence between the price variable (price) (X_5) on the purchase decision (Y); 6) brand awareness variables (X_1), perceived quality (X_2), brand associations (X_3), brand loyalty (X_4), and price (X_5) partially influence purchasing decisions (Y); 7) variable brand awareness (X_1), perceived quality (X_2), brand association (X_3), brand loyalty (X_4), and price (X_5) simultaneously influence purchasing decisions (Y); 8) The contribution of brand awareness variables (X_1), perceived quality (X_2), brand associations (X_3), brand loyalty (X_4), and price (X_5) contained in the determinant coefficient regression model (R^2) can explain the variability of 88.3%, while the remaining 11.7% is influenced by other variables outside the equation model in this study, for example promotion, product quality.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Price, Buying Decision

INTRODUCTION

A purchase decision is a decision as the possession of an action from two or more alternative options. Everyone must have considered something before making a purchase decision. Whether the product to be purchased is in accordance with his needs or desires. Then the product to be purchased is in accordance with his condition, such as the cost needed to get a desired product. But sometimes people don't consider something before making a purchase. This is because people are only interested in the physical form (outward appearance) of the product. Before buying, consumers will first make several alternative choices, whether to buy or not (Edwin Amanullah, 2013: 3). Building consumer trust has been done by Daihatsu dealers to conduct market competition in Pemalang district, this is evidenced by data or comparisons with Toyota car products. From this competition emerged various arguments from the public about each car product with various advantages such as Daihatsu cars themselves have advantages, namely very affordable car prices, economical fuel, engines used no less sophisticated, and Daihatsu models that follow the times.

Sales volume is something that indicates the rise and fall of sales and can be expressed in the form of units, kilos, tons or liters. Sales volume is the final result achieved by the company

from the sale of products carried out by the seller. Sales volume is calculated based on the target assumed with the realization of the cape in Daihatsu car sales with the comparison of Toyota cars in Pemalang district itself. Competition for car products is getting tighter, so there is a need for a warning of the existence of a marketing strategy for Daihatsu car products at the Pemalang branch. There is some research on the factors that influence purchasing decisions.

Based on the background mentioned above, this study seeks to analyze the factors that affect the brand equity of Daihatsu car products, *brand awareness*, *perceived quality*, *brand association*, *brand loyalty* and *price*. So this research is entitled "The Effect of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and Price on Daihatsu Car Buying Decision (Case study of Daihatsu Pemalang Car Dealer)".

Based on the background of the problem above, the formulation of the problem in this study is as follows:

1. Does the brand awareness variable have a significant effect on the buying decision at the Daihatsu Pemalang Dealership?
2. Does the variable of quality perception (*preceived quality*) have a significant effect on the purchase decision at the Daihatsu Pemalang Dealer?

3. Does the *brand association* variable have a significant effect on the buying decision at Daihatsu Pemalang Dealers?
4. Does brand loyalty variable have a significant effect on *buying decisions* at Daihatsu Pemalang Dealers?
5. Does the price variable have a significant effect on the buying decision at the Daihatsu Pemalang Dealer?
6. Do *the variables of brand awareness, perceived quality, brand association, brand loyalty* and price have a significant effect on *buying decisions* at Daihatsu Pemalang Dealers?

In accordance with the formulation of the problem above, the objectives in this study can be described as follows:

1. To know and obtain empirical evidence of significant *brand awareness* variables on *buying decisions* at Daihatsu Pemalang Dealers.
2. To find out and obtain empirical evidence significantly variable *perceived quality* on *buying decisions* at Daihatsu Pemalang Dealers.
3. To know and obtain empirical evidence of significant *brand association* variables on *buying decisions* at Daihatsu Pemalang Dealers.
4. To find out and obtain empirical evidence of significant *brand loyalty* variables on *buying decisions* at Daihatsu Pemalang Dealers.
5. To know and obtain empirical evidence of significant variable *price*

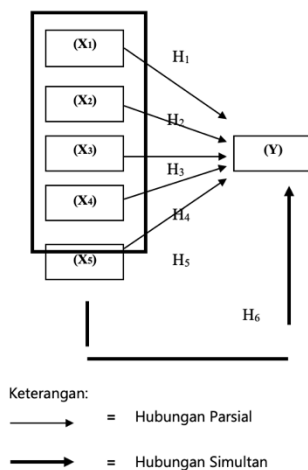
on *buying decisions* at Daihatsu Pemalang Dealers.

6. To determine and obtain empirical evidence of significant variables of *brand awareness, perceived quality, brand association, brand loyalty, and price* on *buying decisions* at Daihatsu Pemalang Dealers.

THEORETICAL FRAMEWORK OF THOUGHT

Brand Awareness (X1) is the ability of consumers to recognize or remember that a brand is a member of a certain product category Tjiptono (2011: 97), Perceived Quality (X2) is one of the key dimensions of brand equity. *Perceived Quality* is a consumer assessment of the superiority or superiority of the product as a whole. Therefore, *perceived quality* is based on the subjective evaluation of consumers (not managers or experts) on product quality Tjiptono (2011: 197), *Brand Association* (X3) is everything related to the memory of a brand Aaker (1997), *Brand Loyalty* (X4) is a measure of consumer loyalty to a brand. This measure of consumer loyalty can provide an idea of whether or not consumers may switch to other brands, especially if the brand experiences changes both regarding price and other attributes, Price (*Price*) (X5) is a consumer point of view, price is often used as an indicator of value when the price is connected as a perceived benefit of a good and service (Tjiptono, 2008: 152), Buying Decision (Y) is to identify all possible options to solve the

problem and assess the choices systematically and objectively and their objectives that determine the advantages and disadvantages of each Helga Drumond (2003: 68). From the description above, a theoretical framework can be described as follows:



HYPOTHESIS DEVELOPMENT

- H₁ : There is a significant influence between Brand Awareness and *Daihatsu Car Buying Decision* at Daihatsu Pemalang Dealership.
- H₂ : There is a significant influence between *Perceived Quality* and *Daihatsu Car Buying Decision* at Daihatsu Pemalang Dealer.
- H₃ : There is a significant influence between the Brand Association and *the Buying Decision of Daihatsu Cars* at Daihatsu Pemalang Dealers.
- H₄ : There is a significant influence between *Brand Loyalty* and *Daihatsu Car*

Buying Decision at Daihatsu Pemalang Dealers.

H₅ : There is a significant influence between Price and *Daihatsu Car Buying Decision* at Daihatsu Pemalang Dealer.

H₆ : There is a significant influence between Brand Awareness, *Perceived Quality, Brand Association,* and Brand Loyalty with *Buying Decisions.*

RESEARCH METHOD

The types of data used in this study are qualitative data and quantitative data. This type of qualitative data consists of organizational historical background, organizational structure, and other data taken from organizational documents. While the type of quantitative data consists of respondents visiting Daihatsu Pemalang Dealers. The source of data in research is the subject from which the data is obtained. If researchers use questionnaires or interviews in collecting data, the data source is called respondents, namely people who respond or answer the researcher's questions, both written and oral questions. Data sources are expected to provide information that is in accordance with what is needed in order to explain the problems to be studied such as information, notes, library books, and information obtained from the internet. The data collection

method uses interviews, questionnaires and literature studies.

The population used is consumers who bought Daihatsu cars at Daihatsu Pemalang Dealers which numbered 232 in 2018. The sample used was 70 respondents, sampling using the Slovin formula with *purposive sampling* techniques, namely taking respondents as samples with certain considerations, namely 1) Working productive age (17 - 55 years), can be interviewed and are willing to fill out questionnaires; (2) Have a job and a steady income; (3) As a buyer and decision maker in the process of purchasing Daihatsu cars at Daihatsu Pemalang Dealers. The analysis used on the data obtained from the results of questionnaire answers, because the processing of the data uses statistical methods, the data must be classified into certain categories to facilitate the analysis.

Analysis of research results in this study, including:

1. Multiple Regression Analysis
 1. Normality Test
 1. Classical Assumption Test
 2. Test F
 3. Test Coefficient of determination
 4. Test t

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analytical tool that can be used to determine how much influence the independent variables namely brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X₄), and price (X5) have on the dependent variable, namely: purchase decision (Y). Based on calculations using *SPSS version 21.0*, the results of multiple linear regression analysis are obtained as follows:

Table 1
Multiple Linear Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
	(Constant)	-,366	,735		
1					
Brand Awareness	,225	,066	,191	3,403	,001
Quality Perception	,138	,046	,206	2,966	,004
Brand Association	,388	,092	,320	4,229	,000
Brand Loyalty	,261	,080	,214	3,257	,002
Price	,127	,057	,167	2,226	,030

a. Dependent Variable: Purchasing Decision

Based on the results of data analysis on the influence of brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) on purchasing decisions (Y) at Daihatsu Pemalang Dealers, multiple linear regression calculation results were obtained as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + \varepsilon$$
$$Y = -0,366 + 0,225X_1 + 0,138X_2 + 0,388X_3 + 0,261X_4 + 0,127X_5 + e$$

From the results of this multiple regression calculation, regression coefficients are obtained as follows:

$a = -0.366$ The value of the constant is negative, meaning that the value of the negative constant indicates that if there is no independent variable, then the value of the dependent variable decreases.

$b_1 = 0.225$ indicates a positive influence between the brand awareness variable (X1) on purchasing decisions, in another sense, if the brand awareness variable (X1) increases, purchasing decisions increase as well.

$b_2 = 0.138$ indicates a positive influence between the quality perception variable (X2) on purchasing decisions, in another sense, if the quality perception variable (X2) increases, it will

result in an increase in purchasing decisions.

$b_3 = 0.388$ indicates a positive influence between the brand association variable (X3) on purchasing decisions, in another sense, if the brand association variable (X3) increases, it will result in an increase in purchase decisions.

$b_4 = 0.261$ indicates a positive influence between the brand loyalty variable (X4) on purchasing decisions, in another sense, if the brand loyalty variable (X4) increases, it will result in an increase in purchase decisions.

$b_5 = 0.127$ indicates a positive influence between the price variable (X5) on the purchase decision in another sense if the price variable (X5) increases it will result in an increase in the purchase decision. This allows the perception of consumers that if the price is expensive then according to the expected benefits when driving.

Furthermore, it can be concluded from the multiple linear regression equation above that car purchase decisions at Daihatsu Pemalang Dealers are positively and significantly influenced by brand awareness, quality perception, brand association, brand loyalty, and price. In other words that

car purchase decisions at Daihatsu Pemalang Dealers are positively influenced by brand awareness, quality perception, brand association, brand loyalty, and price.

Partial Significance Test (t-Test)

The t-test basically shows how far the independent variable influences individually. In explaining the independent variables, namely brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5). to the variable bound Purchase decision (Y) partially. This test is to answer the first hypothesis (**H₁**), second (**H₂**), third (**H₃**), fourth (**H₄**), fifth (**H₅**).

The calculation results through the SPSS computer version 21.0 obtained tcalculate for brand awareness variable (X1) of 3.403, quality perception variable (X2) of 2.966, brand association variable (X3) of 4.229, brand loyalty variable (X₄) of 3.257, price variable (X5) of 2.226 while ttable with degrees of freedom (n-2) of 1.995. The tcount result for the brand awareness variable (X1) of 3.403 and ttable of 1.995 means tcount > t table (3.403 > 1.995) so Ho is **rejected** which means there is a partially significant influence of the brand awareness variable (X1) on purchasing decisions (Y). Thus, the hypothesis that there is a partially significant influence of the brand awareness variable (X1) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers is **accepted**.

The calculation result for the quality perception variable (X2) of 2.966 and ttable of 1.995 means tcalculate > ttable (2.966 > 1.995) so Ho is **rejected** which means there is a partially significant influence of the quality perception variable (X2) on purchasing decisions (Y). Thus, the hypothesis that there is a partially significant influence of the quality perception variable (X2) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers is **accepted**. The calculation result for the brand association variable (X₃) of 4.229 and ttable of 1.995 means tcount > t table (4.229 > 1.995) so Ho is **rejected** which means there is a partially significant influence of the brand association variable (X₃) on the purchase decision (Y). Thus the hypothesis stating that there is a partially significant influence of the brand association variable (X₃) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers is **accepted**.

The calculation result for the brand loyalty variable (X4) of 3.257 and ttable of 1.995 means tcount > t table (3.257 > 1.995) so Ho is **rejected** **which means there is a partially significant influence of the brand loyalty variable (X4) on purchasing decisions (Y)**. Thus, the hypothesis that there is a partially significant influence of the brand loyalty variable (X4) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers is **accepted**. The calculation result for the price variable (X5) of 2.226 and ttable of

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1.995 means that the calculation of the ttable < (2.226 > 1.995) so that Ho is **rejected** which means that there is a partially significant influence of the price variable (X5) on the purchase decision (Y). Thus, the hypothesis that there is a partially significant influence of the price variable (X5) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers is **accepted**.

Furthermore, it can be concluded that the variables of brand awareness (X1), quality perception (X2), brand

association (X3), brand loyalty (X4), and price (X5) partially influence purchasing decisions (Y).

Simultaneous Significant Test (Test F)

The F test is used to measure the magnitude of influence of the independent variables of brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5). together with the dependent variables (purchase decisions). The results of Test F with SPSS 21.0 can be seen in the following table:

Table 2
Simultaneous Significance Test Results (Test F)

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig.
	Regression	168,859	5	33,772	104,787	,000 ^b
1	Residual	20,627	64	,322		
	Total	189,486	69			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Price, Brand Awareness, Quality Perception, Brand Loyalty, Brand Association

From the table above, the calculation results of the F test analysis through the SPSS computer version 21.0 obtained Fcalculate values for brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) with a significant level of 0.000 much smaller than 0.05 of 104.787. while the magnitude of Ftable sees two sides, namely df (k-1) or (5-1 =

4) and df2 (n-k) or (70-4 = 66) with a significant level of 5% of 2.51 or Fcalculate > Ftable (104.787 > 2, 51) so Ho is **rejected**, meaning that there is a simultaneous influence of the variables brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) on purchasing decisions (Y). Therefore, the hypothesis that the variables of brand

awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) have a simultaneous and significant effect on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers **is accepted.**

Coefficient of Determination Analysis (R²)

The coefficient of determination essentially measures how far the model

is able to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R² value means that the ability of the independent variable to explain the variation of the dependent variable is very limited. To test the significance of multiple linear regression coefficients together using determination (R²).

Table 3
Results of Determinant Coefficient Analysis (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,944 ^a	,891	,883	,56771	1,936

a. Predictors: (Constant), Price, Brand Awareness, Quality Perception, Brand Loyalty, Brand Association

b. Dependent Variable: Purchasing Decision

From the table above, the calculation results with the SPSS 21.0 computer have a significant influence, which can be known the degree of influence of variables of 0.883 or 88.3%. This figure shows that service purchase decisions are simultaneously influenced by variables of brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) by 88.3% while the remaining 11.7% are influenced by other variables outside the equation model.

Analysis of Research Results with Previous Research

The results of this study show that there is a relationship with previous researchers conducted by:

1. The Brand Awareness variable (X1) partially positively affects the Purchase Decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers

The first hypothesis that states the variable of *brand awareness (brand awareness)* partially has a positive and significant effect on the purchase decision of Daihatsu Cars at Daihatsu Pemalang Dealer is proven to be true. This is evidenced by the calculated results of 3,403 while the ttable value is 1,995 This means that the research that the author is currently doing is in line with previous research conducted by Husnawati (2017), Muhammad

Hifni Bek (2010) and Wahab Hariansyah (2017).

- 2. The variable Perceived Quality (X2) partially has a significant effect on the Purchase Decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers.**

The second hypothesis that states the perceived quality variable *partially* has a positive and significant effect on the purchase decision of Daihatsu Cars at Daihatsu Pemalang Dealer is proven to be true. This is evidenced by the tcount results of 2,966 while the ttable of 1,995 means that the research that the author is currently doing is in line and supports with previous research conducted by Favian Firwan Firdaus (2015), Dina Fatmasari (2018) and Ardina Cahya Kusuma Dewi (2014).

- 3. The Brand Association variable (X3) partially has a significant effect on the Purchase Decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers.**

The third hypothesis that states the brand association *variable* partially has a positive and significant effect on the purchase decision of Daihatsu Cars at Daihatsu Pemalang Dealer is proven to be true. This is evidenced by the tcount results of 4,229 while the ttable of 1,995 means that the research that the author is currently doing is in line and supports previous research conducted by

Candra Setyawan (2010), Muhammad Hifni Bek (2010) and Yona Liza (2013).

- 4. The Brand Loyalty variable (X4) partially positively affects the Purchase Decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers.**

The fourth hypothesis that states the variable of brand *loyalty* (*brand loyalty*) partially has a positive and significant effect on the purchase decision of Daihatsu Cars at Daihatsu Pemalang Dealer is proven to be true. This is evidenced by the calculated result of 3.257 while the ttable value is 1.995. This means that the research that the author is currently doing is in line with previous research conducted by Ardina Cahya Kusuma Dewi (2014), Edwin Amanullah (2013) and Dhany Pramana Sudar (2014).

- 5. The variable Price (X5) partially has a significant effect on the Purchase Decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers.**

The fifth hypothesis that states the price variable (*price*) partially has a positive and significant effect on the purchase decision of Daihatsu Cars at Daihatsu Pemalang Dealer is proven to be true. This is evidenced by the tcount result of 2.226 while the ttable is 1.995. This means that the research that the author is

currently doing is in line with supporting previous research conducted by Rudot Yuli Saputro (2016), Tutus Soko Kamandanu (2013) and Dwi Judhi (2013).

6. The variables of Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3), Brand Loyalty (X4), and Price (X5) together have a significant influence on Daihatsu Car Purchase Decisions at Daihatsu Pemalang Dealers.

The sixth hypothesis that states the variables of brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) together have a significant influence on purchasing decisions is proven to be true. This is evidenced by the results of the F test of 104.787 with a significance level of 0.05 while Ftable 2.51 means that the research that the author is currently doing is in line with and supports previous research conducted by Husnawati (2017), Ardina Cahya Kusuma Dewi (2014) and Yona Liza (2013).

CONCLUSION

Based on the results of research and discussion, this study can be concluded as follows: 1). The results of hypothesis testing show that there is a significant influence between the brand awareness variable (X1) with a calculated value of 3.403 on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers because of

the value $t_{calculate} > t_{table}$ (3.403 > 1.995). 2). The results of hypothesis testing show that there is a significant influence between the perceived quality variable (X2) with a calculated value of 2.966 on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers because the calculated value > table (2.966 > 1.995). 3). The results of hypothesis testing show that there is a significant influence between the brand association variable (X3) with a calculated value of 4.229 on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers because the calculated value of the table > t(4.229 > 1.995). 4); The results of hypothesis testing show that there is a significant influence between the brand loyalty variable (X4) with a calculated value of 3.257 on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers because the calculated value of > t table (3.257 > 1.995). 5). The results of hypothesis testing show that there is a significant influence between the price variable (price) (X5) with a calculated value of 2.226 on the purchase decision (Y) of Daihatsu Cars at the Daihatsu Pemalang Dealer because the calculated value < table (2.226 > 1.995). 6). From the analysis of partial testing data (t-test) between brand awareness (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) on the object of Daihatsu Pemalang Car Dealer partially affects the purchase decision (Y) received. 7). The results of the F Test analysis show the value of $F_{calculate} > F_{table}$

(104.787 > 2.51) meaning that the independent variable is that there is a simultaneous influence of brand awareness variables (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) on the purchase decision (Y) of Daihatsu Cars at Daihatsu Pemalang Dealers. Thus hypotheses stating the variables of brand awareness (X1), perception of quality (X2), brand association (X3), brand loyalty (x4), and price (X5) simultaneously influence purchasing decisions (Y) **are accepted. 8)**. The contribution of brand awareness variables (X1), quality perception (X2), brand association (X3), brand loyalty (X4), and price (X5) contained in the determinant coefficient regression model (R2) can explain the variability of 88.3%, while the remaining 11.7% is influenced by other variables outside the equation model in this study, such as promotion, product quality.

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