

# The Decision Supporting Factors for Used Car Buying

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## ARTICLE INFO

## ABSTRACT

### Keyword:

Promotion, Product Quality, Price, Purchase Decision

### Kata Kunci:

Promosi, Kualitas Produk, Harga, Keputusan Pembelian

*The aim of this research is to observe and analyze the effect of promotion, price and product quality on the buying decision of used cars in the city of Surabaya. The sample of this research is 97 respondents. Data were processed with SPSS software version 25. The results of the multiple linear regression equation test  $Y = 6.840 + 0.031X_1 + 0.043X_2 + 0.613X_3$ , and the  $t$  test showed that price had a significant positive effect. This indicated that price was a reinforcing factor for customers to make purchases. used car. The outcomes of the  $F$  test is known that all independent variables together have a significant positive influence on the decision to buy a used car. The value of  $R$  square ( $R^2$ ) is 0.554*

## SARI PATI

Tujuan dari penelitian ini adalah untuk mengamati dan menganalisis pengaruh promosi, harga dan kualitas produk terhadap keputusan pembelian mobil bekas di kota Surabaya. Sampel penelitian ini adalah 97 responden. Data diolah dengan software SPSS versi 25. Hasil uji persamaan regresi linier berganda  $Y = 6,840 + 0,031X_1 + 0,043X_2 + 0,613X_3$ , dan uji  $t$  menunjukkan bahwa harga berpengaruh positif signifikan. Hal ini menunjukkan bahwa harga merupakan faktor penguat bagi pelanggan untuk melakukan pembelian mobil bekas. Dari hasil uji  $F$  diketahui bahwa semua variabel bebas secara bersama-sama berpengaruh positif signifikan terhadap keputusan pembelian mobil bekas. Nilai  $R$  square ( $R^2$ ) adalah 0,554.

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## INTRODUCTION

Transportation is one of the main means for humans in their daily activities to move and move from one place to another quickly. One revenue of transportation is a car. Currently many types of cars are produced with varied prices. Various brands drowned the national car market including Toyota, Honda, Suzuki, Daihatsu, Isuzu Phanter, Chevrolet Zafira, Mitsubishi Chariot, Nissan Grand Livina and so on.

Automotive companies offer many car variants to consumers, so consumers can choose the cars offered by these companies according to their needs and abilities. Consumers are more flexible and find many alternative car choices to buy, such as based on brand/type, type/model, year of manufacture, fill the cylinder, buy new or used (Wandi & Abaharis, 2020).

Purchasing a new car unit with several types of cars that are selling well in the market has to wait a long time because of the pivot from the producing company. Purchasing a used car can be used as a solution to meet these needs. The advantage of buying a used car is that the price offered is much cheaper with a new car. The existence of public interest in buying used cars is an opportunity for business people to buy and sell used cars.

Purchasing decision is a process of making a decision to purchase a product that will be selected. Febriana (2016) stated that before making a purchase decision for a product, the customer will pay attention to the promotions provided by the company, product quality, and the price offered so that the customer will consider the product to be purchased.

According to Zulmi (2019) promotion can influence purchasing decisions so promotion

is very important because it can function as a communication tool between companies and prospective customers so that they get to know the products offered and are ultimately interested in having the product they want.

Shige (2020) stated that customers will always consider product quality when making a purchase decision. The main characteristic of a product in its ability to see predetermined needs is called product quality

As said by Wandu and Abaharis (2017) price is a factor that can influence the decision to purchase a product because prices are set based on market demand, capacity usage, target distribution areas and the application of special members between customers and companies.

The results of previous research defines that promotions had no significant negative influence on purchasing decisions (Shige, 2020), while Zulmi's research (2019) stated that promotions had a significant positive effect on purchasing decisions. The results of study by Wandu and Abaharis (2017) state that product quality has a significant positive effect on purchasing decisions, while Andriyanto's research (2021) states that product quality has no a significant effect on purchasing decisions. The existence of different research results on promotion and product quality makes it an interesting thing to do another research using the same dependent variable, namely purchasing decisions and the same independent variables, namely promotion, product quality, and prices on used cars.

## LITERATURE REVIEW

### Definition of Marketing

Sudaryono (2016: 38) states that industrial activities in marketing are made to ensure

the company's direction so that it is able to compete in a world of competition that is constantly getting tighter. Marketing is a significant factor in the industry to determine the success or failure of a business. Therefore, the industry must practice marketing interpretation correctly so that it continues to survive for the long term. Global forces will continue to affect everyone's business and individual lives, so there will be a continuing push towards delegation of economic zones meaning that markets work better under relatively flexible conditions where buyers can decide what and where to buy and industries are free to decide what to make and sell.

#### **Definition of Purchase Decision**

Kotler and Armstrong (2016: 177) argue that purchasing decisions are part of a consumer behavior, namely studying how individuals, groups, organizations make choices, purchases, uses, and how products, services, ideas or experiences will meet consumer needs and desires. .

Bintoro (2014: 85) suggests that the process of purchasing decision goes through five phases, namely: problem identification, data search, alternative assessment, purchasing decision, and the final action phase after purchasing a product. Definition of Promotion

Gitosudarmo (2012: 155) explains promotion is an activity that aims to help customers get used to and be able to get to know the products offered by the company and in the end are happy to be tempted to buy them.

Promotion is useful for convincing the target group of components of a marketing program to support exchanges between sellers and consumers and to help achieve agreed

transactions. This is a marketing function that focuses on communication. (Dharmmesta (2014:9).

According to Kasmir and Jakfar (2009: 115) the purpose of promoting a goods or service industry is to provide information on all types of products produced to be offered and to try to attract new potential customers. There are four types of promotional tools that can be used, namely advertising (advertising), sales promotion, publication and personal selling.

#### **Definition of Product Quality**

Products are a form of service organization offering intended to achieve organizational goals through satisfying the needs and wants of consumers or customers. In this case, products can be in any form (services or goods) that can be offered to potential consumers to meet certain needs and wants. Priansa (2017:159)

Kotler and Armstrong (2008: 47) argue that product quality is a potential strategic weapon to beat competitors, expertise from product quality to display a variety of listed benefits including durability, professionalism, accuracy and ease of use. Alma and Priansa (2014:159). Presenting goods or services that have good quality is something that can meet or exceed consumer expectations.

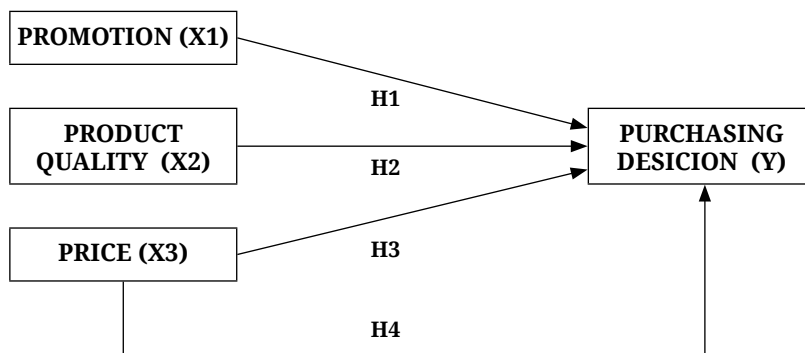
#### **Definition of Price**

For Ramli (2013: 51) price is explained as the relative value of a product and is not an absolute indicator to show the amount of budgetary resources needed in creating a product.

Tjiptono (2008: 158) states that the price determining indicators consist of price suitability, affordable prices, and competitive

prices. Based on the interpretation above, it can be concluded that price is the budget spent by consumers to get a product by thinking about the usefulness of the product. Price is often used as a marker of the quality of a product. According to the law of demand, if the quantity of a product is in great demand, the cost will continue to be low and vice versa. Therefore prices are often stamped as the main determinant of a demand for goods.

**Conceptual Framework**



**Figure 1 Conceptual Framework**

**Hypothesis**

- H1 : Promotion has a significant influence on the decision to buy a used car in Surabaya City.
- H2 : Product quality has a significant influence on the decision to buy a used car in Surabaya City
- H3 : Prices have a significant influence on the decision to purchase a used car in Surabaya City
- H4 : Promotion, product quality, and price simultaneously have a significant influence on the decision to buy a used car in Surabaya City

**METHODS**

This research used a quantitative method approach. This is because all research data or information is embodied in the form of numbers that are analyzed using statistics and the

results can be described. According to Tanzeh (2011: 99) Tanzeh’s quantitative approach has the aim of testing a theory and building reality, displaying combinations between variables, providing statistical descriptions, providing estimates and knowing the results.

**Population and Sample**

The population of this study are respondents who have purchased used cars during 2022 in the city of Surabaya. The questionnaires distributed were 150 questionnaires and

the questionnaires returned were 97 and were used as the sample of this study. The sample was obtained by means of non-probability sampling using an accidental sampling technique (incidental sample) which according to Sugiyono (2016: 124) is a random sample based on coincidence. Consumers who happen to meet researchers can be used as a sample if the consumer is deemed appropriate as a data source.

In this study, to test research data using the SPSS (Statistics Program for Social Science) 25 for windows software program.

**RESULT AND DISCUSSION**

**Validity Test**

The result of the validity test analysis shows that all items of each statement has asignificant value namely > 0.05, so it can be said that all

items declared valid. The promotional variable model with a VIF value of 2.217, product quality with a VIF value of 2.411, and price with a VIF value of 1.671 for purchasing decisions with a VIF value of all variables below the number 10, so that this research instrument is stated to have no indications of multicollinearity

### Heteroscedasticity Test

There is a distribution pattern that is irregular and spreads above and below the number 0 for the distribution of data items, so that this research instrument is declared to have no heteroscedasticity. d to have no heteros

The linear equation of this research is as follows:

$$Y = 6,840 + 0,031X_1 + 0,043X_2 + 0,613X_3$$

### Hypothesis Test

#### 1. T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.840	1.689		4.049	0.000
	Promotion	0.031	0.099	0.032	0.314	0.754
	Product Quality	0.043	0.107	0.043	0.401	0.690
	Price	0.613	0.079	0.698	7.794	0.000

Source: Data process

1. Promotion has no significant influence on the decision to purchase a used car in the city of Surabaya.
2. Product quality has no significant influence on the decision to purchase a used car in the city of Surabaya.
3. Price has a significant positive influence on the decision to buy a used car in the city of Surabaya.

#### 2. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.444	3	67.815	38.500	.000 <sup>b</sup>
	Residual	163.813	93	1.761		
	Total	367.258	96			

a. Dependent Variable: Purchasing decision

b. Predictors: (Constant), Promotion, product quality and price

## RESULTS AND DISCUSSION

### 1. The Influence of Promotion on Purchasing Decisions

According to Tjiptono (2013: 59) in theory promotion is a form of marketing communication that disseminates, influences, persuades, or enables companies and their products to produce, buy, and receive target markets which are marketing activities aimed at making consumers loyal to the products that have remained by the company.

Promotion through an advertisement or directly face to face with potential customers which is increasingly attractive and different from other competitors means that the company has a high level of creativity. This has the possibility that customers will look at

the products that have been presented by the company and find out information about the product in more detail so that customers will decide to make a purchasing decision for the desired product.

Judging from the outcomes of the partial t-test, it shows that promotion has no significant influence on purchasing decisions.

The outcome of this study support the outcomes research of Wandu and Abaharis (2017) and Poeloe, et al (2016) that promotion has no significant influence on purchasing decisions. The research outcomes have similarities in this study because promotions carried out by companies through digital advertising or directly through car exchanges are considered less attractive and cannot fulfill customer desires so that no purchasing decisions occur.

The outcome of this study contradict research that has been conducted by (Zulmi, 2019), Febriana (2016), Sari (2021), and Andriyanto (2021) which states that promotion has a significant positive effect on purchasing decisions. The difference in these results is due to the consumptive lifestyle of customers which will have an impact on increasing interest in buying a product that they see through various advertisements on social media or coming in person.

There is no significant effect of the promotion variable partially on purchasing decisions because the information provided by used car showroom employees on promotions that have been explained to customers has not been well received which causes customers not to be satisfied with the information and promotions seen through online media and face to face direct. In this case, the company has not been able to convince customers to make purchasing decisions for the products that have been offered.

Promotions can affect purchasing decisions if the used car company makes attractive promotions, adequate frequency, the right media is used, the marketing team and salesmen are polite and good at attracting consumer buying interest, it will affect the high purchasing decisions.

## **2. The Influence of Product Quality on Purchasing Decisions**

According to Wijaya (2018: 11) theoretically product quality is the quality of what the customer decides to do. Quality is based on an actual experience from a customer of a good or service that is measured with certain requirements. Products that have a certain quality and high quality will meet customer expectations.

The quality of the products to be marketed is considered in as much detail as possible with certain predetermined standards, meaning that the company guarantees that each unit of its product is of good quality. This has the possibility that customers will be interested in checking product units in more detail according to their wishes so that customers will decide to make a purchasing decision for the desired product.

Judging from the partial outcome of the t-test, product quality has no a significant effect on purchasing decisions. This study's outcomes support the outcomes of the previous researchs (Andriyanto, et al, 2021; Poeloe, et al, 2016). The results of the research have similarities in this study because the quality of the products provided by the company has not been considered suitable to fulfill the desires and the products offered do not differ from those of competing companies so that a purchase decision does not occur.

This study's outcomes reverse with the previous researchs (Shige,2020: Zulmi, 2019: Wandu and Abaharis, 2017: Febriana, 2016: Sari, 2021). The previous research's outcomes showed that product quality has a significant positive influence on purchase decision. The difference in these results is due to the level of good product quality and guaranteed

quality which is very influential in increasing competitiveness between companies. So that the purchase decision made by the customer is getting higher.

There is no significant effect on product quality variables partially on purchasing decisions because the response given by the company to customers has not been well received. The products offered have formally (proper) expected attributes and conditions, namely suspension comfort, seat comfort, figure quality, paint quality, engine technology causing fuel economy, design and engine technology used to prevent the engine from being easily damaged, and the overall performance of the car is not good. This means that the company has lost competitiveness with other competitors who better guarantee the quality of its products is superior so that customers are not willing to make a decision to purchase the units that have been offered

### **3. The Influence of Price on Purchasing Decisions**

According to Gitosudarmo (2012: 272) price theory is the amount of money that buyers have to pay to sellers to get the goods or services they want to have. A measure of a person's satisfaction with what he has bought. Economic value is created through activities that take place in a market mechanism between buyers and sellers.

The price of a product will create a customer's view of the product being sold, if the price offered is cheaper or more affordable than other competitors, the customer is increasingly interested in making a purchasing decision for the desired product.

Judging from the outcomes of the t-test partially, it shows that price has a significant

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The significant positive influence of the price variable partially on purchasing decisions is caused by the response of the company to customers with pricing that is supported by the number of discounts given and the ease of the negotiation process that has been implemented enough to attract customers to make purchasing decisions for products that have been offered at fair prices. affordable and competitive.

### **4. Simultaneous Influence of Promotion, Product Quality, and Price on Purchasing Decisions**

From the statistical tests outcomes of multiple linear regression states that all independent variables namely promotion, product quality, and price simultaneously have a significant positive influence on purchasing decisions expressed by H0 is rejected and H4 is accepted. This means that if the higher the promotion, product quality, and price together, there will be an increase in purchasing decisions and vice versa, the lower the promotion, product quality, and price together, there will be a decrease in purchasing decisions.

The outcomes of this study support the previous research (Shige, 2020; Zulmi, et al ,2019; Wandu and Abaharis, 2017; Febriana,

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The significant positive influence of the price variable partially on purchasing decisions is caused by the response of the company to customers with pricing that is supported by the number of discounts given and the ease of the negotiation process that has been implemented enough to attract customers to make purchasing decisions for products that have been offered at fair prices, affordable and competitive.

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The outcomes of this study support the previous research (Shige, 2020; Zulmi, et al, 2019; Wandu and Abaharis, 2017; Febriana, 2016; Poeloe, 2016; Sari, 2021; Andriyanto, 2021) which states promotion, product quality, and price together have a significant positive influence on purchasing decisions.

#### **Conclusion**

The conclusions from the results of this study are as follows:

1. Promotion has no significant effect on the decision to purchase a used car in Surabaya City. Promotions that have been explained to customers have not been well received which causes customers not

to feel satisfied with the information and promotions seen through online media or face to face. In this case, the company has not been able to convince customers to make purchasing decisions for the products that have been offered.

2. Product quality has no significant effect on the decision to purchase a used car in Surabaya City. This is because the response given by the company to customers has not been well received. This is because the product quality of the car does not meet the product criteria that the customer wants, even though the units offered have guaranteed quality.
3. Price has a significant positive influence on the decision to buy a used car in the Surabaya City. This is due to the company's response to customers with pricing that is supported by the many discounts given and the ease of the negotiation process that has been implemented is sufficient to attract customers to make purchasing decisions for products that have been offered at quite affordable and competitive prices.
4. Simultaneously show all independent variables (promotion, product quality, and price together) have a significant positive influence on the decision to buy a used car in Surabaya City. This is because the decision to purchase a used car in Surabaya City is influenced by the three independent variables of promotion, product quality and price together.

#### **Suggestion**

The outcome of this study, the price has a significant influence on purchasing decisions and to obtain the largest or most dominant value, so that the company can continue to increase and maintain its sales by taking into account competitive prices compared to its competitors.

To increase purchasing decisions through promotions, used car companies need to do a lot of digital advertising in an interesting and not monotonous manner and hold car exchange events in order to strengthen public relations with the public so that they have an interest in the units being sold.

Future researchers are advised to add other variables, for example the location of a company. Companies need to improve what is an indicator of business location, one example is increasing comfort in the corporate environment, a strategic location.

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