

The Influence of Brand Image and Price on Interest in Buying Toyota Cars at Auto 2000 Palembang City

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ABSTRACT

This study aims to analyze the effect of brand image and price on the intention to buy a Toyota car at Auto 2000 Palembang city. This study uses a descriptive quantitative method and a sample of 300 respondents. The data analysis method uses non-probability sampling, purposive sampling, and multiple regression using the SPSS version 26 test tool. Based on the research results, it shows that the Brand Image and Price variables have a significant and positive effect, both partially and simultaneously, on Interest in Buying Toyota Cars at Auto 2000 in the city of Palembang. .

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1. INTRODUCTION

Economic growth is currently increasing in all sectors, not only economic growth but population is also increasing, which has an impact on demand for products and services that society needs. (Akbar & Amani, 2022) Services that are often used by the community, one of which is engaged in transportation. Transportation is an activity of moving goods or people from one place to another (Setiawan, 2023) where the existence of transportation is very important in supporting the growth of an area both from an economic and social perspective.

It is known to the Indonesian Motor Vehicle Industry that land transportation is still the people's alternative choice because it is easy to reach and of course has cheaper rates than other transportation. (Infotomotive, 2021). so that the increasingly rapid and modern development of technology has a positive impact on the industry.

According to Asael (Sihombing 2019, p. 137) Purchase interest is a consumer's tendency to buy a brand or take action related to purchasing which is measured by the level of possibility that consumers make a purchase. Brand image that is well known enough to influence consumers to buy a product and can influence Purchase Intention. With the existence of a brand, consumers can make buying interest in buying a product. According to Kotler (Firmansyah, 2019 p.64) A brand is a name, term, sign, symbol, or design, or a combination of these, to identify (differentiate) it from competing goods or services. The better the image of a brand will increase buying interest. According to Schiffman and Kanuk (Yosef 2022, h; 18) Price, namely how consumers perceive high and low prices, which has a big influence on customer satisfaction. Price is also the main determinant of market demand so that price influences the position of competitors or the company's market share.

2. RESEARCH METHODS

The object of research is the type of research data that is produced by means of observation in the form of objects. The object of this research is Toyota cars related to product quality, price, promotion and brand image factors on buying interest. The research subject is the party used for this research as a sample. The subjects of this research are potential consumers who have an interest in buying Toyota cars at Auto 2000 Palembang City.

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. The population in this research is consumers who have the desire to buy a Toyota car at Auto 2000 Palembang City. The sampling technique used in this research is Non-Probability Sampling. Based on this study using the Slovin formula, the population will be studied with the number of visitors. So from this data, a sample size was obtained using the Slovin formula, a total of 1,209 interested visitors who came within one year.

The types of data used are primary and secondary data. In this research, the primary data sources used are the results of interviews and the results of filling out questionnaires for customers who have an interest in buying a Toyota car. Secondary data in this research is used as support obtained from previous articles and books and journals related to the variables studied. The data collection technique used was a questionnaire. In the question asked, there are 5 answers using an interval scale.

3. RESULTS AND DISCUSSION

The results of data management carried out on the independent variables and dependent variables can be concluded that the Brand Image Variable has a significant value of <0.05 and a tcount of $3,271 >$ of

ttable 1.968, then it can be concluded that there is a positive and significant influence between the Brand Image variable on the Partial Purchase Interest Variable and the Price Variable has a significant value of <0.05 and tcount $3.994 >$ from ttable 1.968, so it can be concluded that there is a positive and significant influence between Price variable on Partial Buying Interest Variable.

4. CONCLUSION

Based on the analysis value of the t test (Partial), it is concluded that the independent variables (Brand Image and Price) have a significant partial effect on the dependent variable (Purchase Interest) on Toyota Cars at Auto 2000 in the city of Palembang. Based on the analysis carried out through the f test (Simultaneous), it was concluded that the dependent variables (Brand Image and Price) had a significant simultaneous effect on the dependent variable (Purchase Interest) on Toyota Cars at Auto 2000 in the city of Palembang.

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