

The Influence of Product Quality and Brand Image On Consumer Purchase Decisions On Car Products Wuling Confero

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ABSTRACT

This ponders points to analyze the impact of Item Quality and Brand Picture on Buy Choices for Wuling Confero cars. The comes about show that Item Quality features a positive and noteworthy impact on Buy Choices. Viewpoints such as strength, execution, and fabric quality are demonstrated to be key factors influencing customer choices. Moreover, Brand Picture too encompasses a positive and noteworthy impact, where an imaginative, reliable, and positive brand picture improves consumers' obtaining choices. At the same time, Item Quality and Brand Picture contribute altogether to the variety in Buy Choices, whereas the remaining rate is affected by other components not secured in this consideration. The relapse utilized in this inquiry appears that these two factors collectively have a critical effect on buy choices. Based on the discoveries, it is suggested that Wuling center on making strides item quality and reinforcing its brand picture through advancement, unwavering quality, and benefit brilliance. Moreover, the company ought to consider other variables, such as cost, advancement, and after-sales benefit, which may influence acquiring choices. Future investigation is recommended to incorporate extra factors and utilize more different investigative strategies to pick up more profound bits of knowledge. This think contributes to understanding the part of Item Quality and Brand Picture as a establishment for more successful promoting methodologies.

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

1. INTRODUCTION

The expanding requires for driving in our society, makes each car producer in Indonesia compete to progress the quality of its items. Numerous items with the most excellent quality went with by costly costs have been promoted in Indonesia, but there are too items that have the leading quality with more affordable costs. Indonesia is one of the countries with the 4th biggest populace within the world with a populace of 283,487,931. This is often too one of the perfect showcasing regions for car producers who showcase their items to Indonesia. Particularly within the car industry that produces car-type vehicles, in Indonesia cars are one of the best-selling and most popular vehicles. Since for a few individuals in Indonesia, cars are a cutting-edge way of life that must be possessed to be able to seem stylish. There are undoubtedly very a couple of cars in Indonesia that have sumptuous and present-day plans with costly costs, but there are moreover numerous cars that are of standard quality but have very a part of devotees, such as Little Multi Reason Vehicle (MPV) sort cars. In Indonesia, there are numerous devotees of this sort of Little MPV car, considering that this Little MPV car can carry numerous individuals, and the cost is moderately reasonable for the lower center course and upper center course.

Table 1. Data on Best-Selling Cars and Small Multi-Purpose Vehicle Type Cars

Rank	Car Model	Units Sold
1	Honda Brio	7,327
2	Daihatsu Sigra	6,644
3	Toyota Avanza	5,772
4	Toyota Rush	5,140

Rank	Car Model	Units Sold
5	Toyota Innova	4,131
6	Toyota Calya	3,680
7	Honda HR-V	3,429
8	Honda BR-V	2,833
9	Toyota Veloz	2,555
10	Toyota Hilux	2,519

Wuling engines could be a subsidiary of the Shanghai Car Industry Enterprise (SAIC) Common Engines (GM) Wuling vehicle brand which was born in 2002. The brand is run by the company SAIC Wuling Vehicle Co., Ltd. Wuling, as a moderately modern brand within the Indonesian advertise, has succeeded in building a positive picture through development and steady item quality. Wuling Confero, which comes with an advanced plan, roomy cabin, and progressed highlights, is an alluring choice for shoppers in Bandung, particularly for families who require a comfortable and utilitarian vehicle. Wuling Arista Bandung, as an official Wuling merchant, too plays a role in presenting this item to the neighborhood advertise, subsequently making a difference to extend brand awareness and impact customer acquiring choices. Be that as it may, although Wuling Confero has picked up a put within the advertisement, there has not been much research that talks about the impact of item quality and brand picture on obtaining choices for Wuling Confero cars, particularly within the Bandung zone. Hence, this think is about points to look at how much impact product quality and brand picture have on customer obtaining choices, particularly those who purchase Wuling Confero cars in Bandung. This consider is anticipated to supply more profound understanding into the components that impact shopper choices in choosing a car, as well as the commitment of item quality and brand picture in expanding Wuling Confero deals within the Indonesian showcase. One of the businesses that's developing quickly nowadays is the car industry, particularly cars. Where in the generation handle, the maker in expansion to appearing its work as a implies of transportation to transport merchandise or travelers (traveler car). Concurring to Kotller and Armstrong (2020) Items are characterized as anything that can be advertised to the market to induce consideration, procurement, utilize, utilization which will fulfill wants or needs.

In expansion to producers creating items to be created, producers must moreover pay consideration to supporting properties that can go with and bolster the item to draw in buyer acquiring control. One of the traits that go with and complement the item is item quality. Item quality incredibly impacts client intrigued in buying an item. Where within the choice to purchase a car, shoppers pay near consideration to the quality of the car to be chosen. Is the cost advertised too comparable to the quality of the item to be gotten. The car industry in Indonesia is as of now developing quickly, with the expanding number of car companies that right now exist, each company proceeds to compete to progress item quality and brand picture can proceed to be chosen by its shoppers. With a great brand picture, the company will create tall benefits in each deal.

A client tends to investigate a thing by looking at the quality that appears. The higher the quality promoted by the company for the item, the more noticeable the customer is charmed with the thing. Since clients are right presently especially essential in choosing and sorting the items they will buy. They are especially point by point in looking for information around the things they are captivated by. In common, customers will find out the quality of the thing from companions or family since they accept those closest to them more. The customary way is to attempt, feel the surface, see the unrefined materials utilized and other properties inside the thing. Item quality is a critical thing that must be endeavored by each company in case they need what is created to be competitive within the showcase to fulfill buyer's needs and wants. Agreeing with Kotler and Armstrong (2020) characterize item quality as the characteristics of an item or benefit that bolsters its capacity to fulfill client needs.

Buyers see a brand as a portion of the item and branding can include esteem to an item. Branding has ended up an imperative methodology for an item. The brand title tells buyers something approximately the quality of the item. Shoppers who continuously purchase the same brand will know that each time they purchase, they will get the same quality. The brand title is the establishment for building a comprehensive picture of the quality of the item. One technique with respect to brands that can be done to preserve the astuteness of the brand picture within the eyes of buyers is to do brand expansion. Concurring to Kotler & Keller (2017:231), the brand picture must pass on the benefits and situating of a one-of-a-kind item. Indeed, although competing offers seem the same, buyers feel the distinction is based on brand separation.

Past investigation has appeared that based on inquire about conducted by Arif Firmansyah Hidayat & Hindiria Untraini (2023) with the title The impact of deals advancement and item quality on acquiring choices for Wuling Confero cars, it appears that item quality encompasses a critical impact on obtaining choices for Wuling Confero. Another consideration conducted by Aldila Amirun & Fajar Ramadhan (2024) appears that Brand Picture contains a noteworthy impact on acquiring choices. In addition, an investigation conducted by Indra Alvin Widyanto, Rokh Whirlpool Prabowo (2022) appears that item quality contains a positive and critical impact on acquiring choices for Wuling Confero cars. Brand picture has no impact and isn't critical on obtaining choices. Based on the portrayal over, the item quality variable is considered to have an impact on acquiring choices, in this manner this ponder will look at the Impact of Item Quality and Brand Picture on Buyer Acquiring Choices for Wuling Confero Car Items.

2. RESEARCH METHODS

This consider points to decide and test how much impact item quality and brand picture have on obtaining choices for the Wuling Confero car. Inquire about test: 50 Wuling Arista Bandung car shoppers. Likelihood Examining Method. Investigation Plan and Speculation Testing: Uji F / Uji Show Goodne fit, Uji Hipotesis Uji Signifikansi (Uji t).

3. FINDING RESEARCH AND HYPOTHESIS

3.1. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test Results

Model	Variabel	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4.008	2.582	—	1.552	0.127
	Product Quality	0.376	0.124	0.393	3.040	0.004
	Brand Image	0.227	0.101	0.201	2.253	0.029

a. Dependent Variable: Buying Disition

With the calculated coefficient esteem: $Y=4.008+0.375X_1+0.227X_2$

Here, Y is Buy Choice, X₁ is Item Quality, and X₂ is Brand Picture. The consistent esteem (α) is 4.008, which shows the standard esteem of Buy Choice when Item Quality and Brand Picture are 0. The β_1 coefficient for Item Quality (0.375) shows that each one-unit increment in Item Quality (X₁) will increment Buy Choice (Y) by 0.375, accepting Brand Picture (X₂) remains steady. The β_2 coefficient for Brand Picture (0.227) shows that each one-unit increment in Brand Picture (X₂) will increase Buy Choice (Y) by 0.227, expecting Item Quality (X₁) remains consistent. Overall, this model shows that both Product Quality and Brand Image have a positive influence on Purchase Decisions, with Product Quality having a slightly greater influence than Brand Image.

3.2. Hypothesis of t-Test Results

Table 3. t-Test Results

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.008	2.582		1.552	.127
	Product Quality	.376	.124	.393	3.040	.004
	Brand Image	.227	.101	.291	2.253	.029

a. Dependent Variable: Buying Decition

A comes about appear a critical relationship between the autonomous factors (Item Quality and Brand Picture) with the subordinate variable (Buy Choice). For the Item Quality variable, the unstandardized coefficient esteem is 0.376 with a t esteem of 3.040 and a importance of 0.004 (less than 0.05). This appears that Item Quality includes a noteworthy positive impact on Buy Choice, meaning that the superior the item quality, the more likely shoppers are to choose to purchase the item. In the interim, for the Brand Picture variable, the unstandardized coefficient esteem is 0.227 with a t esteem of 2.253 and an importance of 0.029 (less than 0.05). This appears that Brand Picture moreover encompasses a noteworthy positive impact on Buy Choice, where a great brand picture will increase the probability of shoppers choosing the item. These two autonomous factors (Item Quality and Brand Picture) have a noteworthy impact on buy choices, and both play a vital part in affecting customer choices.

Tabel 4. F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.548	2	29.274	11.364	.000b
	Residual	121.072	47	2.576		
	Total	179.620	49			

a. Dependent Variable: Buying Disition

b. Predictors: (Constant), Cbrand Image , Procut Quality

Based on the comes about of the F test displayed within the ANOVA table, this test was conducted to test the impact of two free factors, to be specific Brand Picture and Item Quality, on Acquiring Choices as subordinate factors. The comes about appear an F-count esteem of 11,364 with $df1 = 2$ (degrees of opportunity for relapse) and $df2 = 47$ (degrees of opportunity for remaining). The value reached is 0.000, which is littler than the importance level of 0.05. This appears that the relapse demonstrates utilizing Brand Picture and Item Quality as indicators can clarify the changeability in Acquiring Choices essentially.

4. CONCLUSION

Item Quality contains a positive and critical impact on Obtaining Choices. Each one-unit increment in Item Quality (such as toughness, execution, and fabric) will increase shopper choices to purchase Wuling Confero cars. This shows that item quality is one of the most components affecting acquiring choices. Brand Picture has moreover appeared to have a positive and critical impact on Acquiring Choices. Customers are more likely to select items that have a positive, inventive, and dependable brand picture. Each one-unit increment in Brand Picture will increase shopper acquiring choices for Wuling Confero items. At the same time, Item Quality and Brand Picture have a noteworthy impact on Acquiring Choices. These two components together clarify almost 32.6% of the variety in acquiring choices, whereas the rest is affected by other components not secured in this ponder. The comes about of the F test appear that the relapse demonstrated utilized in this think about, which combines Item Quality and Brand Picture as free factors, can essentially impact Obtaining Choices. This shows that the two factors complement each other in affecting customer obtaining choices. The comes about of the assurance coefficient test (R^2) of 32.6% show that although the two factors make a critical commitment, there are still other components that impact obtaining choices that ought to be considered in encourage investigate.

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