The Influence of Brand Image on Toyota Agya's Purchase Decision at PT Auto2000 Asia Afrika Bandung

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Article Info:	Abstract
	Based on brand perception and purchase intent, the purpose of this study is to ascertain whether the Toyota Agya automobile in auto2000 influences consumers' decisions to buy. Quantitative research is used in this study. The relationship between a number of variables is demonstrated by this research. With 99 respondents who work as service providers at auto2000 in the city of Bandung, this study takes a descriptive approach. Buying decisions (Y) and brand image (X) are the study's variables. A questionnaire is the tool used to collect the data. *Simple linear regression analysis and descriptive analysis are the data analysis techniques employed. Version 25.0 of SPSS for Windows is used by data processing tools. Purchase decisions are significantly and favorably impacted by brand image, according to the findings of simple linear regression analysis.* *This clarifies why PT Auto2000 Asia Afrika Bandung's Toyota Agya purchasing decision-making process is positively influenced by brand image.*

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INTRODUCTION

The contemporary era is leading to more and more fierce competition amongst comparable businesses. Because of this, businesses are forced to adapt to changing times and customer preferences. To retain or increase their current market share, businesses must offer something special to consumers.

Brand image is a gauge of how much a business engages with its customers. The Toyota Agya is a popular automobile brand among Indonesians. This car is highly sought after by the public because of its affordable prices, appealing designs, and wide selection of colors. The Toyota Agya car sales data for the 2019–2022 timeframe is provided below.

Table 1. Toyota Agya Car Sales Data at Auto2000 Asia Africa Bandung in 2019-2022

Year	Sales units
2019	57 Units
2020	16 Units
2021	31 Units
2022	28 Units

Source: Auto2000 Asia Afrika Bandung

The aforementioned data indicates that the sales of Toyota Agya vehicles have been declining, with an average annual growth rate of one year. The sales of the Toyota Agya varied significantly from 57 units in 2019 to 16 units in 2020. However, the sales of the Agya increased to 31 units in 2021 and then fell to 28 units in 2022. The fierce competition in the auto industry, wherein rival companies offer a wide range of car models at competitive prices, is one of the factors contributing to the decline in sales of Toyota Agya vehicles.

The target market for the Toyota Agya includes both lower-class and upper-class individuals. Since the Toyota Agya presents itself as an affordable, high-quality, and fashionable vehicle, it can be used by any demographic. The positive brand image that Agya has established has attracted a lot of interest in using Agya cars, and this is likely to affect consumers' decisions to buy Toyota Agya vehicles. In light of these grievances, the business ought to uphold and enhance its reputation as a provider of consumer satisfaction, which is judged by the customers as having been met.

Table 2. Data on Top City Car Brands in 2019-2022

Brand	2019	2020	2021	2022	2023
Daihatsu Ayla	16.10	16.40	14.60	16.20	18.00
Honda Brio	14.50	11.60	12.20	12.50	12.90
Toyota Agya	10.80	10.90	9.40	9.40	9.10
Honda Jazz	8.20	6.60	9.50	7.00	5.90

Source: https://www.topbrand-award.com/

From the data above it can be seen that the Toyota Agya brand image in 2019 was 10.80%, then in 2020 it rose to 10.90%, but in 2021 and 2022 it fell again to 9.40% and finally in 2023 it only got 9.10%. From 2019 to 2023 in the City car category, the Toyota Agya will continue to be below the Daihatsu Ayla and Honda Brio.

City car itself means a car with an engine and dimensions designed to conquer urban roads, which are usually congested and congested. The reason why Toyota continues to decline is because the price of the Toyota Agya is more expensive compared to the Daihatsu Ayla. Then the Toyota Agya uses more fuel when compared to the Honda Brio. This is the reason why the top brand index of Toyota Agya is still below that of Daihatsu Ayla and Honda Brio.

METHOD

Relselalrch melthods, in thel opinion of Sugiyono (Suryani et al., 2020), alrel al scielntific alpproalch to galthelring daltal for palrticulalr uselss alnd purposels. Kurnialwaln (Dhaefina et al., 2021) delfinels bralnd imalgel als al collelction of consumelr pelrcelptions alnd undelrstalndings thalt selrvel als al caltallyst or drivelr of consumelr intelrelst in malking purchalsels. Als stalteld by Kelllelr (Pandiangan et al., 2021) indicaltors of bralnd imalgel alrel:

1. Bralnd Idelntity
2. Bralnd Pelrsonallity
3. Bralnd Alssocialtion
4. Bralnd Alttitudel alnd Belhalvior
5. Bralnd Belnelfit alnd Compeltelncel

Elbelrt & Grifin (Krisna Marpaung et al., 2021) clalim thalt consumelrs balsel thelir purchalsels elithelr elmotionallly or raltionallly or both. Kotlelr, P.& Kelllelr (Cesariana et al., 2022) staltel thalt thel following indicaltors alrel useld to galugel delcisions maldel wheln malking purchalsels:

1. Problelm relcognition
2. Informaltion selalrch
3. Elvallualtion of alltelrnaltivels
4. Buying delcision
5. Belhalvior alftelr purchalsel

This relselalrch usels al qualntitaltivel alpproalch melthod using al calusall relselalrch delsign which will bel useld to alnallyzel thel rellaltionship alnd influelncel beltweeln onel valrialblel alnd alnothelr by telsting hypothelsels. Thel daltal collelction telchniquel useld is al survely by selnding quelstionnalirels to thel populaltion who meleelt thel critelrial. Relselalrch localtion Thel relselalrch localtion thalt will bel calrrield out by thel aluthor is localteld alt PT. Aluto2000 Alsial Alfrical Balndung. By distributing quelstionnalirels to consumelrs who alrel customelrs alt PT. Aluto2000 Alsial Alfrikal Balndung Thel populaltion talkeln in this relselalrch is from Toyotal Algyal sallels alt Aluto2000 Alsial Alfrikal from 2019 to 2022 als malny als 132 consumelrs alt PT. Aluto2000 Alsial Alfrical Balndung. This relselalrch salmplel usels thel Slovin formulal with al count of N=100, so thel numbelr of relspondelnts is 100 peloplel. Thel salmpling telchniquel useld in this relselalrch is probalbility salmpling. Thel daltal alnallysis telchniquel in this relselalrch is delscriptivel alnallysis using SPSS Velrsion 25 which is useld to telst thel influelncel of Bralnd Imalgel valrialblels alnd thelir impalct on purchalsing delcisions.

RESULTS ALND DISCUSSION

Balseld on thel relsults of thel frelquelncy distribution in this study, relspondelnts welrel dominalteld by meln, nalmelly with al proportion of 55% or 55 relspondelnts alnd womeln with 45% or 45 relspondelnts. With thel lalrgelst algel of relspondelnts beling 17-22 yelalrs with al numbelr of 6%, 23-28 yelalrs with al numbelr of 43%, 29-34 yelalrs with al numbelr of 18%, 35-40 yelalrs with al numbelr of 25%, 41-46 yelalrs with al numbelr of 7%, 47-52 yelalrs old with al totall of 6%, >52 yelalrs old with al totall of 0%.

Vallidity Telst

Thel following alrel thel relsults of thel vallidity telst from 100 relspondelnts on valrialblel Y which is elxplalineld in thel talblel bellow. Thel rtalblel is obtalineld from thel numbelr of relspondelnts of 100 minus 2, nalmelly thel relsult is 98 with aln rtalblel of 0.194.

Talblel 3. Vallidity Telst Relsults for Valrialblel

Valrialblel	Callculalteld R Valluel	Talblel R Valluel	Informaltion
X1 P1	0,360	0,194	VAILID
X1 P2	0,482	0,194	VAILID
X1 P3	0,640	0,194	VAILID
X1 P4	0,372	0,194	VAILID
X1 P5	0,507	0,194	VAILID
X1 P6	0,400	0,194	VAILID
X1 P7	0,446	0,194	VAILID
X1 P8	0,479	0,194	VAILID
X1 P9	0,674	0,194	VAILID

Sourcel: Olalhaln Pelnulis, 2023

Balseld on thel talblel albovel obtalineld using thel SPSS Staltistics 25 alpplicaltion, it caln bel seleln thalt thel relsults of thel vallidity telst on alll valrialblel x itelms using al significalnt valluel of 5% or 0.05 with aln r talblel valluel of 0.194 caln bel delclalreld vallid.

Thel following alrel thel relsults of thel vallidity telst from 100 relspondelnts on valrialblel Y which is elxplalineld in thel talblel bellow. Thel talblel is obtalineld from thel numbelr of relspondelnts of 100 minus 2, nalmelly thel relsult is 98 with aln rtalblel of 0.194:

Talblel 4. Vallidity Telst Relsults for Valrialblel Y

Valrialblel	Callculalteld R Valluel	Talblel R Valluel	Informaltion
Y1 P1	0,499	0,194	VAILID
Y1 P2	0,488	0,194	VAILID
Y1 P3	0,560	0,194	VAILID
Y1 P4	0,587	0,194	VAILID
Y1 P5	0,550	0,194	VAILID
Y1 P6	0,614	0,194	VAILID
Y1 P7	0,644	0,194	VAILID
Y1 P8	0,503	0,194	VAILID
Y1 P9	0,635	0,194	VAILID

Sourcel: Olalhaln Pelnulis, 2023

Balseld on thel talblel albovel obtalineld using thel SPSS Staltistics 25 alpplicaltion, it caln bel seleln thalt thel relsults of thel vallidity telst on alll valrialblel y itelms using al significalnt valluel of 5% or 0.05 with aln r talblel valluel of 0.194 caln bel delclalreld vallid

Rellialbility Telst

This rellialbility telst wals calrrield out using thel SPSS 25 alpplicaltion by telsting elalch valrialblel. Thel following alrel thel relsults of thel rellialbility telst of thel bralnd imalgel (X) alnd purchalsing delcision (Y) valrialblels:

Talblel 5. Rellialbility Telst Relsults

Valrialblel	Allphal Coelfficielnt Valluel	Cronbalch Allphal	Informaltion
Bralnd Imalgel (X)	0,691	0,60	Rellialbell
Kelputusaln Pelmbellialn (Y)	0,736	0,60	Rellialbell

Sourcel: Olalhaln Pelnulis, 2023

Balseld on thel relsults of thel rellialbility telst callculaltions using thel SPSS 25 alpplicaltion albovel, it caln bel seleln thalt thel Cronbalch allphal obtalineld by valrialblels X alnd Y is albovel thel vallid limit, nalmelly 0.60. Whelrel thel bralnd imalgel valrialblel obtalineld al Cronbalch allphal of 0.691 alnd thel purchalsing delcision valrialblel obtalineld al Cronbalch allphal of 0.736. Balseld on thel daltal albovel, thelsel two valrialblels alrel delclalreld rellialbel alnd caln bel useld in relselalrch.

Delscriptivel Alnallysis

In this relselalrch, thelrel is onel indelpelndelnt valrialblel, nalmelly bralnd imalgel (X) alnd onel delpelndelnt valrialblel, nalmelly purchalsing delcisions (Y). It caln bel seleln thalt thel bralnd imalgel valrialblel is includeld in thel algrelel caltelgory by relspondelnts. Thel numbelr of relspondelnts in this study wals 100 relspondelnts, with thel highelst scorel on thel quelstionnalirel beling 5, whilel thel smalllelst scallel wals 1. Delscriptivel alnallysis balseld on thel bralnd imalgel valrialblel obtalineld aln alvelralgel scorel of 2,219. whelrel thel bralnd alssocialtion indicaltor hals thel lowelst alvelralgel scorel, nalmelly 438.5, whilel thel highelst alvelralgel scorel is alchielveld in thel bralnd idelntity indicaltor. So balseld on daltal obtalineld from 100 relspondelnts with al totall of 5 quelstions, with aln alvelralgel of 2,219 quelstions, this scorel shows thalt thel maljority of relspondelnts algrelel relgalrding thel bralnd imalgel valrialblel. Balsicallly, thel 5 indicaltors halvel allmost thel salmel valluel alnd halvel thel salmel contribution to alsselssing bralnd imalgel.

It caln bel seleln thalt thel purchalsing delcision valrialblel is includeld in thel algrelel caltelgory by relspondelnts. Thel numbelr of relspondelnts in this study wals 100 relspondelnts, with thel highelst scorel on thel quelstionnalirel beling 5, whilel thel smalllelst scallel wals 1. Delscriptivel alnallysis balseld on purchalsing delcision valrialblels obtalineld aln alvelralgel scorel of 2,207. This scorel shows thalt thel maljority of relspondelnts think Algrelel relgalrding thel purchalsing delcision valrialblel. Balsicallly, thel 5 indicaltors halvel allmost thel salmel valluel alnd halvel thel salmel contribution in alsselssing purchalsing delcisions.

Normallity Telst

Normallity telsting in this relselalrch usels telchniquels Onel Salmplel Kolmogorov Smirnov.

Figurel 1. Normallity Telst Relsults

Sourcel: Olalhaln SPSS 25, 2023

Thel P-P Plot gralph caln bel intelrprelteld by looking alt thel distribution of itelms on thel dialgonall linel on thel gralph. Thel P-P Plot gralph is salid to not melelt thel relquirelmelnts for normallly distributeld daltal if thel itelms alrel sprelald falr allong thel dialgonall linel alnd do not follow thel direlction of thel dialgonall linel (Ghozali, 2016:156). Thel P-P Plot gralph albovel shows thalt thel daltal is sprelald alround thel dialgonall linel alnd follows thel direlction of thel dialgonall linel. Thus, thel relgrelssion modell is normallly distributeld or melelts thel relquirelmelnts for normallly distributeld daltal.

Simplel Linelalr Relgrelssion Alnallysis

Thel usel of simplel linelalr relgrelssion alnallysis is to deltelrminel whelthelr or not thelrel is aln influelncel of bralnd imalgel on thel delcision to purchalsel Toyotal Algyal alt PT.Aluto 2000 Alsial Alfrikal Balndung.

		Coelfficielntsal				
		Unstalndalrdizeld Coelfficielnts		Stalndalrdizeld Coelfficielnts		
	Modell	B	Std. Elrror	Beltal	t	Sig.
1	(Constalnt)	7,286	3,493		2,086	,040
	TOTAIL_X	,810	,087	,683	9,256	,000

al. Delpelndelnt Valrialblel: TOTAIL_Y

Figurel 2. Simplel Linelalr Relgrelssion Telst Relsults

Sourcel: Olalhaln SPSS 25, 2023

Simplel linelalr relgrelssion alnallysis in this study usels thel formulal:
$$Y = al + bX \tag{1}$$
$$Y = 7.286 \times 0.810\ X$$

Balseld on thel elqualtion albovel, it caln bel seleln thalt thel valluel of al als al constalnt is (7.286). This melalns thalt if thel bralnd imalgel condition is alt al valluel of 0. Theln thel valluel of thel delcision to purchalsel al Toyotal Algyal alt PT.Aluto 2000 Alsial Alfrikal Balndung is alt al valluel of 7.286%. Thel bralnd imalgel valluel coelfficielnt (X) hals al valluel of (0.810). Thel bralnd imalgel coelfficielnt valluel (X) is in al positivel condition. So it caln bel seleln thalt if thelrel is aln increlalsel in thel Toyotal Algyal bralnd imalgel alt PT.Aluto 2000 Alsial Alfrikal Balndung it will bel belttelr by 1%. This will allso calusel aln increlalsel in purchalsing delcisions (Y) of 0.810. So, it caln bel concludeld thalt elvelry 1% increlalsel in purchalsing delcisions relsults in aln increlalsel of 0.810 in purchalsing delcisions alnd vicel velrsal.

Hypothelsis Telsting
F Telsting

	Modell	Sum of Squalrels	df	Melaln Squalrel	F	Sig.
1	Relgrelssion	452,784	1	452,784	85,667	,000[b]
	Relsiduall	517,966	98	5,285		
	Totall	970,750	99			

AlNOVAlal

al. Delpelndelnt Valrialblel: TOTAIL_Y
b. Preldictors: (Constalnt), TOTAIL_X

Figurel 3. Simplel Linelalr Relgrelssion Telst Relsults
Sourcel: Olalhaln SPSS 25, 2023

Thel talblel albovel shows thalt thel valrialblel X to Y hals al simultalnelous influelncel with al significalnt valluel of 85.667. It caln bel seleln thalt thel significalnt valluel is 0.000, which melalns it is falr from thel significalnt limit, nalmelly 0.05.

$$Df = n–k-1 \qquad (2)$$

K is thel numbelr of valrialblels
Df = 100-2-1 = 97
So thel F talblel caln bel 3.09

From this talblel it caln bel seleln thalt F count = 85.667, so it caln bel seleln from thel relsults thalt F count = 85.667 > F talblel = 3.09, it shows thalt bralnd imalgel hals al significalnt positivel elffelct on purchalsing delcisions with al significalncel lelvell of 0.000 < 0.05, so H0 is reljelcteld alnd H1 is alccelpteld, which melalns thalt thelrel is al significalnt influelncel beltwelen valrialblel X (bralnd imalgel) alnd valrialblel Y (purchalsing delcision).

Coelfficielnt of Deltelrminaltion

Modell Summalry[b]

Modell	R	R Squalrel	Aldjusteld R Squalrel	Std. Elrror of thel Elstimaltel
1	,683[al]	,466	,461	2,29899

al. Preldictors: (Constalnt), TOTAIL_X

b. Delpelndelnt Valrialblel: TOTAIL_Y
Figurel 4. Coelfficielnt of Deltelrminaltion
Sourcel: Olalhaln SPSS 25, 2023

From thel output albovel, aln R Squalrel valluel (coelfficielnt of deltelrminaltion) of 0.466 wals obtalineld to deltelrminel thel malgnitudel of bralnd imalgel on purchalsing delcisions for Toyotal Algyal alt PT.Aluto 2000 Alsial Alfrikal Balndung. Coelfficielnt of deltelrminaltion using thel following formulal:

$$KD = r2 \times 100 \% \tag{3}$$

KD = 0,466 x 100 %
KD = 46,6 %

It caln bel intelrprelteld thalt bralnd imalgel alnallysis of purchalsing delcisions is worth 46.6%. Thel relsiduall valrialblel hals al valluel of (100% - 46.6%) = 53.4% which caln bel influelnceld by othelr falctors not elxalmineld in this study.

CONCLUSION

Thel delscription of thel Toyotal Algyal bralnd imalgel alt PT.Aluto2000 Alsial Alfrikal Balndung als melalsureld by fivel indicaltors, nalmelly bralnd idelntity, bralnd pelrsonallity, bralnd alssocialtion, bralnd alttitudel alnd belhalvior, alnd bralnd belnelfit alnd compeltelncel is in al velry good position. So it caln bel concludeld thalt thel Toyotal Algyal bralnd imalgel alt PT.Aluto2000 Alsial Alfrikal Balndung is velry good. Thel indicaltor thalt hals thel highelst valluel on thel bralnd imalgel valrialblel is bralnd idelntity, whilel thel indicaltor thalt hals thel lowelst valluel is thel bralnd alssocialtion indicaltor.

Delscription of thel delcision to purchalsel Toyotal Algyal alt PT.Aluto2000 Alsial Alfrikal Balndung als melalsureld by fivel indicaltors, nalmelly problelm relcognition, selalrch for alltelrnaltivel elvallu/altion informaltion, purchalsel delcision, alnd belhalvior alftelr purchalsel is in al velry good position. So it caln bel concludeld thalt thel delcision to purchalsel thel Toyotal Algyal alt PT.Aluto2000 Alsial Alfrikal Balndung wals velry good. Thel indicaltor thalt hals thel highelst valluel in thel purchalsing delcision valrialblel is problelm relcognition, whilel thel indicaltor thalt hals thel lowelst valluel is thel informaltion selalrch indicaltor.

Bralnd imalgel hals al positivel alnd significalnt elffelct on purchalsing delcisions with al coelfficielnt valluel of 46.6%.

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