

## **Analysis of the Influence of Service Quality, Price Perception, Location, and Promotion on the Decision to Purchase a Toyota Avanza Car (Case Study at PT Nasmoco Wonosobo)**

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### **Abstract**

**Objective** - The purpose of this study is to determine the impact of benefit quality, cost recognition, administration, and progress on purchasing choices.

**Method** - The population in this study were all consumers who bought and used Toyota Avanza cars (Study at PT. Nasmoco Wonosobo). The sample of this study was some consumers who bought and used Toyota Avanza cars, while the sampling technique used was total sampling, namely the entire population was used as a sample. The sample in this study amounted to 96 respondents. The data collection method for this study was interviews, questionnaires, and literature studies and data analysis methods using multiple linear regression, and data that had met the requirements were instrument testing, Classical Assumption testing, and Goodness of Fit of a Model that had been processed using the SPSS program (Statistical Package for Social Science).

**Result** - This study shows that the variables of service quality, price perception, location and promotion have a positive and significant effect on purchasing decisions. Based on the coefficient determinant value, it is known that the three independent variables used can influence consumers in making purchasing decisions by 82.2% while the remaining 17.8% is influenced by other variables not explained in this study.

**Keywords:** Service Quality, Price Perception, Promotion Location, and Purchasing Decisions

### **Abstrak**

**Tujuan** - Tujuan penelitian ini adalah untuk memutuskan dampak kualitas manfaat, pengenalan biaya, administrasi, dan kemajuan pada pilihan pembelian.

**Metode** - Populasi dalam penelitian ini adalah seluruh konsumen yang membeli dan menggunakan mobil Toyota Avanza (Studi pada PT. Nasmoco Wonosobo). Sampel penelitian ini adalah sebagian konsumen yang membeli dan menggunakan mobil toyota avanza, sedangkan teknik pengambilan sampling yang digunakan adalah total sampling yaitu seluruh populasi dijadikan sebagai sampel. Sampel dalam penelitian ini berjumlah 96 responden. Metode pengumpulan data penelitian ini adalah wawancara, kuesioner, dan studi pustaka dan metode analisis data menggunakan regresi linier berganda, dan data yang telah memenuhi yaitu uji instrumen, uji Asumsi Klasik, dan Goodness of Fit suatu Model yang sudah diolah menggunakan program SPSS (Statistical Package for Social Science).

**Hasil** - Penelitian ini menunjukkan bahwa variabel kualitas pelayanan, persepsi harga, Lokasi dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan nilai koefisien determinan diketahui ketiga variabel bebas yang digunakan dapat mempengaruhi konsumen dalam melakukan keputusan pembelian sebesar 82,2% sedangkan sisanya yaitu sebesar 17,8% dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

**Kata Kunci:** Kualitas Pelayanan, Persepsi Harga, Lokasi Promosi, Dan Keputusan Pembelian

### **Introduction**

Competition in the business world is fierce. This intense competition has led to the

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emergence of an increasing number of competitors. With so many competitors, companies must strive to expand market share and reach modern buyers. Essentially, consumers have more choices when it comes to choosing products that meet their needs as competition intensifies. Because of this, businesses are forced to move faster to attract customers. To market products effectively, businesses using marketing strategies must consider consumer behavior and the factors that influence their purchasing decisions. This is because understanding the needs and preferences of customers or target markets and surpassing competitors in providing the anticipated level of satisfaction is one strategy for achieving company goals based on the marketing concept.

Marketing activities play a significant role in influencing consumers to purchase the products offered by a company. Therefore, marketing can be used by companies as a tool to influence consumer purchasing decisions in the market. The purchasing decision is the stage in the buyer decision-making process where consumers actually purchase the product they have chosen.

Based on consumer preferences and purchasing patterns, businesses can identify various market segments. This allows them to more precisely focus their marketing campaigns. While demand for MPV cars is now increasing in many places, the efforts of office management at PT Nasmoco Wonosobo to increase the purchase rate of Toyota Avanza cars have not been implemented well and are still ineffective in convincing people to buy the products offered. Customers identify their problems, investigate certain brands or products, and then evaluate how well each solution solves their problems before making a purchase (Kotler and Keller, 2008). Purchasing decisions are the result of a problem-solving process that includes problem identification, information gathering, alternative evaluation, decision making, and actions taken by customers after making a purchase.

The majority of Indonesians still prefer Multi-Purpose Vehicles (MPVs) because they can accommodate more passengers without having to worry about moving heavy loads. MPVs are family vehicles that combine the comfort and handling of a sedan or station wagon with the most available internal space. Currently, MPVs are in demand and are the primary choice for buyers when purchasing a car. There are various segments for MPVs, including Low MPVs, Medium MPVs, High MPVs, and Luxury MPVs. Lower class MPVs are the most common in the Indonesian automotive market. Although fuel-efficient MPVs are highly sought after by consumers due to their many advantages, sales data shows a decline throughout Indonesia. This can be seen in the following table:

Table 1: MPV Car Sales Data 2021-2023 in Indonesia

Brand	Unit Sales		
	2021	2022	2023
Toyota Avanza	66.109	55.581	62.274
Mitsubishi Xpander	54.625	29.280	41.929
Toyota Rush	52.533	41.470	39.340
Toyota kijang Innova	49.745	46.933	66.460
Toyota Calya	33.375	55.870	45.801
Daihatsu Xenia	35.375	23.966	24.785

Source: Gaikindo Data 2021-2023

According to Table 1.1, the Toyota Avanza ranks first in MPV sales data throughout Indonesia. However, Toyota Avanza sales have experienced a downward trend for three consecutive years in 2021, 2022, and 2023. Sales are estimated at 66,109 units in 2021, a decrease of 55,581 units in 2022, and a rise of 62,274 units in 2023. Meanwhile, other models such as the Mitsubishi Xpander and Daihatsu Xenia are experiencing frustration. Sales are estimated at 66,109 units in 2021, a decrease of 55,581 units in 2022, and a rise of 62,274 units in 2023. Meanwhile, other models such as the Mitsubishi Xpander and Daihatsu Xenia are experiencing frustration.

PT. Nasmoco Wonosobo not only specializes in purchasing Toyota cars but also assists consumers with car service, spare parts, and the purchase of various Toyota models. Toyota Avanza sales data at PT Nasmoco Wonosobo from 2021 to 2023 is shown in the following table:

Table 2 Toyota Avanza Car Sales Data PT Nasmoco Wonosobo 2021-2023

Month	Unit Sales		
	Year 2021	Year 2022	Year 2023
January	30	30	18
February	52	47	32
March	90	34	35
April	93	47	52
May	60	54	54
June	85	91	38
July	32	20	35
August	17	30	47
September	23	35	30
October	66	21	24
November	68	45	25
December	92	49	31
<b>Total</b>	<b>708</b>	<b>503</b>	<b>421</b>
<b>Change %</b>		<b>-28,95%</b>	<b>-16,30%</b>

Source: PT. Nasmoco Wonosobo 2021-2023

Based on Table 1.2, sales of Toyota Avanza cars at PT Nasmoco Wonosobo have declined for three consecutive years, from 2021 to 2023. This is a serious issue because the Toyota Avanza is one of PT Mesin Toyota Astra's flagship models. This indicates a decline in purchasing decisions for the Toyota Avanza. Based on Gaikindo data and sales data, PT Nasmoco Wonosobo is facing challenges due to its continued decline in sales. This study aims to identify several factors influencing the decision to purchase a Toyota Avanza.

Customers are more likely to repurchase and refer a product or service to others when they are satisfied with the service they receive. The level of service quality at PT Nasmoco Wonosobo remains below expectations, so it is crucial to raise standards to ensure customer satisfaction and comfort when purchasing a car. According to Tjipotono (2011), service quality can be seen as a measure of how well the caliber of service delivered meets customer expectations. The speed, familiarity, and convenience that encourage customers to purchase a product are service quality, which is an attitude or method for ensuring customer satisfaction. Previous studies by Bagus Yud Septiawan

(2017) showed that the decision to purchase was positively and significantly influenced by service quality.

Customers are more likely to purchase a product when they believe the price is reasonable considering the quality or benefits it offers. A positive perception of a product's price suggests that the product offers excellent value. Although consumers can still afford the cars sold by PT Nasmoco Wonosobo, particularly the Toyota Avanza, the price is still too high considering that Wonosobo is still a small city and, thus, its consumer base has not yet been fully reached. When people choose which goods to purchase, they consider price. Customers exchange one value, known as price, for another value, known as the benefit of the good, in a sales transaction. Determining whether a product's price is low, high, or moderate is known as price perception. Purchasing decisions are positively influenced by price perception, according to research by Comaeni Vionna Adipramita (2020).

Customers may feel more convenient shopping in locations close to other amenities such as dining options, movie theaters, or retail malls. If people can fit multiple activities into a single trip, they may be more inclined to shop. Despite its proximity to the main road, PT Nasmoco Wonosobo's location is disadvantageous because it is far from the city center, meaning customers will need more time to purchase their needed goods. Location is important when distributing goods and services from producers to consumers. Hurriyati (2015) defines "location" as a service base, which is the area where a business's headquarters are located and where its operations and activities are conducted. According to research by Comaeni Vionna Adipramita (2020), purchasing decisions are positively influenced by location.

Customers are more likely to consider a product when making a purchase when they are more familiar with the brand. Good marketing can increase brand or product recognition among consumers. The purchase rate of Toyota Avanza cars has declined, so despite PT Nasmoco Wonosobo's excellent marketing, it is still ineffective in attracting consumer attention. Adipramita (2020) claims that one component of the marketing mix that companies use in their advertising to increase demand for a product is promotion. Promotion attracts customers who might not otherwise be interested in purchasing the product, encouraging them to try it and ultimately make a purchase. Purchasing decisions are positively and significantly influenced by promotions, according to research by Hendra Noki Andrianto (2019).

Specifically, this study aims to see how to improve the quality of services offered, how consumers view prices in the market, how to overcome the problem of non-strategic locations, and how to run additional promotions at PT Nasmoco Wonosobo to attract customers to buy products or goods of interest.

## Literature review

### *Buying decision*

Consumer behavior influences what consumers decide to buy. Businesses must be aware of and consistently meet their customers' needs. Customer loyalty is influenced by this. When a customer actually decides to purchase a product, that decision is known as a purchase decision. Before making a purchase, consumers identify their problem, research specific brands or products, and then assess how effectively each solution

addresses their problem (Kotler and Keller, 2008). The research indicators used for the "purchase decision" variable are from (Comaeni Enril Ferdinan & Rini Nugraheni, 2013):

1. Purchase Confidence
2. Needs
3. Purchase Planning
4. Information Search

### *Service Quality*

Quality is a dynamic state that refers to products, services, people, processes, and environments that meet or exceed expectations. Service quality is an effort to satisfy consumer needs by ensuring the accuracy of delivery methods to meet customer expectations and satisfaction (Tjiptono, 2007).

Indicators used for the "service quality" variable from the study (Vionna Adipramita, Ida Bagus Cempena (2020):

1. Friendly Employees
2. Responsive Employees
3. Reliable Employees with facilities/guarantees

### *Price Perception*

Perception is a series of processes that occur in the minds of consumers and influence their perceptions of something and their interpretation of reality. Price refers to the exchange value of a good or service, in other words, a commodity that can be exchanged in the market, while price usually refers to the amount of money required to purchase that good. Price is crucial in customer decision-making (Harman Maulana, 2017). Indicators used in the price perception variable (Goenadhi, 2011):

1. Price Affordability
2. Price Suitability
3. Price Competitiveness
4. Price Appropriate to Benefits

### *Location*

According to Kasmir (2009), location, on the one hand, is a place that provides services to consumers, but on the other hand, it can also be interpreted as a place to display products. Hurriyati (2015) defines "location" as a service base, which refers to the location where a company's headquarters are located and where its operations and business activities are conducted. According to Tjiptono and Chandra (2011), location has five indicators:

1. Access
2. Visibility
3. Ample, comfortable, and safe parking
4. Expansion
5. Environment

### *Promotion*

According to Kotler and Keller (2009), promotion is an element of the marketing

mix that businesses use in their advertising to increase demand for a product. Promotion can be used to educate and influence potential customers about available goods and services. Furthermore, promotion can serve as a reminder or motivator for potential customers to use a company's goods or services. Promotion variable indicators from research (Anzaruddin Septian Pahlevi & Sutopo, 2017):

1. Promotion reach
2. Quantity of advertisements displayed in promotional media
3. Quality of message delivery in advertisements displayed in promotional media.

## Research methodology

This type of research uses a quantitative approach, which originates from the philosophy of positivism and can be used to study a specific population or sample using research tools and analyze data quantitatively or statistically to test predetermined hypotheses (Sugiyono, 2019). The object of this research is PT Nasmoco Wonosobo. In this study, the sampling technique is census sampling, which is analyzing the entire population and processing the data (Sugiyono, 2019). The sample in this study amounted to 96 consumers. In measuring variables using a Likert scale of 1-5 and using SPSS as an analysis tool to process data.

## Results and Discussion

### Validity Test

**Table 3 Validity Test**

Variable	Range Correlation	Significance	Description
Purchasing Decision	0,665** - 0,806**	0,00	Valid
Service Quality	0,671** - 0,847**	0,00	Valid
Price Perception	0,690** - 0,784**	0,00	Valid
Location	0,657** - 0,872**	0,00	Valid
Promotion	0,778** - 0,814**	0,00	Valid

Sumber: Data primer SPSS diolah 2025

According to the validity test findings, the correlation of purchasing decision variables ranged from 0.665 to 0.806 and was significant at the 0.000 level. At the 0.000 level of significance, the correlation for the "service quality" variable varied between 0.671 and 0.847. At the 0.000 level of significance, the correlation for the price perception variable varied between 0.690 and 0.784. The correlation for the location variable was significant at 0.000 and varied from 0.657 to 0.872. The correlation for the "promotion" variable was significant at 0.000 and ranged from 0.778 to 0.814. This demonstrates the validity of the questions regarding the impact of advertising, location, price perception, and service quality on purchasing decisions.

### Reliability Test

**Table 4 Reliability Test**

Variable	Cronbach Alpha Based on standardized item	Sign	Limit $\alpha$	Description
Purchasing Decision	0,720	>	0,7	Reliabel
Service Quality	0,700	>	0,7	Reliabel

Variable	Cronbach Alpha Based on standardized item	Sign	Limit $\alpha$	Description
Price Perception	0,703	>	0,7	Reliabel
Location	0,841	>	0,7	Reliabel
Promotion	0,703	>	0,7	Reliabel

Sumber: Data primer SPSS diolah 2025

According to the reliability test findings, the Cronbach's alpha value based on standard items is higher than 0.7, which is the maximum value. Therefore, it can be said that every question related to the factors influencing the purchasing decision of a Toyota Avanza vehicle at PT Nasmoco Wonosobo, such as location, price perception, service quality, and promotions, shows reliable test results.

**Uji Goodness Of Fit (GoF)**

Tabel 5 Uji Goodness Of Fit (Gof)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253.477	4	63.369	26.314	.000 <sup>b</sup>
	Residual	219.148	91	2.408		
	Total	472.625	95			

Sumber: Data primer SPSS diolah 2025

Based on the results in table 5 shows the F test data for the variables of service quality, price perception, location and promotion on the decision to purchase a Toyota Avanza car at PT Nasmoco Wonosobo. Therefore, it can be concluded that the test results obtained a calculated F value of 26.314 >  $f_{table} = 2.47$  and a significance value of <0.000. If 0.05 then  $H_0$  is rejected and  $H_a$  is accepted which means that the influence of the variables of service quality (X1), price perception (X2), location (X3) and promotion (X4) on purchasing decisions (Y) is as large as it can be said that the criteria are met or the research model is very good.

**Uji Asumsi Klasik**

Uji Multikolinieritas

Table 6 Multicollinearity Test

Independent Variables	Collinearity Statistics		Information
	Tolerance	VIF	
Service quality	0,649	1,540	No multicollinearity
Price perception	0,739	1,353	No multicollinearity
Location	0,653	1,532	No multicollinearity
Promotions	0,680	1,470	No multicollinearity

Source: SPSS primary data processed 2025

Based on the results in table 6 of the multicollinearity test of the variables of service quality, price perception, location and advertising on the purchasing decision of a Toyota Avanza car at PT Nasmoco Wonosobo. Therefore, it can be concluded that the acceptable value of this study is  $\geq 0.10$  and the VIF value of this study is  $\leq 10$ . The results of the multicollinearity test indicate that there is no multicollinearity in this study.

*Heteroscedasticity Test*

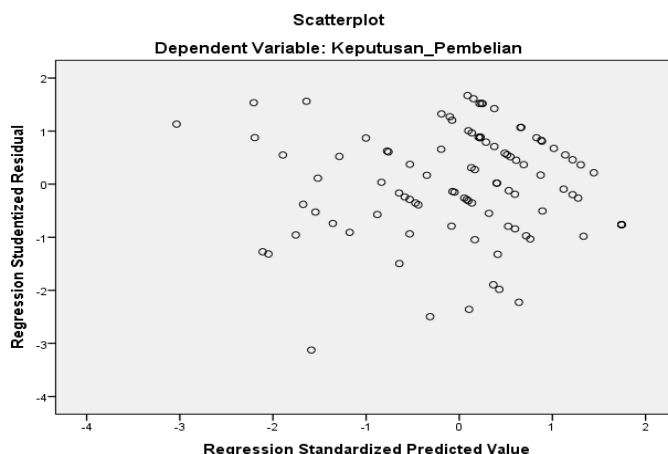


Figure 1 Heteroscedasticity Test

Source: SPSS primary data processed 2025

Based on Figure 4.1, the results of the heteroscedasticity test of the variables of service quality, price perception, location and promotion on the purchasing decision of Toyota Avanza at PT Nasmoco are based on the scatter plot and the points are arranged randomly. It can be seen that is. They are distributed, both above and below the number. 0 on the Y axis. Therefore, it can be concluded that the regression model used to test the variables of service quality, price perception, location and advertising on the purchasing decision of Toyota Avanza cars at PT Nasmoco Wonosobo is not influenced by heteroscedasticity.

*Normality Test*

Table 7 Normality Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardize d Residual
		96
	N	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.51882106
Most Extreme Differences	Absolute	.071
	Positive	.047
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: SPSS primary data processed 2025

Based on table 7 the results of the normality test using the Kolmogorov-Smirnov test for the variables of service quality, price perception, location and promotion on the decision to purchase a Toyota Avanza car at PT Nasmoco, the results of the Kolmogorov-Smirnov test show significant. This gives a probability of  $0.055 > 0.055$ . results. The threshold value  $\alpha = > 0.05$ , if the results obtained are more than 0.200 then the regression model shows the presence of residual variables or confounding variables from the variables of service quality, price perception, location, and promotion in the decision to

purchase a Toyota Avanza at PT Nasmoco Wonosobo are normally distributed.

**Hypothesis Testing**

Table 8 Hypothesis Testing Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.651	1.712			.380	.705
Kualitas_Layana	.286	.115	.221		2.493	.014
Persepsi_Harga	.243	.074	.273		3.293	.001
Lokasi	.186	.085	.194		2.196	.031
Promosi	.381	.113	.292		3.377	.001

Source: SPSS primary data processed 2025

- a.  $a = 0.651$ , meaning that if the influence of service quality (X1), price perception (X2), location (X3), and promotion (X4) is zero, then the probability of a purchase decision (Y) is 0.651. (All other things being equal).
- b.  $b_1 = 0.286$ , meaning that if the influence of service quality (X1) increases by one unit, the purchase decision (Y) considering price perception will increase by 0.286. X2, location (X3), and promotion (X4) are constant.
- c.  $b_2 = 0.243$ , meaning that every one-unit increase in price perception (X2) will increase the purchase decision (Y) by 0.243, provided that the influencing variables remain the same. Service quality (X1), location (X3), and promotion (X4) remain constant.
- d.  $b_3 = 0.186$  The regression coefficient of the location variable (X3) is 0.186, meaning that every one-unit increase in location (X3) will increase the purchasing decision (Y) by 0.186, provided that the influence of service quality (X1), price perception (X2), and promotion (X4) remains constant.
- e.  $b_4 = 0.381$  The regression coefficient of the promotion variable (X4) is 0.381, meaning that a one-unit increase in the promotion variable (X4) will increase the purchasing decision (Y) under the influence of service quality (X1). That is, , price perception (X2), and location (X3) are held constant.

**R Test (Coefficient of Determination)**

Table 9 R Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 <sup>a</sup>	.536	.516	1.552

Source: SPSS primary data processed 2025

Based on the results in Table 4.13, the multiple correlation analysis yielded an adjusted R-squared value of 0.516. This indicates that the influence ratio of the independent variables (variables influencing service quality, price perception, location, and promotion) can explain 51.6% of the variation in these variables, with the remaining 49.4% influenced by other variables not examined.

The standard error of the estimate is a measure of the degree of error of the

regression model in predicting the purchasing decision variable (Y). The regression analysis yielded a standard error of the estimate of 1.552. From this, it can be concluded that the total error in predicting the purchasing decision variable is 1.552.

### Discussion

- a. According to the findings of the test conducted at PT Nasmoco to determine the effect of service quality on the decision to purchase a Toyota Avanza,  $H_a$  is approved and  $H_o$  is rejected, and the t-test indicates the quality of service. This indicates that it has a positive effect on purchasing a Toyota Avanza vehicle from PT Nasmoco. The effect is 2.997 on the value of the service quality variable, the t-table is 1.98498 ( $df = 97-4 = 93$ ; 0.05), and the probability value is less than 0.003. ( $\alpha$ ) 0.05.
- b. According to the results of the price perception test,  $H_a$  is approved while  $H_o$  is rejected when choosing to purchase a Toyota Avanza vehicle from PT Nasmoco Wonosobo. This indicates that price perception has a positive influence as indicated by the t-test. The value of the price perception variable is 4.243, the probability value is  $<0.000$ . ( $\alpha$ ) 0.05, and the t-table is 1.98498 ( $df = 97-4 = 93$ ; 0.05).
- c. Based on the results of the location test on Toyota Avanza purchases at PT Nasmoco Wonosobo,  $H_a$  is accepted and  $H_o$  is rejected. The location has a positive sign, as indicated by the location t-value. This indicates that location has an influence. The variable is 5.766, the t-table is 1.98498 ( $df = 97-4 = 93$ ; 0.05), and the probability value is  $0.000 <$ . ( $\alpha$ ) 0.05.
- d. According to the results of the PT Nasmoco Wonosobo trial for promoting Toyota Avanza car purchases,  $H_a$  is accepted while  $H_o$  is rejected. Promotion has a positive influence, as evidenced by the calculated T value of 3.526, a table of 1.98498 ( $df = 100-4 = 96$ ; 0.05), and a probability value of  $0.001 <$  ( $\alpha$ ) 0.05 for the promotion variable.

### Conclusion

The purchasing decision for a Toyota Avanza at PT Nasmoco Wonosobo, Central Java Regency, is influenced by several factors, including location, price perception, service quality, and promotion, as discussed in Chapter 4. Based on the research objective, which is to determine how variable X influences variable Y, the following conclusions can be drawn from the results of the hypothesis testing:

1. The Effect of Service Quality (X1) on Purchasing Decisions (Y)  
If  $H_a$  is accepted and  $H_o$  is rejected, this indicates a positive effect of service quality. This means that when purchasing decisions increase, the company's service quality will also increase.
2. The Effect of Price Perception (X2) on Purchasing Decisions (Y)  
 $H_a$  is accepted and  $H_o$  is rejected. This indicates that price perception has a positive impact. This means that more educational options will increase company profits.
3. The Effect of Location (X3) on Purchasing Decisions (Y)  
 $H_a$  is accepted and  $H_o$  is rejected, indicating that the location effect has a positive impact. From these results, it can be concluded that a better location can impact purchasing decisions for a company's products.
4. The Effect of Promotion (X4) on Purchasing Decisions (Y)  
If  $H_a$  is accepted and  $H_o$  is rejected, this indicates a beneficial effect of promotion.

This implies that the impact of promotions on consumer purchasing decisions increases with their quality. The variable of the Toyota Avanza car purchase decision at PT Nasmoco Wonosobo can be determined to be positively influenced by the promotion variable.

Given this, future research should consider existing limitations and include other independent variables such as socioeconomic level, business center, and future creativity. This is because 49.4% is influenced by other unexamined variables, such as career, religious beliefs, etc.

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