

The Influence of Price and Quality of Service and Consumer Motivation on Toyota Car Purchase Decisions in Auto 2000 JL. Pancing Medan

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ABSTRACT

This research is motivated by increasingly fierce business competition, making the role of marketing very important. One of the factors that cause consumers to decide to make a purchase in a business is price. If the price offered by a business is much more affordable than other competitors and the price issued by consumers is in accordance with the benefits received, consumers will return to repurchase the business. Apart from the price factor, service providers also need to pay attention to service quality, where good service quality will influence consumers in making decisions to buy Toyota cars so as to create consumer motivation to decide to buy Toyota cars at Auto 2000 which is located on Jl. Fishing Fields. Therefore, in this study the authors use price and service quality as well as consumer motivation as independent variables and Toyota car purchase decisions as the dependent variable.

The method used in this research is quantitative with associative approach. The technique used in this study is probability sampling with a simple random sampling approach of 40 respondents. Data was collected by distributing questionnaires to respondents who are Auto 2000 consumers. The data analysis technique used validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, F test and R2 determination test which was operated through SPSS 16 program.

The results of the study show that the price variable has an effect on the purchasing decision variable by 76.7%, the service quality variable (X2) has an effect on the purchasing decision variable (Y) by 3.9%, the consumer motivation variable (X3) has an effect of 10.86%, so that it can be concluded that the variable price and quality of service and motivation on purchasing decisions have an effect of 10.51%.

KEYWORDS: Price, Service Quality, Consumer Motivation, Purchase Decision

1.1. Background

Business activities must be maintained and maintained by everyone in the context of realizing long-term business life in accordance with the ideals and expectations of every entrepreneur.

Maintaining a business in the long term is not easy where there is a lot of competition faced by every business in the market which requires every business to be able to survive in the very tight business competition in the business world.

Every business must of course look for various business strategies in the market in order to maintain its life through products and services that will be offered to the community to satisfy the needs of human life which are increasingly developing and there is no limit to human satisfaction.

Various strategies that can be carried out by every business in maintaining and seizing the market for businesses include: price, taste, quality, packing and

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services provided to consumers so that consumers want to use the products and services offered by producers to consumers.

For service business activities, it is very necessary for the form of service provided by producers to consumers so that the services provided can really touch the feelings of consumers and then every effort needs to be carried out by every effort to feel consumer dependence on the products we offer.

Price is also a very important form of business competition strategy where prices are related to the purchasing power of different people so that every business must also be mature in determining the amount of price that will be given to products to be sold to the public.

If the price determined by a business activity does not take into account the capabilities of the surrounding community, then the products offered to the public will not be sold because the community cannot afford to buy the products offered to the public.

Auto 2000 is a Toyota brand car sales business that offers the concept of price and service as well as consumer motivation which is very important to be done and maintained so that it can attract and retain consumers from the various types of four-wheeled vehicles offered in the automotive market.

Toyota products that dominate the automotive market are always trying to meet consumer needs in the form of price and quality of service as well as consumer motivation that will make consumers not bored and always interested in Toyota cars which throughout the year undergo changes in modifications and types and brands of Toyota cars at the same price. continues to increase.

The quality of service provided by the Auto 2000 car showroom will be assessed by consumers as a measurement of consumer satisfaction with the product they feel.

Consumers will value the benefits they receive by buying a Toyota car because of the affordable price and quality of service as well as consumer motivation for the products sold by Auto 2000.

Quality of service is needed by consumers, considering that customers or consumers have desires that must be fulfilled and satisfied through the vehicles they buy.

Consumer motivation will increasingly give hope for Auto 2000 to survive in a very tight market competition where in the market there are many types of vehicles marketed by various car show rooms such as: Daihatsu, Mitsubishi, Suzuki, Mercedes Benz, BMW, etc.

1.2. Formulation of The Problem

Based on this background, the formulation of the problem is as follows:

1. How big is the influence of price on consumer decisions at Auto 2000 Jl. Field Fishing?.
2. How big is the influence of service quality on consumer decisions At Auto 2000 Jl. Field Fishing?
3. How big is the influence of consumer motivation on consumer decisions at Auto 2000 Jl. Pancing Medan.
4. How much is the price and quality of service and consumer motivation for consumer decisions at Auto 2000 Jl. Field Fishing?.

1.3. Research Purposes

The research objectives are as follows:

1. To find out how much influence price has on consumer decisions at Auto 2000 Jl. Field Fishing.
2. To find out how much influence service quality has on consumer decisions At Auto 2000 Jl. Field Fishing.
3. To find out how much influence consumer motivation has on consumer decisions on Auto 2000 Jl. Field Fishing.
4. To find out how much influence price and service quality and consumer motivation on consumer decisions at Auto 2000 Jl. Field Fishing.

1.4. Benefits of Research

The benefits in this research are as follows:

1. Can be useful as a contribution of thought to Auoto 2000 Jl. Lure that the price and quality of service as well as consumer motivation is useful in determining consumer decisions.
2. Can be useful to enrich the findings of previous research on price and service quality as well as consumer motivation for consumer decisions.
3. Can be useful for future researchers and serve as recommendations for conducting other research in other places and can strengthen a theory and research model.

2.1. Understanding Price (X1)

Every product and service that will be offered by producers to consumers must of course be followed by price offers for products and services so that people will measure their purchasing power for these products and services.

Price is one of the important factors in determining consumer decisions in using the products and services offered to them where people will be faced with the

choice of products they need in satisfying their life needs throughout their lives by feeling not lacking.

Every business activity in selling goods and services of course cannot be separated from the determination of the selling price of goods and services to be offered to the public so that the business party will calculate the profit and loss that will be obtained when determining the selling price of goods and services and of course the community will also calculate their purchasing power against goods and services offered and the benefits that will be obtained on the price of goods and services that will be used in fulfilling their daily needs.

Prices of goods will develop in accordance with the development of the community's economy as well as the number of requests for certain goods and services that will develop over time by looking at the needs of the community and the increasing number of people.

The greater the public's demand for certain goods, the prices of these goods will increase and vice versa if the demand for these goods or services decreases, the prices will decrease as well.

Price is a standard value that has been set for a product or service and also explains the quality of the product and service so that in setting the price, careful calculations are needed so that the company will avoid losses or gain profits.

Buchari Alma, 2004, said that price is the unit value of goods expressed in money.

Then Saladin, 2003, said that the price is a sum of money as a medium of exchange to obtain products or services.

Husein Umar, 2000, said that price is the amount of value that consumers exchange for the benefits of owning or using a product and service whose value is determined by the buyer and seller through a bargaining process or is set by the seller for the same price for all buyers.

Kotler and Armstrong, 2011, said that price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using the product or service. Based on the description above, we can conclude that the price is the amount of money paid by the buyer to the seller to get the desired goods or services, in meeting all their needs.

Price is concerned with how price information is understood by consumers and made meaningful to them. People should understand prices that will make them compelled to make purchases of a product or service where people feel the need that must be felt.

According to Kusdayah, 2012, the indicators used to measure price perception are:

1. Affordable prices where product prices are in accordance with customer expectations, namely affordable and cheap.
2. According to the service to be received where the customer receives according to the price paid.
3. According to the facilities that will be received where the customer gets the facilities according to the price paid.
4. Cheaper than competitors where the price given is cheaper than the competitor's price.

2.2. Definition of Service Quality (X2)

In developing a business in the long term, of course, various aspects must be considered by every business actor so that their business activities can run well in an indefinite period of time.

This can happen when every business actor can carry out all his business activities in a good and right way so that no one feels disadvantaged by consumers.

In particular, the products and services offered to consumers must really be felt by the community well so that a good relationship between producers and consumers will be bound.

Every business actor must give satisfaction to consumers for the products they offer to consumers by considering the quality of services provided to consumers.

If a business wants to remain victorious in the market, then the business must be able to maintain the quality of service that will be received by customers well so that customers remain satisfied with the quality provided by each business.

It takes consistency and a strong commitment for every business in maintaining the existence of its business in the long term and considering the many competitors in the market.

According to the view of Total Quality Management (TQM) it is said that service quality is not only an aspect of results, but includes environmental and human processes and it is said by Gotesch and Davis that quality is a dynamic condition related to products, services, people, processes and the environment that meet and exceed expectations.

Tjiptono, 2008, said that service quality is a strategic and integrative management system that involves all managers and employees and uses quantitative and qualitative models to continuously improve organizational processes to meet and exceed consumer needs, wants and expectations.

According to Supranto and Nandan, 2010, service quality is a way for service companies to stay ahead of the competition by consistently providing services at higher prices than their competitors.

Kasim, 2005, said that service is an act or act of a person or organization to provide satisfaction to customers.

Then Parasuraman Valeria, 2001, said that the service quality indicators are:

1. Tangibles (Physical Evidence) ie physical evidence of services can be in the form of physical facilities, equipment and equipment used and means of communication.
2. Reliability, namely the company's ability to provide the promised service immediately, accurately and satisfactorily.
3. Responsiveness, namely the desire to help consumers and provide services quickly, precisely and with clear information.
4. Assurance, which includes knowledge, ability, courtesy and trustworthy nature, free from the risk of danger and doubts.
5. Empathy (Empathy), which includes the ease of making good communication relationships, personal attention and meeting the needs of consumers.

Furthermore, Brown, 2006, said that the quality of service is what consumers want are:

1. Reliability (reliability) means that the service must be consistent and reliable and supported by guarantees.
2. Accessibility means availability at a convenient time and location with little waiting.
3. Credibility means that the company and its staff appear to be trustworthy in delivering promises and honoring the track-record in their business.
4. Prestige means a source/supplier who is respected by fellow consumers and at least will not harm the consumer's image.
5. Security means that there is no financial risk or other risk to consumers.
6. Privacy (confidentiality) means that consumer confidentiality must be respected.
7. Responsiveness (response) means the speed and attention given to the needs, requests, questions or problems of consumers.
8. Competence means relating to the level of relevant service delivery skills, knowledge and expertise.

9. Communication (communication) means how well the service delivery personnel face to face with consumers, how accurate and clear the service is described, how well they feel that the service delivery person hears them.

10. Courtesy (politeness) means the friendliness of the service provider to consumers.

11. Stress free (stress free) means freedom from physical or mental stress, consumers feel welcome, feel at home when dealing with service supervisors.

According to Parasuraman in Otto R. Payangan, 2014, states that the dimensions of service quality consist of reliability, responsiveness, assurance, empathy and direct evidence. In addition, the expected service is strongly influenced by various perceptions of word of mouth communication, personal needs, past experiences and external communication. This perception affects the expected service (E_p = Expectation) and the perceived service (P_p = Perception).

2.3. Consumer Motivation.

According to Schiffman and Kanuk (2000) "Motivation can be described as the driving force within individuals that impels them to action". This means that motivation is the driving force within a person that forces him to take an action. While Handoko (2001) says that motivation is a personal condition that encourages the individual's desire to carry out certain desires in order to achieve goals.

Setiadi (2003) defines consumer motivation as a condition in a person's personality that encourages the individual's desire to carry out activities in order to achieve a goal. With the motivation in a person will show a behavior that is directed at a goal to achieve the goal of satisfaction.

Tirajoh, 2013, says that motivation is a driving force from within a person that forces him to act.

Yuniarti, 2015, explains that motivation is a driving force for every consumer to take an action so that goals and expectations can be achieved.

From some of these definitions it can be concluded that motivation arises because of the needs felt by consumers. The need itself arises because consumers feel discomfort (state of tension) between what should be felt and what is actually felt. These perceived needs encourage a person to take action to fulfill these needs (Sumarwan, 2004).

In the field of marketing, purchase motivation is the considerations and influences that encourage people to make purchases (Sigit, 2002). Purchase motivation

is divided into rational and emotional motivation. Rational motivation is a purchase that is based on the facts shown by the product to consumers and is a product attribute that is functional and objective, for example product quality, product price, availability of goods, efficiency of use of these goods are acceptable. While emotional motivation in purchasing is related to feelings, pleasure that can be captured by the senses, for example by having a certain item can increase social status, the role of the brand makes the buyer show his economic status and is generally subjective and symbolic. When someone makes a decision to buy a product, it will certainly be influenced by both types of motivation, namely rational and emotional motivation.

2.4. Definition of Purchase Decision (Y).

Goods and services that will be used by customers are decided to be purchased through considerations such as price, quality, quantity, size and packing of the goods.

The purchase decision made by the buyer is of course due to the size of the value and ability that exists in him for the goods and services he will buy in order to satisfy his needs.

Business actors must really understand the characteristics of customers in various places where these characteristics differ so that business actors must really be able to understand them.

How is it done by business actors so that customers can immediately decide to buy goods and services offered to the public quickly and precisely, considering that there is not only one business actor in the market.

A decision is made only if there are several alternatives chosen, if the alternative choice does not exist, then the action taken without the choice cannot be said to make a decision. Consumer/purchase decisions are actions taken by someone who has confidence and self-confidence to use a product in the form of goods or services that can meet their needs and feel satisfied using the product.

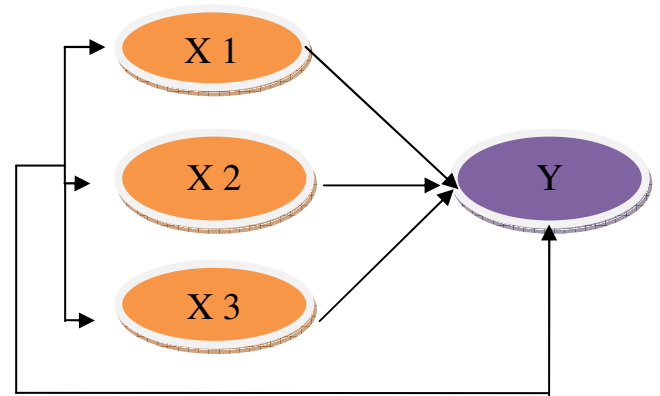
Thomson, 2003, said that the indicators of purchasing decisions are as follows:

1. According to needs where customers make purchases of products offered according to their needs and easy to find.
2. Has benefits where the product purchased is very useful for customers.
3. Accuracy in buying products where the price is in accordance with the quality of the product and in accordance with the wishes of the customer.

4. Repeat purchases where consumers are satisfied with previous transactions so that they intend to make transactions in the future.

2.5. Framework of thinking.

Based on the existing problems and supported by theories related to this research, the following framework can be made:



Information:

X 1 = Price.

X 2 = Quality of Service.

X 3 = Consumer Motivation

Y = Purchase Decision.

2.6. Previous Research.

1. Denny Aditya Rahman, 2017, explained that price has an influence on purchasing decisions by 59% and service quality has an influence on purchasing decisions by 55%.
2. Virginia Maryanta Panjaitan, Sri Suryoko, 2017, explained that the price and service quality variables affect purchasing decisions by 0.733 or 73.3%.
3. Edy Joko Suprayitno, Ichsanuddin, Imam Bahrowi, 2018, explained that there was an influence of price on purchasing decisions of 0.34 or 34% and the quality of service had an effect on purchasing decisions of 0.31 or 31%.
4. Heri Susilo, Andi Tri Haryono, Moh. Mukery, 2018, explains that there is an influence between price, service quality on purchasing decisions

2.7. Hypothesis

1. There is an influence of price on consumer decisions at Auto 2000 Jl. Field Fishing?.
2. There is an influence of service quality on consumer decisions At Auto 2000 Jl. Field Fishing?
3. There is an influence of consumer motivation on consumer decisions at Auto 2000 Jl. Pancing Medan.
4. There is an influence of price and service quality as well as consumer motivation on consumer decisions at Auto 2000 Jl. Field Fishing?.

3. Location And Time of Research.

The location of this research is at Auto 2000 Jl. Pancing Medan and the time of this research will be conducted in November – March 2020.

3.1. Population and Sample

3.1.1. Population.

The population in this study are consumers at Auto 2000 Jl. Field fishing rods that will serve as the population.

According to Melva Sitanggang and Togu Harlen, 2011, explaining that the population is a unitary object or subject that is related to research and of course adapted to the root cause of the problem at the place of conducting research on the problems that occur.

3.1.2. Sample.

To conduct this research, to make it easier for researchers to take samples from the research population, namely the customers of Auto 2000 Jalan Pancing Medan City

Wiratna Sujarweni, 2018, said that the sample is part of a number of characteristics possessed by the population used for research.

The sampling technique used in this study was probability sampling with a simple random sampling approach.

According to Sugiyono in Melva Sitanggang and Togu Harlen, 2011, explaining that probability sampling is a sampling technique that provides equal opportunities for all members of the population to be selected as sample members.

Then according to Sugiyono in Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, also explained that simple random sampling is a method or method of taking samples from the existing population which is carried out randomly regardless of the level in the population element.

In this study, researchers have criteria, namely the respondents in this study are customers who at the time of the research were or had visited Auto 2000 Jalan Pancing Medan.

In this study, the total population was 40 people and as a whole was used as a sample.

3.2. Definition of Operational Variables.

Variables are measured in order to facilitate the implementation of research in the field, thus requiring the operationalization of each concept used to describe observable behavior or symptoms with words that can be tested and the truth is known.

3.3. Data Collection Technique.

Data collection techniques in this study were carried out in the following ways:

1. Observation is an activity carried out directly to the field to see the phenomena that exist in the object of research so that they can see the real situation.
2. Interviews, namely by communicating directly with respondents so that they get information about the phenomena that exist in the object of research.
3. Questioner, which is to provide a list of questions or statements to respondents at random with the aim of obtaining accurate data related to the research being conducted.
4. Research to libraries is to look for reference sources, both books, magazines, newspapers and journals to support the theories used as the basis for strengthening the theory in this study.

3.4. Variable Measurement Scale.

To measure question items or statements on existing questionnaires, these items must be quantified through the scale used, namely the Likert Scale.

According to Sugiyono, 2012, explaining that the scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena is the Likert scale.

3.5. Data Analysis Techniques.

Before the data is processed, it is first tested on the measuring instruments used in the study so that the data generated is truly accurate data or valid data (Validity) and the data collection tool must also be tested so that the data collection tool is truly reliable (reability).

3.5.1. Validity Test.

Validity test shows correctly about the instrument used to reveal something that is done on the object of research.

Uma Sekaran, 2000, explains that the validity test shows the extent to which a measuring instrument measures what it wants to measure.

The validity test in this study is to connect the scores of each question or statement item and add up the total of each question or statement item.

The cut off value (minimum book value) correlation coefficient (r) is 0.3 (Masrun, 1997).

3.5.2. Reliability Test.

The reliable test is carried out after getting the results from the validity test that is really valid, then a reliability test is carried out which aims to measure

the validity of the measuring instrument used in this study.

The reliable test is used to measure whether the measuring instrument used in collecting data shows the level of accuracy, accuracy, stability and consistency in revealing an event being studied.

To see the closeness of the influence or the estimated indicator, the correlation of the relationship or the strength of the correlation refers to the theory or standard of the Guilford category. (Guilford, 1956, in Togu Harlen Lbn. Raja, 2006).

3.5.3. Normality Test

The normality test aims to test whether in this study the regression model where the confounding or residual variables have a normal distribution (Imam Ghozali, 2019).

3.5.4. Multicollinearity Test

The multicollinearity test is to see whether there is a high correlation between the independent variables in a model. The relationship between the independent variables and the dependent variable is disturbed, if there is a high correlation between the independent variables, the requirement that must be met in the regression model is the absence of multicollinearity. (Yery Sutopo and Achmad Slamet, 2017).

According to Karim and Hadi in Imam Gunawan, 2017, explaining that to see the case of multicollinearity is to look at the VIF, if the VIF value is < 10 , then the model is said to be free from multicollinearity cases.

Testing the existence of multicollinearity cases in this study is by benchmarking the value of VIF (variance inflation factor) and the correlation coefficient between independent variables using the SPSS 16 program.

3.5.5. Heteroscedasticity Test.

Heteroscedasticity test is used to see whether there is an inequality of variance from the residuals of one observation to another observation. (Yery Sutopo and Achmad Slamet, 2017). The regression model that meets the requirements is the one that meets the requirements with no heteroscedasticity.

We can see the heteroscedasticity test with the existing pattern where if there is a wave or it widens and narrows it explains that there is heteroscedasticity, but if the opposite occurs then there is no heteroscedasticity. (Imam Gunawan, 2017).

To find out the results of the heteroscedasticity test in this study using the SPSS 16 program.

3.5.6. Multiple Linear Regression Test

Regression analysis is used to describe the model of the relationship between two or more variables. In addition to the relationship model, with regression analysis it can also be seen which independent variables statistically affect the dependent variable, (Imam Gunawan, 2017). The independent variable is denoted by (X) and the dependent variable is denoted by (Y).

Regression analysis is useful to obtain a functional relationship between two or more variables or to get the effect of predictor variables on the criterion variables or predict the effect of predictor variables on the criterion variables. (Usman and Akbar in Imam Gunawan, 2017).

Based on this explanation, this study uses multiple linear regression because it has two independent variables and one dependent variable. The independent variables (X) are Price (X1) and Service Quality (X2) and consumer motivation (X3). The dependent variable is Purchase Decision (Y). The multiple linear regression equation formula used in this study is as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3 X_3 + e$$

Information:

Y = Purchase Decision.

a = Constant of regression decision

b1 = Regression coefficient of variable X1 (Price)

X1 = Price

b2 = Regression coefficient of variable X2 (quality of service)

X2 = Quality of service

b3 = Regression coefficient X 3 (consumer motivation)

X3 = Consumer motivation.

3.6. Hypothesis testing.

3.6.1. t test (Partial).

The t test basically explains how far the influence of one independent variable individually in explaining the dependent variable. (Imam Gunawan, 2017). Decision making is carried out on the basis of a comparison of the significance value of the t-count value of each regression coefficient with a significance level that has been determined as follows: 5% ($\alpha = 0.05$) using SPSS 16 program assistance. Decision-making by comparing t-count with t table, with formula

3.6.2. Simultaneous Test (F Test).

The F test is used to determine the significance of the effect of the independent variables simultaneously (simultaneously) on the dependent variable. (Imam Gunawan, 2017). Decision making is done on the basis of comparison of the significance value of the

calculated F value of the regression coefficient with a predetermined significance level, namely 5% ($\alpha = 0.05$) using the SPSS 16 program assistance. The formula is as follows:

4. Hypothesis Results

4.1. Influence of Price (X1) on Purchase Decision (Y)

Based on the results of data processing using SPSS, it is found that the price has an effect on purchasing decisions which can be seen from the amount of t count that is equal to 0.767 or 76.7%.

4.2. The Influence of Service Quality (X2) on Purchase Decisions (Y).

Based on the results of processed data using SPSS, it is found that the price has an effect on purchasing decisions which can be seen from the amount of t count that is equal to 0.039 or 3.9%.

4.3. The Influence of Consumer Motivation (X3) on Purchase Decisions (Y).

Based on the results of processed data using SPSS, it is found that the price has an effect on purchasing decisions which can be seen from the magnitude of t count, which is 1.086 or 10.86%.

4.4. The Influence of Price (X1), Service Quality (X2) and Consumer Motivation (X3) on Purchase Decisions.

Based on the results of data processing using SPSS, it is found that price (X1), service quality (X2) and consumer motivation (X3) have an effect on purchasing decisions of 1.051 (10.51%) which is seen from the calculated F.

5. Conclusion

With the results of data processing that has been carried out in this study, the following conclusions are obtained:

1. Price variable (X1) has an effect on purchasing decision variables of 76.7%.
2. Service Quality Variable (X2) has an effect on Purchase decision variable (Y) of 3.9%.
3. Consumer Motivation Variable (X3) has an effect on Purchase Decision Variable (Y) of 10.86%
4. Price Variables (X1) and Service Quality Variables (X2) and Consumer Motivation Variables (X3) have an effect on Purchase Decisions (Y) by 10.51%

5.1. Suggestion.

1. Based on the results of the study that the quality of service (X2) is very small so it is necessary to make improvements in the quality of service.

2. Consumer motivation (X3) is also less large, so the employees in Auto 2000 can motivate consumers.
3. Auto 2000 Jalan Pancing as a whole still needs to re-evaluate the price, quality of service and consumer motivation so that it can influence consumers to make purchases of Auto 2000 products.

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