

The Effect of Product Quality, Price and Promotion on Purchase Decisions of Wuling Brand Cars

Nia Maharani, Yudha Mahrom DS., Gumar Herudiansyah & Muhammad Alhafidh

Faculty of Economics and Business, University of Muhammadiyah Palembang, Indonesia

Email: salsabilania503@gmail.com, yudha_mahrom@um-palembang.ac.id,
gumar_herudiansyah@um-palembang.ac.id, malhafidhsmp14plg@gmail.com

Abstract

The formulation of the research problem is whether there is an influence of product quality, price and promotion on the decision to purchase a Wuling brand car in Seberang Ulu II District, Palembang City? This research includes associative research. The research sample was 68 people using *purposive sampling technique*. The data collection method in this study is a questionnaire (questionnaire) and documentation i. The data analysis technique used is multiple linear regression with the F test hypothesis, t test, and the coefficient of determination. The results of the research analysis show that: 1) there is an effect of product quality, price and promotion on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City, 2) there is an influence on product quality on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City, 3) there is an effect of price on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City, 4) there is an influence of promotion on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City.

Keywords: product quality, price, promotion, purchase decision.

1. Introduction

Facing a new era marked by the tendency of world globalization, technological developments and economic reforms are carried out by countries in the world to face global competition (Setiawan, 2018). Globalization itself implies that every country, even every business and company, faces global competition either directly or indirectly. Globalization has forced significant changes in the production patterns of multinational companies (Widyasmoro, 2019). Along with the rapid development of the population and the variety of work activities for each person, it is possible for all these activities to be carried out quickly. In order for people to be able to do work quickly, supporting facilities are needed such as transportation facilities (Marvianta, 2022). Wuling Motors is an MPV-type vehicle brand from China which produces two car brands in Indonesia, namely Wuling Confero S and Wuling Cortez. Wuling Cortez is a family car with a capacity of seven passengers. This model fills the *medium MPV segment*, competing with the Toyota Kijang Innova. Meanwhile, the Wuling Confero is a seven-passenger low MPV. This model competes with the Toyota Avanza, Mitsubishi Xpander, Daihatsu Xenia, Suzuki Ertiga, Honda Mobilio, Honda BR-V and Nissan Grand Livina. Wuling Motors Indonesia (WMI) is expanding its marketing wings in Palembang City by opening *dealers* with 3S facilities (*Sales, Service and Spare Parts*).

Wuling Motors itself considers Palembang City to be a quite promising area. Apart from having potential *buyers* among the *private sector*, the booming automotive business is an attraction in itself with promising sales absorption. Palembang city is still one of the

important *markets for Indonesia*. Even though it is considered a newcomer, Wuling is quite aggressive in offering the cars it makes in Indonesia. In one year there have been two new cars produced by Wuling with various variants. The strategy undertaken by Wuling to enter the low-cost car market is clear from the price tags offered for its two car products, namely Confero and Cortez. The emergence of this Chinese manufacturer can enliven the tight competition of automotive *brands* in Indonesia.

Factors that can influence consumer purchasing decisions include product quality, price, and promotions (Kotler, 2018). Product quality has more selling points that are not owned by competing products. Quality must be measured through the consumer's perspective on the quality of the product itself, so that consumer tastes here are very decisive. So, in managing the quality of a product it must be in accordance with the uses desired by consumers (Alma, 2017). Good product quality can assist consumers in making purchasing decisions, so that consumers can be attracted to a product produced by a company and will encourage consumers to purchase these products with the quality offered (Kotler, 2018).

Product quality has more selling points that are not owned by competing products. Quality must be measured through the consumer's perspective on the quality of the product itself, so that consumer tastes here are very decisive. So, in managing the quality of a product must be in accordance with the uses desired by consumers. Product quality is a form of assessment of the product to be purchased, whether it meets what consumers expect and the product produced is one of the elements that must receive serious attention from the company, if the company wants to win a competition in business (Anggipora, 2018).

Related to the price is the background why consumers choose a product to own (Alma, 2017). Consumers choose a product because they really want to feel the value and benefits of the product, because they see the opportunity to have the product at a lower price than usual, so it is more economical (Kotler & Keller, 2018). Price is the amount of money required in exchange for various combinations of products and services. Thus, a price must be associated with a variety of goods and/or services which will ultimately be the same as something, namely products and services. Price is the only marketing mix element that generates revenue, other elements generate costs (Kotler, 2018).

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products or services. Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Promotion is the art of seducing customers and potential consumers to buy more company products (Kotler & Keller, 2018).

Many factors are considered by consumers before deciding to buy a product. Therefore, entrepreneurs must be observant in seeing what factors must be considered to attract consumers. However, because the Wuling brand car is a new product in Indonesia, even though it does not yet have the advantages of product quality, price and promotion, people who are interested are still waiting to make a purchase.

2. Literature Review

Buying decision. Purchase decision (*purchase decision*) is to buy the most preferred

brand from various alternatives, but two factors can exist between purchase intention and purchase decision. The first factor is the attitude of other people, and the second factor is an unexpected situational factor. Therefore, preferences and purchase intentions do not always result in actual purchases. Purchasing decisions are processes in real purchases, whether to buy or not (Kotler and Armstrong, 2018).

Product quality. Alma (2017) product quality is the advantage of the product. Quality in the view of consumers is something that has its own scope and is different from quality in the view of producers when issuing a product which is known for its true quality. According to Tjiptono (2017) product quality is a combination of properties and characteristics that determine the extent to which output can meet the prerequisites of customer needs or assess to what extent these characteristics and characteristics meet their needs.

Price. Price is one of the most important attributes evaluated by consumers and managers must be fully aware of its role in shaping consumer attitudes. Under certain conditions consumers are very price sensitive, so that the price of a product which is relatively higher than its competitors can eliminate the product from consumer considerations (Sangadji dan Sopiah, 2018)..

Promotion
Sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or trade (Kotler and Armstrong, 2018). According to Tjiptono (2017) that promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to spread information, influence or persuade, or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

3. Research Method

The type of research used is associative research, namely research to determine the effect of product quality, price and promotion on the decision to purchase a Wuling brand car in Seberang Ulu II District, Palembang City. The research location was conducted in Seberang Ulu II District, Palembang City, South Sumatra Province. The population in this study is the people in Seberang Ulu II District, Palembang City, who use Wuling brand cars. The sample in this study were 68 people as respondents in Seberang Ulu II District who used Wuling brand cars. In research data used are primary data and secondary data. Where the primary data was obtained by distributing questionnaires to respondents, while the secondary data used was in the form of data already obtained by researchers, such as books, literature, and data from websites that support research on Wuling brand cars. The data collection method that will be used in this study is a questionnaire (questionnaire) which is distributed to the community in Seberang Ulu II District, Palembang City as respondents and users of Wuling brand cars. Data analysis used in this research is qualitative analysis which is quantified, qualitatively it is used with a Likert scale.

4. Findings and Discussions

Multiple linear regression analysis is used to determine the effect or relationship linearly between two or more *independent variables* with one *dependent variable*. The results of multiple linear regression can be seen in the following table.

Table 1. Multiple Linear Regression Results

Unstandardized Coefficients		Standardized Coefficient			
		s			
Model	B	std. Error	Betas	t	Sig.
1	(Constant)	Product1,149		2.10	,00
	quality	Price,391			1
	Promotion	,431	,555	4,49	,00
		,228	,629		0
			,221	3,85	,00
					0
				3,60	,00
					1

a Dependent Variable: Purchase Decision

Based on the table above, the equation $Y = 1.149 + 0.391X_1 + 0.431X_2 + 0.228X_3$. α = regression coefficient for a constant of 1.149. That is, if the product quality, price and promotion variables have a value of 0 (fixed), then the purchasing decision variable will increase by 1.149 units. b_1 = positive product quality regression coefficient of 0.391. That is, if the quality of the product increases, it will be followed by an increase in purchasing decisions, while the others remain the same. If the quality of the product decreases, it will be followed by a decrease in purchasing decisions. b_2 = positive price regression coefficient of 0.431. That is, if the suitability of the price increases, it will be followed by an increase in purchasing decisions, while the others remain the same. If the suitability of the price decreases, it will be followed by a decrease in purchasing decisions. b_3 = positive promotion regression coefficient of 0.228. That is, if the promotion increases, it will be followed by an increase in purchasing decisions, while others remain the same. If the promotion decreases, it will be followed by a decrease in purchasing decisions. Hypothesis Test together (F Test / Simultaneous Test). Testing the effect of the *independent variables* together (simultaneously) on changes in the value of the *dependent variable*, is carried out by testing the magnitude of changes in the value of the *independent variables*, for this it is necessary to carry out the F test. The results of the F Test (Simultaneous Test) can be seen in the following table.

Table 2. F Test Results (Simultaneous Test)

Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	35,884	3	11,961	4,564	0.00b –
	residual	4,953	64	,077		
	Total	40,837	67			

a Dependent Variable: Purchase Decision

b Predictors: (Constant), Promotion, Price, Product Quality

Determine the value of F Table with a confidence level of 90% and an error rate (α) of

10% = 0.1 with the formula: $df n_1 = k - 1$ and $df n_2 = n - k$ (n = number of samples and k = number of variables), then: $df n_1 = 4 - 1 = 3$; $df n_2 = 68 - 4 = 64$. So, the value of $F_{table} = 2.75$. Based on the table above, it can be seen that the calculated F value (4.564) $> F_{table}$ (2.75) with Sig. F $0.000 < 0.0$; then H_0 is rejected and H_a is accepted. This means that there is a significant influence of product quality, price and promotion on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City.

Individual Hypothesis Test (t test). This test is used to determine whether two unrelated samples have different averages. The t test is carried out by comparing the difference between the two average values with the standard error of the difference in the mean of the two samples. The results of the t test (Partial Test) can be seen in the following table.

Table 3. t test results (partial test)

Unstandardized Coefficients		Standardized Coefficient			
		s			
Model	B	std. Error	Betas	t	Sig.
1	(Constant)	1,149	,135	2.10	,00
	Product quality	,391	.087	,555	1
	Price	,431	,074	,629	4,49
	Promotion	,228	,143	,221	3,85
					,00
					0
				3,60	,00
					1

a Dependent Variable: Purchase Decision

Based on the table above, it can be seen that The product quality coefficient has a positive value of 0.391 with a t count value of 4.497 $>$ a t table value of 1.29. Sig test results. t $0.000 < 0.1$. This means that there is a significant influence between product quality and the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. The price coefficient is positive 0.431 with a t count value of 3.850 $>$ t table value of 1.29. Sig test results. t $0.000 < 0.1$. This means that there is a significant influence between price and the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. The promotion coefficient is positive 0.228 with a t count value of 3.600 $>$ a t table value of 1.29. Sig test results. t $0.001 < 0.1$. This means that there is a significant influence between promotions on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. The coefficient of determination (R^2) measures how much influence the independent variables have on the dependent variable. The Coefficient of Determination value uses the *R Square* value. The results of the Coefficient of Determination (R^2) can be seen in the following table.

Table 4. Result Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,937 ^a	,879	,873	,2782

a Predictors: (Constant), Promotion, Price, Product Quality

Based on the table above, it can be seen that the coefficient of determination (*Adjusted R Square*) is 0.873. This shows that the contribution of all independent variables of product quality, price and promotion to the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City is 87.3%; the remaining 12.7% can be influenced by other variables not included in the analysis model of this study.

Effect of Product Quality, Price and Promotion on Purchasing Decisions. Based on the results of hypothesis testing together with a confidence level of 90%, it shows that there is a significant influence of product quality, price and promotion on the decision to purchase a Wuling brand car in Seberang Ulu II District, Palembang City. It can be seen that the calculated F value (4.564) > F table (2.75) with Sig. F 0.000 < 0.0; then H_0 is rejected and H_a is accepted. This means that there is a significant influence of product quality, price and promotion on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. That is, between product quality, price and promotion together can influence purchasing decisions, this is also proven through the test of the coefficient of determination which shows the contribution caused by the variables of product quality, price and promotion can cause a change of 87.3% on purchasing decisions Wuling brand car in Seberang Ulu II District, Palembang City. The results of this study explain that it is true that product quality, price and promotion are aspects that influence purchasing decisions, as is a review of purchasing decisions that occur in the people of Seberang Ulu II District, Palembang City which involve aspects of product quality, price and promotion as aspects that cause high purchasing decisions. because if it is related to the general description of the respondents' answers, it shows the dominance of the answers disagreeing on the items in the questionnaire statements, which means that the impact of product quality, price and promotion on people's purchasing decisions is high. The results of this study prove that product quality, price and promotion have a low purchasing decision, as is the case with a review of the decision to purchase a Wuling brand car which is low due to low product quality, price and promotion. Because if it is connected with the general description of the respondents' answers as consumers of Wuling brand cars which show statements proving that product quality, price and promotions are at an unfavorable level, so that the impact on purchasing decisions is low, as is the consistency of the relationship with the results of respondents' answers on the purchasing decision variable, then the results of the respondents' answers show a causal relationship that influences each other, which means that the impact of low product quality, price and promotion will result in low purchasing decisions. This result is in line with the theory stated by Kotler (2018) factors influencing purchasing decisions, namely: 1) product , 2) price , 3) location , and 4) promotion (*promotions*). These results are supported by research conducted by Christy Jacklin Gerung (2018), entitled Effects of Product Quality, Price and Promotion on Purchase Decisions for Nissan X-Trail Cars at PT. Manado Wirawan rides. The results showed that product quality, price and promotion

simultaneously had a significant effect on purchasing decisions for the Nissan X-Trail car at PT. Manado Wirawan rides. Between this research and previous studies the object of research is different, while the variables used are similar, namely product quality, price, promotion, and purchasing decisions. The results of the previous research mentioned above and this research are in line because simultaneously there is a significant influence of product quality, price and promotion on purchasing decisions. The results of Hermansyur's research (2018), with the title Influence of Product Quality, Brand Image, Price, and Promotion. The results showed that product quality, price and promotion simultaneously had a significant effect on purchasing decisions for Honda brand cars in Medan City. Between this research and previous studies the object of research is different, while the variables used are similar, namely product quality, price, promotion, and purchasing decisions. The results of the previous research mentioned above and this research are in line because simultaneously there is a significant influence of product quality, price and promotion on purchasing decisions.

Effect of Product Quality on Purchasing Decisions. Based on the results of the analysis, it is known that there is a positive and significant influence of product quality on the decision to purchase a Wuling brand car in Seberang Ulu II District, Palembang City. It can be seen that the t count value is $4.497 >$ the t table value is 1.29. Sig test results. $t\ 0.000 < 0.1$. This means that there is a significant influence between product quality and the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. These results prove that if product quality can be improved, it will have a positive impact on purchasing decisions for Wuling Brand cars in Seberang Ulu II District, Palembang City. The results of this study prove that the quality of the product on purchasing decisions, as a review of the decision to purchase a Wuling brand car, is low due to low product quality. Because if it is connected with the general description of the respondent's answers (which shows statements proving that product quality is at a poor level, so that the impact on purchasing decisions is low, as is the consistency of the relationship with the results of respondents' answers on the purchasing decision variable, then the results of the respondents' answers show a relationship causation that influence each other, which means that the impact of low product quality will result in low purchasing decisions. Based on the distribution of answers distributed through questionnaires to 68 respondents, it is known that respondents gave negative answers to the statements given, such as the statement that the Wuling brand car has good acceleration, indicating that 40 (58.8%) consumers disagreed and strongly disagreed with this statement. Likewise, Wuling brand cars have complete features. However, for engine endurance, the respondents felt that it was still not good, as well as the physical endurance of the car, which was felt to be lacking. Of course, Wuling must pay attention to this, especially in the statement it was also said that Wuling's handling of complaints was still not good. This is of course an obstacle for Wuling, especially with the many existing competitors, as is known, *the showrooms* of Wuling are still not spread out too much, so that it becomes a problem for respondents when they want to make improvements. Improving product quality is an important thing that must be done by Wuling, moreover the research results show that the better the product quality, the more consumers' purchasing decisions will increase. This result is in line with the theory stated by Alma (2017) that product quality is the advantage of the product. Quality in the view of consumers is something that has its own scope and is different from quality in the view of producers when issuing a product which is known for its true quality. These results are

supported by research conducted by HM Hermansyur (2018), entitled Effects of Product Quality, Brand Image, Price, and Promotion on Purchase Decisions for Honda Brand Cars in Medan City. The results showed that there was a partial influence of product quality on purchasing decisions for Honda brand cars in Medan City. Between this research and previous studies the object of research is different, while the variables used are similar, namely product quality and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of product quality on purchasing decisions. The results of Albert Budiyo's research (2018), with the title The Influence of Brand Image, Product Quality, Promotion and Price on the Decision of the Mitsubishi Expander Car Consumer Purchase Process. The results showed that partial product quality had a positive and significant effect on purchasing decisions for Honda brand cars in Medan City. Between this research and previous studies the object of research is different, while the variables used are similar, namely product quality and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of product quality on purchasing decisions.

Effect of Price on Purchasing Decisions. Based on the results of the analysis, it is known that there is a positive and significant effect of price on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. It can be seen that the t count value is $3.850 >$ the t table value is 1.29. Sig test results. $t \ 0.000 < 0.1$. This means that there is a significant influence between price and the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. These results prove that if the price can be increased, it will have a positive impact on purchasing decisions for Wuling Brand cars in Seberang Ulu II District, Palembang City. The results of this study prove that the price of the purchase decision, as a review of the decision to purchase a Wuling Brand car, is low due to the low price. Because if it is connected with the general description of the respondents' answers which show statements proving that prices are at an unfavorable level, so that the impact on purchasing decisions is low, as is the consistency of the relationship with the results of respondents' answers on the purchasing decision variable, then the results of the respondents' answers show a causal relationship which influence each other, which means that the impact of a low price will result in a low purchase decision. Based on the distribution of answers distributed through questionnaires to 68 respondents, it is known that the respondents' answers regarding the price variable show a negative value. It can be seen from the purchasing decisions made by Wuling car consumers because Wuling cars are products that have affordable prices and are in accordance with their quality. In general, consumers tend to buy products that are affordable but have good quality, although there are some respondents who give disagree answers as in the statement that the price of Wuling cars offered is in accordance with their quality, showing that 39 (57.4%) consumers said they disagreed and strongly disagree, meaning that the price offered for the Wuling brand car does not match the quality. According to respondents, the price of Wuling cars is indeed cheaper, but in terms of quality, respondents still feel they prefer other brands. Wuling itself has 4 types of MPV cars and indeed they have cheaper prices, namely Wuling formo for quality that suits family needs, even so most respondents also think that the price of Wuling cars is affordable, this is of course a good value for Wuling itself because affordable prices make customers prefer Wuling over other brands, besides that most consumers of Wuling cars

are also mostly consumers of Chinese descent who certainly value their own products more and become a form of nationalist spirit which, even though the price is high, is not a problem for those consumers. This result is in line with the theory stated by Sangadji and Sopiah (2018) that price is one of the most important attributes evaluated by consumers and managers must really be aware of this role in forming consumer attitudes. Under certain conditions, consumers are very price sensitive, so that the price of a product that is relatively higher than its competitors can eliminate the product from consumer considerations. These results are supported by research conducted by Albert Budiyo (2018), entitled The Influence of Brand Image, Product Quality, Promotion and Price on the Decision of the Mitsubishi Expander Car Consumer Purchase Process. The results of the study show that there is a partial effect of price on the purchasing decision process for Mitsubishi Expander car consumers. Between this research and previous studies the object of research is different, while the variables used are similar, namely price and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of price on purchasing decisions. The results of Muhammad Andi Setiawan's research (2018), with the title The Influence of Product Quality, Price, and Promotion on the Decision to Purchase a Used Car at Saputra Motor. The results of the study show that there is a partial effect of price on the buying decision of used cars at Saputra Motor. Between this research and previous studies the object of research is different, while the variables used are similar, namely price and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of price on purchasing decisions.

The Effect of Promotion on Purchasing Decisions. Based on the results of the analysis, it is known that there is a positive and significant influence of promotion on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. It can be seen that the t count value is $3.600 > \text{the } t \text{ table value is } 1.29$. Sig test results. $t 0.001 < 0.1$. This means that there is a significant influence between promotions on the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. These results prove that if the promotion can be increased, it will have a positive impact in increasing the decision to purchase a Wuling Brand car in Seberang Ulu II District, Palembang City. The results of this study prove that promotion on purchasing decisions, as a review of the decision to purchase a Wuling brand car, is low due to low promotion. Because if it is connected with the general description of the respondents' answers which show a statement proving that the promotion is at an unfavorable level, so that the impact on purchasing decisions is low, as is the consistency of its relationship with the results of respondents' answers on the purchasing decision variable, then the results of the respondents' answers show a causal relationship which influence each other, which means that the low impact of promotion will result in low purchasing decisions. Based on the distribution of answers distributed through questionnaires to 68 respondents, it is known that the respondents' answers regarding the promotion variable show a negative value. Respondents argued that information about Wuling brand cars was not easy to obtain, because the respondents themselves felt that the frequency of showing Wuling car advertisements in print and electronic media was still small. which are interesting. The higher the ad serving frequency provided by Wuling, the more potential customers will know about Wuling. Moreover, Wuling itself has many competitors who are of course more aggressive in promoting. In this case, Wuling itself must not lose in serving its advertisements and show

more of its superiority so that consumers are interested in buying Wuling cars.

This result is in line with the theory stated by Tjiptono (2017) that promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to spread information, influence or persuade, or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. These results are supported by research conducted by Muhammad Andi Setiawan (2018), entitled Effects of Product Quality, Price, and Promotion on Used Car Purchase Decisions at Saputra Motor. The results showed that there was a partial effect of promotion on the decision to buy a used car at Saputra Motor. Between this research and previous research the object of research is different, while the variables used are similar, namely promotions and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of promotion on purchasing decisions. The results of Putri Arista Widyasmoro's research (2019), entitled The Influence of Price, Product Quality and Promotion on the Decision to Buy a Toyota Sienta Brand Car at PT. Nasmoco Gombel Semarang. The results showed that there was a partial effect of promotion on the decision to purchase a Toyota Sienta brand car at PT. Nasmoco Gombel Semarang. Between this research and previous research the object of research is different, while the variables used are similar, namely promotions and purchasing decisions. The results of the previous studies mentioned above and this research are in line because partially there is a significant effect of promotion on purchasing decisions.

5. Conclusion

Based on the results of the research and discussion, it can be concluded that there is an influence on product quality, price and promotion on purchasing decisions for Wuling Brand cars in Seberang Ulu II District, Palembang City.

References

- Albert Budiyanto. (2018). Pengaruh Citra Merek, Kualitas Produk, Promosi dan Harga Terhadap Keputusan Proses Pembelian Konsumen Mobil Mitsubishi Expander. *Jurnal Manajemen Bisnis ESENSI*, Vol. 21 No. 3 Maret 2018, Hal. 34-44.
- Alma, Buchari. (2017). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Angipora, M P. (2018). *Dasar-dasar Pemasaran*. Jakarta: PT Raja Grafindo Persada.
- Christy Jacklin Gerung. (2018). Pengaruh Kualitas Produk, harga dan Promosi Terhadap Keputusan Pembelian Mobil Nissan X-Trail pada PT. Wahana Wirawan Manado. *Jurnal EMBA*, Vol.5 No.2 Juni 2017, Hal. 2221-2229, ISSN 2303-1174.
- Hermansyur. (2018). Pengaruh Kualitas Produk, Citra Merek, Harga, dan Promosi, Terhadap Keputusan Pembelian Mobil Merek Honda di Kota Medan. *Jurnal Konsep Bisnis dan Manajemen*, Vol 3 No. 1 2017, Hal. 12-22; ISSN: 2407- 2648 (p), ISSN: 2407-263X (online).
- Kotler, P. (2018). *Manajemen Pemasaran*. Jakarta: Prenhallindo.
- Kotler, P., & Armstrong, G. (2018). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran*. Jakarta: Erlangga.

Putri Arista Widyasmoro. (2019). Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Mobil Merek Toyota Sienta di PT. Nasmoco Gombel Semarang. *Jurnal Administrasi Bisnis*, Vol. IX, No. IV.

Sangadji, E.M., dan Sopiah. (2018). Perilaku Konsumen: *Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.

Tjiptono, F. (2017). Pemasaran Strategi. Yogyakarta: Andi Offset.

YB Andre Marvianta. (2022). Pengaruh Harga, Kualitas Produk, dan Promosi terhadap Citra Merek dan Implikasinya pada Keputusan Pembelian Mobil Diecast. *Jurnal Pendidikan Tambusai*. Volume 6 Nomor 1 Tahun 2022, Halaman 3356-3365

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)