

Marketing Strategy on Purchase Decisions for Toyota All New Veloz Cars

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ABSTRACT

This study aims to determine the influence of product, price, promotion, and distribution factors on purchasing decisions of the Toyota All New Veloz in Makassar City. The population in this study were all Toyota All New Veloz owners in Makassar City. The sampling technique was accidental random sampling, namely, taking a sample from every member of the target population in the field. The data in this study used primary data collected by distributing questionnaires to all respondents. The data analysis method used is descriptive statistical analysis, research instrument testing consisting of (validity test, reliability test) and testing of all hypotheses through partial tests, simultaneous tests, and tests of the coefficient of determination. The study results show that the marketing mix, which consists of product, price, promotion, and distribution, partially influences the purchasing decision of the Toyota All New Veloz Car in Makassar City. This shows that the better the product, the lower the price, the better the promotion, and the more and better the distribution can increase the interest and purchase decision of the Toyota All New Veloz Car in Makassar City. The product is the dominant factor influencing the decision to purchase the Toyota All New Veloz in Makassar City. This indicates that if the same amount increases the value of the product, price, promotion, and distribution, then the value of the consumer's purchasing decision is determined by the product.

INTRODUCTION

Science and technology in the field of transportation are constantly developing. Accordingly, vehicles, primarily cars as a means of transportation, are also experiencing growth. The number and types of cars on the market are increasing, causing competition among car manufacturers to become more stringent, as well as competition among car dealers. In connection with these developments, economic growth, and changing times, consumer behavior, especially car users, has also changed (Harahap, 2019). Therefore, it requires the ability of marketers to know how consumer behavior is as a reference for making corrections, improvements, and innovations to win product marketing competition (Anwar & Satrio, 2015).

To maintain the viability of the company, the company is often faced with the problem of the difficulty of capturing market share (Latief, 2019; Haris, 2020; Latief & Akram, 2021). This is due to consumers' increasingly complex behavior or attitude towards products, especially their ever-changing tastes. In addition, due to competition among fellow providers of goods and services. This is a challenge for companies, mainly production and marketing managers, to overcome these problems. Every company, especially in the marketing department, must be able to market the products or services offered to the public (Mohamad, 2016).

A company that produces and markets cars can be successful if it can sell the cars, it manufactures or markets. To achieve this success, the marketing department needs to know what factors influence consumers in determining car buying decisions. By understanding consumer behavior, companies are expected to be able to develop an effective marketing strategy to continue to be able to attract as many consumers as possible so that it has a positive impact on sales volume (Naninsih & Hardiyono, 2019).

For a company to remain able to compete with other companies that sell similar products, company management must be able to manage the company well so that consumers or customers do not switch to other companies and make repeated purchases continuously. For this reason, companies are required to understand better all the needs and desires of consumers, or companies must be able to create products that suit the needs and desires of consumers. In addition, good marketing is also needed so that existing consumers become loyal and do not switch to other companies. The marketing concept states that the key to achieving company goals is satisfying consumer needs and wants (Prabowo et al., 2021). Widagdo (2017) states that the marketing strategy can guide managers or company owners in carrying out tactics and other activities to improve company goals.

In addition, the researcher refers to the results of research (Sarjono, 2016) in a study on the application of marketing strategies in selling double-sided whiteboard products, finding that marketing strategies consisting of product strategy, price strategy, promotion strategy, and distribution strategy simultaneously and partially positive and significant effect on increasing product sales. The theory building states that marketing strategies consisting of product, price, promotion, and distribution affect increasing product sales, which can be accepted as a causality theory statement. In connection with these references, the marketing strategy in this study consists of product, price, promotion, and place strategies which are constantly changing in line with company activities, changes in the marketing environment, and changes in consumer behavior.

A company that manufactures cars will get a good image in society if the company can satisfy its customers so that later consumers will be loyal to the cars offered, meaning they will make repeated purchases or convey them to other potential customers so that they will increase sales figures (Mohamad, 2016). In marketing theory, marketing strategy is a strategy in terms of product, price, place, and promotion. This marketing strategy is strongly suspected of influencing consumers in determining the choice of car they will buy (Nurdin, 2021).

Considering the data obtained from the company, where sales of Toyota All New Veloz cars tend to decline, it is necessary to examine the factors that can influence consumer decisions in purchasing cars, so researchers intend to examine the influence of marketing strategies on purchasing decisions for Toyota All New Veloz cars in Makassar City. Kotler (2012) argues, "Marketing is a social and managerial process in which individuals or groups obtain what they need and want by creating, offering, and exchanging value products with other parties." Manap (2016) defines the marketing concept as a business philosophy that states that satisfying consumer needs are an economical and social requirement for a company's survival. From the various definitions put forward by these experts, a. Marketing is carried out by individuals or groups by determining their individual needs. b. After the needs is determined, efforts are made to fulfill them by establishing relationships with other parties to make exchanges. c. The purpose of the exchange is to satisfy the needs and desires of individuals or groups; therefore, both parties want to seek satisfaction.

Competitiveness (2019) defines strategy, namely a priority plan to achieve this goal. Some companies may have the same goals, but the strategies used to achieve these goals can be different. So, strategies are made based on goals." According to Kotler and Keller (2016), the essence of marketing is identifying and meeting human and social needs. Nizam (2018) states that: "Marketing strategy is the main approach that businesses will use in achieving predetermined targets; it contains the major decisions regarding the target market, product placement in the market, marketing mix and the level of marketing costs required. According to Prabowo (2021) that the marketing strategy is: "A series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and references and their allocation, especially as a company response in dealing with the environment and the impression of ever-changing competition."

Tjiptono (2014) states that there are two main factors in marketing strategy: a. Marketing strategy is a statement (both implicit and explicit) about a brand or product line achieving its goals. b. corporate strategy is a fundamental tool planned to achieve company goals by developing sustainable competitive

advantage through the markets entered and marketing programs used to serve these target markets. According to Lee (2021), product sales results can be influenced by things that can be controlled and which cannot be controlled by the company. Therefore, the company is expected to be able to determine the marketing strategy and what is very important is the strategy related to the marketing mix (marketing mix) known as the 4Ps, namely product, price, promotion, and place/distribution.

Hanaysha (2018) states that producers can offer a product to be noticed, requested, searched for, purchased, used, or consumed by the market to fulfill the needs or desires of the market concerned. Product quality shows the degree of conformity between what consumers expect and what they get from the products they consume. So the more in line between expectations and the reality obtained, the higher the quality of the product. Product quality and excellent customer service are the dominant factors in creating customer satisfaction and meeting customer needs.

Prasad (2019) defines the price, namely: "price is the money (plus some products if possible) needed to get several combinations of products and services." According to Hanaysha (2021), price is the value of goods and services measured by money. To meet their needs for a particular product, consumers are always looking for products with relatively low selling prices and relatively good quality. This consumer behavior is general and applies to various market conditions. Various things, such as the level of income and the amount of spending, determine the ability of consumers to buy a product. Companies marketing their products are not solely faced with quality competition but price competition.

Promotion is a form of marketing communication (Sipayung & Sinaga, 2017). What is meant by marketing communications is marketing activities that seek to disseminate information, influence/persuade, and remind the target market of the company and its products to try to accept, buy and be loyal to the products offered by the company concerned. To achieve the expected results, companies usually do not only use one promotional element but use a promotional mix, namely a combination of the following elements: a. Advertising (Advertising). b. Publicity (Publicity). c. Purchase Promotion (Sales Promotion). d. Marketing for specific activities (event marketing). To communicate products to the public, it is necessary to prepare a promotion mix consisting of four main components: advertising, sales promotion, public relations, and personal selling.

Most producers use marketing intermediaries for marketing their products, especially companies that produce goods in large quantities, and the distance between producers and consumers is far. Even though the quality of the product is good, the price can be competitive and known by the public. However, it is not supported by the continuity of product procurement and the ease of getting the product, so this can reduce the number of sales. The term commonly heard is pick up the ball. This means that the producer or distributor of the product must approach the consumer. In this regard, it is necessary to maintain product continuity and provide many places that make it easy for consumers to obtain (Ansari et al., 2019).

Experts convey many definitions of consumer behavior; according to Handika (2014), the definition of consumer behavior is: "The actions of individuals in obtaining and using goods and services, including the decision-making process that precedes and determines those actions. Based on this statement, it is said that in consumer behavior there is a process of making decisions before taking action to purchase goods and services. It seems that individuals before taking purchasing action first go through several stages of the process until a decision is realized. According to Harahap (2015), "Consumer behavior is actioned by individuals, groups or organizations related to the decision-making process in obtaining, using economic goods or services that certain things can influence.

Decision-making is based on certain criteria for several alternatives (Sitompul et al., 2020). Sarjono (2016) defines the buying decision-making process as "a series of actions taken by consumers in making decisions about which products to buy." From this definition, it is known that consumer behavior will determine the decision-making process in their purchases. A process is a problem-solving approach that consists of five process stages, namely: a. problem recognition; b. information search; c. alternative assessment; d. buying decision, e., behavior after purchase.

- H1. The marketing mix consisting of product strategy, price, promotion, and distribution simultaneously affects the purchasing decision of Toyota All New Veloz Car.*
- H2. Marketing mix consisting of product strategy, price, promotion, and distribution partially affects purchasing decisions of Toyota All New Veloz Car.*
- H3. The product variable is the dominant variable that influences the purchase decision of the Toyota All New Veloz Car.*

RESEARCH METHOD

This type of research is quantitative research with a survey approach. The population used in this study were all Toyota All New Veloz owners who had purchased Toyota All New Veloz through PT. Hadji Kalla (Kalla Toyota) in Makassar City. The sampling technique for this population is accidental random sampling, namely, taking samples from every member of the target population encountered in the field. The data in this study used primary data collected by distributing questionnaires to all respondents filled in with several statements with five answer options that would be weighted with a score such as answers (Strongly Agree = 5, Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1). The collected data will be analyzed through several stages of testing. The first stage is to do a descriptive analysis. The second stage is to test the quality of the data, which consists of (a validity test and a reliability test). The third stage tests all the hypotheses proposed in this study and will be proven through partial tests, simultaneous tests, and tests of the coefficient of determination.

Table 1. Operational Variable

Variable	Code	Indicator	Reference
Product (X1)	X1.1	Performance	(E. F. Harahap, 2019; Sarjono, 2016; Sitompul et al., 2020)
	X1.2	Facilities	
	X1.3	Reliability	
	X1.4	Resistance	
	X1.5	Service life	
	X1.6	Terawat	
	X1.7	Aesthetic	
	X1.8	Quality	
Price (X2)	X2.1	Purchase Price	(Mohamad, 2016)
	X2.2	Purchasing power	
Promotion (X3)	X3.1	Advertisement	(Naninsih & Hardiyono, 2019; Prabowo et al., 2021)
	X3.2	Sales promotion	
	X3.3	Public relations	
Distribution (X4)	X4.1	Point of sale	(Nurdin, 2021; Widagdo, 2017)
	X4.2	Procurement speed	
	X4.3	Car delivery	
Purchase Decision (Y)	Y1.1	Accuracy of the verdict	(Nizam & Jaafar, 2018; Saing et al., 2019)
	Y1.2	Satisfaction	
	Y1.3	Loyalty	

RESULTS AND DISCUSSION

Data collection in this study was carried out by distributing questionnaires to respondents, namely customers at PT. Hadji Kalla (Kalla Toyota). Table 2 describes the respondents' characteristics based on gender, education level, and occupation.

Table 2. Characteristics of Respondents

Variable	Measurement	n	%
Gender	Man	77	80.2 %
	Woman	19	19.8 %
Education Level	Junior High School	19	19.9 %
	High School	29	30.2 %
	Diploma	8	8.3 %
	Bachelor	23	23.9 %
	Magister	16	16.7 %
	Doctor	1	1.0 %
	Self Employed	32	33.3 %
Job	Employee	50	52.1 %
	Civil Service	3	3.1 %
	Etc	11	11.5 %

Table 2 shows that most respondents were male, namely 80.2%. This reflects the owners' condition and the determinants of purchasing decisions for the Toyota All New Veloz car, primarily men. Based on education level, most of the respondents had a high school education, namely 30.2%. This reflects the owners' condition and determinants of purchasing decisions for Toyota All New Veloz cars, most of which are high school seniors. Moreover, based on work, most of the respondents are employees, namely 52.1%. This reflects the owner's condition and the determinant of purchasing decisions for the Toyota All New Veloz car, most of whom are employees.

The second stage is to test the quality of the data in the form of validity and reliability tests. The instrument is said to be good if the research instrument meets the main requirements, namely valid (valid) and reliable (reliable). The test results are presented in table 3.

Table 3. Validity and Reliability Test Results

Variable	Instrument	r-calculated	r-table	Cronbach's alpha	Info
Product	X1.1	0.732	0,30	.789	Valid dan reliable
	X1.2	0.774	0,30		Valid dan reliable
	X1.3	0.494	0,30		Valid dan reliable
	X1.4	0.816	0,30		Valid dan reliable
	X1.5	0.717	0,30		Valid dan reliable
	X1.6	0.645	0,30		Valid dan reliable
	X1.7	0.717	0,30		Valid dan reliable
	X1.8	0.720	0,30		Valid dan reliable
	X1.9	0.836	0,30		Valid dan reliable
	X1.10	0.670	0,30		Valid dan reliable
Price	X2.1	0.796	0,30	.723	Valid dan reliable
	X2.2	0.799	0,30		Valid dan reliable
	X2.3	0.680	0,30		Valid dan reliable
	X2.4	0.621	0,30		Valid dan reliable
	X2.5	0.599	0,30		Valid dan reliable
	X3.1	0.727	0,30		Valid dan reliable
Promotion	X3.2	0.768	0,30	.707	Valid dan reliable
	X3.3	0.701	0,30		Valid dan reliable
	X3.4	0.703	0,30		Valid dan reliable
	X3.5	0.628	0,30		Valid dan reliable
	X3.6	0.731	0,30		Valid dan reliable

Distribution	X4.1	0.755	0,30	.734	Valid dan reliable
	X4.2	0.925	0,30		Valid dan reliable
	X4.3	0.809	0,30		Valid dan reliable
	X4.4	0.660	0,30		Valid dan reliable
Purchasing Decisions	Y1.1	0.553	0,30	.741	Valid dan reliable
	Y1.2	0.792	0,30		Valid dan reliable
	Y1.3	0.814	0,30		Valid dan reliable
	Y1.4	0.790	0,30		Valid dan reliable
	Y1.5	0.759	0,30		Valid dan reliable
	Y1.6	0.796	0,30		Valid dan reliable

Source: Output SPSS (2022)

The results of the validity test in table 3 show that all question items in the product, price, promotion, distribution, and purchase decision variables in the questionnaire are valid and can be used as a research measurement tool. This is evidenced by the value of the r-count, which is more significant than the r-table (0.30). At the same time, the reliability test results showed that all the variables used as instruments in the study are reliable and can be used as a data collection tool. So based on the reliability test results above show that the instrument has a high level of reliability; this is evidenced by the alpha coefficient value > 0.6 , so the measurement results to be obtained can be trusted.

The third stage is to evaluate and interpret the multiple regression model. Multiple linear regression tests were carried out to determine the functional relationship between several independent variables on the dependent variable. The results of multiple linear regression tests can be seen in table 4.

Table 4. Regression Equation Model

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.578	2.210		1.167	.221
1 X1	.288	.061	.412	4.721	.000
X2	.225	.099	.163	2.273	.020
X3	.292	.110	.090	2.655	.013
X4	.297	.136	.182	2.184	.037

a. Dependen Variabel: Y

Source: Output SPSS (2022)

Based on table 4, the regression equation formed in this regression test is:

$$Y = 2,578 + 0,288X1 + 0,225X2 + 0,292X3 + 0,297X4$$

From this equation it shows that the constant value is 2.578, the coefficient of the effect of the product (X1) on purchasing decisions (Y) is 0.288, the coefficient of influence of price (X2) on purchasing decisions is 0.225, the coefficient of influence of promotion (X3) on purchasing decisions is 0.292 and the coefficient influence distribution (X4) purchasing decisions is 0.297. So the product is the dominant variable influencing the buying of the Toyota All-New Veloz.

Furthermore, the simultaneous significance test or F test aims to see the effect of the independent variables on the dependent variable. The test was carried out with a significance level of 0.05. The test results are presented in table 5.

Tabel 5. Test result f (Simultaneous)ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	764.899	4	191.225	26.344	.000 ^b
1 Residual	660.546	91	7.259		
Total	1425.445	95			

*a. Dependen Variabel: Y**b. Predictors: (Constant), X4, X2, X1, X3**Source: Output SPSS (2022)*

Table 5 shows the value of F-count = 26,344 > 2.56 and sig value = 0.000 < 0.05. This shows that the multiple regression equation models can be used to analyze the effect of the product, price, promotion, and distribution on purchasing decisions of the Toyota All New Veloz Car in Makassar City. So product, price, promotion, and distribution influence purchasing decisions in Makassar.

The coefficient of determination R Square = 0.737 is based on multiple regression analysis. It is shown that 73.7% of the variation of the purchasing decision variable is determined (influenced) by product, price, promotion, and distribution. This means that other independent variables that are not included in the analysis model influence purchasing decisions. The magnitude of the variation in the Toyota All New Veloz purchase decision that other variables can estimate is 26.3%.

Tabel 6. t-test ResultsCoefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.578	2.210		1.167	.221
X1	.288	.061	.412	4.721	.000
1 X2	.225	.099	.163	2.273	.020
X3	.292	.110	.090	2.655	.013
X4	.297	.136	.182	2.184	.037

*a. Dependen Variabel: Y**Source: Output SPSS (2022)*

Based on table 6, through the t-test statistics consisting of Product Variable (X1), Price Variable (X2), Promotion Variable (X3), and Distribution Variable (X4), the coefficient of influence of product variables on purchasing decisions is 0.288. Value of t count = 4.721 > t tablet = 1.681 and significance value (sig) = 0.000 < 0.05. This shows that the product variable positively and significantly affects the decision to purchase the Toyota All New Veloz Car in Makassar City. The magnitude of the coefficient of influence of the price variable on purchasing decisions is 0.225. The value of t-count = 2.273 > t-table = 1.681 and a significance of 0.020 < 0.05. This shows that the price variable positively and significantly affects the decision to purchase the Toyota All New Veloz in Makassar City. The magnitude of the coefficient of influence of the promotion variable on purchasing decisions is 0.292. Based on the t-test obtained with the value of t count = 2.048 > t-table 1.681 and significance (sig) = 0.013 < 0.05. This shows that the promotion variable positively and significantly affects the decision to purchase the Toyota All New Veloz Car in Makassar City. The magnitude of the coefficient of influence of the distribution variable on purchasing decisions is 0.297. Based on the t-test, the value of t count = 2.184 > t table = 1.679 and significance (sig) = 0.037 < 0.05. This shows that the distribution variable positively and significantly affects the decision to purchase the Toyota All New Veloz Car in Makassar City.

Based on table 6, the magnitude of the coefficient of influence of product, price, promotion, and distribution affects the decision to purchase the Toyota All New Veloz Car in Makassar City; it is obtained that the coefficient value of the most significant influence is 0.276, which is the product variable. So the second hypothesis, which states that the dominant product factor influences the purchasing decision of the Toyota All New Veloz Car in Makassar City, is accepted.

Based on a comparison of the magnitude of the influence of product, price, promotion, and distribution variables on consumer purchasing decisions, the most significant coefficient value is 0.297, namely the coefficient of influence of distribution variables on purchasing decisions. So the variable that has the most dominant influence on purchasing decisions is distribution. It is shown that if the four variables, namely product, price, promotion, and distribution, are jointly or partially changed, product change is the one that most influences the change in purchasing decisions.

Discussion

Effect of product, price, promotion, and distribution variables simultaneously on purchasing decisions

Based on the results of the study, it was found that product, price, promotion, and distribution jointly influence the decision to purchase the Toyota All New Veloz in Makassar City. It is shown that if the product, price, promotion, and distribution are jointly increased, it will increase the purchase of Toyota All New Veloz Cars. The results of this study indicate that other variables besides the product, price, promotion, and distribution influence purchasing decisions but are not included in the analysis model. Based on the consumer buying behavior model from psychologist Kurt Lewin, other variables influence purchasing decisions, such as economic, social, lifestyle, and personal factors. Besides that, it can also be supported by the demand function, which shows that consumer demand can be influenced by product substitution. The demand curve can shift left or right depending on changes in the substitute price of the product. The reality on the ground shows that there are still several competitors or substitutes for the Toyota All New Veloz, such as Zenia and APV, so changes in product, price, promotion, and distribution of other cars that are not included in the model can influence the buying decision for the Toyota All New Veloz. If the product, promotion, and distribution of other cars increases or the price decreases (becomes cheaper), it will shift the demand curve for the Toyota All New Veloz Car to the left so that the demand for the Toyota All New Veloz Car will decrease, conversely if the product, promotion, and distribution of other cars decrease or If the price increases, it will shift the demand curve for the Toyota All New Veloz to the right so that the demand for the Toyota All New Veloz increases. The results of this study are also supported by the results of research (Dewi, 2018; Wangarry et al., 2018), which shows that simultaneously the marketing mix consisting of product, price, promotion, and the place has a significant effect on purchasing decisions.

The influence of product variables partially on purchasing decisions

The study results show that the product decision variable has a significant effect on the decision to purchase the Toyota All New Veloz Car in Makassar City. This indicates that the better the Toyota All New Veloz product, the more consumers will tend to choose the Toyota All New Veloz. The conclusion that the Toyota All New Veloz product has a positive and significant effect on consumer purchasing decisions can be supported by the consumer buying behavior model from psychologist Kurt Lewin, which shows that product factors can influence purchasing decisions. This finding can also be supported by Philip Kotler (2016), who states that products can influence sales results. This finding can also be supported by (Joesron, 2003; Nurdin, 2021) that consumer demand is not only influenced by the price but also by income factors, tastes, and so on. The taste here is undoubtedly very related to the product. So if the Toyota All New Veloz product matches consumer tastes, then the consumer will decide to buy the Toyota All New Veloz again and again. This can also be supported by the consumer behavior theory, where consumers will maximize their satisfaction with limited income. Product use value determines

consumer interest in the product. The use value of the product is part of the product, so if the use value of the product increases, the product will also increase. This study's results align with research (Hermawan, 2015; Utami & Firdaus, 2018) which found that products have a significant positive effect on purchasing decisions. However, contrary to the results of research (Wangarry et al., 2018), the product did not significantly affect the decision to purchase a Yamaha motorcycle at PT. Ranotana's Eternal Desire.

The effect of price variables partially on purchasing decisions

Based on the results of the study shows that the price variable affects purchasing decisions. So, the price significantly affects the decision to buy the Toyota All New Veloz in Makassar City. This indicates that the cheaper the Toyota All New Veloz, the more consumers will choose the Toyota All New Veloz. This shows that the price variable positively and significantly affects purchasing decisions. So, the price of the Toyota All New Veloz influences the decision to buy the Toyota All New Veloz in Makassar City. Price is the primary factor consumers consider when making purchases; usually, consumers are attracted to competitive and relatively cheap prices that align with the desired product's quality. Alfamart offers competitive prices with other mini markets with the same product quality. Price is an amount of money as a medium of exchange to obtain a product or service; it can also be said to determine the value of a product in the minds of consumers (Saing et al., 2019). In other words, price is the main determining factor in the minds of consumers that influences consumers to decide whether to buy a product or not. This study's results align with research (Dewi, 2018; Hermawan, 2015) which found that price has a significant positive effect on purchasing decisions.

The influence of promotional variables partially on purchasing decisions

Based on the study's results, it was found that the promotion variable affected purchasing decisions. So, the promotion significantly affects the decision to buy the Toyota All New Veloz in Makassar City. This indicates that if the promotion of the Toyota All New Veloz Car is increased, it will increase consumer purchasing decisions for the Toyota All New Veloz Car. This strengthens the concept, which states that "promotion is one of the determining factors for the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and believe it will be helpful for them, they will never buy it (Widagdo, 2017). This study's results align with research (Hermawan, 2015; Katrin & Setyorini, 2018), which found that promotion has a significant positive effect on purchasing decisions. However, it is contrary to the results of research (Sitompul et al., 2020), which shows that promotion has no significant effect on purchasing decisions.

Effect of distribution variables partially on purchasing decisions

Based on the results of the study shows that the distribution variable affects purchasing decisions. So, distribution significantly affects the decision to buy the Toyota All New Veloz in Makassar City. This indicates that if the distribution of Toyota All New Veloz cars is increased, it will increase consumer purchasing decisions for Toyota All New Veloz cars. The results of this study which show that distribution has a positive and significant effect on purchasing decisions for the Toyota All New Veloz car, can be supported by Philip Kotler (2016), who states that product sales results can be influenced by controllable things, namely product, price, promotion, and place/distribution. The strong influence of distribution on purchasing decisions can be caused because consumers who already feel comfortable with the Toyota All New Veloz choose not to change with other cars. Sales data for the Toyota, All New Veloz from year to year can reinforce this. Rationally, even though consumers decide to buy the Toyota All New Veloz car, if it is not on the market or hard to find, consumers can look for substitute products, namely other cars as substitute products and main competitors such as the Toyota Fortuner. The Toyota All New Veloz Car was distributed by opening several showrooms in Makassar and the regency area. In addition, the employees of PT. Hadji Kalla (Kalla Toyota) offers car reception to the destination (consumer's home).

All of this is done to provide good customer service, in addition to the procurement and distribution of spare parts, PT. Hadji Kalla (Kalla Toyota) provides spare parts and repair services at every repair shop in several places, both in Makassar City and the regions. Several other repair shops also provide the Toyota All New Veloz spare parts. This makes it easier for Toyota All New Veloz car owners to repair and maintain. This study's results align with research (Hermawan, 2015; Utami & Firdaus, 2018) which found that products have a significant positive effect on purchasing decisions. However, this is contrary to the results of research (Wangarry et al., 2018), which shows that place has no significant effect on purchasing decisions for Yamaha motorbikes at PT. Ranotana's Eternal Desire.

The dominant influence on the buyer's decision

The variable that has the most dominant influence on purchasing decisions is the product. It is shown that if the four variables, namely product, price, promotion, and distribution, are jointly or partially changed, product change is the one that most influences the change in purchasing decisions. This finding implies that manufacturers should pay attention to Toyota All New Veloz. These innovations always lead to product improvements, such as better models, more complete assessors, better air conditioners, and better designs. This is why even though the new output is more expensive than the old output, consumers prefer the new output. Apart from that, the condition of Makassar City is progressing rapidly, so the number of vehicles has also increased rapidly. This condition causes a very high level of congestion. In the future, the purchase of the Toyota All New Veloz Car will remain high. This study's results align with research (Anwar & Satrio, 2015), which shows that the product variable is the most dominant variable influencing purchasing decisions.

CONCLUSION

Based on the data analysis and discussion results, the marketing mix of product, price, promotion, and distribution partially influenced the decision to purchase the Toyota All New Veloz Car in Makassar City. This shows that the better the product, the lower the price, the better the promotion, and the more and better the distribution can increase the interest and purchase decision of the Toyota All New Veloz Car in Makassar City. Distribution is the dominant factor influencing the purchase of the Toyota All New Veloz in Makassar City. This indicates that if the same amount increases the value of a product, price, promotion, and distribution, then the most significant increase in the value of consumer purchasing decisions is determined by distribution.

Based on this study's results, suggestions include 1. It is recommended to the Toyota All New Veloz car manufacturer and the distributor PT. Hadji Kalla (Kalla Toyota), as a marketing agent, always pays attention to and makes improvements to the product, promotion, and distribution of the Toyota All New Veloz Car. Apart from that, you should also pay attention to the price of the Toyota All New Veloz, which can compete with other car prices and can be reached by the public. Try to become the market leader in its class by outperforming the Toyota Fortuner in sales. 2. Of the four factors, namely product, price, promotion, and distribution, the main thing to pay attention to and continuously improve is the product by considering changes in consumer tastes.

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