

**THE INFLUENCES OF PRODUCT, PRICE, AFTER SALES SERVICE AND ADVERTISING
ON CONSUMER PURCHASE INTENTION OF MPV CAR
(CASE STUDY OF SUZUKI ERTIGA)**

*PENGARUH PRODUK, HARGA, LAYANAN PURNA JUAL DAN IKLAN TERHADAP MINAT BELI
KONSUMEN PADA MOBIL MPV (STUDI KASUS: SUZUKI ERTIGA)*

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Abstract: Nowadays, car has important things in order to face the high mobility. One of that is MPV car. Suzuki is one of the automotive company that popping MPV car known as Suzuki Ertiga. Many factors are influencing consumer to buy MPV car such as product, price, after sales service and advertising. This research is conduct in Manado. The objective of this research are to analyze the influences of Product, Price, After Sales Service and Advertising on Consumer Purchase Intention of MPV car (Case Study of Suzuki Ertiga), partially and simultaneously. This research is using a multiple regression model. The population of this study is a consumer of MPV car (Suzuki Ertiga) in Manado, where sample taken by 100 respondent. The conclusion of this study is generally Price and After Sales Service does not significant influences to Consumer Purchase Intention and Product and advertising have significant influences to Consumer Purchase Intention. Based on this research, The Company should pay serious attention to product and advertising in order to survive in tight business competition and can attract the consumer by offering products that meet with their needs and wants.

Keyword: *product, price, after sales service, advertising, consumer purchase intention, MPV car*

Abstrak: Saat ini mobil menjadi salah satu alat transportasi penting untuk menunjang aktivitas yang tinggi. Salah satunya yaitu mobil jenis MPV. Suzuki adalah salah satu perusahaan otomotif yang memproduksi mobil MPV yang dikenal dengan Suzuki Ertiga. Produk, Harga, Layanan Purna Jual dan Iklan adalah beberapa factor yang mempengaruhi minat beli konsumen. Penelitian ini bertujuan untuk menganalisa pengaruh Produk, Harga, Layanan Purna Jual dan iklan terhadap minat beli konsumen pada mobil MPV secara parsial dan stimulan. Penelitian ini menggunakan multiple regression model. Populasi penelitian dari konsumen Suzuki Ertiga di Manado dengan sampel 100 responden. Hasil dari peneltian ini adalah Harga dan Layanan Purna Jual tidak memiliki pengaruh signifikan terhadap minat beli konsumen dan Produk dan iklan memiliki pengaruh signifikan terhadap minat beli konsumen. Berdasarkan penelitian ini, perusahaan dapat memperhatikan factor-faktor Produk dan iklan agar dapat bertahan dalam persaingan bisnis yang ketat dan dapat menarik konsumen dengan menawarkan produk yang sesuai dengan kebutuhan dan keinginan mereka.

Kata Kunci: *produk, harga, layanan purna jual, iklan, minat beli konsumen, mpv car*

INTRODUCTION

Research Background

Automotive industry in Indonesia showed a very tight competition. That makes the automotive companies competing for consumer attention. The need of cars has push the company to create car that can meet the consumer expectation which is to provides modern, comfort, styles and multipurpose but also with affordable prices. Multi Purpose Vehicle or known as MPV is one of minivan car type. MPV is among segments car that be famous for Indonesian and commonly known as family car.

According to *Gaikindo* total sales of MPV car in 2013 is 502,703 units. Multi Purpose Vehicle car can be loaded more than five passengers. This car also can be recognize by the size that MPV is more bigger and taller than sedan or hatchback car. Multi Purpose Vehicle car commonly has four till five doors to give more space to load more passengers. Besides, to maximize cabin size the engine is took place on the front of the muzzle of the car so that it will give more comfort with spacious. Multi Purpose Vehicle car attract the market because of the function of multi purpose vehicle itself. Multi purpose vehicle has been reflecting as the family car, roomy, able to load more passengers but still save money on fuel. Also the function of multi purpose vehicle are reflecting consumer needs in order to support the activities.

Many brands popping this multi purpose vehicle model with different designs and features but also with almost similar choice of quality and price competitive. Suzuki is one of the automotive companies in Indonesia with PT.Suzuki Indomobil Sales as a sole agent. Suzuki Ertiga was developed from the second shift generation that is more agile, aggressive, new design, easily maneuverable, fuel efficient and have a 3 seats row that can be loaded 7 passengers. Besides Suzuki Ertiga also equipped with electrical power steering, dual airbags, keyless entry immobilizer and anti lock brake system. Suzuki Ertiga has offer five variants to Indonesia market, there are GA, GL, GX, Elegant and Sporty. Each variants have different features and price. Suzuki Ertiga also offer warranty to their custome . The ideas of Suzuki Ertiga is become the Indonesian family car.

Manado city is one of major cities in Indonesia that cannot separate from Suzuki Ertiga market. As multi purpose vehicle Suzuki Ertiga are also being able to support activities in Manado city among other is to support work mobility of each people or family and even for business activities.

Research Objective

To analyze the influence of product, price, after sales service and advertising on consumer purchase intention of MPV car.

THEORETICAL FRAMEWORK

Marketing

Kotler and Keller (2012:27) defined marketing is about identifying and meeting human and social needs. According to American Marketing Association (2013) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This means marketing focuses on making the product available at the right place, at the right time, and at a price that is acceptable to customers.

Product

Berkowitz, Kerin and Rudelius (1986) defined product as a bundle of satisfactions both tangible and intangible that a customers receives in an exchange for money or other considerations.

Price

Price is an element that generates revenue for producers of goods (Monroe, 2002; Kenning et al., 2011). According to Berkowitz, Kerin and Rudelius (1986) defined price as the money or other consideration exchanged for the purchase of the product. Elements of price included competitive, costs of ownership and affordability.

After Sales Service

Tore and Kumar (2003) mentioned that the duties and functions of after-sales services are in the form of installation and startup services, training, maintenance and repair, documentation, providing logistic and spare parts, improving products, software services, warranty and call center service.

Advertising

Advertising is any form of non-personal representation and promotion about ideas, goods, or services paid by a particular sponsor (Kotler, 2003:75). Most advertising efforts involve goals for encourage demand for a particular brand. Brand advertising help to increase brand sales by encouraging consumers to switching from competing brands, increasing consumption among users, attracting non-users of this type of product, and maintaining current user sales. Advertising is a modern marketing instrument whose activities are based on communication thinking.

Consumer Purchase Intention

According to Kotler and Amstrong (2012), contemporary marketing theory revolves around the needs and wants of consumers. It is therefore imperative for researchers to understand consumer purchase intentions. Purchase intention is the measure of the possibility that a consumer would purchase a good or service

Previous Research

Seng and Husin (2015) Product and Price Influence on Cars Purchase Intention in Malaysia. The result of this study showed that six out of seven independent variables were significant and influenced the purchase intention at the introduction stage of a product in the automotive industry in Malaysia. They were design, specifications, features, performance, costs of ownership and affordability. Price competitive was found not relevant. The finding confirmed the both product and price were two determinant variables influencing the success of the product introduction.

Lolowang (2015) The Effect of Brand Image, After Sales Service and Promotion Mix On Consumer Buying Behavior at PT. Hasjrat Abadi Tendean. The result as the recommendation of this research, it is better for the management of PT. Hasjrat Abadi Manado Tendean to set competitive price for the spare part because the result shows that the spare part’s price is still considered by customers as high, and it is better for the management to maintain the Brand Image as well as Promotion Mix.

Conceptual Framework

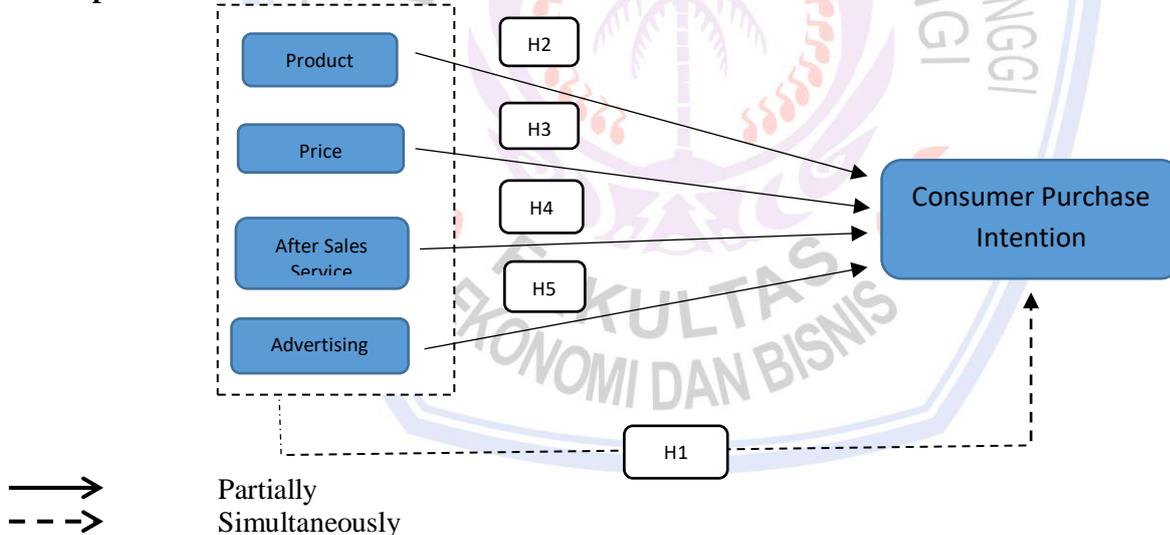


Figure 1. Conceptual framework

Source: Data Processed, 2019

- H1 : Product, Price, After Sales Service and Advertising have a simultaneously influence on Consumer Purchase Intention
- H2 : Product has partially effect on Consumer Purchase Intention
- H3 : Price has partially effect on Consumer Purchase Intention
- H4 : After Sales Service has partially effect on Consumer Purchase Intention
- H5 : Advertising has partially effect on Consumer Purchase Intention

RESEARCH METHOD

Type of Research

The type of this research is quantitative research method as it can help more in identifying and analyzing our desired information. Quantitative research has the ability to effectively translate data into easily quantifiable charts and graphs. Quantitative research can be either descriptive or experimental and This research is a causal type of research where it will investigate the effect of product, price, after sales service and advertising on consumer purchase intention of mpv car

Place and Time Research

This research will be conducted in around Manado city started from November 2018.

Population and Sample

Population

The population is all data that becomes the center of attention of the researchers in the scope and time specified. The population in this research is the people in Manado who have experience in switching of scooter motorcycle.

Sample

Sample is part of the number and characteristics possessed by this population. In other words, only particular elements of the population form the sample. Samples should be representative/represented in order to obtain accurate results.

Sample Size

In this study the sample taken in large sizes whose numbers are not known exactly, and used techniques of determining the number of sample for the infinity population as follows (Slovin Formula):

$$n = \frac{z^2}{4 \text{ moe}^2} = \frac{1.96^2}{4 \cdot 0.1^2} = 96.04 = 100$$

n = number of samples

z = normal distribution level at 5%, significant level (1.96)

moe = margin of error max, is the maximal fault rate of sampling that can be still tolerated by 10%

According to calculations above, the sample can be taken 96 people but in principle there is no definite rule to determine the percentage that is considered fixed in determining the sample. In this case, the researcher took a sample of 100 respondents who are representative enough to be studied.

Sampling Method

The sampling method used in this research is convenience sampling method. Convenience sampling method (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Data Collection Method Source of Data

All the data gathered in this research come one source which is primary data to make an appropriate result.

Primary Data

Primary data as information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The primary data used are collected by distributing questionnaire about the influences of product, price, after sales service and advertising on consumer purchase intention of MPV car in Manado.

Operational Definition and Measurement of Research Variables

Measurement of Research Variable

Likert scale is used to measure the variables of this research. Sekaran and Bougie (2009) stated that Likert scale is designed to examine how strongly subjects agree or disagree with statement on a five-point scale ranging from "strongly disagree" to "strongly agree".

Reliability and Validity Test

Reliability Test

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. Therefore, reliability can be defined as the extent to which measures are free from random error. A survey of instrument (questionnaire) is considered reliable if its repeated application results in consistent scores. Alpha Cronbach test is utilized as reliability test in this research with following criteria; the minimum value of Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). If the reliability coefficient (alpha) is below 0.6, it means that the measurement is considered as not consistent or not reliable (Nasution and Usman, 2008).

Validity Test

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random. Validity is the extent to which a construct measures what it is supposed to measure. In this research the test is performed by using value of MSA (measures of sampling adequacy). If the value of MSA is above 0.5, the data is considered as valid so it can be used for further tests and analyses

Testing of Classical Assumption Multi Collinearity

In multiple regression analysis, multi collinearity refers to the correlation among the independent variables. To assess multi collinearity, researchers can use tolerance or VIF, which build in the regressing of each independent on all the others. Tolerance is $1-R^2$ for the regression of those independent variables on all the other independents, ignoring the independent. The higher the inter-correlation of the independents, the more the tolerance will approach to zero. As a rule of thumb, if tolerance is less than .20, a problem with multi collinearity is indicated.

Variance-inflation factor or VIF which is simply the reciprocal of tolerance. Therefore, when VIF is high, it shows multi collinearity and instability of the β and beta coefficient. These two variables are provided in the SPSS output.

Heteroscedasticity

Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity". When this phenomenon happens, the least square is not the most efficient procedure for estimating the coefficients of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficients are no longer valid. There are some tests for detecting heteroscedasticity:

1. Scatter plot is the residuals against an independent variable. A model can be concluded to not apparent of heteroscedasticity if the scatter plot does not form any pattern.
2. Spearman correlation, highly recommended for a small samples model, is usually less than 30 samples. A model is said to be influenced by heteroscedasticity if the spearman coefficient or correlation has significant value (Sig. of less than 0.05) toward the residual.

Normality

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and model-predicted values of the dependent variable. The residual for a given product is the observed value of the error term for that product. A histogram or P-P plot of the residuals can help researchers to check the assumption of normality of the error term. The requirements are as follows: 1. The shape of the histogram should approximately follow the shape of the normal curve

2. The P-P plotted residuals should follow the 45-degree line.

Autocorrelation

Autocorrelation is the correlation between some observed data that is organized based on time series or data in a certain time or is cross-sectional. It is attempt to test if there is any correlation between errors in t period and $t-1$ period in a linear regression model. Autocorrelation appears because if there continues observation in a time series, this problem emerges of the residual from one observation to another.

F-Test

The F-test is used to determine whether a significant relationship exists between the dependent variable and set of all the independent variables; overall significance. This test is used to determine whether all

independent variables have simultaneous effect on dependent variable or not. This test is performed with the hypothesis acceptance criteria as follows:

H_0 is accepted and H_1 is rejected if the F-count $<$ F-table at $\alpha = 0.05$

H_0 is rejected and H_1 is accepted if the F-count \geq F-table at $\alpha = 0.05$

T-Test

If the F test shows an overall significance, the t test is used to determine whether a significant relationship exists between each of the individual independent variables and the dependent variable. A separate t test is conducted for each of the independent variables in the model; individual significance. This test is used to determine whether each of independent variables has partial effect on dependent variable or not.

This test is performed with the hypothesis acceptance criteria as follows:

H_0 is accepted if the t-count $<$ t-table at $\alpha = 0.05$

H_0 is rejected if the t-count \geq t-table at $\alpha = 0.05$

RESULT AND DISCUSSION

Result of Multiple Linear Regression Analysis

Multiple Linear Regression model is used to determine the influence of several independent variables on a dependent variable. SPSS 24 software is used to find the result of multiple regressions is using.

Table 1. Multiple Linear Regression Output

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized		
		B	Std. Error	Beta		
1	(Constant)	-2.250	1.562		-1.441	.153
	Product	.408	.163	.298	2.499	.014
	Price	.074	.134	.064	.551	.583
	After_Sales_Services	.172	.115	.161	1.506	.135
	Advertising	.392	.079	.402	4.984	.000

a. Dependent Variable: Consumer_Purchase_Intention

Source: Data Processed, 2019

The interpretation of the equation is :

Constant -2.250 shows the influence of Product (X_1), Price(X_2), After Sales Service (X_3), Advertising (X_4), to the Consumer Purchase Intention (Y)

- Constant -2.250 shows the influence of Product (X_1), Price(X_2), After Sales Service (X_3), Advertising (X_4), to the Consumer Purchase Intention (Y). It means that, in a condition where all independent variables are constant (zero), Consumer Purchase Intention (Y) as dependent variable is predict to be -2.250.
- 0.408 is the slope of Product (X_1) meaning if there is one unit increasing in X_1 , while other variables are constant then Y is predicted to increase by 0.408.
- 0.074 is the slope of Price(X_2) means that if there is one unit increasing in X_2 , while other variable are constant then Y is predicted to increase by 0.074.
- 0.172 is the slope of After Sales Service (X_3) meaning if there is one unit increasing in X_3 , while other variables are constant then Y is predicted to increase by 0.172.
- 0.392 is the slope of Advertising (X_4) meaning if there is one unit increasing in X_4 , while other variables are constant then Y is predicted to increase by 0.392.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R^2) and Adjusted R Square

R and R^2 are used to see the relationship between independent and dependent variables.

Table 2. Result of R, R² and Adjustment R Square

Model Summary^b			
Model	R	R Square	Adjusted R Square
1	.809 ^a	.655	.641

a. Predictors: (Constant), product, price, after sales service, advertising

b. Dependent Variable: consumer_purchase_intention

Source: Data Processed, 2019

The value of R is 0.809 indicating a strong positive relationship between independent and dependent variable. The value of R² is 0.655 or 65.5% it means that Product, Price, After Sales Service and Advertising as dependent variables are able to influence Brand Switching as much as 65.5% while the rest 34.5% is other factors not included in this research.

Heteroscedasticity

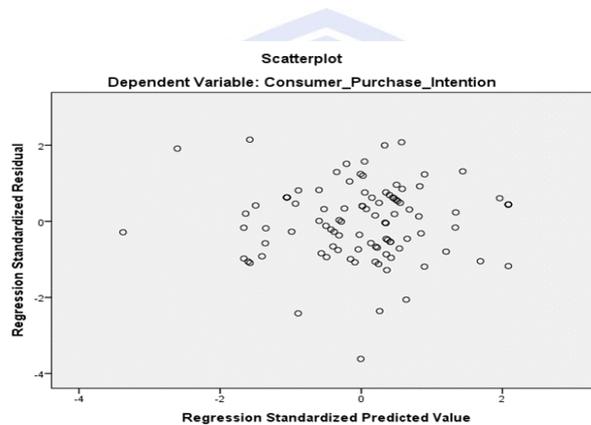


Figure 2. Heteroscedasticity Test Output

Source: Data Processed, 2019

It shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.255	3.923
	Price	.268	3.725
	After_Sales_Services	.318	3.149
	Advertising	.558	1.793

Dependent Variable: Consumer_Purchase_Intention

Source: Data Processed, 2019

Shows that the value of tolerance and VIF. The tolerance value of Product is 0.255, Price 0.268, After Sales Service is 0.318, Advertising is 0.558 means the tolerance value of variable is more than 0.2. The VIF value of Product is 3.923, Price is 3.725, After Sales Service is 3.149, Advertising is 1.793 means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.

Normality

Normality test can be identified by using graph of P-P plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. To identify the normality test, figure 4.6 will shows the graphic result for the normality test.

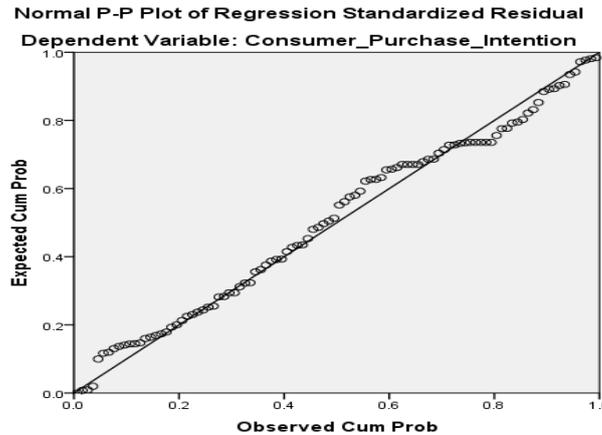


Figure 3. Normality Test Output

Source: Data processed, 2019

The simultaneous test (F-test) was conducted to identify the independent variables which consist of Product (X₁), Price(X₂), After Sales Service (X₃), Advertising (X₄), and Past Experience (X₅) to Consumer Purchase Intention (Y) as a dependent variable simultaneously. If F_{count} is higher than F_{table} thus the alternative hypothesis (H₁) is accepted and the original hypothesis (H₀) is rejected.

Table 4. Simultaneous Test (F-test Output)

Model		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1100.338	4	275.085	45.096	.000 ^b
	Residual	579.502	95	6.100		
	Total	1679.840	99			

a. Dependent Variable: Consumer_Purchase_Intention

b. Predictors: (Constant), Advertising, After_Sales_Services, Price, Product

Source: Data Processed, 2019

The value is 45.096, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 94 with level of significance is 0.05 ($\alpha = 0,05$) and the level of confidence is 95% then F_{table} is 2.53. The result is: F_{count} (45.096) > F_{table} (2.53). Since F_{count} is greater than F_{table}, H₀ is rejected and H₁ is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

T-test

Table 5. T-test Result

Variable	T _{count}	T _{table}	Description
Product (X ₁)	2.499	1.99	Accepted
Price(X ₂)	.551	1.99	Rejected
After Sales Service (X ₃)	1.506	1.99	Rejected
Advertising (X ₄)	4.984	1.99	Accepted

Source: Data Processed, 2019

1. Product (X_1) and Consumer Purchase Intention (Y)
 - H_1 Accepted if $T_{count} > T_{table}$
 - Product (X_1) significantly influences Consumer Purchase Intention (Y)
 - H_1 Rejected if $T_{count} < T_{table}$
 - Product (X_1) does not significantly influences Consumer Purchase Intention (Y)
 - From the table above, T_{count} for each independent variable, which for Product (X_1) $T_{count} = 0.231$ and $T_{table} = 1.99$ which $T_{count} < T_{table} 1.99$. Therefore, H_0 is accepted and H_1 rejected, that means Product (X_1) significantly influence Consumer Purchase Intention (Y).
2. Price (X_2) and Consumer Purchase Intention (Y)
 - H_1 Accepted if $T_{count} > T_{table}$
 - Price(X_2) significantly influences Consumer Purchase Intention (Y)
 - H_1 Rejected if $T_{count} < T_{table}$
 - Price(X_2) does not significantly influences Consumer Purchase Intention (Y)
 - From the table above, T_{count} for each independent variable, which for Price(X_2) $T_{count} = -0.14$ and $T_{table} = 1.99$ which $T_{count} < T_{table} 1.99$. Therefore, H_0 is accepted and H_1 rejected, that means Price(X_2) does not significantly influence Consumer Purchase Intention (Y).
3. After Sales Service (X_3) and Consumer Purchase Intention (Y)
 - H_1 Accepted if $T_{count} > T_{table}$
 - After Sales Service (X_3) significantly influences Consumer Purchase Intention (Y)
 - H_1 Rejected if $T_{count} < T_{table}$
 - After Sales Service (X_3) does not significantly influences Consumer Purchase Intention (Y)
 - From the table above, T_{count} for each independent variable, which for After Sales Service (X_3) $T_{count} = 1.811$ and $T_{table} = 1.99$ which $T_{count} < T_{table} 1.99$. Therefore, H_0 is accepted and H_1 rejected, that means After Sales Service (X_3) does not significantly influence Consumer Purchase Intention (Y).
4. Advertising (X_4) and Consumer Purchase Intention (Y)
 - H_1 Accepted if $T_{count} > T_{table}$
 - Advertising (X_4) significantly influences Consumer Purchase Intention(Y)
 - H_1 Rejected if $T_{count} < T_{table}$
 - Advertising (X_4) does not significantly influences Consumer Purchase Intention (Y).
 - The table shows that T_{count} for each independent variable, which for Advertising (X_2) $T_{count} = 2.898$ and $T_{table} 1.99$ which $T_{count} > T_{table} 1.99$. Therefore, H_0 is rejected and H_1 accepted, that means Advertising (X_4) significantly influences Consumer Purchase Intention (Y).

Generally Price (X_2) and After Sales Service (X_3) does not significant influences to Consumer Purchase Intention (Y) and Product (X_1) and advertising (X_4) have significant influences to Consumer Purchase Intention (Y).

CONCLUSION AND RECOMMENDATION

Conclusion

There are five conclusions based on the result of this research.

1. The Product, Price, After Sales Service and Advertising on consumer behavior significant influence on consumer purchase intention simultaneously.
Consumer purchase intention of MPV car in Manado indicates that there are many factors influencing the intention, such as the Product and Advertising which is typical characteristics that include the product value, product appearance, elegant product or in advertising about good placement, good content and costumer curiosity, Result indicates that Product and Advertising gives strong relationship to consumer purchase intention, because it gives more impact than Price and After Sales Service. When the result indicates that Product and Advertising has the strongest significant influence, it does not mean that Price and After Sales Service do not give any influence. Price and After Sales Service also gives influence toward consumer purchase intention of MPV car in Manado, but not as much as product and advertising
2. Product on consumer behavior has significant influence toward consumer purchase intention on Manado partially.
Product has a significant influence to the consumer purchase intention of used of MPV car in Manado. This characteristic gives a big influence to the dealer of the product that sells a MPV car especially for Suzuki Ertiga.

3. Price on consumer behavior has no significant influence toward consumer purchase intention in Manado partially.
Price indicated that has no significant influence to consumer purchase intention, the indicator such as affordability, cost of ownership, cost benefit, and competitive take into consideration of consumer to buying Suzuki Ertiga.
4. After Sales Service on consumer behavior has no significant influence toward consumer purchase intention in Manado partially.
After Sales Service indicated that has no significant influence to consumer purchase intention, the indicator such as affordability, spare part availability warranty official workshop technical support take into consideration of consumer to buying Suzuki Ertiga.
5. Advertising on consumer behavior has significant influence toward consumer purchase intention in Manado partially.
Advertising has a significant influence to the consumer purchase intention of used of MPV car in Manado. This characteristic gives a big influence to the dealer of the product that sells a MPV car especially for Suzuki Ertiga.

Recommendation

There is always space for research improvement. In this research, there are several limitations, which can be improved in next study. The sample of this study is students and employees. For the company itself, it will give more opportunity to improve in terms of advertising and product competitiveness. The company should pay more attention and more improvement to its advertisement due to the significant result on consumer purchase intention in buying Suzuki Ertiga in Manado. Improvement in terms of bring more value to the product through its advertising, and focusing on how the product will affect positively to the customer. The same thing goes for the product, where the improvement should be focusing on how the product will affect positively to the customer.

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