
ANALYZING WULING CONSUMER PURCHASE DECISION AT PT. KUMALA CEMERLANG ABADI (WULING MOTORS) MALALAYANG MANADO*ANALISIS KEPUTUSAN PEMBELIAN KONSUMEN WULING PADA PT. KUMALA CEMERLANG ABADI (WULING MOTORS) MALALAYANG*

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Abstract: This study aims to analyze the effect of product, promotion, price and location on purchase decision for Wuling cars at PT. Kumala Cemerlang Abadi Manado. The research method used is a qualitative method, with interviews with several consumers for data collection. The target population in this study are consumers who buy Wuling cars at PT. Kumala Cemerlang Abadi. The number of samples used in this study were 10 informants. The results of this study indicate that product quality, price, promotion, and place have a very positive effect on purchasing decisions. This shows that the better the quality of the product, the more attractive the price and promotion, as well as the convenient location, the more influence the purchase decision will have.

Keywords: product, price, promotion, place, purchase decision

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh produk, promosi, harga dan lokasi terhadap keputusan pembelian mobil Wuling di PT. Kumala Cemerlang Abadi Manado. Metode penelitian yang digunakan adalah metode kualitatif, dengan wawancara kepada beberapa konsumen untuk pengumpulan datanya. Populasi sasaran dalam penelitian ini adalah konsumen yang melakukan pembelian mobil Wuling di PT. Kumala Cemerlang Abadi. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 10 informan. Hasil penelitian ini menunjukkan bahwa kualitas produk, harga, promosi, dan tempat sangat berpengaruh positif terhadap keputusan pembelian. Hal ini menunjukkan bahwa semakin baik kualitas produk, semakin menarik harga dan promosi, dan juga lokasi yang nyaman maka akan semakin meningkatkan pengaruh keputusan pembelian.

Kata Kunci: produk, harga, promosi, lokasi, keputusan pembelian

INTRODUCTION

Research Background

Nowadays transportation has become a very important need. The offer of transportation products is currently increasingly diverse along with increasing needs, even for four-wheeled transportation is currently experiencing such rapid development, people are faced with various kinds of innovations and choices. Thus making many automotive companies compete fiercely to win the hearts of the people. In the face of increasingly high competition in the automotive industry, the demands to improve the quality of superior products and services are very important. Various efforts were made to maintain the quality of the products owned; among others, by technological innovations to products that have previously been launched and appropriate promotions in accordance with the intended market.

Everyone has a different attitude towards the same object. The company strives to satisfy consumer tastes by fulfilling reality as expected. The diversity of consumers in buying a product is influenced by various factors, both from consumers and from outside consumers. Several factors that can influence buying behavior include price, product, promotion, place factors. This model operates under external influences, serving as a valuable source of information about a particular product, thereby influencing customer product-related values, attitudes and behavior.

Broadly speaking, price is the amount of value exchanged by consumers for the benefits of ownership or use of a product or service. Many things are related to the price behind why consumers choose a product to have. 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 cheaper price than usual so that it is more economical.

Product quality has more selling value that is not owned by competing products. Quality must be measured from the consumer's point of view of 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 intended use by consumers. Good product quality can help consumers in making purchasing decisions, so that consumers can be interested in a product produced by a company and will encourage consumers to make purchases of these products with the quality offered.

Promotion is one of the variables in the marketing mix that is very important carried out by companies in marketing their products or services. Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it. The advantages of the product can be known by consumers and can make them interested in trying and then will make a decision to buy a product. So promotion is one of the important aspects in marketing management because promotion can make consumers who were originally not interested in a product can change their minds and become interested in the product.

Determination of a place such as the location of the office and its facilities and infrastructure is something very important that must be considered. Place refers to providing the product in a convenient place for the customer. Determination of the place will determine a number of advantages such as the company will be in a strong position in the competition, the ability to service the needs and desires of consumers. On the other hand, mistakes in making important decisions regarding the location of the company will result in losses with loss of capital. So, determining the right location is needed by a company in order to be able to market its products properly in accordance with the marketing strategy used by the company so that it can compete with other companies. With the placement and facilities provided, it includes a quite strategic and comfortable place for visitors. Based on the literature review, the researcher strongly believes that the 4Ps namely product, price, place and promotion are important factors that influence customer decision making on buying a Wuling car.

Research Objective

The purpose of this research is to analyze what are the reasons consumers decide to buy Wuling at PT. Kumala Cemerlang Abadi Malalayang Manado.

THEORITICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2018), marketing as a process by which companies create value for customers and build strong customer relationships to capture value from consumers in return. Stanton (2012) states that marketing is a total system of business activities designed to plan, determine prices, promote, and distribute want-satisfying goods and services, both to current consumers and consumers potential.

Purchase Decision

Tjiptono (2015:21) defines purchasing decisions consumer is a process by which the consumer recognizes the problem, looking for information about a particular product or brand. Alma (2016: 96) suggests that the purchase decision is a consumer decision that is influenced by the economy finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, process.

Marketing Mix

According to Tjiptono (2018), the marketing mix was popularized for the first time decades ago by Jerome McCarthy who formulated it into 4P namely product, price, place and promotion. According to Tjiptono (2015) marketing mix is a set of tools that marketers use to shape the characteristics of the services offered to customers.

Product

According to Alma (2016:140) a product is a set of good attributes tangible or intangible including color, price, good name products, the reputation of the retailer and the manufacturer's services and the retailer's services accepted by consumers in order to meet and satisfy the needs and consumer desires. A product is anything that can be offered to a market for get attention, buy, use, or satisfy a want or needs (Kotler and Armstrong, 2018).

Price

Tjiptono (2015) states that price is the main factor that can influence a buyer's choice, price plays a significant role in determining consumer purchases, for that before setting a price, the company should look at some of the price references of a product that is considered quite high in sales. According to Kotler and Armstrong (2018), Price is an amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services.

Promotion

According to Laksana (2019:129), promotion is a communication from sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers who previously did not know to become familiar so that they become buyers and remember the product. According to Kotler and Armstrong (2018), promotion is a tool or activity used by companies to communicate customer value.

Place

According to Alma (2013:105), choosing the right business location will determine the success and failure of business in the future. Kotler and Armstrong (2018) stated that the location is various activities of the company to make products that are produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where strategic location.

Quality

According to Ernawati (2019), product quality is a factor important factors that influence every customer's decision to buy a product. The better the quality of the product, the more increase the interest of consumers who want to buy the product. According to Windarti and Ibrahim (2017) that product quality is the suitability of the needs and desires of each product to in product specifications, product quality is a condition that related to products, services, people and the environment to meet consumer expectations.

Previous Research

Limpo, Rahim, and Hamzah (2018) aimed to analyze the influence of product quality, price, and promotion of purchasing decision in Indonesia. The data used taken from some Indonesian people who usually drink local tea. The purposive sampling method used in the selection of respondents involving ninety-two people. The results of this study partially indicate that quality had a significant and positive effect on purchasing decisions by sixty percent. Price had a significant and positive effect on purchasing by forty-two percent. The promotion had a significant and positive effect on purchasing decisions by fifty percent. Simultaneously, the quality, price, and promotion significantly affected the purchase decision by seventy-two percent

Ali and Suciana (2019) aimed to measure the influences of location, price and service quality on a house purchase decisions by measure whether location, price and service quality have significantly influence on purchase decision. This paper uses SPSS (Statistical Product and Service Solutions) approach to test t value test each regression coefficient whether the independent variable has a significant influence or not on the dependent variable, and test F value test simultaneously the influence of independent variables on the dependent variable. It is found that each location, price and service quality directly influence on purchase decision. The location, price and service quality simultaneously influence on purchase decision

Gulliando and Shihab (2019) aimed to analyze the effect of product quality, promotion, and price on the decision to purchase service products provided by Telkomsel. The research data used are primary data derived from questionnaires and secondary data derived from company data. The population in this study is the users of

Telkomsel service products to date in the DKI Jakarta area. Because the population is not known with certainty in number (accidental side), then the technique or formula used is in accordance with the theory. In this study there were 26 questions, so the number of samples taken in this study was 140 samples (28 questions x 5). The analytical method used in this study is multiple linear regression. The results showed that product quality, promotion, and price influence purchasing decisions. Product quality is a very strong variable influence on purchasing decisions

Conceptual Framework

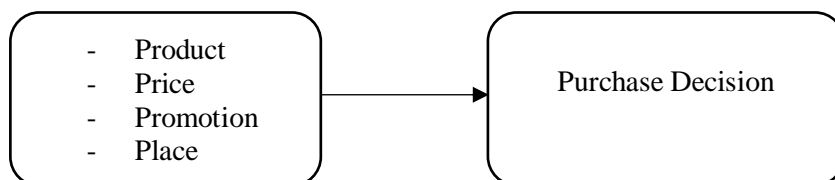


Figure 1. Conceptual Framework
Data Processed (2022)

RESEARCH METHOD

Research Approach

According to Moleong (2017:6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by way of description in the form of words and language, in a special context that is natural by utilizing various methods natural.

Population and Sample

The researcher uses a population in the form of consumers of the Wuling brand car in Manado. The Purposive sampling have used in this research. According to Sugiyono (2018:138) purposive sampling is using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied.

Data Collection Method

Sources of data used in this study are Primary data and Secondary data.

Operational Definition and Indicator of Research Variable

Table 1. Operational definition and indicator of Research variable.

Variable	Definition	Indicators	Item Indicator
Purchase Decision	Purchasing decision is a process carried out to combine all the knowledge obtained by consumers into useful considerations in choosing two or more alternatives, so that they can decide on a product.	- Product	1. Quality 2. Design 3. After Sales Service 4. Fuel oil 5. Safety Features
		- Price	1. Down Payment 2. Price Discount 3. Installment
		- Promotion	1. Sales Promotion 2. Advertising 3. Social Media
		- Place	1. Store Location 2. Store Convenience

Source: Data Processed (2022)

Data Analysis Method

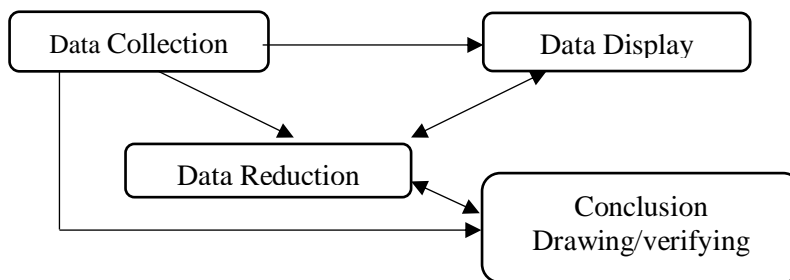


Figure 2. Data Analysis Method
Sources: Miles and Huberman (1992)

RESULT AND DISCUSSION

Result

This study uses a qualitative method, namely in-depth interviews as a tool to obtain information from informants and uses purposive sampling. The population in this study were Wuling car consumers, and the samples taken were 10 informants.

Table 2. Coding Categorization

Indicators	Description	Informants
Product	There is a purchase decision for Wuling customers to buy because of the design, quality, fuel oil, after sale service and features.	I1, I2, I3, I5, I7, I9, I10
	There is no a purchase decision for Wuling customers to buy because of the design, quality, fuel oil, after sale service and features.	I4, I6, I8
Price	There is purchase decision for Wuling customers to buy because of installments, down payments, and discounts.	I6, I8, I10
	There is no purchase decision for Wuling customers to buy because of installments, down payments, and discounts.	I1, I2, I3, I4, I5, I7, I9
Promotion	There is no purchase decision for Wuling customers to buy because of advertising, social media, and sales promotion.	I4, I7, I9
	There is no purchase decision for Wuling customers to buy because of advertising, social media, sales promotion.	I1, I2, I3, I5, I6, I7, I8, I10
Place	There is a comfortable waiting room and strategic location that Wuling provides to customers.	I1, I2, I3, I4, I5, I6, I7, I8, I9, I10
	There is no a comfortable waiting room and strategic location that Wuling provides to customers.	-

Discussion

Based on the results of interviews that have been conducted, it shows that 4 indicators namely Product, Price, Promotion and Place used in this study have an impact on the decision to purchase Wuling cars at PT. Kumala Cemerlang Abadi Manado. The four indicators used in this study have their respective meanings and meanings. Each respondent gives reasons on 4 indicators that have an effect or not.

Product Quality Influence on Purchase Decision

Product quality is the totality of goods and services related to consumer desires, which in terms of product superiority is worthy of being sold in accordance with customer expectations. Consumers always evaluate the performance of a product, this can be seen from the ability of the product to create a quality product with all its specifications so that it can attract consumers to make purchases of these products. So it can be said that the quality of a given product can affect consumer purchasing decisions for the products offered. Limpo, Rahim, and Hamzah (2018) indicated that quality had a significant and positive effect on purchasing decisions.

Price Influence on Purchase Decision

Price includes an element of the product mix which is the highest contributor to income or income for any business. And also the price is a flexible element meaning it can be changed as needed. Price is the amount of money needed to get the maximum combination of products and services. The purpose of pricing, firstly to earn a profit, each company or business sets the price of a particular product with the belief that it will get a satisfactory profit or profit, secondly, that is to obtain non-profit benefits investment purchase targets. Limpo, Rahim, and Hamzah (2018) indicated that price had a significant and positive effect on purchasing.

Promotion Influence on Purchase Decision

Promotion is an effort to inform, persuade and influence and offer products with the aim of attracting potential consumers to buy the products offered. With promotional activities, producers or distributors really expect an increase in sales. This promotional activity is carried out in line with the overall marketing plan and is planned to be directed and controlled properly, is expected to play a good role in increasing sales and in accordance with the desired target market. Limpo, Rahim, and Hamzah (2018) indicated that promotion had a significant and positive effect on purchasing decisions.

Place Influence on Purchase Decision

Location is a place of business that greatly affects the desire of consumers to come and shop. Choosing a strategic business location is one of the factors that influence success. The more strategic the chosen business location, the higher also the level of sales. Locations that are in crowded places will provide opportunities to attract consumers. Location is also able to affect the amount of profit based on expenses. Therefore, the better and more precise the location setting of a store, the higher the influence in attracting consumers to make purchases at the store. Ali and Suciana (2019) found that location directly influence on purchase decision.

CONCLUSION AND RECCOMENDATION

Conclusion

This chapter contains research findings and recommendations. The chapter direct results, journals, websites, and other secondary materials are used to form a conclusion. Based on the results of the analysis and discussion that have been described previously, the following conclusions can be drawn:

1. Based on the findings, it is clear that these four variables have a significant influence when consumers buy Wuling cars. Factors such as product quality, affordable prices, attractive promotions, and strategic locations have an impact on the decision to purchase Wuling cars in Manado.
2. On the results of interviews and discussions, it can be concluded that products and promotions are the most prominent because Wuling consumers in Manado really want to buy goods that they want, so it can be concluded that product and promotion have a big influence on the decision to buy a Wuling car in Manado.

Recommendations

1. Based on the results of this study, it is known that the place has a positive effect on purchasing decisions. Of the four, place indicators studied by the author, one of the indicators that must be considered by PT. Kumala Cemerlang Abadi Manado, which is a place or dealer provided by Wuling, may be added in several areas outside Manado, so that customers outside Manado are also easier to service or come to buy a car. And for the waiting room, PT. Kumala Cemerlang Abadi Manado can provide snacks, not just drinks, so that customers who come for car service can be more comfortable waiting.
2. Further research may improve and add indicators used to explain the purchasing decision variables or use other variables related to purchasing decisions, so that they can produce better and more complete data in order to expand their research network.

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