

THE INFLUENCE OF ADVERTISING AND PERCEIVED VALUE ON TRUCK PURCHASE DECISION AT PT ASTRA INTERNATIONAL TBK ISUZU MALALAYANG

PENGARUH IKLAN DAN NILAI PERSEPSI TERHADAP KEPUTUSAN PEMBELIAN TRUK PADA PT ASTRA INTERNATIONAL TBK ISUZU MALALAYANG

By:

Vaness Davidson Mamusung¹
Emilia Margareth Gunawan²

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:

¹davidsonmamusung@gmail.com

²emilia_gunawan@unsrat.ac.id

Abstract: This quantitative research examines how advertising and perceived value influence truck purchasing decisions among PT Astra International Tbk Isuzu Malalayang customers. Data analysis was carried out using multiple linear regression on SPSS, with additional tests of validity, reliability, and classical assumptions (normality, multicollinearity, heteroscedasticity). The variables were measured using a 7-point Likert scale. The results in this study are that Advertising has no significant effect on purchasing decisions. Perceived Value has a significant effect on Purchase Decisions. Advertising and Perceived Value have a simultaneous effect on Purchase Decisions. This research provide valuable insights for PT Astra International TBK Isuzu Malalayang marketing strategy, suggesting the need for more targeted digital advertising campaigns and stronger emphasis on value proposition communication, particularly focusing on long-term ownership economics. The research contributes to marketing literature by validating the hierarchy of effects model in Indonesia's commercial vehicle sector and proposing an enhanced framework for assessing perceived value in B2B automotive purchases.

Keyword: Advertising, Perceived Value, Purchase Decision, Truck Industry, Quantitative Research. Automotive Marketing

Abstrak: Penelitian kuantitatif ini menguji bagaimana periklanan dan nilai yang dirasakan memengaruhi keputusan pembelian truk di antara pelanggan PT Astra International Tbk Isuzu Malalayang. Analisis data dilakukan dengan menggunakan regresi linier berganda pada SPSS, dengan tambahan uji validitas, reliabilitas, dan asumsi klasik (normalitas, multikolinearitas, heteroskedastisitas). Variabel-variabel diukur menggunakan skala Likert 7 poin. Hasil dalam penelitian ini adalah bahwa Periklanan tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian. Nilai yang Dirasakan memiliki pengaruh yang signifikan terhadap Keputusan Pembelian. Periklanan dan Nilai yang Dirasakan memiliki pengaruh simultan terhadap Keputusan Pembelian. Penelitian ini memberikan wawasan berharga bagi strategi pemasaran PT Astra International TBK Isuzu Malalayang, menyarankan perlunya kampanye periklanan digital yang lebih terarah dan penekanan yang lebih kuat pada komunikasi proposisi nilai, terutama berfokus pada ekonomi kepemilikan jangka panjang. Penelitian ini berkontribusi pada literatur pemasaran dengan memvalidasi model hierarki efek di sektor kendaraan komersial Indonesia dan mengusulkan kerangka kerja yang disempurnakan untuk menilai nilai yang dirasakan dalam pembelian otomotif B2B.

Kata kunci: Periklanan, Nilai Persepsi, Keputusan Pembelian, Industri Truk, Riset Kuantitatif. Pemasaran Otomotif

INTRODUCTION

Research Background

The Indonesian economy, which is increasing every year, also affects the high purchasing power of the Indonesian people. demand for products and services both in quality and quantity will increase. This phenomenon encourages every producer to compete in creating various kinds of products and services offered to meet consumer needs. In this case the demand for goods, especially diesel engine vehicles, continues to increase due to increased consumer interest and purchasing power for diesel engine vehicles, where diesel engine wheeled vehicles are goods that function to support everyday life. Consumers, especially people with a middle- class economy, need vehicles that have many benefits and can carry a lot of cargo.

PT. Astra international Isuzu is a company engaged in the automotive sector in particular four or more

wheeled vehicles that use Diesel Direct Injection engines and one of the companies the biggest in Indonesia. Astra Isuzu prioritizes sales of commercial vehicles and is a company that successful in sales with the achievement of marketshare holders for the last 10 years. In development Isuzu expanded by opening nineteen branches in Indonesia, one of them Manado branch, and produces several tough cars, one of which is the 6-wheel Dump Truck. The 6-wheel dump truck (light truck) itself dominates Isuzu product sales more than other trucks, because the 6-wheeled dump truck (light truck) has qualified specifications with affordable price offers in reach. The 6-wheeled dump truck made by Isuzu itself has a cheaper price compared to the price of a 6-wheeled dump truck from a competitor company.

PT Astra International Isuzu Malalayang sells several types of car models, such as Isuzu Giga FVR , Isuzu NMR 81 HD dump truck, Isuzu Elf NLR, Isuzu Traga and Isuzu Giga FVZ. PT Astra International Isuzu malalayang uses various mix methods promotions, such as advertising, personal selling, sales promotion, relationships society and and direct marketing tools that companies use to persuasively communicate customer value and customer relationships.

In Indonesia is a compelling topic that delves into the complex interplay of marketing strategies, consumer behavior, and cultural influences in the Indonesian context. Indonesia's diverse and rapidly evolving market presents a unique landscape for studying the impact of advertising and perceived value on consumers' decisions to purchase trucks. Understanding this dynamic relationship is essential for businesses aiming to effectively engage Indonesian consumers and drive truck sales in the region. The Indonesian market is characterized by a growing middle class, urbanization, and increasing consumer purchasing power. These factors contribute to a shifting consumer mindset and preferences, creating opportunities and challenges for marketers and businesses in the truck industry. Advertising plays a crucial role in shaping consumer perceptions and preferences, influencing brand awareness, and communicating the value proposition of trucks to potential buyers. Moreover, the perceived value of trucks, including factors such as quality, reliability, and brand reputation, significantly impacts consumers' purchase decisions. Cultural nuances and societal norms also play a pivotal role in shaping consumer behavior in Indonesia. Research on this topic would explore how cultural values, lifestyle trends, and social influences intersect with advertising messages and perceived value to drive truck purchase decisions. Understanding the cultural context is essential for developing effective advertising strategies and positioning trucks as desirable and practical choices for Indonesian consumers.

Furthermore, the research would likely investigate the effectiveness of different advertising channels, such as digital media, television, and outdoor advertising, in reaching and resonating with Indonesian truck buyers. It would also examine how the perceived value of trucks is communicated through advertising content, product features, and customer testimonials to create a compelling value proposition for consumers. In summary, the research on the influence of advertising and perceived value on truck purchase decisions in Indonesia serves as a valuable exploration of consumer behavior, marketing dynamics, and cultural influences in the Indonesian truck market. By gaining insights into these factors, businesses can tailor their advertising strategies and value propositions to effectively engage Indonesian consumers and drive truck sales in this dynamic and evolving market.

Research Objectives

1. To determine the influence between Advertising and Perceived Value on Truck Purchase Decision at PT Astra International TBK Isuzu Malalayang.
2. To determine the effect of advertising on truck purchase decisions at PT Astra International TBK Isuzu Malalayang.
3. To determine the effect of perceived value on truck purchasing decisions at PT Astra International TBK Isuzu Malalayang.

LITERATURE REVIEW

Marketing

Marketing examines the frameworks, principles, and models that explain how businesses engage with customers to satisfy their needs and desires key areas in marketing theory include marketing mix is a strategic framework businesses use to effectively market their products or services. It consists of a set of controllable elements that work together to meet customer needs and achieve business goals. The most common model is the 4 Ps (Product, Price, Place, Promotion), but it has evolved to include 7 Ps (for services) and 4 Cs (customer-focused approach).

Consumer Behavior

Customer behavior refers to the study of how individuals, groups, or organizations select, buy, use, and dispose of products, services, or experiences to satisfy their needs and wants. It examines the psychological, social, and emotional factors that influence purchasing decisions.

Advertising

Advertising is a form of communication that aims to promote a product, service, idea, or brand to a target audience. It's a key element of marketing strategies used by businesses, organizations, and individuals to create awareness, generate interest, and drive sales or engagement. Advertising explore the principles and frameworks that govern how advertisements impact consumer behavior and decision-making.

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach that unifies all marketing communication tools, channels, and messages to deliver a consistent, seamless, and persuasive brand experience to consumers. It ensures that advertising, PR, social media, sales promotions, and other tactics work together—not in isolation—to maximize impact.

AIDA Model (Attention, Interest, Desire, Action)

The AIDA model is a classic marketing framework that describes the four stages a consumer goes through before making a purchase decision. It is widely used in advertising, sales, and digital marketing to craft persuasive campaigns.

The Persuasion Knowledge Model (PKM)

The Persuasion Knowledge Model (PKM), developed by Friestad and Wright (1994), explains how consumers recognize, interpret, and respond to persuasion attempts in marketing. It suggests that over time, people develop "persuasion knowledge"—an understanding of how advertisers, salespeople, and influencers try to influence them.

Perceived Value

Perceived value explore how consumers evaluate the worth of a product or service based on subjective judgments about its benefits versus its costs. Perceived value is defined as the consumer's overall assessment of the utility of a product or service based on perceptions of what is received (benefits) and what is given (costs). Perceived value is subjective, situational, and multidimensional, encompassing both utilitarian (functional) and hedonic (emotional) dimensions.

Components of Perceived Value

Perceived value refers to a customer's subjective evaluation of a product or service's worth, based on the benefits they believe they'll receive compared to its cost. It's a key driver of purchasing decisions and brand loyalty. Below are the core components that shape perceived value: Functional Value, Emotional Value , Social Value , Economic Value, Epistemic Value factors, social media and image.

Perceived Value in Marketing

Perceived value is the customer's subjective assessment of a product's worth, based on its benefits vs. cost (monetary or non-monetary). Unlike objective pricing, it is shaped by psychology, branding, and context—making it a powerful lever for profit and loyalty. Perceived value isn't about being the cheapest—it's about making customers feel they're getting the *best* deal. Master this, and you unlock: Higher prices, Stronger loyalty, Immunity to price wars

Purchase Decision

Purchase decisions examine the psychological, social, and economic factors influencing consumers' choices. The purchase decision is the final stage in the consumer buying journey, where a customer selects a product/service and completes the transaction. Understanding this process helps marketers optimize conversions and reduce drop-offs. Purchase decision refers to the final choice a consumer makes when selecting a product or service to buy, after evaluating alternatives. It is the culmination of the consumer decision-making process, where needs, preferences, and external influences converge to drive a buying action.

Empirical Studies

Malunsenge, Tamengkel, and Punuindoong (2017) aimed to examine the influence of advertising on the customer purchase decision at PT. Astra International Daihatsu. Data collection using the instrument in the form of questionnaires / interviews, observation and document studies, and for data analysis using quantitative methods. The results of this study to answer the hypothesis there is a significant relationship factors that influence consumers to buy, with a determinant indicates 49.92% which means that the increase or decrease in customer savings depends on those factors are strong enough 0.7066%, the remaining 50.08% is another factor. Positive linear functional relationships of 1: 0.7378 scale means the increase in advertising will affect the increased purchase decision of 0.7378

Kampani (2014) aimed to: (1) determine the effect of Green Marketing on Perceived Value; (2) determine the effect of Perceived Value on Purchase Decision; (3) determine the effect of Green Marketing on Purchase Decision; (4) determine the effect of Green Marketing on Purchase Decision through the Perceived Value. The type of research used explanatory research with quantitative approach. Variables used in this research were Green Marketing, Perceived Value, and Purchase Decision. The total sample is 116 costumers of Consumers PT Astra International Tbk.–TSO Malang Sutoyo and used Simple Random Sampling techniques. Data were collected through questionare. Descriptive analysis and path analysis was used as a data analysis techniques. The result of the study reveals that: (1) Green Marketing has direct and significantly effect on Perceived Value; (2) Perceived Value has direct and significantly effect on Purchase Decision; (3) Green Marketing has direct and significantly effect on Purchase Decision; (4) Green Marketing has significantly effect on Purchase Decision through the Perceived Value as mediator variable.

Ikhlas and Astuti (2023) examined the efforts made by Bear Brand to enhance its presence in the market by improving the perception of value and advertising awareness as effectively as possible. The research was conducted using a questionnaire method, applying purposive sampling techniques to 100 respondents who had previously made purchasing decisions on Bear Brand dairy products. Where the variables of ad recall (X2) and perceived value (X3) have a positive and significant influence on purchase decisions (Y), while the variable of creativity in advertising (X1) has a positive but not significant influence on purchase decisions. The adjusted R Square value of 0.577 indicates that 57.7% of the purchase decision variables can be explained by the three independent variables in the regression equation. The remaining 42.3% is explained by other variables outside the three variables used in this study.es and financial considerations to achieve a balanced and optimized product line that resonates with the target audience.

Conceptual Framework

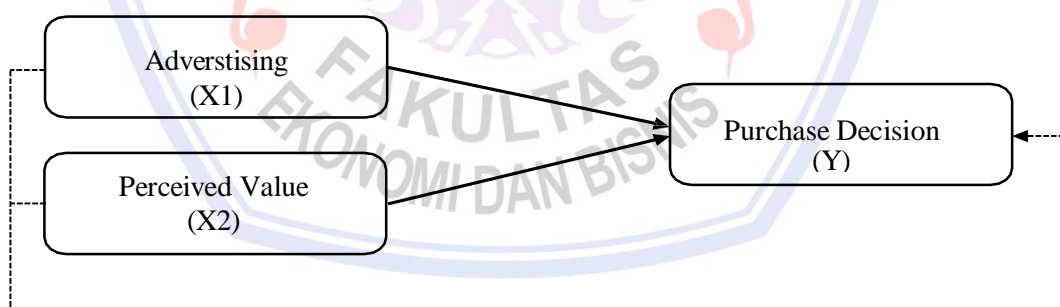


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H₁: Advertising and Perceived Value has a positive influence on Purchase Decision simultaneously

H₂: Advertising has a positive influence on Purchase Decision partially.

H₃: Perceived value have a positive influence on Purchase decision partially

RESEARCH METHOD

Research Approach

This research uses a quantitative approach, collecting measurable data to examine study variables. It aligns

with a descriptive survey methodology to test and confirm theories and assumptions.

Population and Sample Size

The study population consists of all customers of PT Astra International TBK Isuzu Malalayang residing in North Sulawesi Province. However, due to the unknown size of the population, a purposive sampling technique was employed. This approach was used to select a sample of 150 participants based on specific criteria relevant to the research. The purposive sampling method allows for the inclusion of individuals who meet certain characteristics, ensuring the sample is representative of the target group within the study area. The following are the criteria for selecting respondents in this research:

- 17–60 years old. This age range is selected because individuals are customers PT Astra International TBK Isuzu Malalayang.
- Active and Potential customers PT Astra International TBK Isuzu Malalayang. Including both active and potential users provides a comprehensive understanding of the factors influencing purchase decision on truck adoption, capturing both actual experiences and barriers to adoption.
- Customers domiciled wherever PT Astra International TBK Isuzu Malalayang customers are.

Data Collection Method

The primary data for this study was collected through the online distribution of questionnaires via Google Forms to PT Astra International TBK Isuzu Malalayang Customers. The questionnaire method involves gathering data by presenting a list of questions to the subjects. This approach is efficient, enabling quick collection of complete responses at a low cost. The data is measured using a 7-point Likert scale, commonly used in surveys to evaluate respondents' opinions, attitudes, and perceptions on specific topics or statements.

Operational Definition and Indicators of Research Variables

Table 1. Operational Definition and Indicators of Research Variables

Variables	Definition	Indicators
Advertising (X_1)	Advertising is a marketing communication strategy aimed at promoting or persuading a target audience to take action, such as purchasing a product, adopting a service, or forming a specific perception about a brand. It typically involves creating and delivering paid messages through various media channels to achieve organizational objectives.	1. Influence decisions 2. Frequency 3. Provide Information 4. Professional sources 5. Attract attention (Lim, 2015;84)
Perceived Value (X_2)	Perceived value refers to the customer's evaluation of the benefits and costs of a product or service, based on their subjective judgment. It reflects how customers assess the worth of what they receive (value) compared to what they give up (costs, such as money, time, or effort).	1. Emotional Values 2. Social Values 3. Quality/Performances 4. Price/Value for money (Wang, 2010; Sweeney and Soutar, 2001)
Purchase Decision (Y)	Purchase decision refers to the process by which a consumer decides whether or not to buy a product or service after considering various factors such as need, preferences, perceived value, and external influences. It is a crucial stage in the consumer buying behavior model and can be influenced by both rational and emotional factors.	1. Product Choice 2. Brand Choice 3. Dealer Choice 4. Purchase Amount 5. Purchase timing 6. Payment Method (Kotler and Keller, 2012)

Testing of Research Instruments

The validity is one of the methods to tell how accurately a method in measuring something. It refers to a measure that shows at which the survey measures right elements to be measured and shows the level of validity of an instrument. The measurement of this research to ensure that it is valid research by seeing if the result of each item is significance with $p\text{-value} > 0.05$. If the $r\text{-count} \geq r\text{-table}$, the question items are valid, and if the $r\text{-count} < r\text{-table}$,

the question items are invalid.

The reliability of a measure refers to the stability and consistency with the instruments, concepts and the main to assess the accurate and stable measurement. If this instrument used several times measuring the same object, then it will result a similar data. Based on the Interpretation of Cronbach Alpha the value that indicates unreliable is <0.60 while >0.60 be declared reliable.ruliana

Data Analysis

Data analysis is the process of simplifying data into a form that is easier to read and interpreted. The data collected will going to be analyze and in this research, the author used the classical assumption test which are: normality test, multicollinearity test, and heteroscedasticity, before running the regression assumptions which is the multiple linear regression.

Classical Assumption Test

Normality Test

In the multiple linear regression models, there must be a normal distribution of residual, which refers to the differences between the values and observed of the dependent variable. In this research, the normality test was conducted to seek are the dependent and the independent variable have a contribution or not. If the probability ≥ 0.05 it indicates that the regression model and the distribution is normal and if the probability ≤ 0.05 it indicates that the regression model and the distribution is not normal.

Multicollinearity Test

In this research, the multicollinearity test aims to test the correlation between independent variables. The test can be seen by looking at the tolerance value and the Variant Inflation Factor (VIF). If the tolerance value ≥ 0.1 and the VIF ≤ 10 it indicates that there is no symptom of multicollinearity.

Hetersocedasticity Test

In this research, the heteroscedasticity test aims to test whether the residual variance inequality of one observation to another observation. The research can be said good research if there is no heteroscedasticity. If the significance value is ≥ 0.05 it indicates that there is no heteroscedasticity and if the significance value is ≤ 0.05 it indicates that heteroscedasticity occurs.

Multiple Linear Regression Analysis

In the quantitative research, the multiple linear regression is technique that measures the influence of the variables which the independent variable and dependent variable. This analysis can be interpreted in the equation form of a structural equation, which formulated as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Definition:

Y	: Purchase Decision
α	: Constant, when all independent variable = 0
X_1	: Advertising
X_2	: Perceived Value
$\beta_1 X_1, \beta_2 X_2$: Slope of each independent variable
e	: Residual error

Hypothesis Testing

T-Test (Partial Test)

In this research the T-test aims to show the effect of independent variable on the dependent variable. It can be the test to determine whether there is a significant relationship between the variables. The t test is a parametric test of difference, meaning that it makes the same assumptions about the data as other parametric tests. The t-test will assume data: are independent; are (approximately) normally distributed; have a similar amount of variance within each group being compared (a.k.a. homogeneity of variance).

F-Test (Simultaneously Test)

In this research the F-Test aims to shows whether all the independent variables and dependent variables are simultaneous significance. According to Syarifuddin and Saudi (2022), Simultaneous Testing (F-Test) is utilized to

determine whether the independent variables collectively (simultaneously) have an impact on the dependent variable. The test results are evaluated by analyzing the F value presented in the ANOVA table, using a significance level of 0.05.

RESULT AND DISCUSSION

Research Result

Validity and Reliability Test

Tabel 2. Validity Test Result

Variable	Indicator	Validity		Result
		R Count	R Table	
Advertising (X1)	X1.1	0.532	0.160	Valid
	X1.2	0.510	0.160	Valid
	X1.3	0.446	0.160	Valid
	X1.4	0.535	0.160	Valid
	X1.5	0.538	0.160	Valid
Perceived Value (X2)	X2.1	0.576	0.160	Valid
	X2.2	0.481	0.160	Valid
	X2.3	0.529	0.160	Valid
	X2.4	0.604	0.160	Valid
	X2.5	0.410	0.160	Valid
	X2.6	0.407	0.160	Valid
	X2.7	0.464	0.160	Valid
	X2.8	0.490	0.160	Valid
	Y.1	0.474	0.160	Valid
	Y.2	0.471	0.160	Valid
	Y.3	0.439	0.160	Valid
	Y.4	0.601	0.160	Valid
	Y.5	0.551	0.160	Valid
	Y.6	0.515	0.160	Valid

Source: Data Processed 2024

In this research the number of data point used for the Validity test is 150 respondents. Therefore, in finding the data point processed with the formula $df = n-2$ which result is $df = 150-2 = 148$. Referring to the table of R-Values for df 148 at a significance level of 0.05 (5%), the critical value (Rtable) is 0.160. Based on the Table 3, the numerical values indicated that the computed Rcount for each questionnaire items surpass the critical Rtable of 0.160 at a significance level of 5% in this research.

Table 3. Reliability Test Result

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
X1.1	110.03	45.838	.279	.769	
X1.2	109.84	43.625	.393	.761	
X1.3	110.01	45.215	.250	.772	
X1.4	109.83	44.395	.367	.763	
X1.5	109.99	45.007	.274	.770	
X2.1	109.73	43.515	.418	.759	
X2.2	109.93	44.841	.256	.772	
X2.3	110.06	43.050	.409	.760	
X2.4	109.97	42.335	.487	.753	
X2.5	109.80	44.604	.359	.764	
X2.6	109.82	45.840	.215	.774	
X2.7	109.73	45.056	.341	.765	
X2.8	109.88	44.267	.432	.759	
Y.1	109.63	45.994	.278	.769	
Y.2	109.97	43.744	.370	.763	
Y.3	109.94	45.332	.258	.771	
Y.4	109.96	43.730	.381	.762	
Y.5	109.93	43.035	.458	.756	
Y.6	109.83	45.240	.294	.768	

Source: Data Processed, 2024

According to the data analysis in Table 4, it is evident that each statement within every research variable exhibits a cronbac's Alpha value surpassing 0.60. Therefore, all statements within each variable are considered reliable.

Classical Assumption Tests

Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			150
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.68672328
Most Extreme Differences	Absolute		.076
	Positive		.055
	Negative		-.076
Test Statistic			.076
Asymp. Sig. (2-tailed) ^c			.036
Monte Carlo Sig. (2-tailed) ^d	Sig.		.037
	99% Confidence Lower Bound		.032
	Interval Upper Bound		.042

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed 2025

According to table 4, it is known that the significance value of Asymp Sig. (2-tailed) of 0.36 is greater than 0.05 then in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data are normally distributed.

Multicollinearity Test

Table 6. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Advertising	.544	1.837
Perceived Value	.544	1.837

Source: Data Processed , 2024

The multicollinearity the results of the analysis of the table above, the tolerance value X1 (0.544) and X2 (0.544) > 0.100 is obtained, while the VIF value X1 (1.837) and X2 (1.837) < 10.00, it is concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test

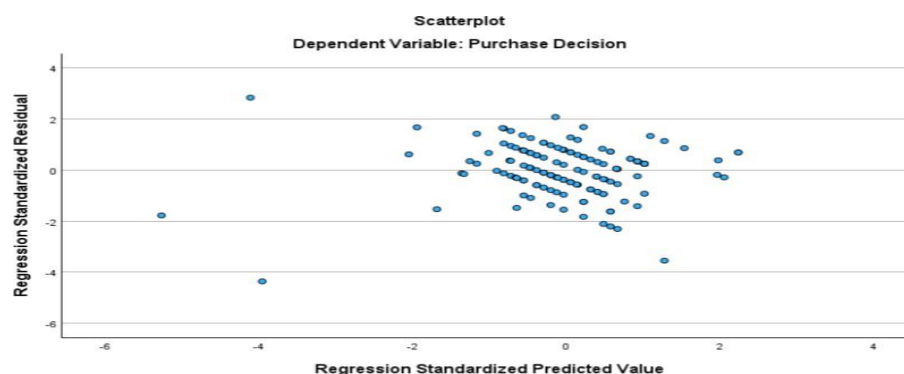


Figure 2. Heteroscedasticity Test Result

Source: Data Processed 2024

Multiple Linear regression**Table 7. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	8.192	2.188	
Advertising (x ₁)	.197	.087	.171
Perceived Value (x ₂)	.460	.057	.612

Source: Data Processed from SPSS, 2024

The equation form of a structural equation model obtained as follows:

$$Y = 8,192 + 0,197 X_1 + 0,460 X_2 + e$$

Where the interpretation of this equation as shown below:

1. The constant value of truck Purchase Decision at PT Astra International TBK Isuzu Malalayang (Y) is 8,192, this explains that if the Advertising (X₁), Perceived value (X₂) variables are 0 (zero), then the value of Customer Purchase Decision (Y) is 8,192.
2. Based on the Advertising variable (X₁) the regression test results show that the Advertising variable (X₁) has a positive regression coefficient with a value of b = 0.197, meaning that if there is an increase in the value of variable X₁ by 1 point, there will also be an increase in the Purchase Decision (Y) variable by 0.197 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable.
3. Based on the Perceived Value (X₂) variable, the regression test results show that the Perceived Value (X₂) variable has a positive regression coefficient with a value of b = 0.460, meaning that if there is an increase in the value of the X₂ variable by 1 point, there will also be an increase in the Purchasing Decision (Y) variable by 0.460. with the assumption that other independent variables are held constant A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable.

Hypothesis Testing**Simultaneously Hypothesis Testing (F-Test)****Table 8. Simultaneously Hypothesis Test Result**

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	507.590	2	253.795	88.009	<.001 ^b
Residual	423.910	147	2.884		
Total	931.500	149			

Source: Data Processed from SPSS, 2024

As shown in Table 8, it shows the calculated F value (88.009) > F table (3.91) and with a significant level of <0.001, because the significance level is less than 0.05 (<0.001 < 0.05) and F count is greater than F table (88.009>3.91), then it is concluded that there is a positive and significant effect of the variables Advertising (X₁) and Perceived value (X₂) simultaneously on Purchase Decision (Y) so that H₁ is accepted.

Partial Hypothesis Testing (T-Test)**Table 10. Partial Hypothesis Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	8.192	2.188		3.744	<.001
Advertising (x ₁)	.197	.087	.171	2.264	.025
Perceived Value (x ₂)	.460	.057	.612	8.116	<.001

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed 2025

Based on the results of data processing in Table 10, the partial test results are obtained as follows:

1. Based on the results of the analysis above, it is obtained that the t value (2.264) > t table (1.976) and significant (0.25) > (0.05), it is concluded that advertising (X₁) has a positive and not significant effect on truck purchase

decision at PT Astra International Tbk Isuzu Malalayang. Then H_0 cannot be rejected and H_2 cannot be accepted. Because in the context of MLR, if the $t\text{-value} > t\text{-table}$ and $p\text{-value} > \text{significant value}$, then the regression coefficient for the independent variable Advertising (X_1) is not significant.

2. Based on the results of the analysis above, it is obtained that the t value (8.116) $> t$ table (1.976) and significant (<0.001) $< (0.05)$, it is concluded that Perceived Value (X_2) has a positive and significant effect on truck purchase decision at PT Astra International Tbk Isuzu Malalayang. Then H_0 rejected and H_3 accepted.

Discussion

The Influence of Advertising and Perceived Value on Purchase Decision

Based on the test results, The table above shows the calculated F value of 88.009 with a significant level of <0.001 and F table (3.91), because the significance level is less than 0.05 ($<0.0001 < 0.05$) and F value (88.009) $> F$ table (3.91) This explains that the independent variables, namely Advertising (X_1) and Perceived Value (X_2) simultaneously have a significant effect on Purchase Decision (Y) truck at PT Astra International TBK Isuzu Malalayang. The result of this study is in accordance with the proposed hypothesis.

The Influence of Advertising (X_1) on Purchase Decision (Y)

Based on the test result, it shows that the t value of the Advertising variable (X_1) is 2.264 with a significance level of 0.25 and t table is 1.976 . t value (2.264) $> t$ table (1.976) and significant level $0.025 > 0.05$. Thus, it can be concluded that the Advertising has no significant effect on Purchase Decision towards Truck at PT Astra International TBK Isuzu Malalayang, which means that Advertising have no significant influence on Customer Purchase Decision towards Truck at PT Astra International TBK Isuzu Malalayang. In researcher opinion, Advertising does not have a significant influence on consumer purchasing decisions. These results also indicate that the advertisements delivered are not effective in increasing consumer awareness and interest in the product. Consumers are more influenced by other factors such as recommendations from friends or family, as well as personal experience with the product. Therefore, as continues to prioritize and enhance the Advertising on PT Astra International TBK Isuzu Malalayang, it is well-positioned to not only meet the demands of today's online shoppers but also to positively influence customer behaviors and drive successful outcomes in the competitive truck market.

The Influence of Perceived Value (X_2) on Purchase Decision (Y)

Based on the test result, it shows that the t value of the Perceived Value variable (X_2) is 8.116 with a significance level of <0.001 and t table is 1.976 . t value (8.116) $> t$ table (1.976) and significant level $<0.001 < 0.05$. Thus, it can be concluded that the Perceived Value has a significant effect on Purchase Decision towards Truck at PT Astra International TBK Isuzu Malalayang, which means that Perceived Value have significant influence on Customer Purchase Decision towards Truck at PT Astra International TBK Isuzu Malalayang. Based on the results of the analysis that has been carried out, it can be concluded that the value perceived by consumers has a significant influence on purchasing decisions. This shows that consumers tend to buy products that have higher perceived value. These results also show that the value perceived by consumers in terms of Emotional values, Social values, quality/performance, price/value for money have significant influence on purchasing decisions. Consumers who feel that products have high quality, competitive prices, and benefits that suit their needs tend to buy these products..

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings derived from data analysis alongside a comprehensive discussion, the research ultimately reaches the following conclusions:

1. The results of this research have shown that the Advertising has not playing an important role in influencing Customer Purchase Decision towards truck at PT Astra International TBK Isuzu Malalayang through the indicators such as Influence decisions, Frequency, Provide information, Professional sources, trustworthy and attract attention. It can be said that Advertising not playing important role in influencing the Customer Purchase Decision towards truck at PT Astra International TBK Isuzu Malalayang.
2. The results of this research have shown that the Perceived value are positively influenced Customer Purchase Decision towards truck at PT Astra International TBK Isuzu Malalayang through the indicators such as Emotional values, Social values, quality/performance, price/value for money. It can be said that Perceived value has effect in influencing the Customer Purchase Decision towards truck at PT Astra International TBK Isuzu

Malalayang.

3. The result of this research have shown that Advertising and Perceived value all simultaneously have a positive impact on Customer Purchase Decision towards truck purchase at PT Astra International through the indicators of Purchase Decision used in this research such as Product choice, brand choice, Dealer Choice, Purchase Amount, Purchase timing, and payment method.

Recommendation

Based on the conclusion of this study, the following recommendation can be given:

1. PT Astra International TBK Isuzu Malalayang needs to pay attention to the findings of the results of this study to increase Truck sales, where to increase Truck marketing the company needs to pay attention to other variables that also affect truck purchasing decisions. Companies should consider allocating advertising budgets to other more effective channels. In addition, companies should also improve the quality of products and services to increase consumer satisfaction and increase the likelihood of recommendations from consumers.
2. PT Astra International TBK Isuzu Malalayang needs to pay attention that the Perceived value variable is the most influential variable than advertising on truck purchasing decisions. Therefore, pay attention to the Perceived value variable must be maintained, even if it needs to be needs to be increased

REFERENCES

- Friestad, M., & Wright, P. (1994). The Persuasion Knowledge Model: How People Cope With Persuasion Attempts. *Journal of Consumer Research*, 21(1), 1–31. <https://psycnet.apa.org/record/1994-47287-001>
- Ikhlas, D. I., & Tri Astuti, S. R. (2023). Analisis Pengaruh Kreativitas Dalam Periklanan, Kemudahan Iklan Diingat, Dan Perceived Value Terhadap Keputusan Pembelian Konsumen (Studi pada Iklan Susu Bear Brand Edisi Kemurnian #YangDipercaya). *Diponegoro Journal of Management*, 12(4). <https://ejournal3.undip.ac.id/index.php/djom/article/view/41773>
- Kampani, P. (2014). *Pengaruh Green Marketing Terhadap Nilai Yang Dipersepsikan Dalam Keputusan Pembelian Mobil (Studi pada Konsumen PT Astra International Tbk.–TSO Malang Sutoyo)*. (Skripsi, Universitas Brawijaya). <https://repository.ub.ac.id/id/eprint/116293/>
- Kotler, P., & Keller, K.L. (2012). *Marketing Management*. 14th Edition, Pearson Education.
- Lim, W.M. (2015). The Influence of Internet Advertising and Electronic Word of Mouth on Consumer Perceptions and Intention: Some Evidence from Online Group Buying. *Journal of Computer Information Systems*, 55(4), 81-89. <https://www.tandfonline.com/doi/abs/10.1080/08874417.2015.11645790>
- Malunsenge, S., Tamengkel, L.F., & Punuindoong, A.Y. (2017). Pengaruh Periklanan terhadap Keputusan Pembelian Konsumen pada PT. Astra International Daihatsu. *Jurnal Administrasi Bisnis*, Vol. 5, No. 006. <https://ejournal.unsrat.ac.id/v3/index.php/jab/article/view/18914>.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: The Development Of A Multiple Item Scale. *Journal of Retailing*, 77(2), 203–220. <https://www.sciencedirect.com/science/article/abs/pii/S0022435901000410>
- Wang, C-Y. (2010). Service Quality, Perceived Value, Corporate Image, and Customer Loyalty in the Context of Varying Levels of Switching Costs. *Psychology & Marketing*, 27(3), 252-262. <https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20330>