



The Influence of Brand Image, Price, and Distribution on the Decision to Purchase Toyota Spare Parts at PT Tasti Anugrah Mandiri

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Abstract: The objectives of this study were: to determine whether brand image influences the purchasing decision for Toyota spare parts at PT Tasti Anugrah Mandiri, to determine whether price influences the purchasing decision for Toyota spare parts at PT Tasti Anugrah Mandiri, and to determine whether distribution influences the purchasing decision for Toyota spare parts at PT Tasti Anugrah Mandiri, both partially and simultaneously. The population in this study were consumers who purchased Toyota spare parts (Toyota Genuine Parts) through PT TASTI Anugrah Mandiri. The research sample was obtained from consumers who had previously made transactions and completed a research questionnaire, with a total of 97 respondents. Data collection used a questionnaire with a Likert scale. The collected data were analyzed using SPSS. The results showed that partially, the Brand Image variable significantly influenced the Purchasing Decision, the Price variable significantly influenced the Purchasing Decision, and the Distribution variable significantly influenced the Purchasing Decision.

Keywords: Brand Image; Distribution; Price; Purchasing Decision; Toyota Spare Parts.

1. INTRODUCTION

The development of the automotive industry in Indonesia has increased rapidly in recent years. Based on data from the Indonesian Motor Vehicle Industry Association (Gaikindo, 2024), national car sales continue to increase and have exceeded more than one million units per year. This growth shows the high level of public consumption of motor vehicles, which ultimately encourages the growth of the supporting industry sector, especially in the field of after-sales service. One of the important aspects of after-sales service is the availability of quality spare parts, because these components play an important role in maintaining the performance, safety, and lifespan of the vehicle.



Image 1. Indonesia Big 20 of Vehicle Whole Sales by Brands (January – October 2024).

Source: Gaikindo, 2024

The image above shows vehicle sales data (whole sales) from 20 and shows the 8 largest car brands in Indonesia during the period from January to October 2024. Based on the graph, total vehicle sales in Indonesia reached 710,406 units, which shows that the condition of the national automotive market is still stable and competitive amid global economic challenges. From the data, it can be seen that Toyota still dominates the market with total sales of 235,331 units or around 33.1% of total national sales. PT Tasti Anugrah Mandiri is one of the companies engaged in the distribution of Toyota genuine parts, known as the Toyota Genuine Parts (TGP) brand. The company has an extensive distribution network in various regions of Indonesia and provides products such as Toyota Motor Oil (TMO), Toyota Genuine Battery (TGB), and official Toyota accessories. According to Kotler and Keller (2016), the purchase decision is a process that includes the identification of needs, information search, evaluation of alternatives, and product selection. The process is influenced by various factors, including brand image, price, and distribution channels. According to Tjiptono (2017), brand image is a consumer perception of a product that is formed through the company's experience, quality, and reputation. The stronger the brand image that is built, the greater the influence it will have on purchasing decisions. Previous research conducted by Rahmat (2023) on the PT TASTI Anugrah Mandiri branch showed that brand image does not have a significant influence on purchase decisions. According to Kotler and Armstrong (2018), price is the only element in the marketing mix that directly generates revenue, while other elements actually incur costs. Therefore, the right pricing policy has a strategic impact on the perception of value, product competitiveness, and sales level of a company. Previous research by Rahmat (2023) shows that price has a significant influence on the purchase decision of Toyota parts at PT TASTI Anugrah Mandiri. These results show that consumers not only consider brand image, but also value price as a determining factor in the decision-making process.

According to Kotler and Keller (2016), a distribution channel is a series of organizations or individuals that help distribute products from producers to end consumers. In the automotive industry, especially in the parts market, distribution effectiveness is a major determinant of sales success. The availability of products evenly and the speed of delivery are important indicators in creating customer satisfaction and trust. Research by Sari (2022) shows that distribution has a positive and significant influence on Toyota car purchase decisions because it makes it easier for consumers to get products. Similar findings were put forward by Pratama (2020) who stated that a fast and direct distribution strategy improves the purchase decision of motor vehicle parts.

2. PRELIMINARIES OR RELATED WORK OR LITERATURE REVIEW

Brand Image

Furthermore, Wardhana (2024) brand image is a synthesis of all symbols and messages used by companies to describe the value and character of the brand in the eyes of customers. This image plays an important role in the purchase decision-making process, as consumers tend to choose brands with consistent visual and emotional representations. According to Kotler and Keller (2009), the factors that shape brand image include:

- a. Quality or Quality – relates to the quality of products offered by manufacturers with a particular brand.
- b. Trustworthy or Reliable – reflects the level of trust the public has in the products consumed.
- c. Usefulness or Benefits – indicates the real functions and benefits that consumers feel from the product.
- d. Service – describes the manufacturer's efforts in providing the best service to consumers.
- e. Risk – related to the magnitude of the potential loss or profit that may be experienced by consumers.
- f. Price – relates to the amount of money consumers spend as well as the perception of long-term value to the brand.
- g. Brand Image Itself – includes views, agreements, and information formed in people's minds towards a particular brand.

Price

According to Kotler and Keller (2022), price is the amount of money that must be paid by consumers to obtain a product or service, and reflects the value received by consumers from the benefits of the product. Thus, price not only serves as a medium of exchange, but also as an indicator of value and perception of quality in the minds of consumers. According to Kotler (2016) and Tjiptono (2017), price indicators can be measured through the following aspects:

- a. Price Affordability by Consumers, the extent to which the price of the product can be reached by the intended target market.
- b. Price Conformity with Product Quality, whether the price paid by consumers is proportional to the quality and benefits of the product received.
- c. Price Competitiveness with Similar Products, the ability of the company to set prices that are not too far from competitors to avoid losing market share.

- d. Price Conformity with the Benefits Obtained by the Consumer, the level of consumer satisfaction with the value received compared to the amount of money paid.
- e. Price consistency, price stability over time which can affect consumer confidence in products and companies.

Place

According to Kotler and Keller (2022), distribution (place) is an activity that involves planning, implementing, and controlling the flow of goods or services from producers to end consumers with the aim of maximizing customer satisfaction and cost efficiency. Distribution not only includes the physical aspect of shipping goods, but also the management of effective distribution channels through intermediaries, agents, and digital platforms. According to Kotler (2016) and Sari (2022), the effectiveness of distribution activities can be measured through several key indicators that reflect the extent to which products can be properly distributed to consumers. These indicators include:

Product Availability in the Market

Products can be supplied smoothly and according to the needs of consumers in various marketing areas. Effective distribution ensures that there is no stock out which can reduce customer satisfaction and reduce sales potential.

Ease of Consumers Obtaining Products

Convenience includes the distance of the sales location, the availability of a distribution network, and the clarity of information about the place of purchase of the product.

Speed and Accuracy of Delivery

Modern logistics demands fast and accurate service. Efficient distribution is able to deliver products on schedule and in good condition without delays.

Distribution Area Coverage

The greater the opportunity for the product to be known and purchased by consumers in various locations. Distribution that has a wide reach also shows the company's ability to manage the supply chain and logistics effectively.

Product Supply Consistency

Companies must be able to maintain continuity of supply so that products are available stably and not disrupted by production or distribution factors. This consistency indicates good coordination between the production department, warehouse, and distribution network.

Distribution Cost Efficiency

An effective distribution system not only reduces logistics costs, but is also able to keep selling prices competitive in the market.

Purchase Decision

According to Kotler and Keller (2016), purchasing decisions are a process in which consumers recognize needs, seek information, evaluate various alternatives, and finally decide to buy a particular product. This process is not only based on rational considerations, but also involves emotional aspects influenced by brand image, price, and ease of access to products. According to Kotler and Keller (2016) and reinforced by Schiffman and Wisenblit (2020), the indicator of purchasing decisions can be seen through the following aspects:

- a. Needs for products, consumer awareness of the benefits and needs of the product.
- b. Desire to try products, the emergence of interest in making a first-time purchase.
- c. Certainty of product choice, confidence that the chosen product is the most suitable for needs.
- d. Frequency of repurchases, the level of consistency of consumers in making the next purchase.
- e. Recommendations to others, the tendency of consumers to recommend products to others as a form of post-purchase satisfaction.

Frame of Mind

The framework of thought in this study describes the relationship between the variables studied.

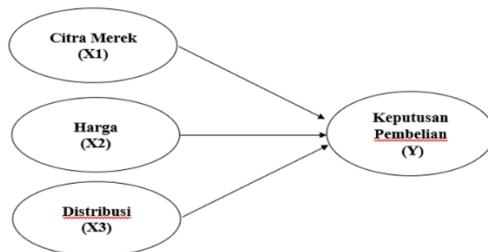


Figure 2. Frame of Mind.

Hypothesis Development

H₁: Brand image has a significant impact on parts purchasing decisions

Toyota at PT TASTI Anugrah Mandiri.

H₂: Price has a significant effect on the purchase decision of Toyota parts
at PT TASTI Anugrah Mandiri.

H₃: Distribution has a significant impact on Toyota parts purchasing decisions
at PT TASTI Anugrah Mandiri

3. MATERIALS AND METHOD

Research Type

In this study, a quantitative approach was used. The quantitative approach is empirical research that is related to numerical data and is objective. The observed fact or phenomenon has an objective reality that can be measured. (Umar, 2014). In this study, there are independent variables (influencing) and dependent variables (influenced). To find out the influence of brand image (X1), price (X2) and Distribution (X3) on the purchase decision of Toyota PT Tasti Anugrah Mandiri where the brand image (X1), Price (X2) and Distribution (X3) while the Purchase Decision as the variable Y.

Populasi

According to Ghazali (2016), the definition of population is the sum of all objects or individual units observed in research. The population in this study is all consumers of PT Tasti Anugrah Mandiri who have purchased Toyota spare parts during the research period. The number of members of the population is not known for sure.

Sample

Since the exact number of members is unknown, the sample size is calculated using the Cochran formula (Sugiyono, 2019).

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$
$$n = \frac{Z^2 pq}{e^2} \quad n = 96,04 = 97 \text{ orang}$$

From the above result, 96.04 is a fraction and according to Sugiyono (2019) in the calculation that produces a fraction (there is a comma) it should be rounded up. So that the number of samples in this study is 97 respondents.

Sampling Technique

This study uses a non-probability sampling technique because the population is not known for its members, and with purposive sampling as a sample determination technique. Nonprobability Sampling is a sampling technique that does not give the same opportunity/opportunity for each element or member of the population to be selected as a sample. Meanwhile, Purposive sampling is a sample determination technique with certain considerations according to the desired criteria to be able to determine the number of samples to be studied.

4. RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results.

Variabel	Item	r _{count}	r _{table}	Keterangan
Brand Image (X ₁)	X1_1	0,253	0,168	Valid
	X1_2	0,840	0,168	Valid
	X1_3	0,733	0,168	Valid
	X1_4	0,842	0,168	Valid
	X1_5	0,410	0,168	Valid
	X1_6	0,496	0,168	Valid
Price (X ₂)	X1_7	0,741	0,168	Valid
	X2_1	0,642	0,168	Valid
	X2_2	0,663	0,168	Valid
	X2_3	0,462	0,168	Valid
	X2_4	0,731	0,168	Valid
	X2_5	0,478	0,168	Valid
Place (X ₃)	X3_1	0,145	0,168	Valid
	X3_2	0,246	0,168	Valid
	X3_3	0,398	0,168	Valid
	X3_4	0,321	0,168	Valid
	X3_5	0,607	0,168	Valid
	X3_6	0,545	0,168	Valid
Purchase Decision (Y)	Y1	0,644	0,168	Valid
	Y2	0,217	0,168	Valid
	Y3	0,650	0,168	Valid
	Y4	0,521	0,168	Valid
	Y5	0,575	0,168	Valid

From the output results above, it is known that all statements get the results of the calculation value greater than the rtable, From the output results or r calculations, it can be seen that all statements in the validity test above are declared valid because the significance value > 0.168

Reliability Test

Table 2. Reliability Test.

Variable	Cronbach's Alpha	Reliability	Description
Brand Image (X ₁)	0,849	0,60	Reliabel
Price (X ₂)	0,805	0,60	Reliabel
Place (X ₃)	0,638	0,60	Reliabel
Purchase Decision(Y)	0,750	0,60	Reliabel

From the output it is known that Cronbach's alfa values of all variables because the value is more than 0.6 then it can be concluded that all variables are reliable, meaning that the level of distribution of a statement is more reliable

Normality Test

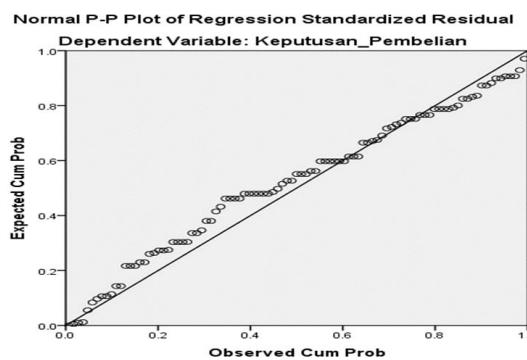


Figure 3. Graph Normal P-P Plot.

In Figure 1 the results of the SPSS Normal P-P plot, it is shown that the distribution of the data points is spread around the diagonal line and the distribution of the data points is in the direction of the diagonal line, then the data is distributed Normal.

Multicollinearity Test

Table 3. Multicollinearity Test.

Model	Coefficients ^a		Collinearity Statistics VIF
	Tolerance		
1	Brand Image	.101	9.871
	Price	.257	3.890
	Place	.178	5.627

a. Dependent Variable: Purchase Decision

Based on the results of table 3 above, all variables show a tolerance above 0.10 and a VIF below 10, thus meeting the general criteria of non-occurrence of multicollinearity in the regression model. Thus, it can be concluded that the Brand, Price, and Distribution variables do not suffer from multicollinearity problems and are suitable for use in regression analysis to predict Purchasing Decisions

Heteroscedasticity Test

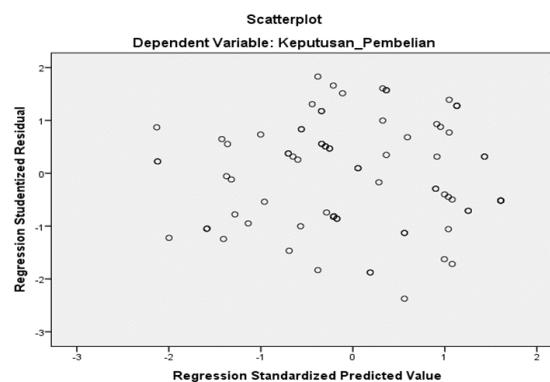


Figure 4. Graphic Scater Plot.

Figure 4 above shows the distribution of data points as follows:

- Data points spread above and below or around the number 0.
- Data points do not collect only above or below.
- Point spread – unpatterned data points.

It can therefore be concluded that independent variables are free from the classical assumption of heteroscedasticity and are suitable for use in research.

Correlation Test

Table 4. Correlation Test.

		Correlations			
		Brand Image	Price	Place	Purchase Decision
Brand Image	Pearson Correlation	1	.856**	.903**	.946**
	Sig. (2-tailed)		.000	.000	.000
	N	97	97	97	97
Price	Pearson Correlation	.856**	1	.728**	.753**
	Sig. (2-tailed)	.000		.000	.000
	N	97	97	97	97
Place	Pearson Correlation	.903**	.728**	1	.939**
	Sig. (2-tailed)	.000	.000		.000
	N	97	97	97	97
Purchase Decision	Pearson Correlation	.946**	.753**	.939**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4 above, the information on the output regarding correlation can be interpreted as follows:

- The relationship between the brand image variable and the purchase decision of 0.946 can be concluded that the large relationship between brand image and purchase decision shows a very strong correlation.
- The relationship between the price variable and the purchase decision of 0.753 can be concluded that the magnitude of the relationship between the price variable and the purchase decision shows a strong correlation
- The relationship between the variable Distribution and the purchase decision of 0.939 can be concluded that the magnitude of the relationship between the Distribution and the purchase decision (Y) shows very strong.

Partial Test (t-test)

Table 5. Partial Test (t-test).

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	.684	.579		1.182	.240
Brand Image	.519	.061	.680	8.479	.000
Price	.127	.046	.140	2.786	.006
Place	.426	.060	.427	7.054	.000

a. Dependent Variable: Purchase Decision

From Table 5. Above it can be concluded that:

- Brand Image Variable, $t_{cal} (8.479) > t_{table} (1.661)$ and Sig value (0.000) < 0.05 This means that the coefficient of the brand image variable (X1) partially has a significant influence on the purchase decision variable.
- Price variables, $t_{cal} (2.786) > t_{table} (1.661)$ and Sig value (0.006) < 0.05 This means that the coefficient of the Price variable (X2) partially has a significant influence on the purchase decision variable.
- Distribution variables, $t_{cal} (7.054) > t_{table} (1.661)$ and Sig value (0.000) < 0.05 This means that the Distribution coefficient (X3) partially has a significant influence on the purchase decision variable.

Coefficient Determination Analysis Test

Table 6. Coefficient Determination Analysis.

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.937	.610

a. Predictors: (Constant), Place, Price, Brand Image
b. Dependent Variable: Purchase Decision

Since the number of free variables is more than one, the determination coefficient is more accurate using Adjusted R Square. The Adjusted R Square value of 0.937 can be interpreted as follows:

$$KD = 0,937 \times 100\% = 93,7\%$$

This means that 93.7% of the variation in Purchase Decisions can be explained by Brand Image, Price, and Distribution together. The remaining 6.3% (100% – 93.7%) were influenced by other factors outside of this model, such as promotion, quality of service, location, previous experience, and other factors not included in the study

5. CONCLUSION

The results of the first hypothesis test, the results of the study show that brand image has a very strong role in influencing consumer purchase decisions. This can be seen from the calculated t-value of 8.479 which far exceeds the table t-value of 1.661, as well as the significance level of 0.000 which is below the limit of 0.05. The findings confirm that the influence of brand image is not only statistically real, but also practically meaningful. Consumers tend to make purchasing decisions when they have a positive perception of a brand's reputation, quality, and reliability.

The results of the second hypothesis test, the results of the study show that price variables have a significant influence on purchase decisions. This can be seen from the calculated t value of 2.786 which is greater than the t table of 1.661, as well as the significance value of 0.006 which is below the limit of $\alpha = 0.05$. Statistically, the price variable coefficient (X2) has been shown to play a role in explaining the variation in consumer purchase decisions. This means that changes in price perceptions both in terms of affordability, compatibility with quality, and comparison with competitors will be followed by changes in the level of consumer tendency to buy Toyota parts at PT Tasti Anugrah Mandiri

The results of the third hypothesis test, the results of the study show that the distribution variable has a significant influence on the purchase decision. This is evidenced by a calculated t value of 7.054 which is greater than the t of the table of 1.661, as well as a significance value of 0.000 which is smaller than the significance level of 0.05. Statistically, the variable coefficient of Distribution (X3) has been shown to contribute significantly in explaining variations in consumer purchasing decisions. This means that the better the distribution system that consumers feel, such as the ease of obtaining goods, stock availability, delivery timeliness, and distribution range, the higher the tendency of consumers to decide to buy Toyota spare parts at PT Tasti Anugrah Mandiri.

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