

## Influence of Product Quality and Brand Image on Purchase Decision of Chevrolet Automobile Product

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### ABSTRACT

The purpose of this study was to find out whether the product quality and brand image of Chevrolet products affect purchasing decisions. This type of research uses a quantitative approach using the purposive sample method, with the criteria of having a Chevrolet Trailblazer car. In this study, there are 2 variables studied, namely Product Quality and Brand Image. The sample of this study was taken from the Indonesian Trailblazer group with 140 respondents, using data analysis techniques of Classical Assumptions, Normality, Multicollinearity, Heteroscedasticity and Multiple Linear Regression. The result of this analysis is that product quality and brand image can influence purchasing decisions from the Chevrolet Trailblazer.

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## INTRODUCTION

In Indonesia, there are several well-known car brands that are often bought and used by people in Indonesia, such as Toyota, Mitsubishi, Isuzu and Nissan. Indonesian people prefer cars from Japanese products. While there are some cars like the Chevrolet that are not too much in demand. Chevrolet is a car brand originating from the Renaissance Center in Detroit, Michigan, United States under the General Motors (GM) company. The GM company has factories in 31 cities around the world, making it the world's largest auto manufacturing company. Chevrolet has several car segments available, ranging from sedans, hatchbacks, SUVs and double cabin/pickups. In the sedan segment, there are Avega and Cruze. In the hatchback segment, there are Spark, Orlando and Trax. In the SUV segment, there are Captiva and Trailblazer. In the Double Cabin segment, there is Colorado. Of all the car types provided by Chevrolet, Trax, Captiva and Trailblazer are in great demand by many people.

Based on data quoted from Gaikindo, the Chevrolet Trailblazer managed to sell 253 units until the 2019 period. Based on a pre-survey conducted by researchers at the Trailblazer Indonesia community group, good car quality is the main factor why people choose the Chevrolet Trailblazer car by 74.1%. The quality of the Chevrolet Trailblazer car is also proven from the highest ground clearance in its segment, which is 221mm. This means that the owner of the Chevrolet Trailblazer car can be more daring to bulldoze extreme terrain more calmly without fear. In accordance with the explanation of the phenomena described above, the researcher sets the research objectives. The first is to determine the effect of product quality on the satisfaction of purchasing a Chevrolet Trailblazer. The second is to determine the effect of brand image on the satisfaction of purchasing a Chevrolet Trailblazer. The third is to determine the effect of brand image product quality simultaneously on the satisfaction of purchasing a Chevrolet Trailblazer.

## THEORETICAL REVIEW

### *Product Quality*

Product quality according to (Kotler & Armstrong, 2012,: 283) is the ability of a product to perform its functions, it includes the whole of durability, reliability, accuracy, ease of operation and product repair as well as an attribute of the product. Based on research (Purnawan, 2017) states that product quality has a significant effect of 42% on purchasing decisions for the Chevrolet Captiva in Surabaya.

H1: Product quality has a significant effect on the purchasing decision of the Chevrolet Trailblazer.

### *Brand Image*

The view (Philip Kotler & Keller, 2016) states that brand image is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Based on research (Andrianto & Idris, 2013) shows that brand image has a significant effect on purchasing decisions.

H2: Brand image has a significant effect on the purchasing decision of the Chevrolet Trailblazer.

*Purchase Decision*

According to (Alma, 2011) purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes so as to form an attitude towards consumers to process all information and draw conclusions in the form of responses that appear about what product to buy. Based on research (Anugraha, 2017) explained that product quality and brand image simultaneously have a significant effect on purchasing decisions.

H3: Product quality and brand image simultaneously have a significant effect on the purchasing decision of the Chevrolet Trailblazer.

According to (Sugiyono, 2014) the conceptual model aims to link the independent variables with the theoretically dependent variable. The research model is as follows:

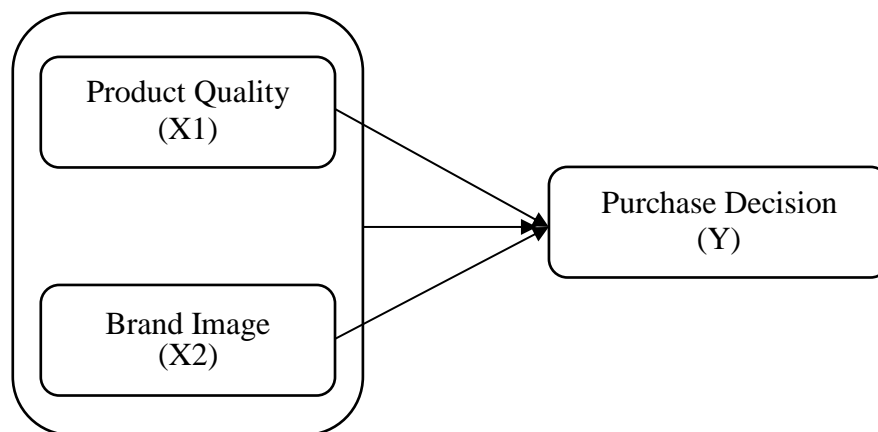


Figure 1. Conceptual Framework

**METHODOLOGY**

The quantitative method is the preferred approach in this research. Researchers collected data through questionnaires. The population in this research is all Chevrolet consumers. Determination of the sample used is a non-probability sampling technique with purposive sampling method. The sample used was 140 respondents with the criteria of the respondent owning a Chevrolet Trailblazer car. Respondents gave their assessments and opinions with a Likert scale of 1-5. The answers from the questionnaire are the source of the researcher's data which are then processed using a data analysis tool, namely IBM SPSS.

## RESULTS

### *Validity Test*

In this study there were 140 questionnaires containing 3 variables with 140 respondents. One way to find out which questionnaires are valid and which are invalid, we have to find the r table first. The formula for r table is  $df = N - 2$  so  $140 - 2 = 138$  with a significance level of 0.05, so r table  $140:0.05 = 0.166$ . From the results of calculating the validity test through SPSS, all questionnaires were declared valid because the value of r count  $>$  r table.

### *Reliability Test*

According to the results of the reliability test on the product quality variable, it shows that Cronbach's alpha is  $0.676 > 0.60$ . Furthermore, the test results for the brand image variable show that Cronbach's alpha is  $0.855 > 0.60$ . Then there are the test results for the purchase decision variable showing that Cronbach's alpha is  $0.917 > 0.60$ . From the results of the reliability test for all of these variables, it can be concluded that all statements on all of these variables are stated to be reliable or can be trusted.

### *Classical Assumption Test*

A linear regression model can be called a good model if the model fulfills several classic assumptions, namely the residual data is normally distributed, there is no heteroscedasticity and multicollinearity. The results of the normality test in this study used the Kolmogorov-Smirnov Test to see whether the data was normally distributed or not. If the Kolmogorov-Smirnov probability value is greater than  $\alpha$  (0.05) then the data is normally distributed and vice versa. From the test results it is known that the Kolmogorov-Smirnov value is 0.200. With the Kolmogorov-Smirnov value smaller than  $\alpha$  (0.05) it means that the residual data in this study is normally distributed.

Table 1. Heteroskedacity Test

Variable		Sig.
Product Quality	(X1)	0.572
Brand Image	(X2)	0.892

Then there are the results of the heteroscedasticity test in this study using the Glejser test showing that the product quality variable (X1) has a Sig value. 0.572, and the brand image variable (X2) has a Sig value. 0892. The two independent variables have Sig values.  $>$  0.05. So this means that all independent variables (X) do not have heteroscedasticity in the regression model in this study.

Table 2. Multicollinearity Test

Variable	Collineary Tolerance	Statistics VIF
Product Quality (X1)	0.856	1.169
Brand Image (X2)	0.856	1.169

Furthermore, in table 2 there are the results of the multicollinearity test in this study which shows that the product quality variable (X1) and brand image variable (X2) both have a tolerance value of 0.856 and a VIF value of 1.169. This value means that the tolerance value of the two variables is  $> 0.1$  and the VIF value of the two variables is  $< 10$ . So this means that in the regression equation there is no correlation between independent or multicollinearity independent variables, so that all independent variables (X) can be used in research.

*Multilinear Regression*

1). Simultaneous F

The significance level uses  $\alpha = 5\%$  or 0.05 with  $df1 = k - 1 = 3 - 1 = 2$  and  $df2 = n - k - 1 = 140 - 2 - 1 = 137$ , thus the obtained f table value is 3.062.

Table 3. F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Dr	Mean Square	F	Sig.
1	Regres	1905.392	2	952.696	75.831	0.000 <sup>b</sup>
	Residual	1721.180	137	12.563		
	Total	3626.571	139			

Based on Table 3 the results of the F test obtained an F-count of 75.831 with a Sig level of 0.000 and an F-table value of 3.062. Then F-count (75.831)  $>$  F-table value (3.062) and Sig value 0.000  $<$  0.05. That is, the variable product quality and brand image simultaneously (together) influence the purchase decision, so that H0 is rejected and Ha is accepted.

2). T Test

Table 4. Multilinear Regression

Model		t	Sig
1	(Constant)	-0.796	0.427
	Product Quality	5.421	0.000
	Brand Image	8.170	0.000

Table 4 shows that the variable product quality (X1) has a t-count value of 5,421 more than t-table 1,978 so that the partial test of product quality (X1) influences purchasing decisions. This is supported by a sig value below 0.05, which is 0.000. In addition, Table 4 shows that the brand image variable (X2) has a t-count value of 8,170 more than t-table 1,978 so that the partial test of brand image (X2) has an effect on purchasing decisions. This is supported by a sig value below 0.05, which is 0.000.

3). Coefficient of Determination ( $R^2$ )

Tabel 5.  $R^2$  Test

Model	Adjusted R Square
1	0.518

Based on Table 5, it can be seen that the Adjusted R square value is 0.518 or equal to 51.8%. This shows that the percentage of influence of the independent variables (product quality and brand image) on the dependent variable (Purchase Decision) is 51.8%. While the remaining 48.2% is influenced by other variables not examined in this study and further research is needed to examine other variables that influence purchasing decisions.

*Mean Test*

Based on the results of the Mean test on the product quality variable, which got the highest Mean value of 4.34, namely "Chevrolet has an attractive design". So it can be concluded that Chevrolet must maintain an attractive design so that consumers want to buy products from Chevrolet. However, there is the lowest mean value of 3.16, namely "Chevrolet car products are tough in all fields". This indicates that consumers still do not feel the toughness of the Chevrolet car which can run in all fields.

Furthermore, there are the results of the Mean test on the brand image variable which gets the highest Mean value of 4.46, namely "Chevrolet often carries out social activities to help the surrounding environment". So it can be concluded that Chevrolet has built a good corporate image because it is close to the community and the community through its social activities and assistance. However, there is the lowest mean of 4.14, namely "I believe in Chevrolet products because of their high quality". This indicates that the quality of Chevrolet cars is still considered not too high by consumers.

Then there is the Mean test result on the Purchase Decision variable which gets the highest Mean value of 4.36, namely "Chevrolet has the quality expected by consumers". So it can be concluded that the quality of the car provided by Chevrolet is good and makes consumers satisfied when purchasing. However, there is the lowest Mean value of 4.07, namely "Chevrolet has the benefits as promised". This indicates that consumers of Chevrolet cars are dissatisfied with the benefits of these vehicles which are not as promised based on the company's tagline, "Find New Roads".

## DISCUSSIONS

Based on the results of the analysis that has been carried out by researchers, it can be concluded that product quality has a significant effect on purchasing decisions. This is based on the results showing that product quality has a t-count value of 5.421 with a Sig. 0.000. This is in line with research (Anwar & Satrio, 2015) which explains that product quality has a significant and positive effect on consumer purchasing decisions. The quality of the Chevrolet Trailblazer car product should be made tougher in all fields. As well as the quality of the whole car, there are still complaints from consumers because spare parts don't last long.

This product quality will affect consumer purchases. If the quality of the product goes up, the purchase decision will go up and vice versa if the product quality goes down, the purchase decision will go down too.

Furthermore, there are results of the analysis which can be concluded that brand image has a significant effect on purchasing decisions. This is based on the results showing that the brand image has a t-count value of 8.170 with a Sig. 0.000. This is in accordance with research (Gifani & Syahputra, 2017) which states that brand image has a significant effect of 57.76% on product purchasing decisions. The brand image of this Chevrolet has been good and strong among consumers because of the attractive design and the provision of good quality cars. This makes Chevrolet have loyal fans such as the Trailblazer Indonesia community group.

Lastly, there are results of the analysis which can be concluded that product quality and brand image simultaneously have a significant effect on purchasing decisions. This is based on the results showing that product quality and brand image have an f-count value of 75.831 with a Sig. 0.000. This agrees with research (Wulandari & Iskandar, 2018) which states that brand image and product quality have a significant effect on product purchasing decisions. Based on this research, the quality of the car is not good but the brand image built is appropriate. So the purchase decision from consumers for the Chevrolet Trailblazer car product in Indonesia is still not high but has won many loyal consumers through the existing community.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research that has been done, the researcher can conclude that:

1. The product quality has a significant effect on the purchasing decision of the Chevrolet Trailblazer.
2. The brand image has a significant effect on the purchasing decision of the Chevrolet Trailblazer.
3. The variable of product quality and brand image simultaneously have a significant influence on the purchasing decision of the Chevrolet Trailblazer.

Research recommendations that might be useful for PT. General Motors Indonesia (GMI) as follows:

1. Adding the ability and quality of vehicles that are made even higher so that they are more resilient in all fields.
2. Maintaining an attractive design so that consumers are interested and good quality so that consumers are interested and satisfied with purchasing Chevrolet car products.
3. Maintain frequent social activities so as to maintain the image of the Chevrolet brand. As well as Chevrolet must pay attention to the benefits of the use of the vehicle that has been promised to match the company's tagline.

## **FURTHER STUDY**

Based on the results of this study, there are several limitations in the research including. The first is limited time, cost and the conditions of the Covid-19 pandemic. The two limitations of the variables used. Suggestions for future researchers is to choose a different variable to make it more informative. Apart

from that, future researchers can also take more respondents and be more targeted, namely respondents based on the variables taken or based on Chevrolet users.

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