



## The Influence of Price Perceptions and Product Quality Perceptions on Toyota Rush Purchase Decisions in Auto 2000 Kenjeran Branch Surabaya

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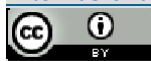
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### ABSTRACT

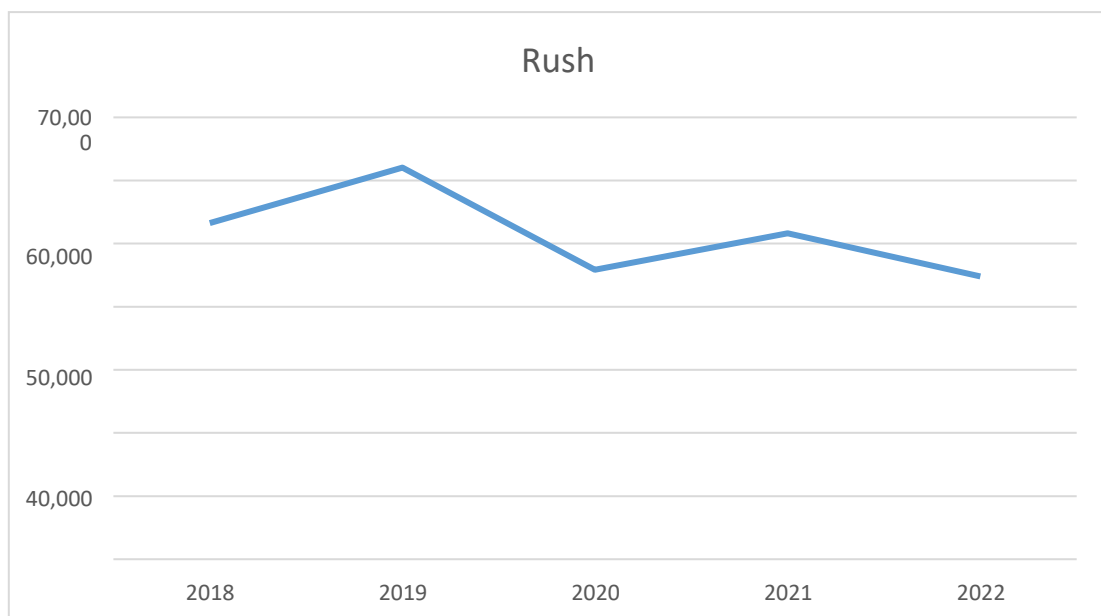
Based on data from GAIKINDO (Indonesian Association of Automotive Industries) it shows a decline in sales at the Toyota Rush in 2020 and specifically at the Auto 2000 Kenjeran Branch in Surabaya. This indicates a decrease in purchasing decisions. The purpose of this study was to analyze and determine the effect of price perceptions and product quality perceptions on purchasing decisions for the Toyota Rush Car at Auto 2000 Kenjeran Surabaya Branch. This research method uses quantitative methods. The population in this study were Toyota Rush Car Buyers at the Auto 2000 Kenjeran Surabaya Branch. The sample in this study used purposive sampling and a population of 90 respondents and used the (Partial Least Square)PLS analysis tool. The results of this study are 1. Based on the results of calculations and data analysis it is known that Price Perception has a significant positive effect on Toyota Rush purchasing decisions, which means if Price Perception is in line with consumer purchasing decisions. 2. Based on the results of calculations and data analysis it is known that the Perceived Product Quality has a significant positive effect on the Toyota Rush purchasing decision, which means that if the Perceived Product Quality of the Toyota Rush increases, it will be in line with the consumer purchasing decision.

## INTRODUCTION

The automotive industry that has successfully led the passenger car market and continues to increase the quality of its products is Toyota. Toyota is one of the automotive brands that has popular SUV products and is liked by many Indonesian people. According to information from GAIKINDO (Indonesian Association of Automotive Industries), showing that the type of Toyota car occupies the top-selling position and has been in great demand in the last 4 years. Toyota is an automotive industry from Japan that has long been involved in the automotive world, especially in the Indonesian market. As a brand that is known by the public, Toyota responds to the growing needs of society as the quality and standard of living increase. Toyota improves its products by increasing the progress of the automotive business in Indonesia. In general, good quality and increase the progress of automotive in Indonesia

Top Brand can provide a measure of a brand's success in the market through three-dimensional measurements. The three measurement dimensions are the customer knows (Top Of Mind), the customer uses (Las Usage), and becomes a choice in the future (Future Intention). These three dimensions can be said to be able to provide a quick picture of the condition of the brand in the market.

Based on the Top Brand Index data in the SUV car category above, it shows the highest Toyota Rush sales in 2018, namely 27.8% and experienced quite an extreme decline in 2020 of 8.8%, in contrast to its competitors, namely the Toyota CRV, which is increasing sales are increasing, the decline in Toyota Rush sales in 2020 is also supported by data from GAIKINDO (Indonesian Association of Automotive Industries) be/low.



**Figure 1. Toyota Rush National Sales Data**

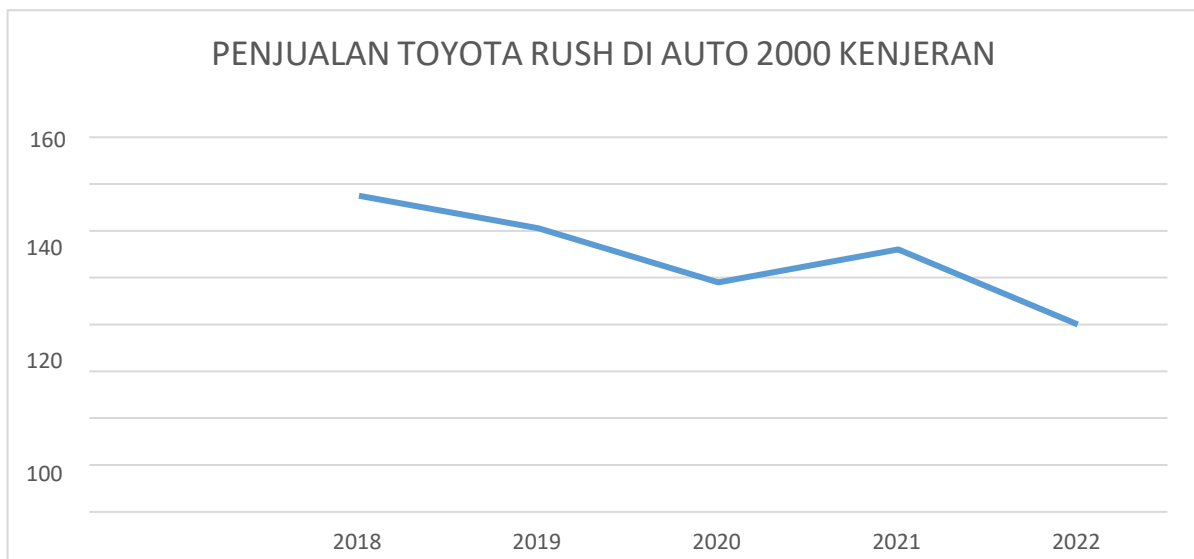
Source: GAIKINDO (Gabungan Industri Kendaraan Bermotor Indonesia)

Based on the national car sales information above, it can be seen that the sales of the Toyota Rush were the highest in 2019 at 62,037 units and a rather extreme depreciation in 2020 of 45,833 units.

Sales of the Toyota Rush have decreased because it has a weakness that bothers me quite a bit, namely the hard suspension. The next weakness of the Toyota Rush is the narrow cabin. Another complaint that is often raised is the symptom of being unsteady at high speeds. ) This causes a decline in sales as stated by Titus for the Toyota Rush "The discomfort in driving a rush car is felt in the potholes and rocks, even though it is rush in settings for roads or rough terrain. From the dashboard to the side of the rush car door, it is very noisy when it passes through the cobblestone streets, even if the rocks are small.

Rush's car is also the king of swaying at corners" and also stated by Nyoman "If you just want sporing balancing, you still get swayed... I don't know what else to do" via the web ([www.oto.com](http://www.oto.com)) The decline in Rush's car sales is not only caused by product quality but also due to economic development which continues to shrink in 2020.

**Figure 2. Toyota Rush Sales Data at Auto 2000 Kenjeran Surabaya**



Source: Data Penjualan Auto 2000 Kenjeran Surabaya

Judging from the data listed above, sales of Toyota Rush cars at Auto 2000 Kenjeran Surabaya in 2020 have decreased from 2019 which were originally 121 units to 98 units. the decision to buy a car. Knowing consumer attitudes in making a decision is very important for the industry because depreciation and income can be affected by a purchase from the public.

According to Tjiptono (2011: 235), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from companies and find that these products or services provide added value. Purchasing decisions can be influenced by experience. brand usage from buyers that makes them interested in buying other products from that brand.

According to Tjiptono, (2018: 106) quality is a combination of the properties and characteristics of a product, and assessing how far these

characteristics and characteristics can meet their needs. Several efforts can be made by industry to maintain interest in buying a product, one of which is by improving the quality of the product itself without forgetting the function of the product.

This is by Assauri in Arumsari (2012: 45), product quality is the factors contained in an item or result that cause the item or result to be by the purpose for which the item or result is intended.

Lee and Lawson-Body (2011: 532) suggest that price perception is a consumer's judgment and the associated emotional form of whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable. Often people choose a product by looking at it from a price point of view, which is where they will choose a relatively low price but not less in terms of product quality.

Based on the table data above, shows that there has been a decline in sales for the Toyota Rush in 2020 at the Auto 2000 Kenjeran branch in Surabaya. This also indicates a decrease in purchasing decisions. The purpose of this study is to analyze and determine the effect of perceived price and perceived product quality on purchasing decisions for the Toyota Rush car at Auto 2000, Kenjeran Surabaya Branch.

## **THEORETICAL REVIEW**

### ***Price Perception***

Price perception is how price data can be fully understood and convey deep meaning to consumers. Lee and Lawson-Body (2011: 532) suggest that price perception is a consumer's judgment and the associated emotional form of whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable. Price perception becomes a very meaningful evaluation for consumers about the comparison of the amount of spending with what they want to get from buying goods or services. Price perception is how consumers perceive the price of a product or service in comparison to the benefits to be obtained from these products and services.

According to Kotler and Armstrong (2012: 314), price perception can be measured from several indicators consisting of (1) Price affordability. (2) Price according to ability or price competitiveness. (3) Price compatibility with benefits. (4) Conformity of price with product quality.

### ***Perceived Product Quality***

The definition of a product according to Fandy Tjiptono (2015: 231) is a producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, according to competition and organizational capacity and market purchasing power. Consumers will favor products that offer the best quality, performance, and innovative complements (Hadi, 2002). A quality product is a product that can provide results that are more than expected.

Perceived quality reflects a customer's intangible and overall feeling about a brand. However, usually, the perception of quality is based on indicators included in the characteristics of the product where the brand is associated with things such as reliability and performance. In the opinion of Tjiptono (2018: 121) the perception of product quality has indicators including. (1) Performance (2) Features (Features). (3) Conformance with specifications (Conformance to Specification). (4) Aesthetics (Esthetica).

### ***Buying Decision***

Purchasing decision is the action of the consumer to decide whether or not to buy a product. Meanwhile, according to Tjipjono (2008), purchasing decisions are processes where consumers seek information about certain products or brands and assess how well these alternatives or choices can solve the problem and then direct consumers to purchasing decisions.

In making purchasing decisions, consumers usually always consider quality, price and products that are well known to the wider community. Before consumers decide to buy, they usually go through several stages, namely problem recognition, information search, alternative evaluation, the decision to buy or not a product, and post-purchase behavior. In addition to the consumers who play a role, marketers must know who plays a role in purchasing decisions and what roles each person plays. Morrison (2010: 111), states that the purchase decision is the next stage of the intention to buy a product. When consumers choose the brand of a product, they must make the actual decision and purchase. Purchase decisions are needed in terms of when consumers want to buy, where to buy, and how much it costs to make these purchases.

According to Kotler Philp, (2021), there are several indicators in purchasing decisions as follows: (1) The stability of buying after knowing product information. (2) Decided to buy because of the most preferred brand. (3) Buy because according to the wishes and needs. (4) Buying because of recommendations from others.

### ***Relationship Between Perceived Price and Purchase Decision***

Price is one of the determining factors for consumers in determining purchasing decisions. Salman (2021) states that the better a person's perception of a price, the higher the purchase decision. In general, consumers must realize that if they want a good quality product, they should pay a comparable price.

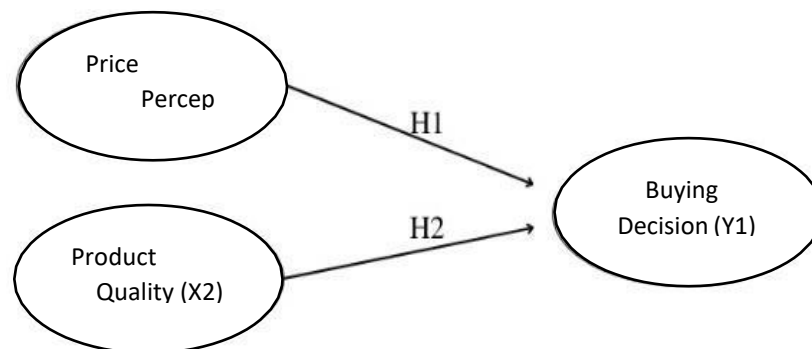
Research conducted by Aprillia Darmansah and Sri Yanthy Yosepha (2020) examined consumers of the Shopee application in the East Jakarta area, which also showed that price perceptions had a significant effect on product quality. If the price of a product is higher, the consumer demand will be smaller, conversely, if the product price is lower, the consumer demand will be greater. Therefore, if producers want consumer demand for their products to remain high, producers must pay attention to consumer sensitivity to different prices between one product and other similar products.

### ***Relationship Between Perceived Product Quality and Purchase Decision***

Ningsih (2017) said that perceived quality is an important factor in consumer satisfaction. The higher the consumer's perceived quality, the higher their buying interest. Ningsih (2017) shows that there is a causal relationship model where consumer buying interest depends on perceived value, and perceived value comes from perceived quality, so an increase in perceived quality increases consumer buying interest.

Aprianti & Krismawati (2020) found that perceived quality positively influences perceived value, and perceived value positively influences purchase intention. This research found that when the perceived quality of a product is high, the perceived value will be high, and purchase intention will also increase. Furthermore, Alfred (2013) proved that perceived quality and purchase intention are directly positively correlated, so perceived quality can be used in predicting purchase intention.

**Figure 3. Conceptual Framework**



Based on the theoretical basis and conceptual framework that has been made, the hypotheses that can be put forward in this study are as follows:

1. Hypothesis I: It is suspected that price perception has a positive influence on the decision to purchase Toyota Rush products in the city of Surabaya.
2. Hypothesis II: Allegedly the perception of product quality has a positive influence on the decision to purchase Toyota Rush products in the city of Surabaya.

### **METHODOLOGY**

This research method uses quantitative methods. The population used in this study were Toyota Rush Car Buyers at the Auto 2000 Kenjeran Surabaya Branch. The sampling technique in this study is non-probability sampling, according to Sugiyono (2020:52), Non-probability sampling is a technique that does not provide equal opportunities or opportunities for every element or member of the population selected as a sample. The sampling technique used in this study is purposive sampling technique with certain considerations, namely 1) Consumers aged 27 years and over 2) Consumers are buyers of Toyota Rush at Auto 2000 Kenjeran Surabaya Branch

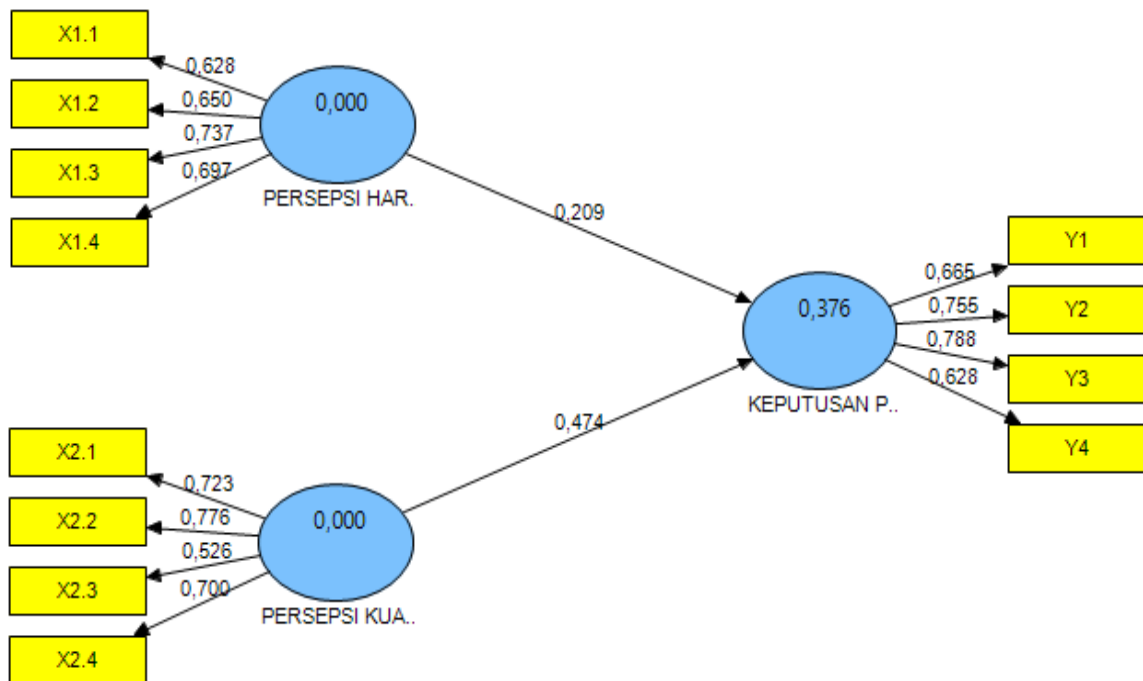
The variable measurement scale used in this study uses an ordinal scale using a scale weighting technique (Likert). the Likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people regarding social phenomena (Sugiyono, 2018: 134). Variables will be measured and used as a starting point for compiling instrument items which can be in the form of statements or questions. The PLS (Partial Least Square) analysis technique is used as a determinant of the cause-and-effect relationships of each variable.

## RESULTS AND DISCUSSION

### Data Analysis and Hypothesis Testing

#### *Outer Model Analysis*

Figure 4. Outer Model with Factor Loading, Path Coefficient, and R-Square



Source : Data Processed, output *SmartPLS*

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Purchasing Decision variables).

The measurement model in this study uses exogenous variables with reflective indicators including the variables Perceived Price (X1) and Perceived

Product Quality (X2), as well as the endogenous variable, namely Purchase Decision (Y). To measure the validity of one of the indicators based on the output of the outer loading table, that is by looking at the magnitude of the factor loading value because in this modeling all indicators are reflective, the table used is the output outer loading.

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**Table 1. Outer Loadings (Mean, STDEV, T-Values)**

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
X1.1 <- Price Perception (X1)	0,628244	0,609883	0,101613	0,101613	6,182692
X1.2 <- Price Perception (X1)	0,650420	0,636141	0,088908	0,088908	7,315639
X1.3 <- Price Perception (X1)	0,736648	0,740469	0,062736	0,062736	11,742062
X1.4 <- Price Perception (X1)	0,697292	0,691595	0,074221	0,074221	9,394866
X2.1 <- PERCEPTION OF PRODUCT QUALITY (X2)	0,723318	0,712908	0,058940	0,058940	12,272121
X2.2 <- PERCEPTION OF PRODUCT QUALITY (X2)	0,776429	0,772137	0,048414	0,048414	16,037271
X2.3 <- PERCEPTION OF PRODUCT QUALITY (X2)	0,525756	0,514871	0,100161	0,100161	5,249088
X2.4 <- PERCEPTION OF PRODUCT QUALITY (X2)	0,700170	0,693576	0,063926	0,063926	10,952774
Y1 <- Buying Decision (Y)	0,665007	0,655397	0,071424	0,071424	9,310652
Y2 <- BUYING DECISION (Y)	0,755165	0,745568	0,052724	0,052724	14,323092
Y3 <- BUYING DECISION (Y)	0,788208	0,787633	0,040494	0,040494	19,464988
Y4 <- BUYING DECISION (Y)	0,627994	0,624173	0,084947	0,084947	7,392814

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at  $\alpha = 0.05$ ). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variables Perceived Price (X1), Perceived Product Quality (X2), and Purchase Decision (Y), show a factor loading (original sample) greater than 0.50 and or significant (The T-Statistic value is more than the Z value  $\alpha = 0.05$  (5%) = 1.96), thus the estimation results for all indicators have met Convergent validity or good validity.

Measurement of indicator validity can also be seen from the Cross Loading table, if the factor loading value for each indicator on each variable is greater than the loading factor for each indicator on the other variables, then the factor loading is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid.

**Table 2. Cross Loading**

INDICATOR	BUYING DECISION (Y)	PRICE PERCEPTION (X1)	PERCEPTION OF PRODUCT QUALITY (X2)
X1.1	0,310893	0,628244	0,245391
X1.2	0,246891	0,650420	0,274495
X1.3	0,355882	0,736648	0,471785
X1.4	0,337680	0,697292	0,451936
X2.1	0,480375	0,331349	0,723318
X2.2	0,426392	0,483256	0,776429
X2.3	0,276661	0,392343	0,525756
X2.4	0,399329	0,317790	0,700170
Y1	0,665007	0,366018	0,356806
Y2	0,755165	0,349221	0,401795
Y3	0,788208	0,304905	0,523011
Y4	0,627994	0,320820	0,372322

From the results of cross-loading data processing, all loading factor values are obtained for each indicator (shaded) both in the variable Perceived Price (X1), Perceived Product Quality (X2), and Purchase Decision (Y), indicating a greater value of factor loading compared to the loading of indicator factors from other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

**Table 3. Average Variance Extracted (AVE)**

	AVE
BUYING DECISION (Y)	0,507039
PRICE PERCEPTION (X1)	0,561651
PERCEPTION OF PRODUCT QUALITY (X2)	0,573172

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable, it can be seen from the average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the variable Perceived Price (X1) of 0.561651, the variable Perceived Product Quality (X2) of 0.573172, and Purchase Decision (Y) of 0.507039, these three variables show a value of more than 0.5, so overall the variables in this study can be said to have good validity.

**Table 4. Composite Reliability**

	Composite Reliability
BUYING DECISION (Y)	0,803148
PRICE PERCEPTION (X1)	0,773603
PERCEPTION OF PRODUCT QUALITY (X2)	0,779029

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables.

The results of the Composite Reliability test show that the variable Perceived Price (X1) is 0.773603, the variable Perceived Product Quality (X2) is 0.779029, and the Purchase Decision (Y) is 0.803148, these three variables show Composite Reliability values above 0, 70 so that it can be said that all variables in this study are reliable.

**Table 5. Latent Variable Correlations**

	BUYING DECISION (Y)	PRICE PERCEPTION (X1)	PERCEPTION OF PRODUCT QUALITY (X2)
BUYING DECISION (Y)	1,000000		
PRICE (X1)	0,466643	1,000000	
PERCEPTION OF PRODUCT QUALITY (X2)	0,587701	0,544298	1,000000

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable

correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found between the variable Perceived Product Quality (X2) and Purchase Decision (Y) 0.587701, it can also be stated that among the variables in the research model, the relationship between the variable Perceived Product Quality (X2) and Purchase Decision ( Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model, the level of purchasing decisions is more influenced by the variable Perceived Product Quality than the variable Perceived Price.

**Table 6. R-square**

	R Square
BUYING DECISION (Y)	0,375997
PRICE PERCEPTON (X1)	
PERCEPTION OF PRODUCT QUALITY (X2)	

R2 value = 0.375997. It can be interpreted that the model can explain the phenomenon of Purchase Decision which is influenced by independent variables including Perceived Price and Perceived Product Quality with a variance of 37.6%, while the remaining 62.4% is explained by other variables outside this study (besides Perceived Price and Perceived Product Quality).

In addition to knowing the value of R2, the Goodness of Fit of the research model can be known from the magnitude of Q2 or Q-Square predictive relevance for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. Q-square value > 0 indicates the model has predictive relevance; conversely if the Q-Square value ≤ 0 indicates the model has less predictive relevance. The q-Square calculation is done by the formula:

$Q2 = 1 - (1 - R1^2) (1 - R2^2) \dots (1 - Rp^2)$  where R1<sup>2</sup>, R2<sup>2</sup> ... Rp<sup>2</sup> are the R-square endogenous variables in the equation model. The value of Q2 has a range of  $0 < Q2 < 1$ , where closer to 1 means the model is better. This Q2 quantity is equivalent to the total coefficient of determination in path analysis.

In this study, the value of Q2 is equal to  $Q2 = 1 - (1 - 0.375997) = 0.375997$ . From the results of the Q2 calculation with a result of 0.375997, it can be concluded that the research model can be said to fulfill predictive relevance.

### Hypothesis Test

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-statistic values of the inner model in the following table.

**Figure 4.2 Figure Inner Model with T-Statistic Bootstrapping significance value**

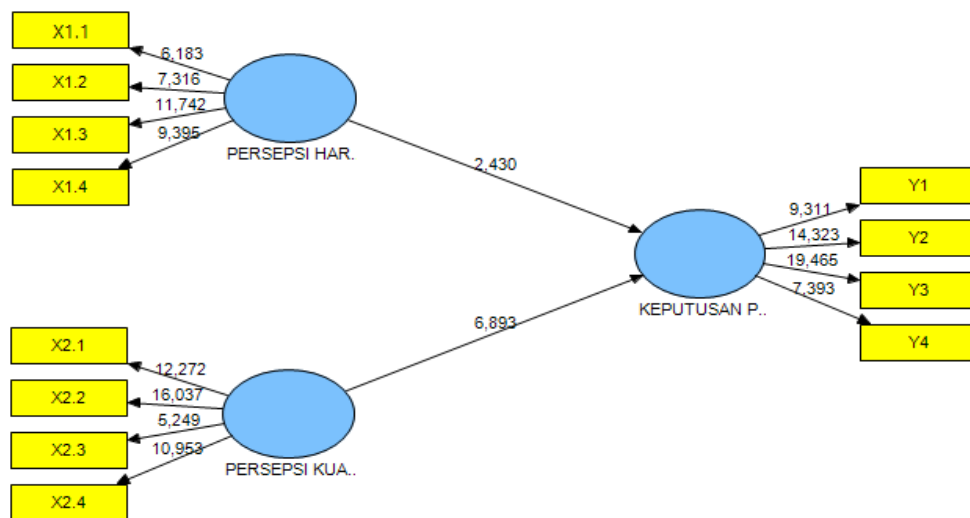
	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
PRICE PERCEPTION (X1) -> BUYING DECISION (Y)	0,208541	0,206744	0,085807	2,430352	0,017
PERCEPTION OF PRODUCT QUALITY (X2) -> BUYING DECISION (Y)	0,474192	0,481375	0,068795	6,892860	0,000

From the table above it can be concluded that the hypothesis states:

- H1: It is suspected that price perception has a positive influence on purchasing decisions for Toyota Rush products in the city of Surabaya, which is acceptable, with a path coefficient of 0.208541, and a T-statistic value of 2.430352 > 1.96 (from table value  $Z\alpha = 0.05$ ) or P-Value 0.017 < 0.05, with a significant (positive) result.
- H2: It is suspected that the perception of product quality has a positive influence on purchasing decisions for Toyota Rush products in the city of Surabaya, which is acceptable, with a path coefficient of 0.474192, and a T-statistic value of 6.892860 > 1.96 (from table value  $Z\alpha = 0.05$ ) or P-Value 0.000 < 0.05, with a significant (positive) result.

As the significance of the T-Statistic value results can be seen from the smartPLS output with bootstrapping in the following figure:

**Figure 4.2 Figure Inner Model with significance value of T-Statistic Bootstrapping**



Source : olah data, output *smartPLS*

### The Effect of Perceived Price on Purchasing Decisions

Based on the results of the research assessment that has been carried out, the result is that Price Perception has a significant positive effect on Purchasing Decisions so H1 is acceptable. This means that the better the price given, the stronger the urge to increase the purchase decision. From the results of the analysis of the variable Price Perception in this study, it can also be seen that the indicator that has the most influence on purchasing decisions is "Price-benefit

suitability", this condition indicates that consumers will be interested in the price offered by the benefits obtained from the product.

Price perception is often a concern for consumers when they want to buy an item or wear a suit. Salman (2021) states that the better a person's perception of a price, the higher the purchase decision. These consumers may have an upper and lower price limit to compare the price of a good or service by its quality. To improve purchasing decisions through price perception, what Toyota Rush management must do is to have price competitiveness with the benefits or product quality.

The results of research conducted by Fauzian Noor et.al (2020) examined consumers of PT. Ivomas Pratama Bojonegoro shows that price perceptions have a significant effect on purchasing decisions for PT. Ivomas Primary. The results of this study indicate that the price perception variable has a positive and significant effect on purchasing decisions. From the results of data processing that has been done, it can be concluded that the better the perception of the price given by the company, the purchasing decision will also increase.

### **Effect of Perceived Product Quality on Purchasing Decisions**

Based on the results of the research conducted, it can be seen that the perception of product quality has a positive and significant effect on purchasing decisions. This means that the perception of product quality influences consumer purchasing decisions to increase purchasing decisions. From the results of the analysis of the variable Perceived Product Quality in this study, it can also be seen that the indicator that has the most influence on purchasing decisions is "Features", this condition indicates that consumers will be interested in complete features according to their class.

These results are also supported and in line with research conducted and in line with previous research conducted by Nurdiasyah (2016) entitled "The Influence of Perceived Quality and Consumer Attitudes on Purchase Decisions for Samsung Smartphones in Widyatama University Students". The results of the hypothesis test state that perceived quality and consumer attitudes have a positive and significant effect on the buying decision of a Samsung smartphone for students at Widyatama University.

It can be seen that the experience provided can greatly affect performance. In the opinion of some experts and researchers, there is a relationship between work experience and performance. Work experience is one of the factors that can affect performance in the organization through the knowledge, skills and abilities possessed by employees to carry out responsibilities from previous jobs.

Marwansyah (2014:135), and Aaker (2009:59) explain consumer perceptions of the overall quality or superiority of a product or service related to what is expected by consumers. Furthermore, Aaker emphasized one thing, namely that perceived quality is the perception of consumers, therefore perceived quality cannot be applied objectively. In addition, consumer perceptions will involve what is important to consumers because each

consumer has different interests in a product or service. Consumer product quality perceptions greatly influence future purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of data processing, discussion, and analysis above, it can be concluded that: (1) Price Perception has a significant positive effect on Toyota Rush purchasing decisions, which means that if Price Perception increases, consumer purchasing decisions also increase. From the results of the analysis of the variable Price Perception in this study, it can also be seen that the indicator that has the most influence on purchasing decisions is "Price-benefit suitability", this condition indicates that consumers will be interested in the price offered by the benefits obtained from the product. (2) Perceived product quality has a significant positive effect on purchasing decisions for Toyota Rush, which means that if perceived product quality increases, consumer purchasing decisions also increase. From the results of the analysis of the variable Perceived Product Quality in this study, it can also be seen that the indicator that has the most influence on purchasing decisions is "Features", this condition indicates that consumers will be interested in complete features according to their class.

Therefore, Toyota Rush is expected to maintain the price that has been applied at this time, because it has been proven that the price of Toyota Rush has been able to attract customers and has also given a good price perception to consumers or market share. Toyota Rush is expected to be able to maintain product quality because the quality of the products owned by Toyota Rush is currently felt to have provided a sense of security and comfort and has become one of the cars with product quality that is quite good compared to its competitors.

## **FURTHER STUDY**

Future researchers are expected to add research subjects, not just focus on one research subject. With the presence of two or more subjects, it is hoped that a comparison can be made between these subjects, especially in the area of price perception and product quality perception in each car that has been used as a research subject. Future researchers can also add other variables such as promotion, social influence, and many more variables that can be included in future research.

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