

Decision on Mitsubishi Mirage City Car in Jakarta Indonesia; Examining the Consumers' Buying Intention over Promotion Mix and Product Quality

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Abstract— This study aims to determine the influence of promotion mix and product quality on the purchase decision over Mitsubishi Mirage car through buying intention as a mediating variable. The method of data analysis uses regression analysis and path analysis with SPSS 22. Questionnaires were distributed to 440 buyers and users of Mitsubishi Mirage in Jakarta by applying survey method. The results of this study indicate that promotion mix significantly influences buying intention, product quality significantly influences buying intention, buying intention significantly influences purchase decision, promotion mix of advertisement does not significantly influence purchase decision, product quality significantly influences purchase decision, promotion mix and product quality simultaneously have significant influence on purchase decision.

Keywords— Promotion Mix, Product Quality, Buying Intention, Purchase Decision, Mitsubishi Mirage.

I. INTRODUCTION

The growth of Indonesia's economy declined in the last five years. The declining rate of Indonesia's economic growth in the period of 2010-2015 is as seen in the following chart:



Figure 1 Indonesia's economic growth declined in the last five years

Based on the above chart, it is seen that the growth of Indonesia's economy declined from 2010 to 2015. This is because of the relatively high interest rate in Indonesia, the declining exchange rate of Rupiah against US Dollar, the low price of world crude oil, and the poor quantity of export from Indonesia.

The economic growth in Indonesia is different from the development of automotive industry which is increasing significantly and able to compete well. This can be seen from the increasing number of companies in automotive industry, especially car as a transport needed by Indonesian people. Today, car is used as a transport aimed at helping people do their activities such as going to office, campus, or many other places. Indonesia is the second biggest automotive producer in ASEAN countries. Since 2014 the automotive sales in Indonesia almost exceeds Thailand. This can be seen from the

growth of car sales in Indonesia from 2006 to 2015. The following figure is about the growth of ASEAN Car Sales in the last 10 years:



Figure 2 Graphic of Car Sales Growth in Some ASEAN Countries.

The above figure indicates that the higher the demand for cars, supported by the increasing Indonesian population, the higher the people purchase power for cars. The car sales in Indonesia from 2006 to 2015 increased significantly. This can be seen from the graphic of red trend showing the result as many as 1,013 units.

One of the automotive industry players in Indonesia is Mitsubishi. Through PT Krama Yudha Tiga Berlian Motors, Mitsubishi introduces its product of city car vehicle known as Mitsubishi Mirage. Mitsubishi Mirage has four types, namely Mirage Exceed, Mirage Sport, Mirage Glx dan Mirage Gl.

GAP Phenomenon

The up and down sales rate of Mitsubishi vehicles in Indonesia is caused by the increasing number of emerging competitors in automotive industry in Indonesia, such as Toyota, Daihatsu, Honda, Suzuki, and so on, as well as by the uncertain economy of Indonesia. Below is the graphic of

Mitsubishi vehicle sales in Indonesia in the period of 2000-2015:



Figure 3 Total Sales of Mitsubishi Vehicles in Indonesia from 2000 to 2015.

The above figure indicates that there are fluctuative sales of Mitsubishi vehicles in Indonesia, as seen from the total car sales from 2000 to 2015. This is because the growth rate of Indonesia's economy is uncertain, along with the impact of global economy which happens and gives some effects to Indonesia.

Top Brand Index 2015

Table 1 Top Brand Index

The survey by *Marketing Frontier* magazine in 2015 on several products of city car in Indonesia, where one of the survey objects is Mitsubishi Mirage, indicates how strong the *top-of-mind* brand in the consumers' mind. The following data shows the result of the survey:

CITY CAR VEHICLES		
BRAND	TBI	TOP
Honda Jazz	22.5%	TOP
Toyota Yaris	20.8%	TOP
Suzuki Swift	8.9%	
Suzuki Karimun	7.1%	
Daihatsu Alya	5.3%	
KIA Picanto	2.7%	
Toyota Agya	2.7%	
Suzuki Splash	2.2%	

Source: <http://www.topbrandaward.com>, 2015

Table 1 shows the result of *Top Brand* survey in 2015 and indicates that the city car of Mitsubishi Mirage is not included in the *Top Brand Index*. From the abovementioned data, it seems that the management of Mitsubishi does not sufficiently promote the city car of Mitsubishi Mirage, which is its superior product, so that Mitsubishi Mirage does not become people's top-of-mind city car.

From the above explanation the researchers see several things to be considered:

1. Does promotion mix have significant influence on the buying intention over Mitsubshi Mirage in Jakarta?
2. Does product quality have significant influence on the buying intention over Mitsubshi Mirage in Jakarta?
3. Does buying intention significantly influence the purchase decision on Mitsubshi Mirage in Jakarta?
4. Does promotion mix significantly influence the purchase decision on Mitsubshi Mirage in Jakarta?
5. Does product quality significantly influence the purchase decision on Mitsubshi Mirage in Jakarta?
6. Do promotion mix and product quality simultaneously influence the purchase decision on Mitsubshi Mirage in Jakarta?

II. LITERATURE REVIEW

Marketing can be defined as an activity which tries in such ways that market may accept and like the marketed product (Gitosudarmo, 2012: 14). The marketing activities commonly performed by companies to introduce products and services are various promotions to consumers or potential consumers. In the other hand, the consumers or potential consumers' buying intention is also influenced while direct contact between the buyer and the product to buy is occuring. For car products, in addition to external appearance, reliability and cost-efficiency become the criteria of buying intention and even of purchase decision.

2. Promotion Mix

According to Sangadji and Sopiah (2013: 225), marketing communication is the communication among producer, agency, marketing officers, and consumers and is to help consumers make decision and to lead the exchange or transaction to be more satisfying as well as to open the eyes of all parties to think, act, and behave in better ways. According to Sunyoto (2015: 160), promotion mix includes advertising, personal selling, sales promotion, public relation, and direct marketing.

1. Advertising

Advertising is one of the impersonal communication used by goods or service companies.

2. Personal Selling

The nature of personal selling may be more flexible because the sales force can directly adjust the sales offering with the need and behaviour of each potential buyer.

3. Sales Promotion

Sales promotion is any activity intended to increase the sales of product from the producer to the final sales, for example by banners and brochures. Sales promotion can be given to consumers, agencies, or sales force.

4. Public Relation

Another important marketing trick is that the company must build relationships not only with customers, providers and distributors, but also with wider public interests. Public relation program includes among others publication, important events, relationship with investors, exhibition and sponsoring some events.

5. Direct Marketing

It is the last element in the mix of communication and promotion. There are six types of direct marketing, namely

direct mail, mail order, direct response, direct selling, telemarketing and digital marketing.

3. Product Quality

Kotler (2010: 361) explains that there are nine dimensions of product quality that differentiate a product from the others: *form, features, performance quality, conformance, durability, reliability, repairability, style, and design*. However, this study uses only eight indicators that better characterize the concept.

1. Feature: it is the secondary or complementary characteristic useful for adding the basic function related to product choice and its development.
2. Performance quality: it is related to the functional aspect of a product and the main characteristic the customers consider to buy the product.
3. Conformance: it is the level of suitability with the predetermined specification based on the customers' want.
4. Durability: it is how long a product can be used.
5. Reliability: it is the probability of a product successfully performs its function every time it is used in a certain period and in a certain condition.
6. Repairability: it is related to the easiness to repair the product if it is broken. Ideally, a product is easy to be repaired if broken.
7. Style: it is the product appearance and the consumer's impression about it.
8. Design (or model): it indicates all the product peculiarities that will influence the appearance and function of a product in fulfilling the consumers' wants.

4. Buying Intention

Swastha and Irawan in Irawan (2014: 15) state the factors influencing buying intention is related to emotional feeling; if someone feels happy and satisfied with the goods or services then it will strengthen the buying intention, whereas failure usually undermines the intention.

According to Ferdinand (2006: 129), buying intention can be identified through the following indicators:

1. Transactional intention, that is the tendency to buy a product.
2. Referential intention, that is the tendency of someone to give reference of a product to others.
3. Preferential intention, that is the intention describing the behaviour of someone who has a main preference on that product. This preference can change only if something happens to his preferred product.
4. Explorative intention, it describes the behaviour of someone who always seeks information about the product he is interested in and seeks information to support the positive natures of the product.

5. Purchase Decision

Suharno (2010: 96) states that consumer purchase decision is a step through which a buyer decides his choice and buys a product, as well as consumes or uses it.

According to Sutisna in Setyaningrum et al (2013: 3), consumers divide purchase decision into three dimensions, namely:

1. Benefit Association

The criterion of benefit association states that consumers find the benefit of product they will buy and relates it to

the brand characteristic. The criterion of benefit usually taken is the easiness to remember the name of product when faced with decision to buy a product.

2. Purchase Priority

Purchase priority on a product being offered can be made by consumers if the company (producer) offers better products than its competitors' products.

3. Purchase Frequency

When consumers buy a certain product and feel satisfied with the performance of that product, then they will frequently rebuy that product whenever they need it.

III. RESEARCH METHOD

Research is a process in which someone observes a phenomenon in depth and collects data and subsequently makes some conclusions from the data (Martono, 2012: 8). The aim of this research is to know and analyze the influence of promotion mix and product quality on the purchase decision on Mitsubishi Mirage with buying interest as intervening variable. The method used in this study is causality research method.

Population and Sample

The population in this study is all people in Jakarta who use Mitsubishi Mirage and are involved in the buying process of it. The sampling technique used here is non-probability sampling, a sampling technique which does not give same opportunity for every member of the population to be sample and focuses on purposive sampling. The sample criteria in this study are users or owners of Mitsubishi Mirage, involved in the decision making process of purchasing the vehicle, and use Mitsubishi Mirage car in Jakarta. According to Cooper and Emory in Tonojohardjo, Kunto and Brahmana (2014: 4), the sample numbering 100 out of the population numbering 5,000 roughly has the accuracy almost the same with the estimation accuracy of 100 million out of 200 million population. According to Sekaran and Bougie (2013: 269), the sufficient size of sample in a research is between 30 and 500, while the sample used in this study is as many as 440 respondents.

As the researchers obtain the official data of the population, then the number of population in this study is based on the total sales of Mirage as many as 6,164 units. The sampling technique uses Slovin formula (Siregar, 2013: 34):

$$n = \frac{N}{1 + Ne^2}$$

Remarks:

n = Size of sample

N = Size of population

e = level of error in obtaining the member of tolerated sample (the level of error used in this sampling is 5%).

Based on the above formula, then the number of sample that can be taken is as many as:

$$n = \frac{6.164}{1 + 6.164(0,05)^2}$$

$$n = 375.62$$

Based on the above calculation, it is found the minimum size of sample for the population of 6,164 is as many as 375.62, rounded to be 376.

Types and Sources of Data

The data is obtained by distributing printed questionnaires and through *google forms* to the respondents of users or owners of Mitsubishi Mirage, who are involved in the decision making process to buy and use Mitsubishi Mirage car in Jakarta. Secondary data is obtained indirectly through intermediary media—from bibliographical study through books, journals, and mass media. After the data has been collected in complete, the following tests are carried out.

1. Validity and Reliability Tests

Validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2011: 52). The principles of decision making are as follows:

- A. If r calculation > r table, then the statement item is valid.
- B. If r calculation < r table, then the statement item is not valid.

The result of validity test can be seen on the output of *Alpha Cronbach* in the *Corrected Item-Total Correlation* column. Compare the value of *Correlated Item-Total Correlation* with the calculation of r table. If r calculation > r table and the value is positive, then the statement item or indicator is considered as valid (Ghozali, 2011: 53). Reliability indicates a certain level of being reliable. This test is done using Cronbach’s Alpha for every variable. A questionnaire is said to be reliable if the Cronbach’s Alpha > 0.60 and not reliable if the Cronbach’s Alpha < 0.60 (Sunyoto, 2011: 67-70).

2. Classical Assumption Test

- A. Normality test is aimed at testing whether in the regression model the intervening or residual variable has normal distribution.
- B. Multicollinearity test is aimed at testing whether the regression model found a correlation among independent variables.
- C. Heteroskedastisitas test is aimed at knowing whether the variance of residual data from one observation to another is different or still the same. A good regression model requires no problem of heterokedastisitas.

3. Hypothesis

According Ghozali in Pamujo (2011: 55), if $H_0 : b_1 = 0$, then there is no influence of each independent variable (X1 and X2) on the dependent variable (Y), and in the contrary if $H_1 : b_0 \neq 0$, then there is an influence of each independent variable (X1 and X2) on the dependent variable (Y) in T test. In F test, if the probability of significance > 0.05, then Ho is accepted and Ha is rejected. If the probability of significance < 0.05, then Ho is rejected and Ha is accepted (Ghozali, 2011: 64).

4. Multilinear Regression Analysis

According to Sarjono and Jualanita (2011: 91), if the measurement of influence involving two or more independent variables (X1, X2, X3 and so on), one dependent variable (Y) and through a mediating variable (I), then it is called multiple regression analysis which is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots b_nX_n$$

Where:

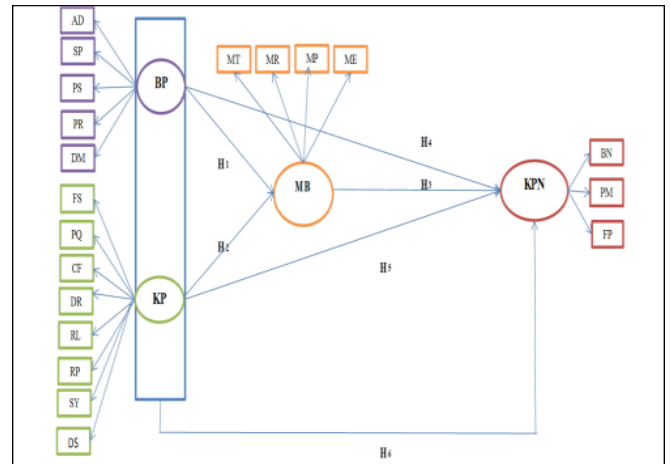
Y = Dependent variable

a = Constant

b = Regression coefficient of each independent variable

X = Independent variable

5. Research Model and Data Analysis



According to Ghozali (2011: 249), in order to examine an intervening variable, a path analysis method is used. Path analysis is a research method mainly used to examine the strength of direct and indirect relationship among various variables (Sandjojo, 2011: 11).

IV. RESEARCH RESULTS

Mitsubishi introduced a city car vehicle named Mirage and was launched in September 2012. It is a little hatchback car produced to fulfill people’s need for economical and reliable car, especially for urban condition. Mitsubishi Mirage is a hatchback city car that combines the concepts of *eco, easy and fun to drive*, as well as *convenience*. While still bringing the concept of “*Passion & Fashion*” car as the typical feature of Mitsubishi passenger car, KTB claims Mirage as very suitable for those having active and dynamic personality and those who are stylish in driving. Not only as a compact vehicle, Mirage has optimum added value with its features (www.otosia.com, 2016). The respondent characteristics of Mitsubishi Mirage users are Mitsubishi Mirage owners, involved in decision making process to buy the car and uses Mitsubishi Mirage car in Jakarta. Those who are not fulfilling the requirements are not chosen to be respondents in order to reduce mistakes in the research. The respondents are expected to be able to describe their assessment of promotion mix and product quality against the purchase decision through buying intention as mediating variable. The characteristics of respondents in this study will be identified based on gender, age, occupation, category as the first car or not, type of Mitsubishi Mirage car used, expense per month, and source of information or knowledge about Mitsubishi Mirage car. The number of respondents supporting this study is set as many as 500 Mitsubishi Mirage users. However, out of 500 respondents only 440 respondents who have filled in the questionnaire in accordance with the criteria in this study. Therefore, the response rate in this study is

$$\frac{440}{500} \times 100\% = 88\%$$

A. Characteristics of Respondents

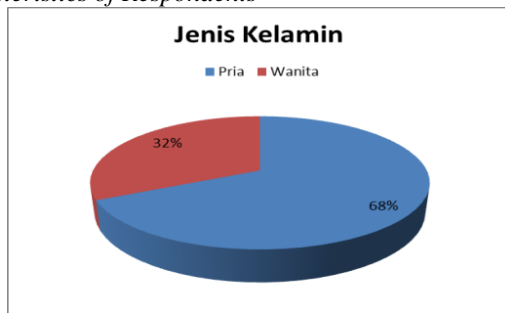


Figure 4 Mitsubishi Mirage Users by Gender

Figure 4 shows that the male consumers of Mitsubishi Mirage car are more than female consumers. This indicates that the number of car users in Jakarta is dominated by men rather than women.

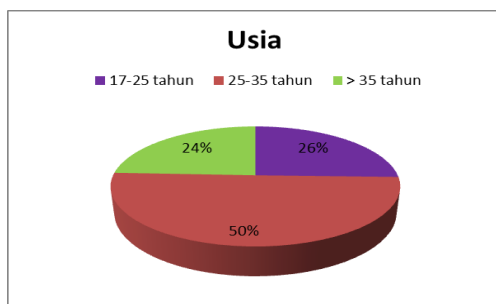


Figure 5 Mitsubishi Mirage Users by Age

Figure 5 shows that the consumers using Mitsubishi Mirage car mostly are those in the age of 25-35 years with the number of respondents as many as 221 people or 50%. This indicates that the age of 25-35 years can be categorized as mature age.

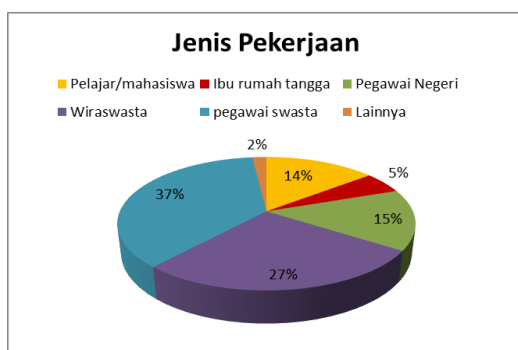


Figure 6 Mitsubishi Mirage Users by Occupation

Figure 6 shows that the occupation with the highest percentage of Mitsubishi Mirage users is private company employee, numbering 161 people or 37%. Based on this, it indicates that private company employees are accustomed with high work stress and high target, so that it is very suitable for them to use Mitsubishi Mirage cars.



Figure 7 Category of Car Ownership

Figure 7 shows that the category of car ownership with the highest percentage is that people use Mitsubishi Mirage as the first car they have, numbering 58% or 256 people.

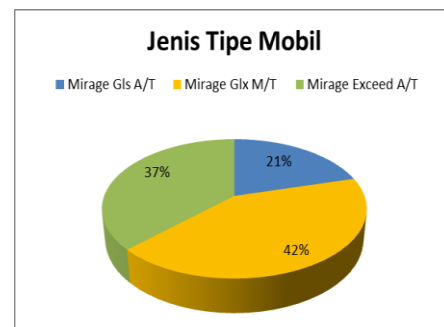


Figure 8 Types of Mitsubishi Mirage Car Used

Figure 8 shows that the type of Mitsubishi Mirage car with the highest percentage of use is Mirage Glx M/T as many as 42% or 185 people.

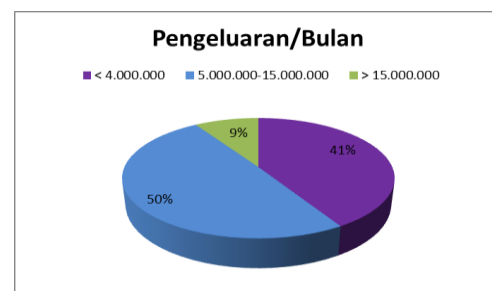


Figure 9 Expense per Month

Figure 9 shows that the expense per month with the highest percentage is Rp 5,000,000-15,000,000 as many as 50% or 218 people.

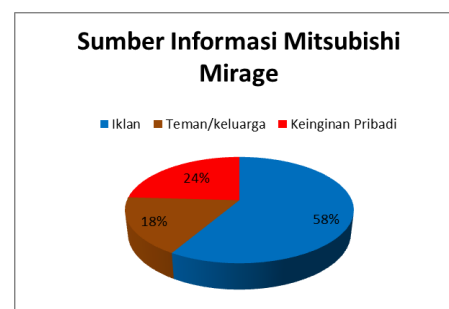


Figure 10 Source of Information about Mitsubishi Mirage

Figure 10 shows that 58% or 257 users of Mirage know the information on the car through advertisement. Only 24% or

106 users of Mirage have their own intention (to seek the information), and as many as 18% say friend/family member as the source of information.

B. Result of Validity and Reliability Tests

This study uses 2-side test and the number of data (n) = 440, compared to the value of r table = 0.093. This result indicates that r calculation > r table, meaning that the question item or variable studied is valid.

Variabel	Item	Total Pearson Correlation	Nilai r tabel	Keterangan
Bauran Promosi (Periklanan)	AD1	0,622	0,093	Valid
	AD2	0,54	0,093	Valid
	AD3	0,608	0,093	Valid
	AD4	0,546	0,093	Valid
	AD5	0,492	0,093	Valid
Sales Promotion (SP) (Promosi Penjualan)	SP1	0,537	0,093	Valid
	SP2	0,569	0,093	Valid
	SP3	0,549	0,093	Valid
	SP4	0,56	0,093	Valid
	SP5	0,548	0,093	Valid
Personal Selling (PS) (Penjualan Perseorangan)	PS1	0,532	0,093	Valid
	PS2	0,476	0,093	Valid
	PS3	0,507	0,093	Valid
	PS4	0,53	0,093	Valid
	PS5	0,491	0,093	Valid
Public Relation (PR) (Hubungan Masyarakat)	PR1	0,47	0,093	Valid
	PR2	0,472	0,093	Valid
	PR3	0,534	0,093	Valid
	PR4	0,46	0,093	Valid
	PR5	0,44	0,093	Valid
Direct Marketing (DM) (Pemasaran Langsung)	DM1	0,471	0,093	Valid
	DM2	0,529	0,093	Valid
	DM3	0,461	0,093	Valid
	DM4	0,489	0,093	Valid
	DM5	0,468	0,093	Valid

Source: Questionnaire data processing using SPSS 22 program, 2016

Variabel	Item	Total Pearson Correlation	Nilai r tabel	Keterangan
Kualitas Produk (KP) (Ciri-ciri Produk)	FS1	0,423	0,093	Valid
	FS2	0,399	0,093	Valid
	FS3	0,378	0,093	Valid
	FS4	0,402	0,093	Valid
	FS5	0,422	0,093	Valid
Performance quality (Kualitas Kinerja)	PQ1	0,401	0,093	Valid
	PQ2	0,495	0,093	Valid
	PQ3	0,422	0,093	Valid
	PQ4	0,454	0,093	Valid
	PQ5	0,422	0,093	Valid
Conformance (CF) (Kenyamanan)	CF1	0,451	0,093	Valid
	CF2	0,4	0,093	Valid
	CF3	0,389	0,093	Valid
	CF4	0,433	0,093	Valid
	CF5	0,462	0,093	Valid
Durability (DR) (Ketahanan)	DR1	0,449	0,093	Valid
	DR2	0,433	0,093	Valid
	DR3	0,433	0,093	Valid
	DR4	0,449	0,093	Valid
	DR5	0,46	0,093	Valid
Reliability (RL) (Kehandalan)	RL1	0,44	0,093	Valid
	RL2	0,474	0,093	Valid
	RL3	0,457	0,093	Valid
	RL4	0,534	0,093	Valid
	RL5	0,436	0,093	Valid
Repairability (RP) (Kemudahan Perbaikan)	RP1	0,456	0,093	Valid
	RP2	0,398	0,093	Valid
	RP3	0,444	0,093	Valid
	RP4	0,447	0,093	Valid
	RP5	0,394	0,093	Valid
Style (SY) (Gaya)	SY1	0,411	0,093	Valid
	SY2	0,419	0,093	Valid
	SY3	0,426	0,093	Valid
	SY4	0,398	0,093	Valid
	SY5	0,437	0,093	Valid
Design (DS) (Model)	DS1	0,367	0,093	Valid
	DS2	0,335	0,093	Valid
	DS3	0,385	0,093	Valid
	DS4	0,383	0,093	Valid
	DS5	0,459	0,093	Valid

Source: Questionnaire data processing using SPSS 22 program, 2016

Variabel	Item	Total Pearson Correlation	Nilai r tabel	Keterangan
Minat Beli (MB) (Minat Transaksional) (MT)	MT1	0,427	0,093	Valid
	MT2	0,451	0,093	Valid
	MT3	0,418	0,093	Valid
	MT4	0,497	0,093	Valid
	MT5	0,477	0,093	Valid
Minat Referensial (MR)	MR1	0,444	0,093	Valid
	MR2	0,499	0,093	Valid
	MR3	0,458	0,093	Valid
	MR4	0,489	0,093	Valid
	MR5	0,459	0,093	Valid
Minat Preferensial (MP)	MP1	0,545	0,093	Valid
	MP2	0,496	0,093	Valid
	MP3	0,531	0,093	Valid
	MP4	0,462	0,093	Valid
	MP5	0,456	0,093	Valid
Minat Eksploratif (ME)	ME1	0,422	0,093	Valid
	ME2	0,458	0,093	Valid
	ME3	0,409	0,093	Valid
	ME4	0,495	0,093	Valid
	ME5	0,457	0,093	Valid

Source: Questionnaire data processing using SPSS 22 program, 2016

Variabel	Item	Total Pearson Correlation	Nilai r tabel	Keterangan
Keputusan Pembelian (KPN) (Benefit Association) (BN)	BN1	0,491	0,093	Valid
	BN2	0,495	0,093	Valid
	BN3	0,404	0,093	Valid
	BN4	0,423	0,093	Valid
	BN5	0,442	0,093	Valid
Prioritas dalam Pembelian (PM)	PM1	0,435	0,093	Valid
	PM2	0,512	0,093	Valid
	PM3	0,443	0,093	Valid
	PM4	0,523	0,093	Valid
	PM5	0,476	0,093	Valid
Frekuensi Pembelian (FP)	FP1	0,437	0,093	Valid
	FP2	0,451	0,093	Valid
	FP3	0,429	0,093	Valid
	FP4	0,541	0,093	Valid
	FP5	0,526	0,093	Valid

Source: Questionnaire data processing using SPSS 22 program, 2016

The above tables show that all the total indicators of promotion mix variable are considered as valid, using 2-side test and the number of data (n) = 440, compared to the value of r table = 0.093. The result indicates r calculation > r table, then the question item or variable studied is valid.

Result of Reliability Test

Variabel	Cronbach's Alpha Items	N of Item	Keterangan
Bauran Promosi	0,885	25	Reliabel
Kualitas Produk	0,885	40	Reliabel
Minat Beli	0,812	20	Reliabel
Keputusan Pembelian	0,746	15	Reliabel

Source: Questionnaire data processing using SPSS 22 program, 2016

The above table shows that the four variables have the value of cronbach's alpha < 0.60 (Sunyoto, 2011: 67-70), then all the variables in this study can be said reliable.

C. Classical Assumption Test

1. Normality

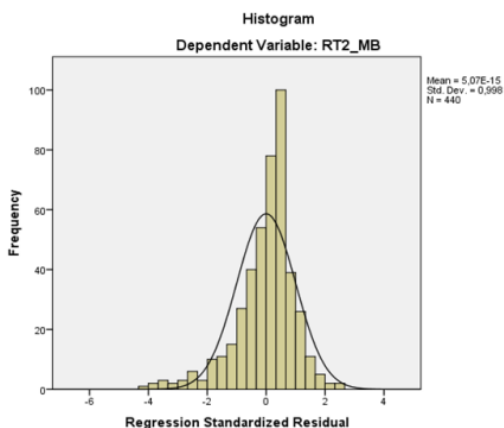


Figure 11 Histogram of Total Average Promotion Mix and Product Quality against Total Average Buying Interest.

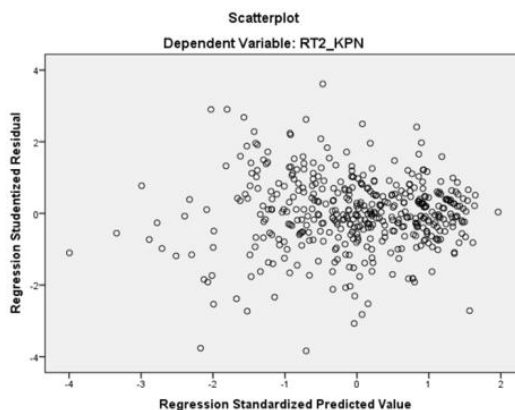


Figure 14 Scatterplot of Heteroskedastisitas Test.

The two figures above show that the dots spread above and under the number 0 on the Y axis and do not shape a pattern, so it can be concluded that heteroskedastisitas does not occur or it is also called homoskedastisitas.

D. Multilinear Regression Path Analysis Test

1. Sub-structural 1 Equation of Multilinear Regression

$$\text{Regression equation } Y = 0.611 + 0.152 X1 + 0.689 X2$$

It indicates that if there is no value increase from the variables of promotion mix and product quality, then the value of buying intention variable is 0.611.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,769 ^a	0,592	0,59	0,27485

a. Predictors: (Constant), RT2_KP, RT_BP

b. Dependent Variable: RT2_MB

R Square is the coefficient of determination. In this study the value of *R square* (R^2) is 0.592 = 59.2%. It means the influence degree of promotion mix and product quality variables on buying interest is 59.2%.

2. Sub-structural 2 Equation of Multilinear Regression

$$\text{Regression equation } Y = 0.524 + 0.057 X1 + 0.382 X2 + 0.473 I$$

It is seen that if there is no value increase from the variables of promotion mix, product quality and buying intention, then the value of purchase decision variable is 0.524.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823 ^a	0,677	0,674	0,2445

a. Predictors: (Constant), RT2_MB, RT_BP, RT2_KP

b. Dependent Variable: RT2_KPN

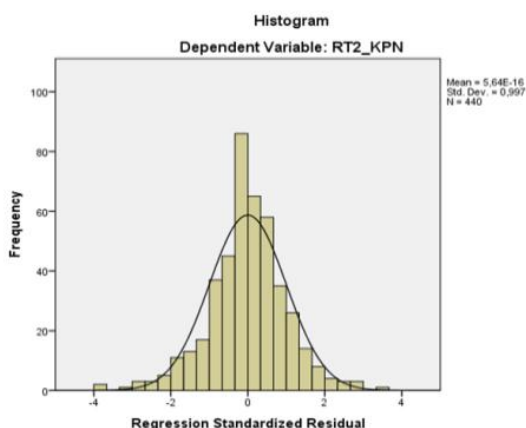


Figure 12 Histogram of Total Average Promotion Mix, Product Quality and Buying Interest against Total Average Purchase Decision.

It is seen that the above figures have curves in the shape like a bell. Therefore, the error of such a regression model can be said to be normally distributed.

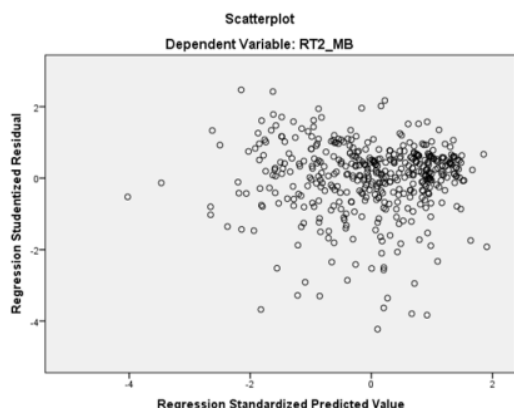


Figure 13 Scatterplot of Heteroskedastisitas Test.

R Square is the coefficient of determination. In this study the value of R square (R^2) is $0.677 = 67.7\%$. It means the influence degree of promotion mix, product quality and buying interest variables on purchase decision is 67.7% .

E. Result of Hypothesis Test

Rangkuman Hasil Uji Hipotesis				
Hipotesis	Deskriptif	t tabel	Nilai t	Keterangan
H1	Bauran promosi berpengaruh signifikan terhadap minat beli	1,965	3,457	Diterima
H2	Kualitas produk berpengaruh signifikan terhadap minat beli	1,965	12,82	Diterima
H3	Minat beli berpengaruh signifikan terhadap keputusan pembelian	1,965	11,113	Diterima
H4	Bauran promosi tidak berpengaruh signifikan terhadap keputusan pembelian	1,965	1,439	Ditolak
H5	Kualitas Produk berpengaruh signifikan terhadap keputusan pembelian	1,965	6,805	Diterima

The above table indicates that promotion mix and product quality variables significantly influence consumers' buying interest, because the value of t calculation $>$ t table. The variables of buying interest and product quality significantly influence purchase decision. Whereas promotion mix of advertising does not significantly influence purchase decision, because the value of t calculation $<$ t table.

Result of F Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	47,161	2	23,58	308,079	,000 ^b
Residual	33,448	437	0,077		
Total	80,609	439			

a. Dependent Variable: RT2_KPN

b. Predictors: (Constant), RT2_KP, RT_BP

Source: Questionnaire data processing using SPSS 22 program, 2016

The above table indicates that the value of Sig. 0.000 where $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted. It means the coefficient of regression is significant. The conclusion indicates that the variables of promotion mix and product quality simultaneously and significantly influence the variable of purchase decision. The value of F_{tabel} is seen from the level of significance 0.05 where $df = \text{number of samples} - \text{number of variables} - 1 = 440 - 3 - 1 = 436$. Therefore, the value of F_{tabel} at $df = 2$ is 2.625 based on the formula $FINV(0,05,4-1,440-4)$, where from the anova table it is known that the value of F_{hitung} is 308.079. It means $F_{hitung} > F_{tabel}$ ($308.079 > 2.625$). Thus, H_0 is rejected and H_a is accepted, concluding that the variables of promotion mix

and product quality simultaneously and significantly influence the variable of purchase decision.

V. RESEARCH ANALISYS

Structural Equation Model

Sub-structural 1 equation of path analysis:

$$I = \rho IX1 + \rho IX2 + \epsilon_1$$

$$I = 0.170 + 0.629 + 0.638\epsilon_1$$

In the first equation, the influence of promotion mix is 0.170 and product quality is 0.629 on the buying intention. In sub-structural 1 equation, it is shown that promotion mix and product quality have influence on the variable of buying intention. This is seen from the t calculation of promotion mix and product quality respectively 3.457 and $12.820 >$ t table 1.96, meaning that Mitsubishi Mirage consumers who want to buy the car rely on the buying intention at first, and the company or management of Mitsubishi pay much attention on its promotion mix and product quality in order to make consumers interested and intend to buy the city car of Mirage. The resulted 0.638 is the value of path coefficient for other variable outside the research which is influential (error). From the result of sub-structural 1 equation it is known that:

1. Buying intention (I) is simultaneously influenced by promotion mix (X1) and product quality (X2) as many as 59.2% and the rest of 40.8% is influenced by other variables outside this study.
2. In every one increase in the value of promotion mix (X1) and product quality (X2), then buying intention (I) will increase 0.170 and 0.629. In the other hand, every one decrease in the value of promotion mix (X1) and product quality (X2), then buying intention (I) will decrease 0.170 dan 0.629.

Sub-structural 2 equation of path analysis:

$$Y = \rho YX1 + \rho YX2 + \rho YI + \epsilon_2$$

$$Y = 0.064X1 + 0.349 X2 + 0.474 YI + 0.568\epsilon_2$$

In the second equation, the influence of promotion mix is 0.064, product quality 0.349 and buying intention 0.474 on the purchase decision. In sub-structural 2 equation it is shown that promotion mix does not have influence on the purchase decision. Product quality and buying intention have influence on purchase decision. It is seen from t calculation of promotion mix as many as $1.439 <$ t table 1.96, whereas t calculation of product quality and buying intention respectively 6.805 and $11.113 >$ t table 1.96, meaning that the direct influence of promotion mix is not significant to make consumers make purchase decision on the Mirage car. Whereas product quality and buying intention have significant influence to make consumers make purchase decision on Mirage car. The result of 0.568 is the path coefficient for other variables outside the study which is influential (error).

From the result of sub-structural equation 2 it can be known that:

1. Purchase decision (Y) is simultaneously influenced by promotion mix (X1), product quality (X2) and buying intention (I) as many as 67.7% and the rest of 32.3% is influenced by other variables outside this study.

2. Every one value increase of promotion mix (X1), product quality (X2) and buying intention (I), then purchase decision (Y) will increase 0.064, 0.349 and 0.474. In the other hand, every one value decrease of promotion mix (X1), product quality (X2), and buying intention (I), then purchase decision (Y) will also decrease 0.064, 0.349, and 0.474.

VI. RESULT OF RESEARCH HYPOTHESIS

The result of analysis on the research hypothesis test indicates that:

1. Promotion mix significantly influences buying intention in Mitsubishi Mirage car in Jakarta. This result of research is in line with the previous research done by Luckita (2014) to know the influence of brand image and promotion mix on the buying intention of Medan people over Mitsubishi car. The criteria for the sample in this study is all people in Medan city and the number of population is 96 and all of them become sample. The sampling technique used in this study is *simple random sampling* method. The result of research indicates that the variables of brand image and promotion mix positively and significantly influence buying intention. There is a similarity or sameness of result with the variables studied by Luckita.
2. Product quality significantly influences buying intention over Mitsubishi Mirage car. This result of research is in line with the previous research done by Mantaub (2015) entitled *Kualitas Produk sebagai variabel intervening antara pengaruh life style terhadap Minat Beli Mobil Agya di Pasaman Barat*. The population in this research is all Pasaman Barat people. The sample used in this study consists of 100 respondents. Based on that research, the variable of product quality has significant influence on buying intention over Agya car and life style has significant influence on buying intention over Agya car. Although buying intention in the title of that research is not as mediating variable, there is a similarity or sameness of result with the variables, but the object of research is different.
3. Buying intention significantly influences purchase decision on Mitsubishi Mirage car. The result of this research is in line with the previous research done by Montjai et al (2014) to know the influence of consumers' motivation, attitude, and buying intention over the purchase decision on Yamaha motorcycle at PT Hasjrat Abadi, Yamaha center in Manado. The sampling technique uses the method of purposive sampling with the sample of 100 respondents. Data analysis uses multilinear regression. Based on that research, there is a simultaneous influence among the variables of consumers' motivation, attitude and buying intention over the purchase decision on Yamaha motorcycle. There is a similarity or sameness of result with the dimension of buying interest used, although there are some different independent variables and the object of research is different as well.
4. Promotion mix of advertisement does not significantly influence the purchase decision on Mitsubishi Mirage car. The result of this study is different from and not in line

with the previous research done by Muanas and Suhermin (2014) to know the influence of product, price and promotion on the purchase decision on Suzuki car at PT Buana Indomobil Trada. The sampling technique in that research uses accidental sampling with the sample of 88 people and the analysis uses multilinear regression. From that research it is found that there is a significant influence among product, price and promotion on the purchase decision on Suzuki car at PT Buana Indomobil Trada Surabaya.

Meanwhile, the result of study done by the researchers (authors) is in line with the previous research done by Jayadi (2011) to analyze the influence of product quality, price, promotion and after sales service on the purchase decision on Yamaha motorcycle. The sampling technique uses accidental sampling of 100 respondents. The population is all university students who have bought and used Yamaha motorcycle at Diponegoro University Semarang. From that research it is found that product quality indicates a positive and significant influence on purchase decision; price indicates a positive and significant influence on purchase decision; after sales service positively and significantly influences purchase decision, whereas promotion does not significantly influence purchase decision. Although the variable is the same but the number of dimensions used is different, there is a similarity or sameness of result with the variables studied, using different object of research.

5. Product quality significantly influences the purchase decision on Mitsubishi Mirage car. The result of this research is in line with the previous research done by Ridhwan (2013) to know the influence of brand image and product quality on the purchase decision on Honda *All New Jazz* car in Malang city. The number of sample is as many as 50 respondents using purposive sampling technique. The analysis method used is multilinear regression analysis. From that research it is found that there is a significant influence of brand image and product quality on purchase decision. The most dominant variable against purchase decision is product quality. Although the variable is the same but the dimensions used are different, there is a similarity or sameness of result with the variables studied, using different object of research.
6. Promotion mix and product quality simultaneously influence purchase decision. This is in line with the previous research done by Napian (2013) entitled *The influence analysis of product quality, promotion, brand trust and customer satisfaction to purchase decision of Yamaha Mio Soul in Ciputat*. The sampling technique in this study is *convenience sampling*, anyone who coincidentally meets with the researchers can become a sample. The number of sample is as many as 60 respondents. The result indicates that the variables of product quality, promotion, brand credence and customer satisfaction simultaneously have significant influence on purchase decision. If this result is compared with the result of research done by the researchers (authors), it seems that based on f test, promotion mix and product quality simultaneously have significant influence on purchase

decision. It is found from the test f table 2.625 and f calculation 308.079. The value of Sig is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted.

From the above tests, this study results in some points, i.e.:

1. The variable of promotion mix significantly influences buying intention.
2. The variable of product quality significantly influences buying intention.
3. The variable of buying intention significantly influences purchase decision.
4. The variable of promotion mix in the form of advertising **does not** significantly influence purchase decision.
5. The variable of product quality significantly influences purchase decision.
6. The variable of promotion mix and product quality simultaneously have significant influence on the variable of purchase decision.

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