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Analysis of the impact of personal selling, promotion, and brand image on the purchase decision of Mitsubishi cars at PT Dipo International Pahala Otomotif

Marvin Vigo[1] , Frans Harvin[1] , Natalia Ciawi[1] , Vivi Chandria[1], Holfian Daulat Tambun Saribu[1*], Rapat Piter Sony Hutauruk[2]

[1]Program Studi Manajemen, Universitas Prima Indonesia, Indonesia
[2]Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Bina Karya, Indonesia
*Corresponding Author: holfiandts@yahoo.co.id

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ABSTRACT

Abstract

This research aims to examine the influence of personal selling, promotion, and brand image on the purchase decision of Mitsubishi cars at PT Dipo International Pahala Otomotif. The declining phenomenon in purchase decisions is evident from the decrease in the number of units sold. Personal selling is currently focused only on exhibitions in shopping centers, thus not operating optimally. The promotions tend to rely more on discounts and less varied trade promotions, providing limited choices for consumers. The well-known brand image of Mitsubishi, perceived positively by consumers for its quality, is acknowledged. The research methodology employs quantitative research with data analysis using descriptive methods. The population in this study consists of 128 customers at PT Dipo International Pahala Otomotif, with a sample determined through simple random sampling, totaling 97 customers. The conclusions drawn from the research indicate that, both partially and simultaneously, personal selling, promotion, and brand image have a positive and significant impact on purchase decisions, with a coefficient of determination of 93.8%.

Keywords: personal selling, promotion, brand image, purchase decision

1. INTRODUCTION

With the evolution of time and the increasing need for transportation, it brings a breath of fresh air to the automotive industry, especially for car manufacturers. For companies operating in the automotive sector, this presents an opportunity to dominate the market share. There is intense competition in the automotive industry in Indonesia, with numerous companies such as Mitsubishi marketing their products through different assembly and sales companies, as seen with Mitsubishi cars marketed by PT. Dipo Internasional Pahala Otomotif. Purchase decisions are choices made by consumers to fulfill their interest in a product, culminating in a purchase. Consumer purchase decisions are generally influenced by several factors, including personal selling, promotion, and brand image of the product. To understand the purchase decisions at PT. Dipo Internasional Pahala Otomotif, it can be observed through sales data, as shown below.

Month	Sales Personnel Count	Year and Number of Units Sold			
		2019	2020	2021	2022
January	16	275	230	263	212
February	16	262	236	236	232
March	16	220	152	322	252
April	16	330	132	305	306
May	16	321	120	306	312
June	16	223	162	305	277
July	16	265	212	352	255
August	16	275	263	321	264
September	16	272	243	236	234
October	16	262	242	350	221
November	16	230	272	320	212
December	16	226	250	295	203
	Total	3161	2514	3209	2980

The sales data from personal selling at PT. Dipo Internasional Pahala Otomotif indicates a decline from 2021 to 2022. This suggests a decrease in consumer purchase decisions. Personal selling is the activity of offering and making sales by directly interacting with buyers with the aim of influencing them to

purchase the offered product. Promotion is an effort to introduce the advantages and benefits of a product when purchased (Sutia et al., 2020). Promotion is generally done to attract consumer interest in buying a product (Zuhri et al., 2020).

Brand image is the consumer's perception of a brand, representing the memory held by consumers about the brand they intend to use (Adila et al., 2020). The brand image plays a crucial role in forming a strong bond between consumers and the brand. The role of personal selling is significant in influencing consumer purchase decisions. The salesperson's ability contributes to influencing consumers in making a purchase. Personal selling activities are conducted through direct interaction and trade exhibitions in shopping centers. Promotions, including attractive discounts and Trade Promotion (TP) programs, such as trade-in programs where owners of old Mitsubishis can exchange their cars for any Mitsubishi variant, assist in convincing consumers to buy Mitsubishi cars. The brand image supports the notion that the purchased brand has a well-known quality, reinforcing consumers' decision to buy Mitsubishi cars.

In prior research conducted by Magdalena and Sari (2019), the results indicated that brand image and promotion significantly influence the decision to purchase a car. Subsequent research by Nuprilianti (2016) demonstrated that personal selling, brand image, and word of mouth each have a significant and positive impact on purchase decisions. These variables were found to be dominantly influential in purchase decisions. Another study by Koswara and Rohendi (2021) concluded that personal selling significantly influences the decision-making process for purchases.

2. LITERATURE REVIEW

According to Nuprilianti (2016), personal selling is an activity aimed at increasing sales volume by influencing consumers directly or indirectly. Companies expect to increase sales volume through personal selling, intending to maintain the achieved sales volume. Nuprilianti (2016) states that promotion is a well-conceptualized program to communicate with potential buyers, ultimately influencing purchase decisions. Promotion is closely related to purchase decisions, actively introducing products, reminding consumers, and informing them of the benefits of a product to encourage purchase. According to Amalia (2019), the relationship with a brand strengthens when based on experience and abundant information. Brand image, formed from associations, underlies consumer purchase decisions. Consumers often buy products with well-known brands because they feel more comfortable with familiar things, assuming that a reliable, always available, easily accessible brand with unquestionable quality.

Conceptual Framework

The conceptual framework for this research is as follows.

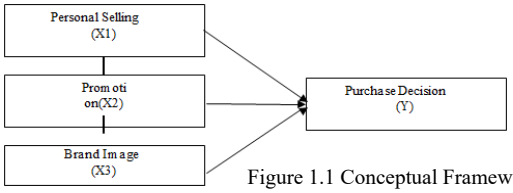

Figure 1.1 Conceptual Framework

Research Hypotheses

According to Sugiyono (2018), hypotheses are temporary assumptions about research results. The hypotheses for this research are as follows:

H1: Personal selling influences the purchase decision of Mitsubishi cars at PT Dipo Internasional Pahala Otomotif.
H2: Promotion influences the purchase decision of Mitsubishi cars at PT Dipo Internasional Pahala Otomotif.
H3: Brand image influences the purchase decision of Mitsubishi cars at PT Dipo Internasional Pahala Otomotif.
H4: Personal selling, promotion, and brand image collectively influence the purchase decision of Mitsubishi cars at PT Dipo Internasional Pahala Otomotif.

3. RESEARCH METHODOLOGY

This research will be conducted at PT Dipo Internasional Pahala Otomotif, located on Jalan Veteran Gang Buntu Medan. The research period will start from January 2023 to June 2023. According to Suharsaputra (2018:49), quantitative research is a research method intended to explain phenomena using numerical statistical figures, which are then analyzed using statistics (Juhandi et al., 2019). The research approach is based on the quantitative approach because this research follows a clear and organized structure. According to Sujarweni (2015:49), descriptive research is conducted to determine the values of each variable, whether one or more variables are independent in nature, without creating relationships or comparisons with other variables. This research is a descriptive type. According to Zulganef (2012:11), explanatory research aims to examine the causality between variables that explain a specific phenomenon. The nature of this research is descriptive-explanatory (Purwanto et al., 2020).

According to Sugiyono (2018:80), the population is the generalization area consisting of objects/subjects with specific qualities and characteristics set by the researcher for study and subsequent conclusion drawing. The population in this research is the customers at PT Dipo Internasional Pahala Otomotif, totaling 128 customers. According to Suharsaputra (2018:121), a sample is used to represent the variability of variables in the population. The sampling technique is simple random sampling. According to Hikmawati (2018:62), random sampling is called simple random sampling because the sample is taken randomly from all members of the population without considering strata in the population. In determining the sample size, the researcher uses the Slovin formula. The formula is as follows:

$$x = \frac{n}{1 + ne2}$$

n : Sample Size
N : Population Size
e : percentage of error (0,5)

In this research, the calculation yields:

$$n = \frac{128}{1 + 128 \times 0.05^2} = 96.96 = 97$$

Therefore, the conclusion is that the sample size used is 97 people based on the Slovin sampling calculation, and 30 customers will be taken from the remaining population for validity testing of the data.

According to Sanusi (2014:105), data collection can be carried out through various methods, such as survey, observation, and documentation. According to Sanusi (2014:104), types and sources of data are divided into two: primary data and secondary data. Primary data is the first data recorded and collected by the researcher, while secondary data is pre-existing data collected by others. The identification and operational definition of the research variables can be seen in Table II.1.

Table 2.1 Operational Definition of Research Variables

Variable	Operational Definition	Indicator	Measuring Scale
Personal Selling (X1)	Marketing of products or services where the seller meets directly with the buyer to explore potential purchases	1. Conversion (Face-to-Face Interaction) 2. Cultivation (Relationship Building) 3. Respond (Feedback)	Likert
Promotion (X2)	Can be interpreted as a one-way flow of information or persuasion created to direct an individual or organization toward actions that create exchanges in marketing	1. Frequency of promotion 2. Quality of promotion 3. Quantity of promotion 4. Timing of promotion 5. Suitability of promotional targets	Likert
Brand Image (X3)	A series of associations (perceptions) in the consumer's mind about a brand, usually organized into meaning	1. Recognition 2. Reputation 3. Affinity 4. Domain	Likert
Purchase Decision (Y)	A selection of an action from two or more alternative choices. In other words, the decision-maker must have one choice from several alternatives.	1. Problem Recognition 2. Information Search 3. Evaluation of Alternatives 4. Purchase Decision	Likert

According to Priyatno (2016:19), validity is a measure that indicates the level of validity of a research instrument. An instrument with high validity is considered valid, while one with low validity is considered less valid. If the calculated \(r \) is greater than the \(r \) table, the questionnaire is considered valid; otherwise, it is considered invalid.

1. if r calculated > r table the question item is considered valid
2. Jika r calculated < r table the question item is considered not valid

According to Priyatno (2016:30), a measuring tool is considered reliable if it consistently shows the same results when measuring a phenomenon at different times. The decision criteria for reliability are as follows:

1. Cronbach's alpha < 0,6 = poor reliability.
2. Cronbach's alpha 0,6-0,79 = acceptable reliability.
3. Cronbach's alpha 0,8 = good reliability.

According to Priyatno (2016:49), the classical assumption test is a prerequisite for using linear regression analysis. To obtain a good multiple linear regression model, it must meet the criteria of BLUE (Best Linear Unbiased Estimator). According to Ghozali (2021:160-161), the normality test aims to examine whether the disturbance or residual variable in the regression model has a normal distribution. The normality test is conducted using the One Kolmogorov-Smirnov method. According to Priyatno (2013:38), the testing criteria are as follows:

1. Normality test with a graph to detect whether residuals are normally distributed using histogram and normal probability plot analysis.
2. Normality test with statistics using the criteria of the One Sample Kolmogorov-Smirnov test:
   a. If the significance value > 0.05, the data is normally distributed
   b. If the significance value < 0.05, the data is not normally distributed

According to Ghozali (2021:105), the common cut-off value used to indicate the presence of multicollinearity is a tolerance value less than 0.10 or a VIF value greater than 10.

According to Ghozali (2021:139), the heteroskedasticity test aims to examine whether there is unequal variance of residuals from one observation to another in the regression model. If the variance of residuals remains the same from one observation to another, it is called homoskedasticity; if different, it is called heteroskedasticity.

1. Examine the scatterplot graph, analyze if there is no clear pattern, and the points are scattered above and below the number 0 on the Y-axis, then there is no heteroskedasticity.
2. Statistical test by conducting the Glejser test with the criterion that if the sig value > 0.05, it is declared that there are no symptoms of heteroskedasticity.

Model Analysis of Research Data

According to Sugiyono (2012:277), multiple linear regression analysis aims to predict how the dependent variable (criterion) behaves (increases or decreases) when two or more independent variables as predictor factors are manipulated (increased or decreased in value).

$$Y = a + b_1X_1 + b_2X_2 + e$$

According to Ghozali (2021:97), the coefficient of determination (\(R^2\)) essentially measures how well the model explains the variation in the dependent variable. According to Ghozali (2021:98), the F-statistic test essentially shows whether all independent variables included in the model have a simultaneous effect on the dependent variable. The criteria for assessing hypotheses in this F-test are:

1. H0 is accepted if : F calculated ≤ F table at α = 5%.
2. Ha is accepted if : F calculated > F table at α = 5%.

According to Ghozali (2021:98), the t-statistic test essentially shows how much influence one independent variable has on the dependent variable while considering other variables as constant. The criteria for assessing hypotheses in this t-test are:

1. H0 is accepted if : -t table ≤ t calculated < t table at α = 5%.
2. Ha is accepted if : t calculated > t table atau -t calculated ≤ -t table at α = 5%.

4. RESULTS AND DISCUSSION

The company, established in 1976 as PT Sumatera Motor Ltd. Co., later transformed into PT Sumatera Berlian Motors, and finally evolved into PT Dipo Internasional Pahala Otomotif (DIPO). DIPO stands as an authorized dealer for Mitsubishi motor vehicles, encompassing both passenger and commercial

vehicles manufactured by Mitsubishi Motors Corporation and Mitsubishi Fuso Truck & Bus Corporation. The dealership network spans across Sumatra, Java, DKI Jakarta, and Kalimantan. DIPO holds the distinction of being the largest authorized dealer of Mitsubishi motor vehicles in Indonesia, providing not only vehicle sales but also comprehensive after-sales services, including the sale of original spare parts, workshop services, and vehicle body repairs.

Validity and Reliability Test Results

The validity and reliability tests yielded the following results, as presented in the tables.

Table 3.1 Validity Test Results

Variable	Number of Statements	Test Result
PERSONAL SALES	6	Valid
PROMOTION	10	Valid
BRAND IMAGE	8	Valid
PURCHASE DECISION	8	Valid

Source : Research Results (2023)

All statements in the questionnaires for personal sales, promotion, brand image, and purchasing decisions are considered valid based on the validity test.

Table 3.2 Reliability Test Results

Variable	Cronbach Alpha Value	Test Result
PERSONAL SALES	0.908	Reliable
PROMOTION	0.939	Reliable
BRAND IMAGE	0.935	Reliable
PURCHASE DECISION	0.981	Reliable

Source : Research Results (2023)

All tested variables—personal sales, promotion, brand image, and purchasing decisions—show reliable results with a Cronbach's Alpha greater than 0.6.

Descriptive Statistics

Descriptive analysis will explain the minimum and maximum values from the questionnaire testing in the following table.

Table 3.3 Descriptive Statistics Analysis
Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
PERSONAL SALES	97	6.00	30.00	25.2887	4.21792
PROMOTION	97	10.00	50.00	41.7320	7.62468
BRAND IMAGE	97	12.00	36.00	18.3814	6.55497
PURCHASE DECISION	97	8.00	40.00	34.4124	5.58412
Valid N (listwise)	97				

Source : Research Results (2023)

The SPSS results will describe the values of the four variables tested in the descriptive statistical analysis: personal sales, promotion, brand image, and purchase decision. The personal sales variable has a minimum value of 6, a maximum value of 30, a mean of 25.28, and a standard deviation of 4.21. The promotion variable has a minimum value of 10, a maximum value of 50, a mean of 41.73, and a standard deviation of 7.62. The brand image variable has a minimum value of 12, a maximum value of 36, a mean of 18.38, and a standard deviation of 6.55. The purchase decision variable has a minimum value of 8, a maximum value of 40, a mean of 34.41, and a standard deviation of 5.58.

Classical Assumption Test

In the classical assumption test, normality, multicollinearity, and heteroskedasticity were tested.

Normality Test

The normality test aims to examine whether in the regression model, the disturbance or residual variable has a normal distribution. The test is conducted through a histogram and normal probability plot and then statistically with a one-sample Kolmogorov-Smirnov test. The following are the results of the normality test.

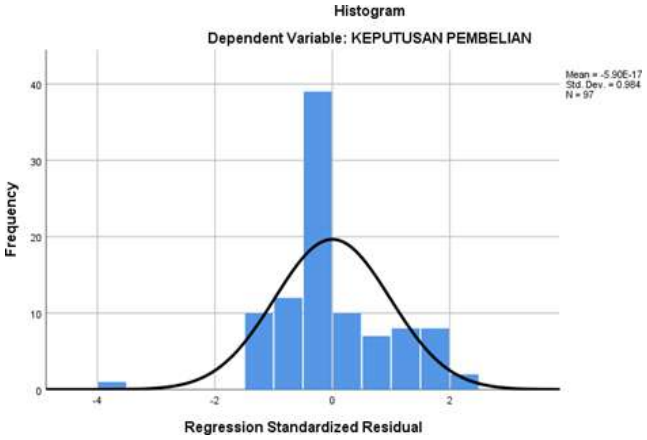

Figure 3.1 Normality Test Histogram
Source: Research Results (2023)

In the histogram graph, it can be seen that the graph distribution moves parallel, forming an inverted U shape, and meets the assumption of normality.

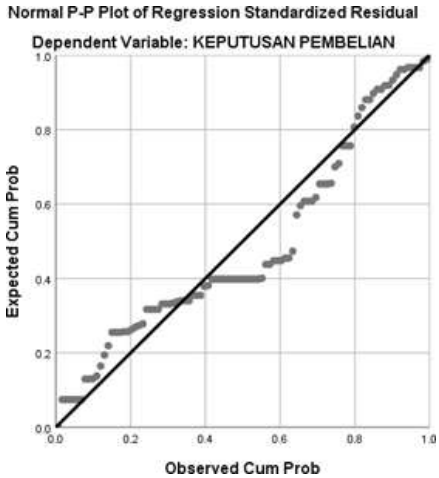

Figure 3.2 Normality Test Normal P-P Plot
Source: Research Results (2023)

This graph model shows that the data spreads along the line and already meets the assumption of normality. In the next test, statistical analysis is performed using the one-sample Kolmogorov-Smirnov test.

Tabel 3.4 Normality Test Statistics One-Sample Kolmogorov-Smirnov

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.37106090
Most Extreme Differences	Absolute	.175
	Positive	.175
	Negative	-.107
Test Statistic		.175
Asymp. Sig. (2-tailed)		.000c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Research Results (2023)

Based on the test results, considering the significance value of 0.000 < 0.05, the data is declared to have a non-normal distribution. With this result, data transformation is needed, as shown below.

Table 3.5 Normality Test Statistics One-Sample Kolmogorov-Smirnov Transformation Results

One-Sample Kolmogorov-Smirnov Test

		SQRT
N		35
Normal Parametersa,b	Mean	1.1469
	Std. Deviation	.38975
Most Extreme Differences	Absolute	.133
	Positive	.133
	Negative	-.120
Test Statistic		.133
Asymp. Sig. (2-tailed)		.121c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Research Results (2023)

Based on the test results, considering the significance value of 0.200 > 0.05, the data is declared to have a normal distribution.

Multicollinearity Test

Multicollinearity testing is carried out to see whether there is a relationship between independent variables. The following are the results of the multicollinearity tes.

Table 3.6 Multicollinearity Test Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PERSONAL SALES	.233	4.301
	PROMOTION	.273	3.666
	BRAND IMAGE	.635	1.574

a. Dependent Variable: PURCHASE DECISION
Source: Research Results (2023)

The test results for variables show that the tolerance value for personal sales is 0.233 > 0.1, for promotion is 0.273 > 0.1, and for brand image is 0.635 > 0.1. For VIF, personal sales is 4.301 < 10, promotion is 3.666 < 10, and brand image is 1.574 < 10, indicating that there is no correlation between personal sales, promotion, and brand image.

Heteroskedasticity Test

Heteroskedasticity testing aims to examine whether there is a variance inequality in the regression model from one observation to another. If the variance of residuals from one observation to another remains the same, it is called homoskedasticity, and if it differs, it is called heteroskedasticity. Here are the results of the heteroskedasticity test.

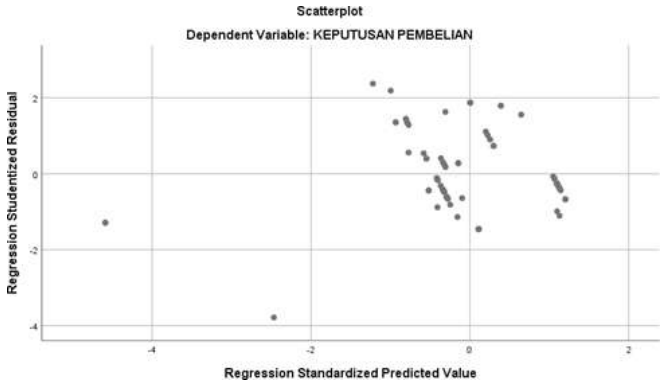

Figure 3.3 Heteroskedasticity Test Scatterplot
Source: Research Results (2023)

In the results of the second scatterplot, it can be seen that the data is dispersed and does not form a regular pattern (random), so it can be concluded that there is no heteroskedasticity. For the next step, a Glejser test is performed statistically to assess its understanding. A basic understanding that can be given is that if the significance value is greater than 0.05, it is considered acceptable in the test used.

Table 3.7 Heteroskedasticity Test Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.891	.833		4.669	.000
	PERSONAL SALES	-.052	.041	-.254	-1.290	.200
	PROMOTION	-.027	.021	-.235	-1.292	.199
	BRAND IMAGE	-.021	.016	-.162	-1.359	.177

a. Dependent Variable: PURCHASE DECISION
Source: Research Results (2023)

In the SPSS results, the sig value for the variables has a value greater than 0.05 for its significance. Thus, it can be concluded that there is no indication of heteroskedasticity, and it meets the classical assumption criteria.

Data Analysis

In this analysis, it will explain the values of multiple linear regression used in Table B in the SPSS results as follows:

Table 3.8 Multiple Linear Regression Analysis Test Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.472	1.436		-1.025	.308
	PERSONAL SALES	1.215	.070	.918	17.381	.000
	PROMOTION	.089	.036	.121	2.479	.015
	BRAND IMAGE	.080	.027	.094	2.930	.004

a. Dependent Variable: PURCHASE DECISION
Source: Research Results (2023)

Purchase Decision -1.472 = 1.215 Personal Sales + 0.089 Promotion + 0.080 Brand Image

Understanding the regression formula:

1. If the value of Y (Purchase Decision) is absent, then the variables Personal Sales, Promotion, and Brand Image will have a value of -1.472.
2. Adding a value of 1.215 has a positive value, and the value of the Personal Sales variable does not change, so it becomes 1.215.
3. Adding a value of 0.089 has a positive value, and the value of the Promotion variable does not change, so it becomes 0.089.
4. Adding a value of 0.080 has a positive value, and the value of the Brand Image variable does not change, so it becomes 0.080.

The coefficient of determination (R^2) essentially measures how well the model explains the variation in the dependent variable. Testing the coefficient of determination yields the following results:

Table 3.9 Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969[a]	.940	.938	1.39300

a. Predictors: (Constant), BRAND IMAGE, PROMOTION, PERSONAL SALES
b. Dependent Variable: PURCHASE DECISION
Source: Research Results (2023)

The Adjusted R-squared value obtained from the coefficient of determination test is 0.938, which means that the variables Personal Sales, Promotion, and Brand Image influence the purchase decision by 93.8%, and the remaining 6.2% is influenced by other unexamined variables such as loyalty, price, customer satisfaction. The F-statistic essentially indicates whether all independent variables included in the model have a simultaneous effect on the dependent variable. Here are the results of the simultaneous test.

Table 3.10 Simultaneous Test Results
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2813.044	3	937.681	483.229	.000[b]
	Residual	180.462	93	1.940		
	Total	2993.505	96			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), BRAND IMAGE, PROMOTION, PERSONAL SALES
Source: Research Results (2023)

With the degrees of freedom value df = 97-4 = 93, a value of 3.09 can be given. The test result F-value (483.229) > F-table (3.09) and the significance value is 0.000. Thus, the hypothesis is accepted, meaning that Personal Sales, Promotion, and Brand Image simultaneously have a positive effect on the purchase decision at PT. Dipo Internasional Pahala Otomotif. This result indicates that the fourth hypothesis proposed can be accepted and is consistent with the research findings. The t-statistic essentially shows how much the influence of one independent variable on the dependent variable assuming other variables remain constant. Here are the results of the partial test.

Table 3.11 Partial Test Results
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.472	1.436		-1.025	.308
	PERSONAL SALES	1.215	.070	.918	17.381	.000
	PROMOTION	.089	.036	.121	2.479	.015
	BRAND IMAGE	.080	.027	.094	2.930	.004

a. Dependent Variable: PURCHASE DECISION
Source: Research Results (2023)

Explanation of the t-test results are as follows.

1. Based on the partial test results, the sig value of 0.000 < 0.05, and the t-value > t-table (17.381 > 1.985), meaning Personal Sales has a positive and significant effect on the purchase decision, and the hypothesis is accepted.
2. Based on the partial test results, the sig value of 0.003 < 0.05, and the t-value > t-table (2.479 > 1.985), meaning Promotion has a positive and significant effect on the purchase decision, and the hypothesis is accepted.
3. Based on the partial test results, the sig value of 0.005 < 0.05, and the t-value > t-table (2.930 > 1.985), meaning Brand Image has a positive and significant effect on the purchase decision, and the hypothesis is accepted.

Discussion of Research Results

Influence of Personal Sales Variable on Purchase Decision

Based on the hypothesis test results, it is shown that Personal Sales has a positive and significant effect on the purchase decision. This means that the better the personal sales, the more it will increase the purchase decision at PT. Dipo Internasional Pahala Otomotif. This is consistent with previous research by Koswara and Rohendi (2021), stating that personal selling significantly influences purchase decision-making. The results of this study are also supported by the theory of Nuprilianti (2016), where personal selling is an activity aimed at increasing sales volume by influencing consumers directly or indirectly. With personal selling, the company expects to increase sales volume, and through this activity, it is also hoped that the achieved sales volume can be maintained.

Influence of the Promotion Variable on Purchase Decision

Based on the hypothesis test results, it is shown that promotion has a positive and significant effect on the purchase decision. This means that the better the promotion implemented, the more it will increase the purchase decision at PT. Dipo Internasional Pahala Otomotif. This is consistent with previous research by Magdalena and Sari (2019), with research results showing that brand image and promotion significantly influence car purchase decisions. The results of this study are also supported by the theory of Nuprilianti (2016), where promotion is a well-conceptualized program to communicate with potential buyers that will influence purchase decisions. Here, promotion has a close relationship with purchase decisions due to its active role in introducing products, reminding, and informing consumers about the benefits of a product to encourage them to purchase.

Influence of the Brand Image Variable on Purchase Decision

Based on the hypothesis test results, it is shown that brand image has a positive and significant effect on the purchase decision. This means that the better the company's brand image, the more it will increase the purchase decision at PT. Dipo Internasional Pahala Otomotif. This is consistent with previous research by Magdalena and Sari (2019), with research results showing that brand image and promotion significantly influence car purchase decisions. The results of this study are also supported by the theory of Amalia (2019), where the relationship with a brand becomes stronger if based on experience and abundant information. Image or association represents perceptions that can reflect both objective and subjective reality. The image formed from these associations is the basis for consumer purchase decisions. Consumers are more likely to buy products with well-known brands because they feel more comfortable

with things that are familiar, assuming that a reliable brand is always available, easily accessible, and has unquestionable quality.

Influence of Personal Sales, Promotion, and Brand Image Variables on Purchase Decision

Based on the hypothesis test results, it is shown that personal sales, promotion, and brand image have a positive and significant effect on the purchase decision. Good personal sales can influence consumer perceptions and understanding of the product, effective promotion can increase awareness and purchase interest, while a positive brand image can influence consumer preferences and loyalty to the brand. Therefore, a comprehensive and integrated strategy to manage personal sales, promotion, and brand image will help the company increase the success rate in influencing consumer purchase decisions.

5. CONCLUSIONS

Based on the research findings, the conclusions are as follows: Personal sales variable has a positive and significant partial effect on purchasing decisions. Promotion variable has a positive and significant partial effect on purchasing decisions. Brand image variable has a positive and significant partial effect on purchasing decisions. Personal sales, promotion, and brand image variables have a positive and significant simultaneous effect on purchasing decisions, with a coefficient of determination of 93.8%.

Based on the research findings, the following recommendations are proposed. For Researchers This research can serve as a foundation for exploring the influence of personal sales, promotion, and brand image on purchasing decisions. Subsequent research can delve deeper into this topic.

For Companies The research results can be a reference for companies to understand and enhance the influence of personal sales, promotion, and brand image on purchasing decisions. For Prima Indonesia University The research findings can serve as a model for further research in related fields. For Future Researchers Future research can consider adding variables such as advertising, communication, employing different research methods, and investigating different research subjects, such as manufacturing companies, banks, production, and others.

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