The Influence of after Sales Service and Product Quality on the Decision to Purchase a Toyota Avanza Car in Deli Serdang

Eka Umi Kalsum¹, Muslim Wijaya², Roswani Siregar³

1Staf Pengajar Fakultas Ekonomi, Program Studi Manajemen, Universitas Al-Azhar Medan ekaumi1979@gmail.com
2Staf Pengajar Fakultas Ekonomi dan Bisnis Universitas Medan Area muslimwijaya5@gmail.com, Medan
3Staf Pengajar Fakultas Ekonomi, Program Studi Manajemen, Universitas Al-Azhar Medan

ABSTRACT

This study describes the after-sales service and product quality of purchasing a Toyota Avanza in Deli Serdang. The theory used in this study includes the idea of after-sales service, product quality, and buying decisions. The population in this study were 50 Toyota Avanza car users who passed on Jalan Sutomo, Lubuk Pakam Deli Serdang. The data analysis model used is multiple linear regression analysis. The research method uses a quantitative descriptive approach supported by a survey and is explanatory.

The study results by testing the t-test hypothesis showed that after-sales service had a positive and significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang. Product quality has a positive and significant impact on buying decisions for the Toyota Avanza in Deli Serdang. The results of the F test show that after-sales service and product quality have a positive and significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang. The value of the coefficient of determination (R2) of after-sales service and product quality can explain the purchasing decision variables of 70.1%. The remaining 29.9% is influenced by other variables not examined in this study, such as price promotion and so on.

INTRODUCTION

The development of the automotive industry business world has increased quite large, and the competition is getting sharper, one of which is the business in the transportation sector. This is indicated by the increasing number of motorized vehicles with various brands, especially four-wheeled cars. Multiple manufacturers of four-wheeled vehicles compete to create numerous types of variants to meet the public's need for transportation. Nowadays, various types and brands can be seen emerging. One of them is the Toyota Avanza, one of the MPV of a million people.

To attract consumers to buy the products offered, companies need quality products to satisfy consumers. Product quality is the benefit of what capabilities are provided by the products offered by specific products; in this case, the Toyota Avanza provides superior product advantages to consumers, such as the advantages of the Toyota Avanza, which is in the appearance of its exterior design. At first glance, the Toyota Avanza now comes with a stylish and elegant exterior design.

Meanwhile, for performance, the Toyota Avanza lies in its kitchen technology. This time, the MPV of a million people made by Toyota has been present by offering two choices of engine variants, namely the 1.5-liter type with 3SZ-VE technology and the 1.3-liter K3-VE. Toyota Avanza also provides manual and automatic transmission systems. So, by looking at the various advantages above, it is inevitable that consumers will make more and more choices to suit their needs and budget.

Although the Toyota Avanza has provided many advantages in terms of product quality, the Toyota Avanza is not the only car chosen by the public because there are deficiencies in product quality such as being Less Stable When Driving at High Speeds, Battery Problems Often. Lack of Safety Features, Less Silent Cabin. The lack of the Toyota Avanza is undoubtedly one of the things that makes it unsatisfactory for consumers.

In addition to providing good quality products to attract consumers to buy the products offered, the Toyota Avanza also offers after-sales services that can satisfy consumers. The company offers After-sales service as a responsibility for the products they have sold.
Toyota Avanza provides after-sales service in the form of service and spare parts that are easy to find. In addition to extensive service, it is also important to note that the advantages of the Toyota Avanza are not easily damaged. The cost of daily maintenance is also relatively cheap and affordable. So, it is not surprising that the MPV of a million people is one of the consumers’ most sought-after cars. Of course, this fact further strengthens the advantages of the Toyota Avanza in competing and maintaining its dominance in the Indonesian automotive market. Toyota Avanza always tries to provide the best service to every customer. However, the Toyota Avanza still experiences a few problems in after-sales services, such as late product delivery.

The purpose of this research is to find out: 1). The effect of after-sales service on the decision to purchase a Toyota Avanza in Deli Serdang; 2). The impact of product quality on buying decisions for Toyota Avanza in Deli Serdang; 3). After-sales service and product quality on purchasing a Toyota Avanza in Deli Serdang.

According to Kotler (2012), after-sales service is provided to a consumer after a sales transaction occurs. According to Martin and Pear (2015), companies not only need to have the number one product and not the cheapest product, but the advantage lies in the level of service and detailed attention to consumers to win the competition. Consumer buying interest will be more focused on a product that offers after-sales service because consumers often think that a product that has after-sales service is excellent and responsible. Furthermore, Engel and Miniard (2006) explained that service and satisfaction after the transaction is one of the reasons why consumers are interested in choosing a product or in other words, after-sales service is the attraction of a product, and after-sales service has an essential contribution to the success of the product. In competing in the market.

Tjiptono (2011) explains that basically, there are three key benefits of providing after-sales service to customers: 1). Ability to understand customer needs and wants; 2). Development of a more accurate database than competitors (covering data on the needs and wants of each customer segment and changing competitive conditions); 3). utilization of information obtained from market research in a strategic framework. According to Kotler (2012), the after-sales service elements are 1). Warranty; 2). Provision of Accessories; 3). Maintenance and Repair Services; 4). Facilities and Equipment. According to Susanto and Widjanarko (2004), indicators that characterize after-sales service include 1). Availability of official workshops; 2). Ease of finding spare parts; 3) Employee services; 4). Handle consumer complaints.

According to Purnama (2008), product quality matches the resulting product's needs, desires, and specifications. Meanwhile, according to Cannon et al. (2008), product quality is the product's ability to satisfy customer needs or wants. According to Prawirosentono and Primasari (2014), the purpose of product quality control is to monitor product levels through many production stages and to find out to what extent the processes and results of products (services) are made by the standards set by the company. At the same time, the purpose of quality control is that the final product has specifications by the quality standards that have been developed so that product design costs, inspection costs, and production process costs can run.

Kotler and Keller (2012) state that nine indicators can be used to measure product quality: 1). Form/form, including the size, shape, or physical structure of the product; 2). Features/features, product characteristics complement the product's essential functions; 3). Performance quality is the level at which the product's primary characteristics operate; 4). The impression of quality/perceived quality is the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question; 5). Durability, a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for specific products; 6). Reliability, a measure of the probability that the product will not malfunction or fail within a particular time; 7). Ease of Repair/reparable, there is a measure of the comfort of product repair when this product does not work or fails within a specific time; 8). Style/style describes the product's appearance to consumers; 9). Design/design is the totality of features that affect the appearance and function of the product based on consumer needs.

According to Baum (2001), nine factors affect product quality, known as the 9 M, namely: 1) Market (market); 2). Money (capital); 3). Management (management); 4). Men (human resources); 5). Motivation (motivation); 6). Materials (material); 7). Machine and Mechanization (machinery and mechanization); 8). Modern information method (modern information method); 9). Mounting product requirements (production process requirements). Meanwhile, according to Assauri (2011), the factors that affect product quality are 1). The function of a product; 2). The outer appearance of the product; 3). the cost of the product.

According to Amirullah (2002), decision-making is assessing and selecting various alternatives according to specific interests by establishing an option that is considered the most profitable. According to Swastha and Handoko (2008), the purchase decision is a process in an actual purchase, whether to buy or not. Meanwhile, according to Setiadi (2003), consumer decision-making integrates knowledge to evaluate two or more alternative behaviors and choose one of them. Meanwhile, Kanuk (2014) suggests that purchasing decisions are the process of selecting two or more choices that result in a decision to buy or not to buy. Meanwhile, according to Sangadji and Sopiah (2013), purchasing behavior is the decisions and actions of people involved in purchasing and using products.

According to Lamb et al. (2001), there are five stages of purchasing decisions that consumers, namely: 1 pass) Need identification; 2). Information search (Information Search); 3). Alternative evaluation (Alternative
evaluation); 4). Purchase decisions (Purchase and delivery); 5). Post-purchase behavior (Post-purchase behavior).


RESEARCH METHODS

The researcher conducted this research in Deli Serdang, North Sumatra Province. The type of research data is quantitative, which consists of primary and secondary data. Preliminary data are obtained from observations, questionnaires, and interviews with Toyota Avanza car users in Deli Serdang. Secondary data come from journals, documents, and other regulations that support this research.

Data collection techniques (instruments) used were observation, questionnaires, and documentation. 1. Observation is a research activity by directly observing the field according to the observed object. 2. Questionnaire is a list of questions distributed and given to informants to answer questions by checking the weights according to the category assumptions. 3. Documentation is secondary data that has been processed and made into an archive to strengthen the observations.

Preliminary data are obtained from observations, questionnaires, and interviews with Toyota Avanza car users in Deli Serdang. The population in this study were users of the Toyota Avanza car that crossed Sutomo street, Lubuk Pakam city, amounting to 50 people. So the sample in this study was 50 people who were selected using the convenience sampling method, namely pieces found quickly. The reason for using this method is because the number of users of the Toyota Avanza brand car in Lubuk Pakam city is not identified.

The statistical test tool used to analyze the hypothesis in this study is the t-test and the F test. To determine the extent of the relationship between the independent variables and the dependent variable, Multiple Regression Analysis (Multiple Regresión Analysis) is used. The multiple linear regression equation models in this study are as follows: looking at the R-Square. The greater the independent variable R-Square value, the greater the dependent variable's dominance.

RESULTS AND DISCUSSIONS

Before The researcher analyzed the data further, the validity and reliability of the instrument were first tested. They tested the validity of this study by taking 30 respondents who were not included in the research sample. According to Sugiono (2016), “if the validity value of each question is greater than 0.30, then the question items are considered valid”. After testing, it was obtained that the test significance value (Sig.) of each research variable was much smaller than 5%, which means that each indicator item is valid.

The reliability test is intended to indicate whether the nature of a measuring instrument is sufficiently accurate, stable, or consistent in measuring what it is intended to measure. Calculations were carried out with the help of the SPSS computer program using the internal consistency method through the analysis of variance technique from Alpha Cronbach (α > 60%). Based on the results of the Cronbach Alpha coefficient, each variable is greater than 60% (0.60). This means that all the questions in each can be used for further analysis.

Following are the results of multiple regression analysis:

![Chart 1. Regresi Linier Berganda](chart.png)

Based on the results of the calculations in table 1, the form of the multiple linear regression equation is obtained as follows:

\[ Y = 1.350 + 0.429 X_1 + 0.142 X_2 + e \]

Description:
- \( Y \) = Buying decision
- \( a \) = Konstanta
- \( b_1, b_2 \) = Koefisien Regresi
- \( X_1 \) = After Sales Service
- \( X_2 \) = Product quality
- \( e \) = Error
Testing the coefficient of determination (R2) shows how much the independent variable can explain the dependent variable. In other words, the determinant coefficient is used to measure the ability of the after-sales service variable and product quality on the decision to purchase a Toyota Avanza in Deli Serdang. The value of the determinant coefficient in this study can be seen in Table 2 below:

Chart 2. Coefficient of Determination

<table>
<thead>
<tr>
<th>Model Summary</th>
<th></th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>R</td>
<td>R Square</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>.952&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.907</td>
<td>.903</td>
</tr>
</tbody>
</table>

Source: Research Results, 2020 (Data processed)

Based on table 2 above, the coefficient of determination in this study is the value of R square (coefficient of determination) of 0.701. This means that 70.1% of the purchasing decision variable (Y) can be explained by the variable X1 (after-sales service) and the variable X2 (product quality), the remaining 29.9% is influenced by other factors not examined in this study, such as prices, promotions, and so on.

The t-test (partial test) was carried out to see individually the positive and significant influence of the independent variables (independent), namely X1, X2 in the form of after-sales service and product quality on the dependent variable (Y) namely purchasing decisions. For more details, the t-test can be seen in Table 3 below:

Chart 3. Uji t (Partial)

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.260</td>
<td>.831</td>
<td>1.516</td>
<td>.136</td>
</tr>
<tr>
<td>Layanan purna jual</td>
<td>.748</td>
<td>.222</td>
<td>.485</td>
<td>3.376</td>
</tr>
<tr>
<td>Kualitas Produk</td>
<td>.339</td>
<td>.102</td>
<td>.479</td>
<td>3.330</td>
</tr>
</tbody>
</table>

Source: Research Results, 2020 (Data processed)

Test Criteria:
1. If t<sub>count</sub> < t<sub>table</sub> then H<sub>0</sub> is accepted
2. If t<sub>count</sub> > t<sub>table</sub> then H<sub>0</sub> is rejected
Where:
- a. α = 0.5
- b. dk = n-2

The value of t-table with degrees of freedom 50-2 = 48 and 5% is 3.376. The value of t-count for X1 is more significant than t-table (3.376>2.010635), then after-sales service has a positive effect on purchasing decisions and is proven to be substantial (0.001<0.05). Meanwhile, for X2, the value of t-count is more critical than t-table (3.330 > 2.010635), then product quality has a positive effect on purchasing decisions and is substantial (0.002 <0.05).

In the F test (simultaneous test) carried out to see together (simultaneously) the positive and significant effect of the
independent variables, namely $X_1$ and $X_2$, after-sales service and product quality on the dependent variable, namely $Y$ in the form of purchasing decisions, the results obtained as shown in table 4 below:

<table>
<thead>
<tr>
<th>Chart 4. Hasil Uji F</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Quality, Product, Price  
b. Dependent Variable: Buying, decision

**Source:** Research Results, 2020 (Data processed)

Test Criteria:
1. If $t_{count} < t_{table}$ then $H_0$ is accepted  
2. If $t_{count} > t_{table}$ then $H_0$ is rejected  
$\alpha = 0.5$

From the table above, regarding after-sales service and product quality on purchasing decisions, the F-count value is 228.565 with a probability of 0.000 < = 0.05 or F-count > F-table, which is 228.565 > 3.195056. That after-sales service ($X_1$) and product quality ($X_2$) simultaneously have a significant influence on the Purchase Decision ($Y$).

The effect of after-sales service on the decision to purchase a Toyota Avanza in Deli Serdang (test hypothesis 1). It is hypothesized that after-sales service has a positive and significant effect on buying decisions for the Toyota Avanza. This study proves that after-sales service positively affects purchasing decisions for the Toyota Avanza in Deli Serdang. While the significance test by comparing the values of t-count and t-table, the value of t-count (3.376) > t-table (2.010635) means that after-sales service has a significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang at the 95% confidence level ($\alpha 0.05$). From the study results, it was stated that hypothesis 1 was proven.

The effect of product quality is on purchasing decisions for Toyota Avanza in Deli Serdang. (test hypothesis 2). It is hypothesized that product quality has a positive and significant effect on buying decisions for the Toyota Avanza in Deli Serdang. The product has a considerable impact on purchasing decisions for the Toyota Avanza in Deli Serdang. At the 95% confidence level ($\alpha 0.05$). From the study results, it was stated that hypothesis 2 was proven.

The effect of after-sales service and product quality on the decision to purchase a Toyota Avanza in Deli Serdang (test hypothesis 3). It is hypothesized that after-sales service and product quality positively and significantly affect purchasing decisions. Based on the results of the research on the effect of after-sales service and product quality on purchasing decisions by comparing the values of F-count and F-table, the value of F-count (228.565) > F-table (3.195056), means that after-sales service and product quality have a significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang. From the study results, it was stated that hypothesis 3 was proven.

**CONCLUSION**

Based on the results of the study, there are 3 conclusions that are relevant to the problems studied in this study. The conclusions are as follows:
1. After-sales service has a positive and significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang.
2. Product quality has a positive and significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang.
3. After-sales service and product quality have a positive and significant effect on purchasing decisions for the Toyota Avanza in Deli Serdang.

**BIBLIOGRAPHY**


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