ABSTRACT

This research was motivated by the intense competition in the Indonesian automotive industry with the emergence of various new brands in the market especially hatchback car segment. This is impacting (affect) on sales of Hyundai i20 that far adrift than its competitors. This study aimed to test the effect (influence) of quality, price, promotion, brand awareness, brand image, brand personality, and popularity of consumers' purchase decision on the Hyundai i20.

After performing study of literature review and developing hipotheses, the data was collected by questionnaire method toward 100 persons Hyundai i20 car users in Semarang, which is obtained by using purposive sampling technique. Data was analyzed by using quantitative and qualitative anlyses. We then performed an analysis of data obtained by quantitative and qualitative data. A quantitative analysis consist of validity and reliability tests, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test, and analysis of coefficient of determination (R2). Qualitative analysis is an interpretation of the data collected in this study, and results of data processing that have been implemented with a description and explanation.

The data that have subjected the test of validity, reliability test and clasical assumption test processed using SPSS (Statistical Package for Social Science) for Windows 16 so that regression equation as follows:

$$Y = 0{,}228\ X1 + 0{,}171\ X2 + 0{,}336\ X3 + 0{,}171\ X4 + 0{,}201\ X5 + 0{,}133\ X6 + 0{,}248\ X7$$

Where the consumer buying decision variable (Y), quality (X1), price (X2), promotion (X3), brand awareness (X4), brand imege (X5), brand personality (X6), and popularity (X7). Hypothesis testing using t test showed that the sseven variables of quality, price, promotion, brand awareness, brand image, brand personality, and popularity has a significant positive effect to consumer purchasing decision. F test reveal that all independent variables are adequate to test dependent variable consumer purchasing decision. Adjusted R Square of 0,857 shows that 85,7 percent of consumer purchasing decisions variation can be explained by seven independent variables in the regression equation. While the rest 14,3 percent is explained by other variables outside of the seven variables used in this study.

Keywords: consumer purchasing decision, quality, price, place, promotion, brand awareness, brand image, brand personality, popularity