The Role of Marketing Mix, Corporate Image dan Brand Equity in Purchase Decision of Daihatsu Ayla
(A Case on PT. Astra International, Tbk. - Daihatsu Sales Operation, Branch of Majapahit Semarang)

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Abstract

The purpose of this research was to understand the influence of marketing mix, corporate image, and brand equity on decision to purchase Daihatsu Ayla from PT Astra International, Tbk – Daihatsu Sales Operation, Branch of Majapahit Semarang. The results indicated that the three variables significantly influence purchase decision dan corporate image was the variable with the strongest influence. It was also found that corporate image and brand equity are the moderating variables for marketing mix in influencing purchase decision of Daihatsu Ayla. The company can use the results for creating programs intended to strengthen corporate image and brand equity that will strengthen the influence of marketing mix on decision to purchase Daihatsu Ayla.

Keywords: brand equity, purchase decision, corporate image, marketing mix

INTRODUCTION

Daihatsu Ayla was introduced at the first time in Indonesia on *Indonesian International Motor Show* (IIMS) 2012 in Jakarta. It was the newest compact car in Indonesia built using the concept of green car, energy efficiency, affordable price, dan 5-seat capacity. Its launch was a response to the government program on LCGC (Low Cost Green Car). Its global design was designed by an Indonesian and the car was intended to be the key product used by PT Astra International, Tbk to conquer LCGC market in Indonesia.

After market approval by the goverment in 2013, the sales of Daihatsu Ayla had increased steadily since its first launch (PT. Astra International, Tbk, 2017). Its sales perfomance in Central Java and Yogyakarta had also been positive while the other types of cars were experiencing decline. It was in the second rank among all other types of car sold by Daihatsu and was on the third rank among other LCGC cars available in Indonesia such as

Toyota Agya, Honda Brio Satya, Datsun GO, Datsun GO+, and Suzuki Karimun Wagon (PT. Astra International, Tbk, 2017). Daihatsu Ayla contributed 23.1% of total sales in Central Java and Yogyakarta. This indicates that Daihatsu Ayla had important contribution to Daihatsu.

LCGC market was very competitive and thus the company must be able to create competitive advantage on its products and services to satisfy the customers (Pratiwi, Suwendra, & Yulianthini, 2014). This is important since consumers' tastes are continously changing (Kotler & Keller, 2009). Companies can implement marketing strategies (4Ps) to attract consumers to purchase their products (Swastha, 2001) and Daihatsu did the same to attract consumers to purchase Daihatsu Ayla. In terms of product, the company built Daihatsu Ayla under the concept of energy efficiency and green car to satisfy low cost green car regulation. The company implemented eco drive and multi information display to indicate energy consumption, provided after sales service with very quick service (only 59 minutes) and booking service that could save consumers' time.

In its pricing strategy, Daihatsu sold Daihatsu Ayla in 12 variety prices ranging from Rp88,050,000 to Rp124,850,000 in 2016. Such pricing enables consumers to buy the car according to their ability to pay. Consumers could also select the payment method between in cash or by installments.

Besides advertisements in variety media (printed, billboard, television, and online) and bonus for consumers who bought Daihatsu Ayla, the company conducted customer gatherings, showroom events, and moving exhibitions as the ways to market Daihatsu Ayla. Daihatsu also used salesmen to do direct selling and personal selling, and relied on words of mouth. It provided 3-month or 100,000 km guarantee in which consumer could have free spare part replacement or service during the warranty time.

Daihatsu presented in some locations such as supermarkets, malls, worship places, restaurants, and website to market Daihatsu Ayla. The sales activity on those sites were conducted based on standard service and regulations so that consumers could do transaction in safe way.

Aaker stated that only product with strong brand equity is able to compete and conquer the market (Adijaya, 2016) because brand equity plays role in influencing consumer's decision to buy a product (Pradipta, Hdayat, & Sunarti, 2016). Consumers' perception on corporate image of a company also shows important role in buying decision (Pratiwi, Suwendra, & Yulianthini, 2014; Hurriyati & Sofyani, 2010). Based on these reasonings, Daihatsu must thus create marketing strategy that strengthen brand equity of Daihatsu Ayla and corporate image of Daihatsu so that Daihatsu Ayla can compete well in the LCGC market. This research purpose is to understand the role of marketing mix used to market Daihatsu Ayla, corporate image and brand equity of Daihatsu in influencing purchase decision of Daihatsu Ayla.

LITERATURE REVIEW

Buying Decision

Buying decision is a process in making decision to buy a product that covers decision to buy or not to buy a particular product based on previous activities (Manampiring & Trang, 2016). Kotler and Keller (2009) stated that basic psychological process takes role in understanding how consumer makes buying decision. Consumer decides to buy a product based on their perception on the product in relation to the ability of the product in satisfying their needs (Setiawan & Sugiharto, 2014).

Buying decision is a process that covers five steps: problem recoqnition, information searching, alternative evaluation, purchase decision, and post purchase behavior (Kotler &

Keller, 2009). The process starts when consumer recognizes a problem or a need triggered by internal or external stimulations. Consumer will search for information about product that can fulfil their needs from commercials dominated by marketers or from private or public sources that are more independent.

In searching the information, consumer wants to know more about a product. They also learn about brands and features of competitors' product. How much information to be gathered depends on the strength of their need, information already had, availability of the information, values acquired from additional information, and satisfaction getting from searching the information.

Based on the information they got, consumer will have several alternatives and evaluate the alternatives before making decision. In evaluating alternatives, consumer tries to satisfy all needs or finds particular benefits from a product. They may see each product as a set of attributes with variety capabilities to deliver benefits needed to satisfy their need. Consumer will focus on attributes that can give the most benefits for satisfying their need. In such process, consumer creates preference among brands and purposes to buy the most preferred brand. In making decision to purchase a particular brand, consumer may consider five sub decisions that cover brand, distributor, quantity, time, and payment method.

After purchasing, consumer may experience conflict arising from bad information about other brands and awareness on the information that supported their decision. Consumer may take follow-up actions based on satisfaction or dissatisfaction on what they already purchased. If they satisfy with the purchased brand, they will purchase the brand again in the future. Otherwise, they may disregard the brand in their future selection. In fact, a consumer may not follow all the steps in buying decision process but rather follow only some steps or may follow reverse steps.

Marketing mix

Understanding buying decision process can help company to create suitable marketing strategy for attracting more consumers to buy their products. Setiawan and Sugiharto (2014) in their research about purchase decision on Toyota Avanza type G in Surabaya found that marketing mix influenced significantly the purchase decision. They found that product was the element of marketing mix that gave the strongest influence on the decision.

Marketing mix is an integrated marketing activities conducted through the elements of the markeing mix (Manampiring & Trang, 2016). Each element is interrelated and interdependent and all elements have optimal mix according to characteristics of the segment (Hurriyati & Sofyani, 2010). The elements of marketing mix are called 4Ps comprising product, price, promotion, and place.

Product is the most important element of marketing mix. Product is everything offered to the market to satisfy needs and wants (Kotler & Keller, 2009). It can be physical goods, services, experience, events, people, places, properties, organizations, information, and ideas. Based on customer value, product can be divided into five levels (Kotler & Keller, 2009): (1) basic level covering core benefits sought by consumer in purchasing the product; (2) the second level in which marketer transfers the core benefit into basic product in terms of physical description of a product; (3) the third level refers to the expected product covering a set of attributes consumer expects when purchasing the product; (4) the fourth level refers to additional product that goes beyond consumer's expectation; (5) the fifth level is a potential product that covers all additionals and transformation of a product into a future product. Here, company finds new way to satisfy consumers and differentiate their offer. Form, features, customization, performance, modified quality, durability, reliability, easyness to use, and style can be factors to differentiate a product and to assign a brand.

Price is the amount paid by consumer to be able to have a product (Widyaningrum, 2012). Pricing strategy is significant for delivering value for consumers, affecting image of the product, and making decision to buy the product (Anwar & Satrio, 2015). Purchase decision is actually based on the gap between price considered by consumer and the real price and not based on price offered by marketer (Kotler & Keller, 2009). There are six situations in pricing (Kotler & Keller, 2009): (1) product line pricing intended for developing product line from single to multiple; (2) optional feature pricing that is for feature, service, and optional added to the main product; (3) bundle product pricing that is intended for additional product attached to the main product; (4) two-product pricing that covers fixed costs and variable costs of the two parts of the product; (5) residual pricing applied to residual product produced from the main product; (6) packaged product pricing is for products that are bundled in one with additional features.

Promotion is a set of activities to communicate product advantages and to persuade consumers to buy the product (Widyaningrum, 2012). The activities can be in the following forms (Kotler & Keller, 2009): advertisement (any paid form of non personal presentation and promotion of idea, goods, or services through sponsors), sales promotions (samples, coupon, cash return, discount, bonus, sweepstakes, etc.), events and experience (interaction programs with the brand), public relations and publicity, direct marketing (use mail, telephone, faximile, email, internet to communicate with customers), interactive marketing (involve customers directly or indirectly online), words of mouth (oral, written, or electronic communication regarding to experience in buying or using the product), and personal selling.

Place is important for ensuring the product is available for consumers on the right time and place (Kotler & Keller, 2009). It covers channel of distribution, place coverage, place selection, location, inventory, and transportation. According to Lamb (Larosa & Sugiarto, 2010), good place selection is an important decision since it has permanent effect

and long term effect and it affects development of the business in the future. Strategic location means consumers can reach the location easily, safely, and conveniently (Larosa & Sugiarto, 2010).

Corporate image

Pratiwi, Suwendra and Yulianthini (2014) found that corporate image, product image, user image influence significantly purchase decision. Among others, corporate image had the strongest influence on purchase decision.

Corporate image is psychological impression and perception of consumers on company activities that are built based on knowledge, responses, and experiences the consumers have (Pratiwi, Suwendra, & Yulianthini, 2014). It shows perception of the community on a company's identity that covers overall images, not only image on product or services (Tjokroaminoto & Kunto, 2014). Corporate image covers tangibles (physical facilities, staff, communication media), reliability (ability to give service as promised satisfactorily), responsiveness (willingness of the staff to help and satisfy customers' needs), assurance (staff's politeness, ability, and trust), emphaty (understand customers' needs through good communication with them).

According to Liou and Chuang (Tjokroaminoto & Kunto, 2014), there are four dimensions affecting corporate image. First is moralities that relates to how company shows responsibility to the environment and social life which are indicated in its charity activities and eco-friendly activities. Consumers will have positive image on the company that has morality to the environment and social life. The second dimension is managements which relates to how the company is managed. It is supported by employees' skills and teamwork. A company that is managed well will make consumers have positive corporate image to the company. The third dimension is performance in doing its business activities that cover for

example reasonable price, promotional activities, advertisement, and selling channel. Consumers will have positive corporate image if the company can show good performance on those activities. The last dimension is services. It refers to how well the company satisfies their consumers that can be identified from speed of service, complaint handling, and focus on customer's needs. Consumers will have positive corporate image if the company can provide satisfying service.

Brand equity

Research by Pradipta, Hidayat dan Sunarti (2016) concluded that purchase decision is significantly influenced by brand equity. Brand equity is value added in a product or service (Pradipta, Hdayat, & Sunarti, 2016). It is a set of assets and liabilities of a brand that relate to brand name and symbol that can add or reduce values offered by a company to their customers (Adijaya, 2016). Brand equity reflects how consumers think, feel, and act according to brand, price, market share, and profitablity given by the brand to the company (Kotler & Keller, 2009).

Strong brand equity is created from four dimensions (Pradipta, Hdayat, & Sunarti, 2016):

- Brand awareness that reflects ability of consumers to recoqnize a brand as part of a particular category. If consumers are more aware of a brand, they can make decision to purchase more easily.

- Brand association that reflects connection between consumers and key atributes of a product such as logo, slogan, or other popular characteristics from which consumers remember about the brand.

- Perceived quality is customers' perception on product quality or excellence in relation to their expectation. It is an impression of customer toward benefit, quality, and price of a product.

- Brand loyalty that refers to behavior of decision maker units to continuously purchase a product or service from a selected company. It indicates positive attitude of consumer toward a brand and intention to buy it in the future. The stimulant is satisfaction consumer experiences in consuming the brand.

Aaker stated that the stronger the brand equity of a product, the stronger the consumer's confidence in their buying decision process (Pradipta, Hdayat, & Sunarti, 2016).

METHODS

This research is a quantitative research that implements statistical procedures or quantitative measurements to each the results (Sujarweni, 2014). This is also an assosiative reseach intended to know relationship and influence between two or more variables (Sujarweni, 2014). In particularly this research is to know the influence of marketing mix, corporate image, and brand equity to purchase decision.

The research was intended to the owners of all variant of Daihatsu Ayla (comprising Daihatsu Ayla D, Daihatsu Ayla M, and Daihatsu Ayla X) who bought it from Daihatsu Sales Operation - Branch of Majapahit Semarang during the periode of 1 January to 30 June 2016. This is amounted of 246 people. A sample of 100 people determined according to Roscoe (1975). This amount was also considered as sufficient as it is in the proper range for number of sample in a survey which is between 30-500 people (Sujarweni, 2014). Using purposive sampling, samples were selected based on easiness to reach (since they were spread around the city), willingness to participate, and variant of Daihatsu Ayla (for having representation of all variants).

Data were gathered using questionnaire and 5-point Likert scale was applied to measure attitude based on agreement and disagreement toward a subject, object, or event (Ghozali, 2013). The scale was 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Validity test was conducted to test each item in the questionnaire using correlation. An item is valid if calculated r is bigger than the standardized r (r table) and vice versa (Ghozali, 2013). The test using 100 questionnaires showed that all items are valid since the caluculated r is bigger than 0.195 in the significance level (α) of 0.05 (see table 1) and thus no items were dropped.

Table 1. Validity Test

	Item	Calculated r
Marketing Mix	Reliable engine	0,632
	Saving fuel engine	0,597
	Capacity of seat	0,619
	Affordable price	0,68
	Interesting discount	0,611
	Variety of payment methods	0,612
	Interesting bonus or sweepstake	0,73
	Test drive opportunity	0,669
	Product guarantee	0,735
	Many locations to buy	0,642
	Easy-to-find location to buy	0,552
Corporate Image	Good morality	0,848
	Availability of showrooms, maintenance facilities, and spare parts	0,795
	Ability of employees in understanding and helping consumers	0,817
	Employees' commitment to help consumers	0,803
	Employees' politeness	0,788
Brand Equity	Easyness to recall the brand	0,761
	Strong connection with the brand	0,756
	Perception toward good quality of the brand	0,774
	Positive attitude toward the brand	0,627
Purchase Decision	Purhase the car as transportation for going to work	0,881
	Purchase the car for family transportation	0,811

Reliability test was also conducted to the questionnaire to test if the questionnaire is reliable (Ghozali, 2013). Using Cronbach's Alpha, the test resulted that the questionnaire was reliable since the calculated Cronbach's Alpha is bigger than 0.6 (see table 2) and thus it could be used to gather the data.

Table 2 Reliability Test

Variable	Number of Item	Cronbach's Alpha
Marketing Mix	11	0.855
Corporate Image	5	0.869
Brand Equity	4	0.711
Purchase Decision	2	0.697

Descriptive analysis was applied to describe demographics condition and perception of the respondents when they were buying Daihatsu Ayla. The perception of the respondents were interpreted using mean and categorized into three categories as followed:

Mean	Interpretation
3,7 - 5,0	Agree
2,4 - 3,6	Likely to agree
1,0 - 2,3	Disagree

Prior to path analysis that was intended to test the influence between variables, classical assumption tests were conducted. The tests covered:

1. Multicollinearity test was to see whether there is perfect correlation between independent variables (Prasojo, 2002). Multicollinearity exists if tolerance value is equal or less than 0.10 or if VIF (*Variance Inflation Factor*) is bigger than 10.00.

2. Heteroscedasticity test was to show value distribution of the variables (Prasojo, 2002). In particularly, it tests similarity of variance or residual between observations. Heteroscedasticity exists if dissimilarity of variance shows, which is indicated by residual plots with particular pattern (Chandra, 2006).

3. Normality test was to identify if residual variable in the regression model has normal distribution (Chandra, 2006). A histogram showing distribution of observed values or P-Plot was applied for this test.

Path analysis was used to estimate causal relationship between variables of marketing mix, corporate image, brand equity, and purchase decision (Ghozali, 2013) using model as shown in figure 1.
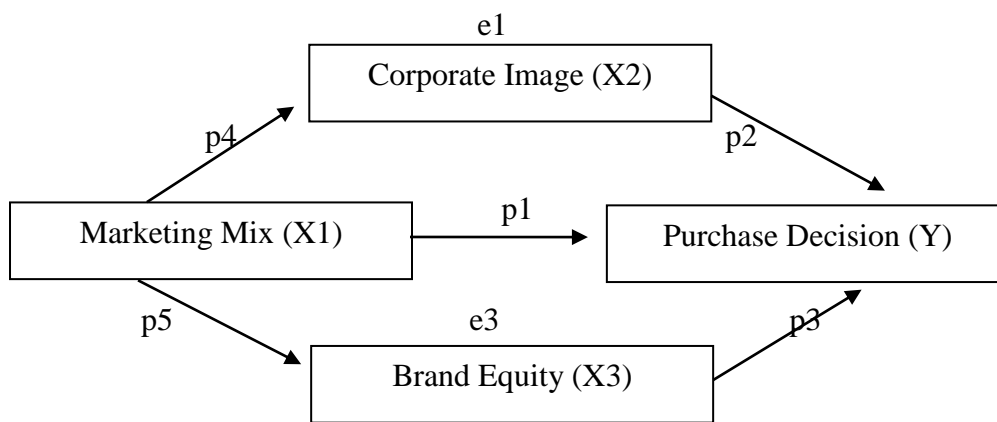

Figure 1.
Path Analysis Diagram

To analyze the relationship between variables, a regression model was compossed as follows:

$$Y = \beta + p_1X_1 + p_2X_2 + p_3X_3 + e$$

n which Y = purchase decision, β = intercept, p_i = coefficient of regression, X_1 = marketing mix, X_2 = corporate image, X_3 = brand equity, e = rrror or residual.

Significance tests using t test was to test the influence of each independent variable toward dependent variable (Ghozali, 2013) partially (Prasojo, 2002). The influence of an independent variable toward dependent variable is significant if calculated t > t table or significance value < 0.05 (α=5%).

F test was applied to test significance of influence of all independent variables toward dependent variable simultaneously (Ghozali, 2013). If calculated F > F table (with α=5%), then the independent variables simultaneously influence significantly the dependent variable.

Determination coefficient (R^2) was applied to measure ability of the independent variables to explain variety happened in the dependent variable. Value of R^2 is ranging from 0-1. The bigger R^2 means that the regression model is better because it can explain variety happening in the dependent variable better.

RESULTS AND DISCUSSION

Characteristics of respondents

The respondents comprise of 57% male and 43% female and were dominated by those aged of 30-50 years old (71%). Majority of them were employees of private organizations (54%) and entrepreneurs (28%). Their monthly income was as much as 15 million rupiahs (86%) and accordingly the variant of Daihatsu Ayla purchased by majority respondents was Ayla X (64%) with manual transmition (89%).

Perception of respondents

Perception of the respondents on each element of marketing mix is discussed. In terms of product, the respondents were likely to agree that Daihatsu Ayla has reliable engine (2.5) and is fuel saving (2.4), but they disagree that the seat is as they need (2.2). They were also likely to agree that the price of Daihatsu Ayla is affordable (2.8). They perceived if Daihatsu less likely to provide choices for payment methods (2.5) and to give interesting discounts (2.4). Regarding to the promotion activities, the respondents perceived that bonus and sweepstakes they got when buying Daihatsu Ayla were less interesting (2.4). Opportunity to do test drive (2.4) and product guarantee (2.4) were also perceived as less available.

Moreover, the respondents disagree that locations where they can find Daihatsu were available in many (2.2) even though they were likely to agree if they could find the place to buy Daihatsu Ayle relatively easy (2.8).

Table 3 Respondents' Perception on Marketing Mix

Item	Mean	Perception
Product	2.4	Likely to agree
Reliable engine	2.5	Likely to agree
Saving fuel engine	2.4	Likely to agree
Capacity of seat	2.2	Disagree
Price	2.6	Likely to agree
Affordable price	2.8	Likely to agree
Interesting discount	2.4	Likely to agree
Variety of payment methods	2.5	Likely to agree
Promotion	2.4	Likely to agree
Interesting bonus or sweepstake	2.4	Likely to agree
Test drive opportunity	2.4	Likely to agree
Product guarantee	2.4	Likely to agree
Place	2.5	Likely to agree
Many locations to buy	2.2	Disagree
Easy-to-find location to buy	2.8	Likely to agree

Perception on corporate image indicates that in general the respondents disagreed on items of corporate image (2.2). In more particularly, they disagreed if Daihatsu has good morality (2.2), good showrooms, maintenance facilities, and spare parts (2.2), and ability of employees to understand and help customers (2.3), and polite employees (2.1). They however were likely to agree that the employees have strong commitment to help customers (2.4).

Table 4 Respondents' Perception on Corporate Image

Item	Mean	Perception
Good morality	2.2	Disagree
Availability of showrooms, maintenance facilities, and spare parts	2.2	Disagree
Ability of employees to understand and help consumers	2.3	Disagree
Employees' commitment to help consumers	2.4	Likely to agree
Employees' politeness	2.1	Disagree
Total	2.2	Disagree

Regarding to brand equity, the respondents were likely to agree that the brand is easy to recall (2.5) and they have strong connection with the brand (2.6), the brand is identical with good quality (2.6). Accordingly, they perceived that they do not show positive attitude toward the brand (2.3).

Tabel 5 Respondents' Perception on Brand Equity

Item	Mean	Perception
Easyness to recall the brand	2.5	Likely to agree
Strong connection with the brand	2.6	Likely to agree
Perception toward good quality of the brand	2.6	Likely to agree
Positive attitude toward the brand	2.3	Disagree
Total	2.5	Likely to agree

Classical assumptions tests

The tests on classical assumptions indicate that the data satisfy the assumptions. They show no multicollinearity since tolerance values of all independent variables are bigger than 0.10 and of VIF are less than 10.00 (see table 6). Scatterplot shows no particular pattern (figure 2) and thus heteroscedastcy is also absent. P-Plot (figure 3) for normality test indicates that the data are distributed normally. Thus, we can continue to use the data for further process since they fulfill classical assumptions.

Table 6 Multicollinearity Test

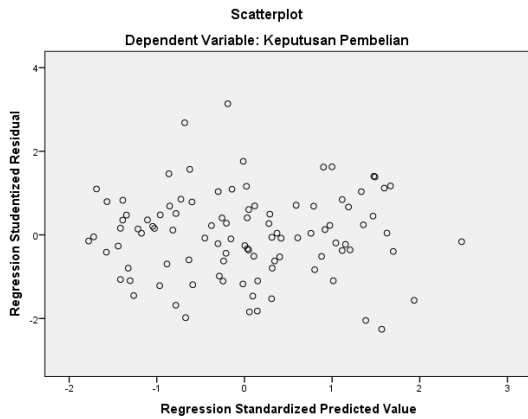| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Marketing Mix (X_1)	.352	2.837
	Corporate Image (X_2)	.632	1.581
	Brand Equity (X3)	.401	2.496

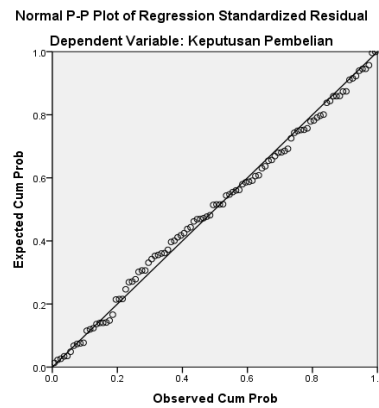Figure 2 Heteroscedasticity Test   Figure 3 Normality Test

Regression analysis

The regression resulted in positive coefficient on all independent variables. It means that stronger perception on marketing mix, corporate image, and brand equity results in stronger purchase decision and vice versa. Among the three independent variables, corporate image has the strongest effect to purchase decision (see table 7). The effect of the independent variables to purhase decisison is evidently significant (sig < 0.05).

As shown in table 8, the regression result is supported by the result of path analysis that shows that marketing mix, corporate image, and brand equity respectively have direct effect to purchase decisison (p-value < 0.05).

Tabel 7 Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.164	.106		-1.553	.124
	Marketing Mix (X_1)	.151	.067	.143	2.257	.026
	Corporate Image (X_2)	.517	.045	.540	11.441	.000
	Brand Equity (X_3)	.364	.055	.392	6.599	.000

Table 8 Direct Effect Model Test

Model	Coefficient	Std. error	P-value
Marketing Mix (X_1) Purchase Decision (Y)	.151	.067	.026

Corporate Image (X$_2$) Purchase Decision (Y)	.517	.045	.000
Brand Equity (X$_3$) Purchase Decision (Y)	.364	.055	.000

In testing the indirect effect of marketing mix to purchase decision through corporate image (see figure 4), we multiply the coefficient of direct effect of marketing mix to corporate image (0.660) with the coefficient of corporate image to purchase decision (0.517) and add with the coefficient of marketing mix to purchase decision (0.151). We have 0.492 (= (0,660 x 0,517) + 0,151). Since value of this coefficient is bigger than that of direct effect of marketing mix to purchase decision (0.151), we can conclude that corporate image plays as mediating variable.
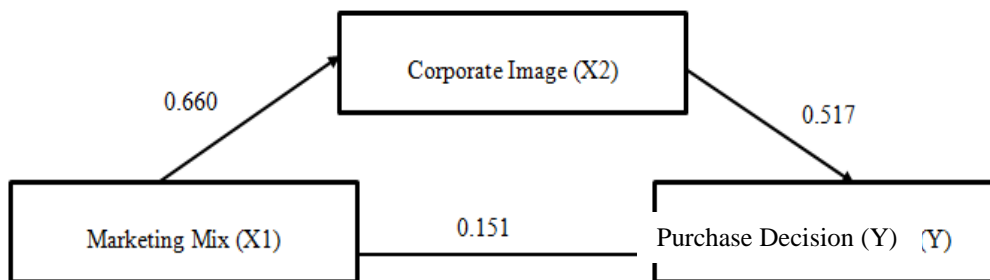

Figure 4
Indirect Effect of Marketing Mix to Purchase Decision through Corporate Image

Doing the similar process for indirect effect of marketing mix to purchase decision through brand equity, we have coefficient of indirect effect amounted of 0.469 (= (0,874 x 0,364) + 0,151) that is bigger than 0.151 (figure 5). This also means that brand equity is a mediating variable.
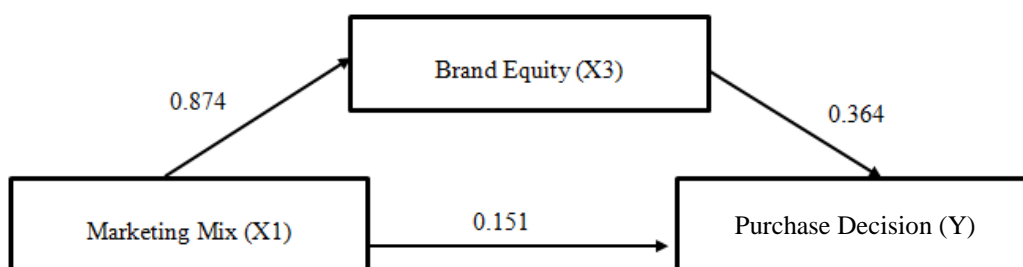
Figure 5
Indirect Effect of Marketing Mix to Purchase Decision through Brand Equity

With F value is 204.328 and sig 0.000, it can be concluded that simultaneusly marketing mix, corporate image, and brand equity influence significantly purchase decision. This model gives value of adjusted R^2 of 0.860 which means that the model can predict the variation of purchase decision of Daihatsu Ayla as much as 86%.

CONCLUSIONS AND IMPLICATIONS

Conclusions

The research concludes that decision to purchase Daihatsu Ayla is influenced significantly by marketing mix, corporate image, and brand equity. The stronger the perception of customers on marketing mix, corporate image, and brand equity, the stronger the decision to purchase Daihatsu Ayla.

Corporate image and brand equity are the mediating variables for marketing mix toward purchase decision. It means that the two variables can strengthen the influence of marketing mix toward purchase decision. Statisticaly, it can be seen from the value of regression coefficient that is bigger with existence of the variable corporate image and brand equity compared to that of with no their existence.

Implications

The results suggest that Daihatsu should use strategies that strengthen corporate image and brand equity in their marketing programs. These strategies can then strengthen the influence of marketing mix strategy in buying decision of Daihatsu Ayla. In more operasional activities, Daihatsu must improve availability of showrooms, maintenance facilities, and spare parts to create impression on consumers that the brand of Daihatsu is good in quality.

As a result, consumers will have positive attitude toward the brand of Daihatsu and thus decision to purchase Daihatsu Ayla will be stronger.

Daihatsu must train their employees so that they can work in polite manner, be able to understand consumers' needs, and have willingness to help consumers. These are to make consumers know that Daihatsu has high morality and thus make the marketing activities have stronger influence on the decision to purchase Daihatsu Ayla.

Daihatsu must also improve promotional activities such as gathering and exhibition. To give positive impression to consumers and make them to have strong association to the brand of Daihatsu, the activities must be in locations that are easily to access and must have interesting concept that can attract consumers and satisfy their needs. These in turn will make consumers to have positive attitude toward the brand and influence their decision to purchase Daihatsu Ayla.

Daihatsu must increase chances for more consumers to take test drive. This effort must also include effort to train employees to be polite and have willingness to help consumers in the test drive. The effect of these efforts is to create impression that Daihatsu has good service quality and reliable employees. Training for employees must also to increase their ability and commitment to give explanation about product guarantee in good manner. Consumers who know the benefits of the guarantee can have positive attitude toward Daihatsu. Then this can create good image of consumers toward Daihatsu and strengthen the effect of marketing activities toward purchase decision.

This research focused only one variant of Daihatsu car (Daihatsu Ayla) and one branch (Daihatsu Sales Operation - Branch of Majapahit Semarang). These are the limitation of the research. Future research may be broaden to cover more variants and more branches so that Daihatsu can understand better how to influence buying decision of their consumers. Similar research can also be conducted to other car companies since the model is quite well

($R^2 = 86\%$) to explain the phenomena of purchase decision of a car so they can also understand better their consumers' purchase decision.

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