
The Influences of Brand Image, Brand Trust, and Perceived Quality to the Purchase Decision of Toyota Brand Vehicles of the State Civil Apparatus at South Minahasa Regency

Shandy A, Maindoka

*Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Sam Ratulangi, Indonesia
allanchendis@gmail.com*

Greis M Sendow

*Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Sam Ratulangi, Indonesia
greis5sendow@gmail.com*

Bode Lumanauw

*Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Sam Ratulangi, Indonesia
bode.lumanauw@unsrat.ac.id*

Abstract: Vehicles are currently one of the people's needs in carrying out their duties and work, with various choices available through various brands of different types and qualities. For this reason, how does a good brand image, good brand trust and the perception of quality that consumers receive influence the decision to purchase a Toyota brand vehicle. In this research, the ordinary least square calculation method is used where the vehicle purchasing decision is used as the dependent variable while brand image, brand trust and perceived quality are fixed variables. The sample in this study amounted to 50 people using a non-probability sampling technique. By using primary data collection methods or by using questionnaires distributed to SCA in South Minahasa Regency. Where, based on the calculations carried out, the results were found that brand image, brand trust and perceived quality together had a positive and significant influence on purchasing decisions, as well as by calculating individually using t-count, positive and significant results were also obtained.

Key words: purchasing decisions, brand image, brand trust, perceived quality

INTRODUCTION

Background

Population growth is currently quite rapid and everyone has various work activities, so all these activities must be carried out quickly. So that people can complete their work quickly, supporting facilities such as transportation are needed. Transportation is the movement of people

or goods using vehicles driven by humans or machines. Transportation is a means of social progress and development, and transportation can improve accessibility or community relations. With this kind of transportation, people become more comfortable traveling long distances from one place to another. Not only has it proven to be as comfortable as people expect, but it has become one of the few things people compare when deciding to buy a car. Cars are one of the favorite means of transportation for Indonesian people.

The most popular car brands in Indonesia have different prices based on needs and features. Apart from that, advances in today's car technology and the completeness of its functions will also affect the price of the car. Many types of cars have certain purposes and functions, such as serving household needs, and some are used for business or business purposes. Apart from that, many well-known car brands in Indonesia are trying to develop innovations in the automotive industry market so that their products can be known to more people. The following are the 10 best-selling brands from Whosales sales data released by the Association of Indonesian Automotive Industries (Gaikindo) during January – September 2023:

Table 1. Best selling brands Gaikindo Whosales Sales 2023

No	Brand	Sales 2023	Share %
1	Toyota	246,382	32.6%
2	Daihatsu	147,551	19.5%
3	Honda	108,007	14.3%
4	Suzuki	60,540	8.0%
5	Mitsubishi Motors	58,139	7.7%
6	Hyundai - Hmid	26,505	3.5%
7	Mitsubishi Fuso	24,296	3.2%
8	Isuzu	24,130	3.2%
9	Hino	20,591	2.7%
10	Wuling	14,480	1.9%

Source: Whosales data (Gaikindo), 2023

Based on the data in table 1, it can be seen that sales of Toyota brand vehicles are ranked first. Toyota has the highest position from January 2023 to September, the next position is occupied by Daihatsu, Honda and Suzuki. PT. Toyota Astra Motor (TAM) which is a venture company between PT. Astra International, Tbk. and Toyota Motor Corporation which acts as the brand holder agent, importer and sole distributor for Toyota and Lexus branded vehicles in Indonesia.

A purchasing decision is a choice between two or more. This means that consumers have the freedom to make purchasing decisions or choose the desired product according to their needs. Purchasing decisions can have an impact on how the decision-making process is carried out. Consumer purchasing decisions are taken based on their wants and needs for the product. The business world understands that product benefits alone are not enough to attract consumers to make purchasing decisions.

Brand image is a mental picture or perception that consumers have of a brand. It includes various aspects, characteristics and attributes associated with the brand. This brand image is very important in influencing consumer behavior, including their purchasing decisions. Where a brand is a name, term, sign, symbol, or design, or a combination of all of these which is intended to identify the product or service of one or group of sellers and differentiate it from other products

(Kotler and Armstrong, 2012: 125). Brand Reputation is an image that has been formed in consumers' minds based on their experience with the brand and information they receive from various sources. Brands with a good reputation will be more easily accepted by consumers and tend to be more trusted. Brand Associations are relationships or mental connections that form between brands and various things, such as certain colors, symbols, celebrities, or lifestyles. For example, the Nike brand is often associated with the "swoosh" logo and athleticism. Consistent and focused brand communication can strengthen the desired brand image. Managing brand image well is an important task in marketing. Successful brands are able to identify the image they want to project, communicate that message consistently, and ensure that the customer experience aligns with the desired image. Thus, brand image can be a powerful tool in differentiating a brand from competitors and influencing business success.

Toyota's brand image is one of the strongest in the global automotive industry. Toyota is a Japanese car manufacturer that has been around for many years and has become one of the leading car brands throughout the world. Toyota's brand image is closely related to the perception that Toyota cars are vehicles that last a long time and require little repair. This has strengthened customer loyalty and supported Toyota's image as a reliable brand. Toyota is also known as a leader in automotive technology and innovation. Toyota's image as an innovator in environmentally friendly mobility has helped the brand attract consumers who care about the environment. The brand has committed to reducing its environmental impact and supporting the local communities in which it operates. This has helped strengthen Toyota's image as a responsible brand. Toyota's safety is often associated with high safety standards in its design and production. This is an important aspect of their brand image, especially because safety is a top priority for consumers when buying a car. Toyota Customer Satisfaction often gets high ratings in customer satisfaction surveys. Toyota's image as a brand that prioritizes quality, innovation and social responsibility has helped them remain a major player in the global automotive industry.

Brand trust, or trust in a brand, is an important foundation in the modern business world. Consumers who trust a brand are more likely to choose products or services from that brand, maintain long-term relationships, and even recommend them to others. There are several things that influence brand trust, including Consistency, Strong Reputation, Transparency and Honesty, Satisfying Customer Experience, Effective Communication, Commitment to Quality and Ethics, Compliance with Regulations, Cooperation and Consumer Involvement.

Perceived quality provides an important meaning in the form of the perceived ability of a product to provide satisfaction to consumers. Generally, perceived quality is considered as the customer's perception of the overall quality or superiority of a product or service based on the purpose of the product or service (Ashton et al., 2010). Purchasing ability is influenced by several economic and social factors, and understanding these concepts is important in economic and marketing analysis. Income is one of the main factors that influences a person's purchasing power. The higher a person's income, the greater his ability to purchase goods and services. Prices of goods and services also play an important role in purchasing power. The higher the price of a good or service, the greater the income required to purchase it. Purchasing power is a complex concept and often changes with changes in economic and social conditions. Understanding the factors that influence purchasing power can help individuals, businesses, and governments.

In general, a person's abilities State Civil Apparatus (SCA) in South Minahasa Regency, buying a vehicle can be influenced by several factors, including individual financial ability is the main factor in deciding to buy a vehicle. This includes income, savings, and readiness to allocate funds for vehicle payments. SCA may use various sources of funds to purchase a vehicle, such as

salary and benefits, personal savings, bank loans, or special financing programs that may be offered by local governments. If an individual chooses to finance a vehicle purchase with credit, then qualifications for credit and the applicable interest rate will impact purchasing ability. For SCA, it is important to always consider financial aspects carefully and carry out good planning before making big decisions such as purchasing a vehicle. In this way, SCA can ensure that vehicle purchases are within their financial capabilities and do not significantly disrupt their financial stability. Based on the explanation above, it is interesting to see how purchasing decisions made by State Civil Apparatus in South Minahasa Regency are influenced by brand image, brand trust and perceived quality, for this reason the author took the title "The Influence of Brand Image, Brand Trust and Perceived Quality on Toyota Brand Vehicle Purchase Decision at SCA South Minahasa Regency"

Research purposes

1. To determine the influence and analyze Brand Image, Brand Trust and Perceived Quality on Toyota Vehicle Purchase Decisions at SCA, South Minahasa Regency.
2. To determine the influence and analyze Brand Image on Toyota Vehicle Purchase Decisions at SCA, South Minahasa Regency
3. To determine the influence and analyze Brand Trust on Toyota Vehicle Purchase Decisions at SCA, South Minahasa Regency
4. To determine the influence and analyze Perceived Quality on Toyota Vehicle Purchase Decisions at SCA, South Minahasa Regency

LITERATURE REVIEWS

Marketing

Marketing is a strategy or activity of a company that aims to introduce products, services and other company interests to consumers with certain predetermined goals. Kotler and Armstrong (2012:29) marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Kotler and Keller, (2012:27) The aim of marketing is to know and understand customers well so that the product or service suits the customer and has selling value. Marketing is a social process in which individuals or groups get what they need and want through demand and creating value with other parties. The aim of demand itself is to change potential demand for the product or service produced into effective demand, namely demand driven by effective purchasing power. It should be emphasized that sales is not the most important part of marketing. From the definition of marketing above, it can be seen that marketing is a link between an organization and its consumers. This relationship will be successful if the marketing efforts carried out are able to deliver values that are in line with consumers' wants and needs.

Brand Image

Image is the public's perception of a company or product. Image is influenced by many factors beyond the company's control. The definition of image according to (Kotler, 2009: 57) is a person's beliefs, ideas and impressions of something. Image is an impression, impression, feeling or perception that exists in the public regarding a company, an object, person or institution. For a company, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company in question. For this reason, the same

company does not necessarily have the same image in front of people. The company image is a guide for consumers in making important decisions. A good image will have a positive impact on the company, while a bad image will have a negative impact and weaken the company's ability to compete. According to (Supranto, 2011: 128) "Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand.

Brand Trust

According to Chaudhuri and Holbrook, (2001) define "Brand trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Brand trust is the consumer's willingness to rely on a brand's ability to perform its stated function. Then Chaudhuri and Holbrook, (2001) Brand trust can be defined as the average consumer's willingness to rely on a brand's ability to perform its stated function. According to Delgado (2001), brand trust is defined as a confident expectation of the brand's reliability and intent in situations that pose a risk to consumers, thus, brand trust is a logical result of brand familiarity and brand liking.

Perceived Quality

Impression of quality can be defined as a customer's perception of the overall quality or superiority of a product or service in relation to the intended purpose. So the impression of quality is different from various concepts that are almost the same (Aaker, 2020: 124), such as:

1. Actual or objective quality, namely the extension to a part of the product or service that provides better service.
2. Product-based quality, namely the characteristics and quantity of elements, parts, or services included.
3. Manufacturing quality, namely conformity to specifications, final results with zero defects.

Perceived Quality (Zeithaml, 2018:4) is a model used to measure the perfection of a product. A customer can be satisfied just because they have low expectations for the performance of a product, in fact low expectations are not synonymous with the impression of high quality. In getting the impression of high quality by providing high quality products to customers, understanding buyers' signs of quality, communicating the quality message convincingly, and identifying important dimensions of quality. The impression of quality cannot be determined objectively because it is more a matter of customer perception and interests. Various criteria need to be the basis for assessing an impression of quality, a series of different criteria need to be the basis for assessing an impression of quality and the most important thing is that the satisfaction obtained by customers is not the same as the impression of quality.

Buying decision

Kotler (2008) said that purchasing decisions are a stage of the process Buyer's decision is when the consumer actually buys the product. Where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchasing decision. According to Swastha and Irawan (2008) purchasing decisions are consumers' understanding of the desires and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that the decision maker to purchase is accompanied by behavior after making the purchase. Intention to purchase is the stage before the purchase decision in the purchase decision making process. Kotler further stated that the general purchasing process consists of the following sequence of events: problem recognition, information search, alternative evaluation, purchase decision and post-

purchase behavior. Based on the description above, it can be concluded that purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision making process. Purchasing decision behavior for most products is just a routine activity in the sense that needs that have been met will be satisfied through repeated purchases of the same product. However, if there is a change (price, product, service), the buyer will repeat the decision process again.

Previous research

Rahayu (2021) entitled analysis of factors that influence people's decisions in choosing a place to relax in an Islamic economic perspective using descriptive analysis to get results, Based on data analysis, it is concluded that product quality, service quality, brand image and location influence purchasing decisions.

Drastiana (2018) Analysis of online based consumer purchasing decisions using multiple regression analysis to get the results that service quality has a significant effect on purchasing decisions, the higher the quality of service provided by the company, the higher the purchasing decision made by consumers, price has a positive effect on purchasing decisions, the higher the price offered by the company, the higher the purchasing decision. consumers, trust has a positive effect on purchasing decisions, the more positive the trust is, the higher the consumer's purchasing decision.

Nurul (2017) entitled Analysis of factors that influence purchasing decisions through online shops in the city of Medan, using multiple regression, to get The results of the research show that the coefficient of determination (R-square) in structural model 1 is 72.1% of the advertising variables, product quality, price and level of trust influencing purchasing decisions through online shops, while the remaining 27.9% is explained by other factors. . The results of the coefficient of determination (R-square) in structural model 2 are 56.6% of the advertising variables, product quality and price influencing the level of trust, while the remaining 43.4% is explained by other factors.

Research Model and Hypothesis

Based on the background of the theoretical review problem, the model in this research is as follows:

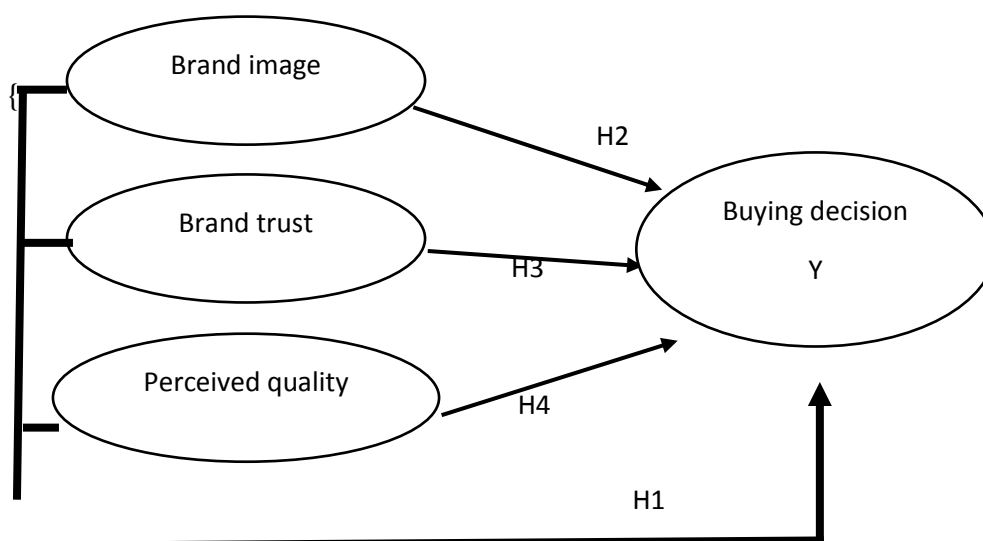


Figure 1. Research Model

Source: Literature reviews, 2023

Hypothesis

- H1: It is suspected that there is an influence of brand image, brand trust and perceived quality on purchasing decisions
- H2: It is suspected that there is an influence of brand image on purchasing decisions
- H3: It is suspected that there is an influence of brand trust on purchasing decisions
- H4: It is suspected that there is an influence of perceived quality on purchasing decisions

RESEARCH METHODS

This research is quantitative research with the type of research namely associative. According to Sugiyono (2016: 36) associativity is a research problem formulation that asks about the relationship between two or more variables. Through associative research, a theory can be built which functions to explain, predict and control a phenomenon.

Research Place

This research was conducted on SCA within the South Minahasa Regency Government.

Method of collecting data

Sugiyono (2019) Data sources are divided into two parts, namely:

1. Primary Data, is data that can be obtained from the object that we will research directly. In this research, primary data was obtained from respondents by distributing questionnaires to the SCA within the government of South Minahasa Regency, who were the respondents in this research.
2. Secondary data is data obtained from outside the research object, however, it has a fairly close relationship with the data that has been collected either directly or indirectly. Secondary data itself is used by researchers to provide additional, complementary descriptions and for further processes. Secondary data is obtained directly from supporting media such as the internet or related articles.

Research Population and Sample

Sekaran and Bougie (2017:64) state that population is the entire group of people, events, or interests that researchers want to investigate. In this research, the population that will be studied is SCA in South Minahasa Regency. The SCA population in South Minahasa Regency is 3618 SCA people. In Asra et al. (2015; 76), non-probability sampling technique is a method of sampling that does not use probability theory so that with this sampling technique the chance of selecting a unit as a sample is unknown. The sampling technique used in this research is nonprobability sampling. The method of non-probability sampling used in this research is sampling wherever possible (Hazard or convenience sampling), namely sampling which is carried out very simply, namely by taking the observation units found or as few as possible (Asra et al., 2015) . The 50 respondents to this study refer to the concept of the central limit theorem which states that a large sample ($n \geq 30$) will be distributed normally and considers that the test sample average is at least 30 people. (Taufik, 2004).

Data analysis

The analytical method used in this research is multiple linear regression including multiple coefficient of determination, F test, t test and classical assumption test. Related to this is data obtained from data processing using SPSS 26 software.

RESEARCH RESULTAND DISCUSSION

Classic Assumption Testing

Multicorrelation

Table 2. Multicorrelation

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	,951	1,052
	Brand Trust	,934	1,070
	Perceived Quality	,949	1,054

Source: Data Processing, 2023.

Judging from table 2 Coefficients, the VIF value in the output does not show the existence of multicollinearity.

If $VIF < 10.00$ then there are no symptoms of multicollation

If $VIF > 10.00$ then symptoms of Multicollation occur

With result :

Tolerance value X1 brand image = 0.951, X2 brand quality = 0.934, X3 perceived quality = 0.949

VIF value X1 brand image = 1.052, X2 brand quality = 1.070, X3 perceived quality = 1.064

Heterocholedacity Test

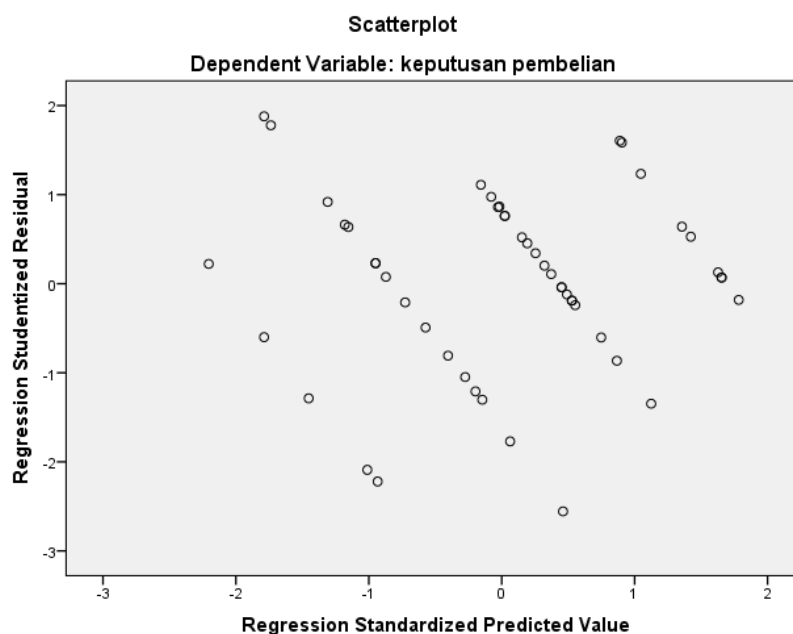


Figure 1. Heteroscedasticity Test Curve of Research Model Results

Source: Data Processing, 2023.

From the diagram above, it can be seen that the residual distribution is irregular. This can be seen in the radiated plot and does not form a particular pattern. With these results, the conclusion usually drawn is that there are no symptoms of homoscedasticity or that the regression equation meets the assumption of heteroscedasticity.

Autocorrelation Test**Table 3. Durbin Watson**

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	3a	46	,000	2,188

Data source: Data Processing 2023

In the regression analysis, it can be seen that the DW value of 2.188 indicates that it is getting closer to number two, which means that the Durbin Watson point in this research is in accordance with theory and can be used.

Simultaneous f test**Table 4. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,926	3	,642	56,189	,000b
	Residual	,526	46	,011		
	Total	2,451	49			

Data source: Data Processing 2023

Calculate the F table value with the provisions of the Significance level value of 0.05 and the Degree of Freedom value with the provisions of Numerator / Vector 1: Number of Variables - 1 or $4 - 1 = 3$, and Dumerator / Vector 2: number of cases - number of variables or $50 - 4 = 46$. With the above conditions, the F table number is 2.81.

The results of calculations using SPSS showed that the calculated F number was $56.189 > F$ table of 2.81. This means that there is a linear relationship between the Exogenous Independent Variables brand image, brand trust and perceived quality with the Endogenous Dependent Variable for the decision to purchase a Toyota brand vehicle. With a Sig value of 0.000, the conclusion is that the regression model above is feasible and correct.

The direct influence of the Exogenous Independent Variables brand image, brand trust and perceived quality on the Endogenous dependent variable on the decision to purchase Toyota brand vehicles in SCA, South Minahasa Regency

Table 5. R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,886a	,786	,772	,10688	,786	56,189

Source: Data Processing 2023

In looking at the influence of the Independent Exogenous Variables brand image, brand trust, and perceived quality combined on the Dependent Endogenous variable on the decision to purchase a Toyota brand vehicle in the SCA of South Minahasa district, it can be seen in Table 5 above, in the R square value. The amount of R square (R²) in the table above is 0.772. This figure has the meaning of the magnitude of the influence of the independent exogenous variables brand image, brand trust and perceived quality on the endogenous dependent variable on purchasing decisions combined. In calculating the Coefficient of Determination (KD) it can be determined using the formula:

$$KD = R^2 \times 100\%, KD = 0.772 \times 100\%, KD = 77.2 \%$$

The magnitude of the combined influence of the Independent Exogenous Variables brand image, brand trust and perceived quality on the Dependent Endogenous variable on vehicle purchasing decisions is 77.2%. And the influence outside the model can be calculated by:

$$e = 1 - R^2, e = 1 - 0.772, e = 0.228 \times 100\%, e = 22.8 \%$$

Which means 22.8% of the magnitude of other influencing factors is outside the model studied. This means that the magnitude of the combined influence of the Independent Exogenous variables brand image, brand rust and perceived quality on the Dependent Endogenous variable on vehicle purchasing decisions is 77.2%, while the influence of 22.8% is caused by variables outside the model being studied.

The influence of the Independent Exogenous Brand Image Variable and the Endogenous Dependent Variable on purchasing decisions for Toyota brand vehicles

Table 6. Beta Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,186	,291		,638	,527
	Brand Image	,236	,038	,440	6,291	,000
	Brand Trust	,339	,034	,702	9,942	,000
	Perceived Quality	,379	,049	,545	7,772	,000

Source: Data Processing 2023

To see whether there is a linear influence of exogenous independent variables brand image on Endogenous Dependent Variables Toyota brand vehicle purchase decision. Can be seen in the Coefficients(a) table Determine the significance level at 0.05 and Degree of Freedom $DF = n - (K+1)$ or $DF = 50 - (3+1) = 46$. From these provisions, the t table is 1.678 (for a two-way test) In the SPSS calculations listed in the Coefficients table above where the t table is to show that there is a linear influence between the Independent Exogenous Variable brand image on the Endogenous Dependent Variable in vehicle purchasing decisions, namely 6.291.

The results of calculations using SPSS show that the calculated t number is $6.291 > t$ table of 1.678. Thus. This means that there is a linear influence between the Independent Exogenous Variable brand image on the Endogenous Dependent Variable on the decision to purchase Toyota brand vehicles. So the Independent Exogenous Variable brand image influences the Endogenous Dependent Variable on the decision to purchase a Toyota brand vehicle. The magnitude of the influence of the Independent Exogenous Variable brand image on the Endogenous Dependent

Variable in vehicle purchasing decisions is known from the Beta Coefficient value (in the Standardized Coefficients Beta column) which is 0.440. Significant because the significance value/probability of the results listed in the Sig column is $0.00 < 0.05$.

The Influence of the Independent Exogenous Brand Trust Variable and the Endogenous Dependent Variable on purchasing decisions for Toyota brand vehicles

To see whether there is a linear influence of exogenous independent variables brand trust on the Endogenous Dependent Variable kToyota brand vehicle purchase decision. Can be seen in the Coefficients table (a) Determine the significance level at 0.05 and Degree of Freedom $DF = n - (K+1)$ or $DF = 50 - (3+1) = 46$. From these provisions, the t table is 1.678 (for a two-way test) In the SPSS calculations listed in the Coefficients table above where the t table is to show that there is a linear influence between the Independent Exogenous Variable brand trust on the Endogenous Dependent Variable in the decision to purchase a vehicle is 9.942. The results of the calculation using SPSS show the calculated t number is $9.942 > t$ table amounting to 1.678. This means that there is a linear influence between the Independent Exogenous Variable brand trust on the Endogenous Dependent Variable on the decision to purchase a Toyota brand vehicle. So the Independent Exogenous Variable brand trust influences the Endogenous Dependent Variable on the decision to purchase a Toyota brand vehicle.

The magnitude of the influence of the Independent Exogenous Variable brand trust on the Endogenous Dependent Variable in vehicle purchasing decisions is known from the Beta Coefficient value (in the Standardized Coefficients Beta column) which is 0.702. Significant because the significance value/probability of the results listed in the Sig column is $0.00 < 0.05$.

The influence of the independent exogenous variable perceived quality and the endogenous dependent variable on purchasing decisions for Toyota brand vehicles

To see whether there is a linear influence of exogenous independent variables perceived quality on the Endogenous Dependent Variable kToyota brand vehicle purchase decision. Can be seen in the Coefficients (a) table Determine the significance level at 0.05 and Degree of Freedom $DF = n - (K+1)$ or $DF = 50 - (3+1) = 46$. From these provisions, the t table is 1.678 (for a two-way test) In the SPSS calculations listed in the Coefficients table above where the t table is to show that there is a linear influence between the Independent Exogenous Variable perceived quality on the Endogenous Dependent Variable in vehicle purchasing decisions, namely 7.772.

The results of calculations using SPSS show that the calculated t number is $7.772 > t$ table of 1.678. This means that there is a linear influence between the Independent Exogenous Variable perceived quality on the Endogenous Dependent Variable on the decision to purchase a Toyota brand vehicle. So the Independent Exogenous Variable perceived quality influences the Endogenous Dependent Variable on the decision to purchase a Toyota brand vehicle. The magnitude of the influence of the Independent Exogenous Variable perceived quality on the Endogenous Dependent Variable in vehicle purchasing decisions is known from the Beta Coefficient value (in the Standardized Coefficients Beta column) which is 0.545. Significant because the significance value/probability of the results listed in the Sig column is $0.00 < 0.05$.

Discussion

Based on the results of research conducted on the influence of brand image, brand trust and perceived quality regarding the decision to purchase a Toyota brand vehicle, the following results were obtained:

The Influence of Brand Image on Purchasing Decisions

The research results show that Brand Image has a positive and significant effect on the Purchasing Decision variable. Toyota's brand image as one of the leading four-wheeled vehicle manufacturers in the world has a huge effect on the way the wider public views and desires the Toyota brand. Consumers will always buy products to fulfill their needs, but which products they buy and how they make decisions will be closely related to their feelings towards the brands offered (Akbarsyah, 2012).

The Influence of Brand Trust on Purchasing Decisions

The research results show that Brand Trust has a positive and significant effect on the Purchasing Decision variable. This high brand trust means that people also prefer to purchase vehicles from brands that they already know and trust, and whose quality has been tested in the eyes of the public. When consumers believe in the positive value of a brand or company, they are more likely to use that product or service or make purchasing decisions.

The Influence of Perceived Quality on Purchasing Decisions

The research results show that Perceived Quality has a positive and significant effect on the Purchasing Decision variable. Suggestions and input from other people who have already purchased and used Toyota brand vehicles regarding the quality that has been tested in the eyes of the public make people who are purchasing a vehicle for the first time prefer the Toyota brand. Based on these results, it can be said that brand image, brand trust and perceived quality have a positive and significant impact on purchasing decisions. SCA in South Minahasa Regency tend to choose brands that they already know or trust when deciding to purchase a vehicle, especially when they get input from co-workers, family or the general public regarding the quality of vehicles from a manufacturer, which is one of the brands that gets the most recommendations. is a Toyota brand vehicle. Toyota brand vehicles are one of the most popular vehicle brands, due to their strong brand image, the public's high trust in the Toyota brand, and the quality of products accepted by the public.

Conclusion

Based on analysis and discussion carried out on the influence of brand image, brand trust and perceived quality on purchasing decisions for Toyota brand vehicles, the results show that a high level of trust in the brand and a strong brand image and product quality are expected by the public or especially SCA in South Minahasa Regency. , really has an influence on purchasing decisions, because the majority of respondents give a positive assessment of the Toyota brand, so they prefer to purchase Toyota brand vehicles compared to other brands. This illustrates that the brand image and public trust or SCA in Toyota brand vehicles is very good.

Suggestion

Based on the research results, the author tries to provide the following suggestions:

1. Maintaining the brand image you currently have can even improve it to an even better level. So that consumers continue to feel comfortable when using Toyota cars and can meet consumer needs.

2. Trust in the Toyota brand is still relatively high because not many other brands have massively innovated to compete with Toyota. Therefore, we continue to maintain consumer trust by maintaining and innovating and developing Toyota car products.
3. The Toyota company needs to increase positive value perceptions, especially in improving quality and innovations that increase vehicle comfort and safety.

REFERENCES

1. Armstrong, Gary and Philip, Kotler. (2012) Marketing Basics. Volume I, Translated by Alexander Sindoro and Benyamin Molan. Jakarta: Prenhalindo Publishers.
2. Ashton, Ann Suwaree, 2010. Perceived value, Intention to purchase, Hotel restaurant dining. Australia: Macmillan Publishers. www.palgravejournals.com/thr/
3. Aaker, David. 2020. Brand Equity Management, translated: Aris Ananda. Revised Edition. Jakarta: Main Partner
4. Basu Swasta, Dharmesta and Irawan, (2008) Modern Marketing Management, Liberty, Yogyakarta.
5. Chaudhuri, A., and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81-93.
6. Deyla Okti Drastiana, 2018, Analysis of online based consumer purchasing decisions
7. Fauziah Rahayu, 2021, Analysis of factors that influence people's decisions in choosing a place to relax from an Islamic economic perspective
8. J. Supranto. Measuring the level of customer satisfaction to increase market share. Jakarta: Rineka Cipta. 2011. pp. 59-241.
9. Kotler Philip. 2008. Marketing Management, Millennium Edition translated by Benyamin Molan: PT. Prenhallindo: Jakarta.
10. Kotler, P. 2009. Marketing Management Edition 13 Volume 1. Erlangga, Jakarta.
11. Kotler and Keller. (2012), Marketing Management, Edition 12. Jakarta : Erlangga.
12. Nurul Hasanah Syah, 2017, Analysis of factors that influence purchasing decisions through online shops in the city of Medan
13. Sugiyono. (2016). Quantitative, Qualitative and R&D Research Methods. Bandung: Alfabeta
14. Sugiyono. (2019). Quantitative, Qualitative and R&D Research Methods. Bandung: Alfabeta
15. Zeithaml, V. A. (2018). Service Quality Dimensions. Services Marketing Integrating Customer Focus Across the Firm (7th ed.). MC Graw Hill Education.