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The Influence of Brand Image and Product Quality on the Decision to Buy Suzuki Ertiga Brand MPV Cars in Riau

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ABSTRACT

This study aims to analyze the influence of brand image and product quality on Suzuki Ertiga car purchase decisions. This study uses a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4 method. Data was collected through a questionnaire on consumers who had bought a Suzuki Ertiga car in Riau. The results of the analysis show that brand image and product quality have a positive and significant effect on purchase decisions. Brand image creates a positive perception in the minds of consumers, while product quality increases consumer confidence in the product. The R-square value of 0.574 indicates that 57.4% of the purchase decision variables can be explained by brand image and product quality. These findings can be the basis for companies to develop marketing strategies based on brand image and product excellence.

Keywords: *brand image, product quality, purchase decision, Suzuki Ertiga*

INTRODUCTION

In the current era of globalization, everything runs and develops rapidly. The rapid pace of economic growth today is followed by the number of companies, this will encourage competition, especially for companies engaged in similar fields. As a result of this competition, both directly and indirectly the company is affected in terms of marketing the products or goods produced, so that the level of competition shows an increasing tendency, therefore each company in various ways tries to be accepted by consumers. One of the real impacts that is felt and seen by technological advances is the problem of mobility or transportation. The increasing mobility of the community requires a supporting component in the form of adequate transportation facilities in terms of moving from one place to another.

Automotive in Indonesia continues to grow rapidly, including in the Multi-Purpose Vehicle (MPV) car segment which is the main choice of the public because of its multifunction and capacity. Suzuki Ertiga is one of the MPV cars that competes in the Indonesian market, including in Riau. Despite having a clear market segmentation and a fairly good brand reputation, the sales of the Suzuki Ertiga fluctuate from year to year.

This phenomenon shows the need to study the factors that influence consumer purchasing decisions, especially related to brand image and product quality perception. Brand image plays an important role in shaping consumer perception, while product quality is a rational consideration in the buying process.

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Among the various types of cars, there is one type that is most in demand by consumers, namely multi-purpose vehicles (*Multi Purpose Vehicles / MPV*). Therefore, when MPV types of various brands flood the national car market, Toyota (Inova and Avanza), Honda (Odyssey and Stream), Suzuki (ERTIGA and APV), Daihatsu (Xenia), Isuzu (Phanter), Chevrolet Zafira, Mitsubishi Expander, Nissan Grand Livina and so on. Vehicles with the MPV concept are most popular by the Indonesian people, this is reflected in the sales of this type of vehicle which controls the largest market share in the national car market.

Table 1. Product Type of Companies Competing with Suzuki Ertiga Cars

No	Type	Price
1	Mitsubishi-Xpander MT/AT	270.000.000 – 338.000.000
2	Toyota-Avanza MT/AT	235.000.000 – 300.000.000
3	Wuling-Confero S MT/AT	188.300.000 – 240.000.000
4	Mitsubishi Mitsubishi MT/AT	230.000.000 – 298.000.000
5	Nissan-Livina MT/AT	316.500.000 – 359.400.000
6	Honda-Mobilio MT-AT	240.500.000 – 243.300.000

Source: On The Road (OTR) Riau Price as of July 2025

Suzuki as an automotive company that has been in the automotive world for a long time has been aware of this competition. Suzuki always gives confidence and hope to its customers to continue to provide satisfaction to consumers.

In Indonesia, there are many Suzuki product distributors who also provide spare parts and service services. This is done to provide service and convenience for customers in the event of damage or problems to their cars. The type or types of Suzuki cars sold based on the OTR Price 2025 can be seen in the table as follows:

Table 2. Car Type and Price of Suzuki Brand

No	Suzuki Car Type	Price
1	Apv Arena	226.000.000 – 251.000.000
2	XL7	264.000.000 – 296.200.000
3	Swift	225.000.000 – 245.000.000
4	S-Presso	169.100.000 – 179.100.000
5	All New Carry Pick Up	169.500.000 – 178.000.000
6	Jimny 5 Door	465.000.000 – 481.600.000
7	Ignis	213.800.000 – 223.800.000
9	Grand Vitara	354.000.000 – 399.500.000
9	Ertiga Hybrid	285.900.000 – 274.900.000

Source: Suzuki OTR Riau Price, 2025

From table 2 above, you can see some of the types of Suzuki brand cars for sale. The types of cars sold are quite diverse, because they have types with varying prices. This shows that selling cars is in accordance with what is needed and the ability of people to buy.

According to the purchase decision to buy Suzuki Ertiga products offered by different automotive companies and distributed by existing companies, it causes motivation to increase the purchase decision on the Suzuki Ertiga brand MPV type car. And Suzuki also continues to innovate to improve the quality of its products so that consumers feel satisfied with what they offer for Suzuki products. And consumer buying interest has never reached the realization target due to the increasing number of products offered by different automotive companies

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and distributed by existing companies which causes a lack of consumer buying interest in Suzuki Ertiga cars.

Plus at this time there are more and more MPV car products at cheaper prices with attractive facilities and feature offers. Therefore, automotive companies must be able to build *a brand image* and good product quality, so that consumers can decide to purchase their products. For Suzuki Ertiga sendri, *brand image* and product quality have had a good name in the eyes of consumers since Suzuki was a tough car product in all terrains, and was produced by a Japanese company where this Suzuki product is a product that is trusted and in demand by our people in Indonesia in particular, because Suzuki always gives and instills good product quality to consumers according to what they need.

LITERATURE REVIEW

A. Marketing

Marketing activities are business activities that are different from other business activities. In marketing activities, managers deal with consumers, both internal consumers of the company and external consumers of the company. According to **Kotler and Armstrong (2001),** it is defined as a social and managerial process in which each individual or group can get needs and desires through the activity of producing and exchanging products and values with other parties. Meanwhile, **Kinnear and Krenler (2003),** define marketing as the process of planning and executing decisions of a concept, setting prices, promoting, and distributing ideas, goods, and services to create exchanges that can satisfy individual goals or organizational goals.

B. Brand Image

The definition of brand image according to Keller (2008) in Neria (2012), states that "brand image is concumer' perception about a brand, as reflected by the brand associations held inconsumer memory" which is the consumer perception of a brand that exists in the consumer's mind. The perception itself is formed based on the consumer's personal experience, it can be in the form of a pleasant or unpleasant perception of a brand because based on the consumer's personal experience, it can form a strong image that will be stored in the consumer's memory, both positive and negative personal experiences. Meanwhile, according to Supranto (2011:128), the definition of brand image is what consumers think they will feel when they hear, see the name of a brand or in essence what consumers have learned about the brand. Meanwhile, David (1991) in Neria (2012) defines that "brand image is a set of association, usually organized in some meaningful way". Which means that the brand image is a collection of associations that are organized into something meaningful.

Furthermore, according to Biel (1992) in Neria (2012), it is defined that brand image is an image of a group of people who are considered as a group of associations that connect consumer thinking to a brand. This causes brand associations to have a connection in the formation of brand image. Meanwhile, according to Rangkuti (2002), brand image is a set of brand associations that are formed in the minds of consumers. Aaker (1997) stated that brand association is everything related to the memory of a brand. Research by Pratiwi et al. (2020) and Nofrita & Wibowo (2021) also found that brand image has a significant influence on motor vehicle purchase decisions.

C. Product Quality

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Quality is a factor contained in a product that causes the product to be valued according to the purpose for which the product is produced. Kotler and Keller (2008:272) product quality is the ability of a product to demonstrate its function, it includes the overall durability, reliability, determination, ease of operation and repair of the product as well as other product attributes.

Kotler and Armstrong (2008:283) product quality is a characteristic of a product that depends on its ability to satisfy the stated or implemented customer needs. Murdifin and Mahfut (2011:313) product quality is determined by two main factors, namely design factors and processing process factors. A good design if processed well, will produce good output. On the other hand, if the design is bad, even if handled with a good process, it tends to still produce poor quality outputs.

D. Consumer Behavior

According to **Tjiptono (2000:54),** product quality has a very close relationship with consumer attitudes, where product quality provides an encouragement to consumers to establish a strong relationship with the company. **Kotler and Keller (2008:347)** state that: "product quality is the ability of a product to perform its functions which include durability, reliability, precision, convenience, operation, and repair and other attributes". If a product has carried out its functions, it can be said that the product already has good quality. Previous research by Nurhayati et al. (2019) and Ramadhani (2022) showed that product quality contributes strongly to shaping consumer decisions.

E. Purchase Decision

A purchase decision is an action taken by consumers due to the existence of impulses or motives that are felt so as to cause interest or motivation to meet needs. According to Fandy Tjiptono (2002:22), consumer behavior is an action that is directly involved in the effort to obtain and determine products and services, including the decision-making process that precedes and follows these actions. From this understanding, it can be seen that understanding consumer behavior is not an easy job, but it is quite difficult and complex, especially due to the many variables that affect and these variables tend to interact with each other. The findings from Sari & Widodo (2020) support that purchasing decisions are influenced by the perception of quality and brand image.

Kotler and Keller (2008:179) stated that the purchase decision is "several stages carried out by consumers before making a decision to purchase a product".

METHODS

This study uses a quantitative descriptive approach that can explain the causal relationship between the variables studied and data obtained from Suzuki Ertiga consumers in Riau totaling 850 people. The sample was taken by 90 respondents based on the slovin formula using the Proportionate Stratified Random Sampling method. Data analysis is quantitative/statistical with the aim of testing the hypothesis that has been determined. Data management is carried out using statistical techniques. That is, descriptive statistics are used for the table of frequency, percentage, score and average. Meanwhile, inferential statistics are used to test hypotheses using inferential statistics with the help of the smartPLS4.0 program.

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RESULTS AND DISCUSSION

In this study, data analysis uses *the Partial Least Square* (PLS) approach which uses *smartPLS* 4.0 software. *Partial Least Square* (PLS) is a structural equation (SEM) model based on kmponen *variance*.

The PLS approach is *distribution free* (does not use certain distributed data, it can be in the form of nominal, category, ordinal, interval or ratio. In addition, PLS can also be used to measure small samples. Here are the stages using the PLS approach.

In the initial stage, we conducted a descriptive analysis of PLS output, which included an examination of the outer model, inner model, and structural model. According to Chin, the reliability of the construction in the analysis of the external model was assessed using the reliability of the composite and Cronbach's alpha. A construct is considered reliable if it achieves a composite reliability score above 0.70 and a Cronbach alpha score exceeds 0.60. To assess validity, the Average Extracted Variance (AVE) must have a minimum value of 0.50.

Table 3. Composite Reliability and Croncbach's Alpha Values

Variable	Compositer Reliability	Cronbach's Alpha
Brand Image	0.902	0.867
Product Quality	0.913	0.880
Purchase Decision	0.882	0.828

Table 3. The AVE value and Loading Factor (≥ 0.7) of all indicators have a loading factor value above 0.7 and an Average Variance Extracted (AVE) value above 0.5 so that they meet the convergence validity requirements. It can be concluded that all constructs in this study have met the requirements of internal reliability and convergent validity.

Convergent Validity

The convergent validity of the measurement model with reflective indicators is assessed based on the correlation between the estimated item score/component score with the PLS software. Individual reflective measures are said to be high if they correlate more than 0.70 with the measured construct. However, according to Chin, 1998 (in Ghozali, 2006) for the initial stage of research from the development of the measurement scale of the loading value of 0.5 to 0.6 is considered quite adequate. In this study, a loading factor limit of 0.50 will be used.

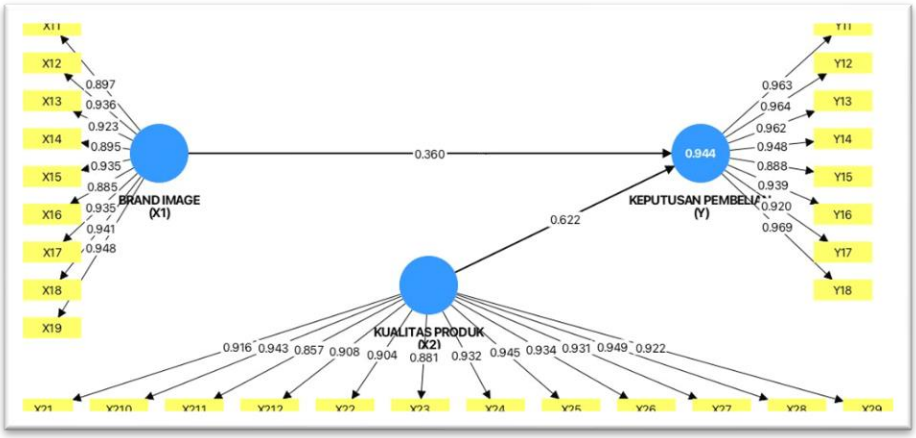


Figure 1. *Convergent Validity*

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Evaluation Structural Models (Inner Model)

In assessing a structural model with PLS, it starts with the value of R-Squares for each endogenous latent variable as the predictive power of the structural model. The change in the value of R-Squares can be used to explain the influence of certain exogenous latent variables on whether they have a substantial influence. The R-Square values are 0.75 (strong), 0.50 (moderate) and 0.25 (weak). The results of the R-Square PLS represent the number of variances of the construct described by the model.

Table 4. Bootstrapping Test Results

Relationships Between Variables	T-statistical value	p-value	Information
Brand Image → Purchase Decision	6.323	0.000	Significant
Product Quality → Purchase Decision	2.922	0.004	Significant

Table 4. shows the results of the bootstrapping test used to determine the significance of the influence between variables in the structural model. A **t-statistical** value was used to test the hypothesis, with a benchmark t-value > 1.96 (at a significance level of 5%) indicating that the influence was significant.

- **Brand Image → Purchase Decision** has a **t-statistical value of 6.323** and **a p-value of 0.000**. Since the t-value is greater than 1.96 and the p-value < 0.05, it can be concluded that brand **image has a positive and significant effect** on the purchase decision. This shows that the more positive the brand image that consumers capture, the higher the likelihood that they decide to buy the product.
- **Product Quality → Purchase Decision** has a **t-statistical value of 2.922** and **a p-value of 0.004**. Similarly, a t-value greater than 1.96 and a p-value < 0.05 indicate that product **quality also has a significant effect** on purchasing decisions. This indicates that consumers' perceptions of the product's reliability, feature advantages, and durability also drive the purchase decision.

Table 5. R-Square Value (R2)

Dependent Variable	R-Square
Purchase Decision	0.574

The R-Square (R2) value of 0.574 indicates that 57.4% of variations or changes in purchasing decisions can be explained by brand image and product quality variables. Meanwhile, the remaining 42.6% were influenced by other variables that were not included in this research model. The higher the R-Square, the better the model is at explaining the phenomenon being studied. Therefore, this model has quite good predictive power in the context of consumer purchase decisions.

CONCLUSION

The results of the analysis show that brand image has a significant influence on purchasing decisions. This means that consumers tend to be more interested in buying a product if they have a positive perception of the brand. This perception can be formed from previous experience, media influence, other people's testimonials, or the overall brand reputation. A strong brand image can increase consumer trust, reduce perceived risk, and strengthen loyalty to the product in question.

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These findings are reinforced by a t-statistical value of 6.323 and a p-value of 0.000 which suggests that the relationship between brand image and purchasing decisions is significant. This research is consistent with the results of research by Pratiwi et al. (2020) who stated that brand image plays an important role in shaping interest and purchase actions, and Nofrita & Wibowo (2021) who emphasized that brand image has a positive correlation with consumer preferences.

On the other hand, product quality was also proven to have a significant influence on purchasing decisions with a t-statistical value of 2.922 and a p-value of 0.004. This means that the higher the consumer's perception of the quality of the product—whether in terms of features, durability, design, or convenience—the more likely they are to make a purchase decision. This indicates that in the automotive market, especially for MPV-type vehicles, the functional aspects of the product are highly valued by consumers.

These findings are in line with the results of research by Nurhayati et al. (2019) and Ramadhani (2022) who stated that the perception of product quality significantly affects consumer purchasing behavior. This means that if manufacturers are able to maintain and improve the quality of their products consistently, then the opportunity to increase sales volume through consumer purchasing decisions will be even greater.

In addition, an R-squared value of 0.574 indicates that more than half of the variation in purchasing decisions can be explained by brand image and product quality. This suggests that both variables are strong predictors, although there are still other factors outside the model that also contribute to consumer decisions, such as price, promotions, or after-sales service.

Overall, these results show the importance of an integrated marketing strategy between strengthening brand image and improving product quality. Manufacturers and marketers are advised to establish consistent brand communication, present product excellence objectively, and maintain quality to match market expectations.

Thus, marketing strategies based on brand perception and product quality are not only relevant but also proven effective in driving consumer purchase decisions, especially in the context of the automotive industry in the MPV segment.

This study has limitations in the scope of the variables studied. The main focus is only directed at the brand image and product quality as factors that influence the purchase decision. Meanwhile, other factors such as price, promotion, and after-sales service that are also widely mentioned in the literature have not been further analyzed in this study. Therefore, further research can consider these variables in order to obtain a more comprehensive picture of the factors influencing purchasing decisions.

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