

THE INFLUENCE OF PRODUCT QUALITY, BRAND AWARENESS AND PRICE ON THE DECISION TO PURCHASE HANKOOK TIRES AT PT. BUDIYANTO SEMESTA GRUP, BEKASI DISTRICT

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Abstract

The public's need for tires can be used as a business opportunity for tire entrepreneurs in developing their business. One strategy that companies can implement is by increasing their competitive advantage to attract attention and influence consumers to make purchasing decisions. The purpose of this research is to determine and analyze consumer responses regarding product quality, brand awareness, price and purchasing decisions for Hankook tires at PT. Budiyanto Semesta Grup. The total sample size of all consumers is 100 people. This research method uses a mix method, namely, descriptive and verification. Based on the results of simultaneous and partial research, it shows that product quality, brand awareness and price simultaneously have a positive and significant effect on purchasing decisions at PT. Budiyanto Semesta Grup.

Keywords: *Product Quality, Brand Awareness, Price, Purchase Decision*

I. INTRODUCTION

Purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires (Kotler and Keller, 2018). Purchasing decisions can be measured through several indicators, namely as follows: 1). Brand choice, 2). Choice of dealer, 3). Purchase time 4). Number of purchases, 5). Payment method, (Kotler and Keller., 2018). The factors that influence purchasing decisions include product quality, price, distribution, place, brand awareness, promotion, (Kotler et al., 2009).

The first factor that influences purchasing decisions is product quality. Product quality is the overall combination of product characteristics to meet customer or consumer expectations, (Wijaya, 2019). Product quality can be measured through indicators, namely: 1). Performance, 2). Aesthetics, 3). Ease of maintenance, 4). Features, 5). Reliability, 6). Quality suitability (quality of conformance), 7). Appropriate use (fitness for use), (Wijaya, 2019). Previous research conducted previously by (Hidayat, Andari, Yulianingsih, (2022), states that product quality has a positive and significant effect on purchasing decisions.

The following factor that influences purchasing decisions is brand awareness. Brand awareness is the extent to which brand awareness can identify a brand, brand awareness is important at the point of purchase, and will increase the familiarity and commitment of a brand to be considered, (Gunawardane, 2015). Brand awareness can be measured through indicators, namely: 1). Remembering symbols or logos, 2). Being able to recognize the product, 3). Knowing the characteristics of the product, 4). Knowing competitor brands, (Gunawardane, 2015). Research conducted previously by (Wibowo, 2020), states that it has a positive and significant effect on purchasing decisions.

Other factors that influence purchasing decisions are price. Price is the amount of money charged for a product or service, or the value that consumers exchange for the benefits of owning or using the product or service (Kotler and Armstrong, 2019). Prices can be measured through indicators, namely: 1). Price affordability, 2). Price conformity with product quality, 3). Price according to benefits, 4). Price according to ability or price competitiveness, (Kotler and Armstrong, 2016:78). Previous research conducted previously by (Nugroho, 2021), states that price has a positive and significant effect on purchasing decisions.

In previous research, the variables of product quality, brand awareness and price on purchasing decisions in the research simultaneously or partially had a positive and significant effect. Previous research conducted previously by (Harumanto, 2022), states that product quality, brand awareness and price have a positive and significant effect on purchasing decisions. Previous research conducted by (Wahyudin, 2022), states that brand awareness has a positive and significant effect on purchasing decisions. Meanwhile, previous research conducted by (Anggraini, Sudarijati, Andari, 2022), states that price has a positive and significant effect on purchasing decisions.

PT. Budiyanoto Semesta Grup is one of the companies that has earned the trust of Hankook Tire Korea as one of the Hankook tire distributors in Indonesia for the Bekasi Regency area. The following is income data from sales of Hankook tires to PT. Budiyanoto Semesta Grup:

Table 1 Hankook Tire Revenue Data at PT. Budiyanoto Semesta Grup 2021

No	Month	Income		Target Achievement Rate (%)	Information
		Target (Rp)	Realization (Rp)		
1	January	500,000,000	369,100,000	74	Not achieved
2	February	500,000,000	457,300,000	91	Not achieved
3	March	500,000,000	310,700,000	62	Not achieved
4	April	500,000,000	138,680,000	28	Not achieved
5	May	500,000,000	432,100,000	86	Not achieved
6	June	500,000,000	285,000,000	57	Not achieved
7	July	500,000,000	174,900,000	36	Not achieved
8	August	500,000,000	572,100,000	114	Achieved
9	September	500,000,000	490,000,000	58	Not achieved
10	October	500,000,000	260,000,000	52	Not achieved
11	November	500,000,000	281,220,000	56	Not achieved
12	December	500,000,000	641,574,000	128	Achieved
Total		6,000,000,000	4,412,674,000	801	
Average		500,000,000	367,722,833	70	Not achieved

Source: PT. Budiyanoto Semesta Grup (BSG), 2022

Based on Table 1, it shows that income did not reach the target in a year except August and December, namely (600%) which was allegedly caused the change in purchasing decisions is still low due to low product quality, low brand awareness and prices that are still relatively high among consumers.

To find out the cause of the decline in purchasing decisions which is predicted to be caused by product quality. With this, a preliminary survey was carried out by distributing questionnaires to 30 Hankook PT tire consumers. Budiyanoto Semesta Grup. Where he explained the results of the preliminary survey regarding product quality and brand awareness as follows:

Consumer responses from the preliminary survey regarding product quality were (60%) of consumers who allegedly felt less confident about the product quality of Hankook brand car tires. Meanwhile, consumer responses from the preliminary survey regarding brand awareness were that (53%) consumers were not aware of the Hankook tire brand.

Comparison of Hankook tire prices with the prices of its main competitors, namely Goodyear tires. According to data from PT. Budiyanoto Semesta Grup indicates that the price of Hankook tires has reached the point of being psychologically more expensive than Goodyear tires. It is thought that this price difference could influence consumers to prefer competing tire products compared to Hankook tires.

Based on the background, researchers are interested in studying further product quality, brand awareness, and price which influence purchasing decisions. For this reason, researchers conducted research with the title "The Influence of Product Quality, Brand Awareness and Price on the Decision to Purchase Hankook Tires." PT. Budiyanoto Semesta Grup."

Problem Formulation & Research Objectives

How do consumers respond regarding product quality, brand awareness, price and purchasing decisions and what is the influence of product quality, brand awareness and price simultaneously or partially on purchasing decisions for Hankook Tires at PT. Budiyanoto Semesta Grup.? The purpose of this research is to find out and analyze consumer responses regarding product quality, brand awareness, price and purchasing decisions and to find out and analyze the influence of product quality, brand awareness and price simultaneously or partially on purchasing decisions for Hankook tires at PT. Budiyanoto Semesta Grup.

II. METHODOLOGY

Research Design, Research Variables, Unit of Analysis

This research design used is descriptive and verification research with a quantitative approach. This research variable uses independent variables & dependent variables and The unit of analysis in this research is Hankook tire consumers at PT. Budiyanoto Semesta Grup.

Population, Sample and Sampling Technique

The number of consumers who have purchased Hankook tires is 11,183 people (based on consumer data from PT. Budiyo Semesta Grup in 2021). This research sample uses a probability sampling technique in the form of proportional stratified random sampling. To fulfill these requirements, a maximum of 100 samples were taken. The appropriate sample size in research is between 30 and 500, with appropriate sampling criteria. To determine the sample size, it was calculated using the Taro Yamane (1967) formula.

Method of collecting data

Types of Data, Data Sources & Data Collection Techniques

The type of data used in this research is quantitative data. The data sources used in this research are primary data and secondary data. Data collection techniques in this research 1. Field studies (field research) such as: Interviews, Questionnaires, Observations. 2. Library study (library research)

Instrument Testing Methods

Validity Test, Reliability Test, Classic Assumption Test

1. The validity test is a valid research result if there are similarities between the data collected and the data that actually occurs on the object under study, (Sugiono, 2016).

The results of the validity test for product quality items have a calculated r value ≥ 0.30 with the highest value being 0.916 and the lowest value being 0.519 so that the product quality item is declared valid. The results of the validity test for brand awareness items have a calculated r value ≥ 0.30 with the highest value being 0.891 and the lowest value being 0.540 so that the brand awareness item is declared valid. The price item validity test results have a calculated r value ≥ 0.30 with the highest value being 0.842 and the lowest value being 0.710 so that the price item is declared valid. The validity test results of purchasing decision items have a calculated r value ≥ 0.30 with the highest value of 0.845 and the lowest value of 0.507 so that the purchasing decision item is declared valid.

2. The reliability test is that the product quality variable is measured with 14 statement items, the brand awareness variable is measured with 9 statement items, the price variable is measured with 8 statement items and the purchasing decision variable is measured with 12 statement items. To see the statistical results of variables X and Y, it was obtained from the results of data processing with 30 questionnaires that each variable had a Cronbach alpha value above 0.6. This shows that each variable X and Y can be declared to have acceptable reliability.
3. The normality test in this research was carried out using the Kolmogorov Smirnov method, Normal Probability Plot in the SPSS 28 program. If the significance value is \geq the real level (0.05), then the data distribution is declared normal, and vice versa.

The results of the normality test using the normal probability plot can be explained that the points are spread around the diagonal line and the distribution of data points is in the direction of the diagonal line, this indicates that the regression model meets the normality assumptions and the regression model is suitable for use to analyze the effect independent variables to the dependent variable. Meanwhile test results *one sample kolmogorov smirnov* results can be obtained *one sample kolmogorov-smirnov* Asymp value. Sig. (2-tailed) which is 0.246. This shows that the data is normally distributed because the Asymp value. Sig. (2-tailed) greater than 0.05.

- a. Multicollinearity Test that the tolerance value of each variable has a value greater than the cutoff or tolerance value (0.05) and the VIF value is smaller than 5. This shows that the independent variables in the regression model do not have multicollinearity problems.
- b. Heteroscedasticity Test It can be concluded that heteroscedasticity does not occur in the research data. So that the regression model is suitable for use to predict each variable in this research.

Data analysis method

Descriptive Analysis

In this research, a Likert scale was used. Based on the number of alternative answer criteria, the interval class length is obtained as follows:

$$I = \frac{5-1}{5} = 0,8$$

Based on the results of calculating the length of the class interval, the assessment criteria in Table 2 are obtained as follows:

Table 2 Susceptible Class Intervals and Interpretation Values

Interval Class	Average value	Interpretation			
		Product quality	Brand Awareness	Price	Buying decision
I	1.00 – 180	Very Not Good	Very Not good	Very Inappropriate	Very low
II	1.81 – 2.60	Not good	Not good	It is not in accordance with	Low
III	2.61 – 3.40	Pretty good	Pretty good	Suitable enough	Timggi enough
IV	3.41 – 4.20	Good	Good	In accordance	Tall
V	4.21 – 5.00	Very good	Very good	Very suitable	Very high

Source:(Sujarweni, 2015)

Multiple Linear Regression Analysis

To measure the defensive variable with two or more independent variables simultaneously in multiple regression.

Multiple Correlation Analysis

Multiple correlation is a number that shows the direction and strength of the relationship between two independent variables together or more with one independent variable,(Sugiono, 2016). You will get an r value between -1, 0 and 1. This notation uses the correlation or relationship between the variables tested in the research.

If $r = 0$ or close to 0, then there is no relationship between the two variables or it can also be concluded that the relationship between the two variables is very weak. If $r = 1$ or close to 1, then the relationship between the two variables is unidirectional and very strong, meaning that an increase in X values will be followed by an increase in Y values, and vice versa. If $r = -1$ or close to -1, then the relationship between the two variables is in the opposite direction and very strong, meaning that an increase in X values will be followed by a decrease in Y values, and vice versa.

Analysis of the Coefficient of Determination (R Square)

The Determination Coefficient is used to find out the percentage change in the dependent variable (Y) caused by the independent variable (X). If the R Square is larger, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. while the R Square is getting smaller, the percentage change in the dependent variable (Y) caused by the independent variable (X) is getting lower,(Sujarweni, 2015).

Hypothesis test

1. F Test (Simultaneous Test)

a. Hypothesis formulation

$H_0: \beta_i \leq 0$; Product quality, brand awareness and price simultaneously do not have a positive and significant effect on the decision to purchase Hankook PT tires. Budiyanto Semesta Grup. $H_a: \beta_i > 0$; Product quality, brand awareness and price simultaneously have a positive and significant influence on the decision to purchase Hankook tires. description: $i = 1,2,3$.

b. F Test Decision Criteria

- 1) If $F_{\text{count}} \leq F_{\text{table}}$ with $\alpha = 0.05$ then H_0 is accepted and H_a is rejected. It means no lustsimultaneous positive and significant influence of product quality, brand awareness and price variables on purchasing decisions. Vice versa.

2. t Test (Partial Test)

a. Hypothesis formulation

1). Product quality, brand awareness and price influence purchasing decisions

$H_{01}: \beta_1 \leq 0$; Product quality does not have a positive and significant effect on the decision to purchase Hankook tires, and vice versa. $H_{02}: \beta_2 \leq 0$; Brand awareness does not have a positive and significant effect on the decision to purchase Hankook tires, and vice versa. $H_{03}: \beta_3 \leq 0$; Price does not have a positive and significant effect on the decision to purchase Hankook tires. and vice versa.

b. T test formulation criteria

1.) The criteria for formulating the t test for product quality, brand awareness and price are as follows:

For product quality, if $t_{\text{count}} \leq t_{\text{table}}$ at $\alpha = 0.05$ then H_0 is accepted and H_a is rejected. This means that product quality does not have a positive and significant effect on purchasing decisions, and vice versa. This means that product quality has a positive and significant effect on purchasing decisions. For brand awareness, if $t_{\text{count}} \leq t_{\text{table}}$ at $\alpha = 0.05$ then H_0 is accepted and H_a is rejected. This means that brand awareness does not have a positive and significant effect on purchasing decisions, and vice versa. This means that brand awareness has a positive and significant effect on purchasing decisions. For prices if

$t_{3\text{count}} \leq t_{\text{table}}$ at $\alpha = 0.05$ then H_0 is accepted and H_a is rejected. This means that price does not have a positive and significant effect on purchasing decisions, and vice versa. This means that price has a positive and significant influence on the decision to purchase Hankook tires.

The one party test can be seen in the following picture:

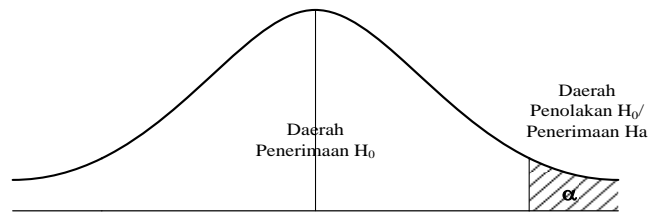


Figure 1 One Party Test

Source : (Sugiono, 2016), Business Research Methods

Figure 1 explained that testing the research hypothesis used a one-party test. So the hypothesis aims to find out how much influence product quality, brand awareness and price have on the decision to purchase Hankook tires PT. Budiyanoto Semesta Grup.

III. RESULTS AND DISCUSSION

History of PT. Budiyanoto Semesta Grup

Business activities are carried out by PT. Budiyanoto Semesta Grup is managing types of waste in the form of: 1) rubbish/waste/products left over from production that cannot be recycled, both B3 and non-B3 waste, 2) Scrap, iron, copper, aluminum, steel, cardboard, wood, rubber, wooden/plastic pallets, used sacks for packaging goods, paper, 3) other production waste items that will no longer be used by industrial companies.

Hankook Tire Products PT. Budiyanoto Semesta Grup

Based on their construction, tires are divided into 5 types of Hankook tires at PT. Budiyanoto Semesta Grup as follows:

Table 3 Hankook PT Tires. Budiyanoto Semesta Grup

No	Hankook Tire Products	Utility
1	Ventus S1 Noble2	All-season tires with premium performance.
2	Ventus Prime3	Summer tires, the perfect balance between performance and safety.
3	Kinergy Eco2	Summer, the smart choice for performance in all conditions.
4	SmartPlus	All season, premium level practice tire for the general consumer.
5	Ventus R S4	Summer, extreme performance for road legal racing.

Source: PT. Budiyanoto Semesta Grup, 2023

Research result

Consumer Responses to Product Quality Variables, Brand Awareness, Price and Purchasing Decisions

The results of the recapitulation of consumer responses to product quality variables have an average value of 3.15 with fairly good assessment criteria. This shows that the quality of the products provided by PT. Budiyanoto Semesta Grup in providing satisfaction to its consumers is good enough so that consumers decide to use this product. The highest assessment indicator is performance, amounting to 3.27 with quite good assessment criteria. Meanwhile, the lowest consumer assessment was the appropriate usability indicator (fitness for use) of 3.06 with quite good criteria.

The recapitulation results of consumer responses to the brand awareness variable have an average value of 3.11 with fairly good assessment criteria. This shows that brand awareness at PT. Budiyanoto Semesta Grup is able to make consumers remember symbols or logos. The highest assessment indicator is remembering symbols or logos of 3.27 with fairly good assessment criteria. Meanwhile, the lowest assessment was found in the indicator of knowing product characteristics, which was 2.98 with quite good criteria.

The results of the recapitulation of consumer responses to the price variable have an average value of 3.05 with quite appropriate assessment criteria. This shows that the price offered by PT. Budiyanoto Semesta Grup is still accessible to consumers. The highest assessment indicator is price according to ability or price competitiveness, namely 3.15 with a fairly appropriate criteria value.

The recapitulation results of consumer responses to purchasing decision variables have an average value of 2.97 with quite high assessment criteria. This shows that purchasing decisions are included in the fairly high category based on the perspective of brand choice, dealer choice, purchase time, purchase amount and payment method. The highest assessment indicator is brand choice, namely 3.05 with quite high

assessment criteria, Meanwhile, the lowest assessment indicator is time of purchase, which is 2.85 with quite high assessment criteria.

Multiple Linear Regression Analysis

The form of the equation is calculated using multiple linear regression analysis. The following results of calculating the form of functional relationships using multiple linear regression analysis are obtained in Table 4 below:

Table 4 Regression Coefficients and Significant Coefficient Tests

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,865	2,217		1,744	,084
	Product quality	,180	,098	,216	1,842	,009
	Brand_Awareness	,419	,145	,322	2,889	,005
	Price	,499	,178	,348	2,799	,006

a. Dependent Variable: Purchase Decision (Y)

Source: Processed Primary Data, 2023

Based on Table 4, the influence of each of these variables can be interpreted to mean that the regression coefficient for product quality, brand awareness and price has a positive influence on purchasing decisions (Y).

Multiple Correlation Testing

The results of multiple correlation analysis are as follows:

The results show that the relationship between variable So it can be concluded that the higher the value of variable X, the higher the value of variable Y and vice versa. The better (X1), (X2), (X3) will directly result in (Y) increasing.

Testing the Coefficient of Determination (R Square)

It can be seen that the R Square result is 0.705 or 70.5%. This shows that the percentage contribution of the influence of product quality, brand awareness and price on the decision to purchase Hankook tires is 70.5% and the remaining 29.5% is explained by other variables that are not included in this research model. Purchasing decisions are influenced by other factors such as distribution (place), promotion (promotion), Kotler (2014).

Simultaneous Regression Coefficient Testing (f-Test)

$H_0: \beta_i \leq 0$, meaning that there is no positive and significant influence simultaneously on product quality, brand awareness and price on purchasing decisions. $H_a: \beta_i > 0$, meaning that there is a simultaneous positive and significant influence on product quality, brand awareness and price on purchasing decisions.

To test the statistical hypothesis above, the F Test statistic obtained through the Variance Analysis Table (Anova) is used, namely as follows:

Based on the F value, $F_{is\ calculated}$ as 76.562 and the F_{table} value for $\alpha = 0.05$ with degrees of freedom $V1 = 4 - 1 = 3$ and $V2 = 100 - 3 - 1 = 96$ is 2.669, so it can be seen that F_{count} is greater than F_{table} ($76.562 > 2.669$) so it can be concluded that H_0 is rejected and H_a is accepted, meaning that with a 95% confidence level there is a simultaneous positive and significant influence on product quality, brand awareness and price on purchasing decisions.

Partial Regression Model Testing (t-Test)

The t test is carried out by comparing t_{count} with t_{table} . If t_{count} is greater than t_{table} ($t_{count} > t_{table}$) then it shows that the independent variable has a partial effect on the dependent variable. The partial influences are as follows:

1. The influence of product quality (X1) on purchasing decisions (Y)

That t_{1count} on product quality variables 1.842 and value t_{1table} for $\alpha = 0.05$ with degrees of freedom $100 - 3 - 1 = 96$ is 1.661 means $t_{1count} > t_{1table}$ ($1.842 > 1.661$). So H_0 is rejected and H_a is accepted, meaning that product quality (X1) has a positive and significant influence on purchasing decisions (Y). Based on this, the curve of the t test results on the regression coefficient of product quality on purchasing decisions can be depicted as follows:



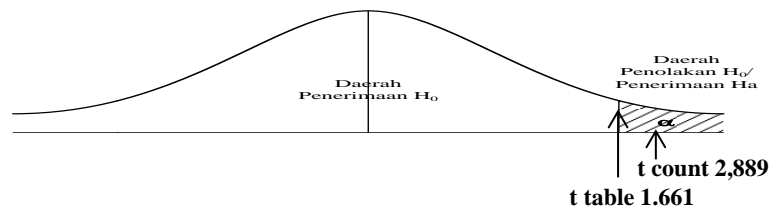
Figure 2 Results of t-Test Regression Coefficient for Product Quality Variables (X1)

Source: Processed Primary Data, 2023

This can be seen from the regression coefficient value of 1.842 and has a probability value $0.009 < 0.05$ that increasing purchasing decisions will have an effect on product quality.

2. Influence of brand awareness (X2) on purchasing decisions (Y)

That t_{2is} calculated on the brand awareness variable 2.789 and value t_{2table} for $\alpha = 0.05$ with degrees of freedom $100-3-1 = 96$ of 1.661 means $t_{2count} > t_{2table}$ ($2.789 > 1.661$). So H_0 is rejected and H_a is accepted, meaning that brand awareness (X2) has a positive and significant influence on purchasing decisions (Y). So it can be concluded that with a 95% confidence level, brand awareness has a positive and significant influence on purchasing decisions. The t test results curve on the regression coefficient of brand awareness on purchasing decisions is as follows:

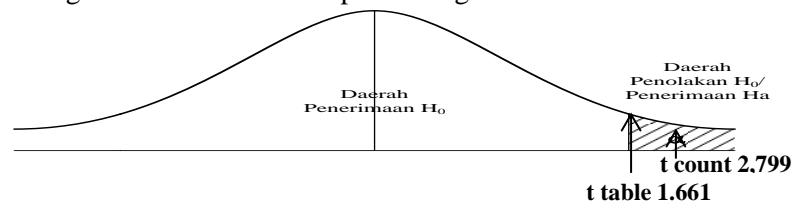
**Figure 3 Results of the t-test of the Regression Coefficient of the Brand Awareness Variable (X2)**

Source: Processed Primary Data, 2023

This can be seen from the regression coefficient value of 2,789 and has a probability value $0.005 < 0.05$ that an increase in purchasing decisions will have an effect on brand awareness.

3. The influence of price (X3) on purchasing decisions (Y)

That t_{3is} calculated on the price variable 2,899 and value t_{3table} for $\alpha = 0.05$ with degrees of freedom $100-3-1 = 96$ of 1.661 means $t_{3count} > t_{3table}$ ($2,899 > 1,661$). So H_0 is rejected and H_a is accepted, meaning that price (X3) has a positive and significant influence on purchasing decisions (Y). It can be concluded that with a 95% confidence level, price has a positive and significant influence on purchasing decisions. The curve image of the t test results on the price regression coefficient on purchasing decisions is as follows:

**Figure 4 Results of the t-test for the price variable regression coefficient (X3)**

Source: Processed Primary Data, 2023

This can be seen from the regression coefficient value of 2,899 and has a probability value $0.006 < 0.05$ that an increase in purchasing decisions will have an effect on prices.

Based on the results of consumer assessments regarding product quality, brand awareness, and price on purchasing decisions at PT. Budiyanto Semesta Grup, the recapitulation can be seen in Table 5 below:

Table 5 Recapitulation of Test Results on Partial Regression Coefficients

No	Independent Variable	tcount t	ttable	Information
1	Product quality	1,842	1,661	Positive and significant influence
2	Brand Awareness	2,789	1,661	Positive and significant influence
3	Price	2,899	1,661	Positive and significant influence

Source: Processed Primary Data, 2023

Based on Table 5, it can be seen that the results of the partial regression coefficient between the variables product quality, brand awareness and price each influence purchasing decisions. The biggest variable that influences PT. Budiyanto Semesta Grup is price (X3), In this case, price is more influential than brand awareness and product quality, because price directly influences consumer purchasing decisions, when prices are lower, consumers tend to buy Hankook tires even though brand awareness and product quality are not as good as other tire brands. So price is the main factor influencing purchasing decisions because consumers often look for the best price value.

IV. CONCLUSIONS AND NEWNESS

Conclusion

Based on the results of research regarding product quality, brand awareness and price on purchasing decisions at PT. Budiyo Semesta Grup Bekasi Regency then it can be concluded as follows:

Based on consumer responses to product quality, brand awareness, price and purchasing decisions.

1. Consumer response to product quality is in good enough criteria, Consumer response to brand awareness is in the quite good criteria, Consumer response to price is in the quite appropriate criteria, Consumer response to purchasing decisions is at quite high criteria.
2. Based on the results of simultaneous testing, it shows that product quality, brand awareness and price simultaneously have a positive and significant effect on purchasing decisions. Furthermore, the partial test results, namely product quality, brand awareness, price have a positive and significant effect on purchasing decisions.

Suggestion

Based on the conclusions above, there are several suggestions that can be put forward by researchers as follows:

1. For PT. Budiyo Semesta Grup Bekasi Regency,
 - a. The lowest value of the response to the product quality variable is found in the appropriate usability indicator (fitness for use). Therefore, companies need to pay attention to and improve product quality by strengthening quality control at every stage of production to ensure that each product meets the specified product quality standards, especially regarding consumer comfort and safety when driving so that consumers are interested in buying Hankook tire products. The lowest value for the response to the brand awareness variable is found in the indicator of knowing the characteristics of the product. Therefore, companies need to increase brand recognition, brand recall, top of mind awareness and carry out marketing campaigns using social media, digital advertising and direct promotions. So that consumers are able to recognize a product when they see Hankook tire products. The lowest value of the price variable response is found in the price indicator according to product quality. Because companies need to review their pricing strategy and ensure that the prices set are commensurate with the quality of the products offered so that companies can compete with the right prices and quality products. The lowest value of the purchasing decision variable response is found in the purchase time indicator. Therefore, companies need to carry out promotions or discounts on certain days such as Eid al-Fitr, Republic of Indonesia's Independence Day, Christmas, New Year, company birthdays that have been determined so that consumers are interested in buying Hankook tire products.
2. For further research that will conduct research on purchasing decisions, it is best to add additional variables that can provide a more in-depth and comprehensive understanding of the factors that influence purchasing decisions. By considering additional variables, researchers can enrich their analysis and findings. Some variables that can be included involve aspects such as distribution (place), promotion (promotion) etc.

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