

**THE EFFECT OF SERVICE QUALITY AND PROMOTION ON  
PURCHASE DECISIONS MEDIATED BY BRAND IMAGE (STUDY ON  
SALES OF WULING CAR IN MANADO)**

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**ABSTRACT**

This study aims to determine the effect of service quality and promotion on purchasing decisions mediated by brand image (Study on Wuling car sales in Manado). The object of research in this study is the quality of service, promotion and purchase decisions and brand image. The subject is Wuling car consumers in Manado. The population in this study were 260 people and the sample was 72 people. The data collection technique in this study was carried out by questionnaires and literature study, while the data analysis technique used tools from the SmartPLS-SEM (Partial Least Square-Structural Equation Modeling) software. For the results obtained in this study indicate that the effect of service quality on purchasing decisions has a significant influence, for the effect of service quality on brand image has a significant influence. The effect of promotion on purchasing decisions has an insignificant effect. The effect of promotion on brand image has an insignificant effect. The influence of brand image on purchasing decisions has a significant influence. The influence of service quality on purchasing decisions mediated by brand image has a significant influence. For the effect of promotion on purchasing decisions mediated by brand image has an insignificant effect.

**Keywords: Service Quality, Promotion, Purchase Decision, Brand Image**

**INTRODUCTION**

Purchasing decisions are something that is very important to note because purchasing decisions are things that are used by companies to create marketing strategies that will be carried out. One of the things that need to be considered by companies in marketing the products to be sold is to understand consumer needs, know consumer desires and tastes from consumers. A deep understanding of consumers will allow marketers to influence the consumer decision process, so they are willing to buy what is offered by marketers. (Sumarwan, 2003).

With the development of the times and information technology at this time, the need for a product that is able to support mobility and facilitate daily needs is highly sought after by consumers. The product that is currently needed along with the times and information technology is the car, because the car at this time is one of the necessities in carrying out their daily activities and activities, the function of the car today is not only as transportation but also a tool to facilitate work, carry out business activities, and as a means of entertainment for the owners.

Therefore, the existence of a car is now a necessity for families in Indonesia, this is reflected in the relative level of car sales from year to year, but has decreased since 2019 and 2020 experienced a significant decline due to the impact of the Covid-19 pandemic. . This global condition encourages various automotive companies to compete to increase their product sales by promoting their products and providing the best service in the hope of improving their brand image in the eyes of the Indonesian people. Based on the description above, it can be seen data related to national car sales in Indonesia in the 2017-2020 range, which is explained in Table 1.1, below:

**Table 1.1.**  
**Indonesian National Car Sales (Retail Sales)**

Year	Sales (Units)
2017	1.067.396
2018	1.152.641
2019	1.043.017
2020	578.327

Source: Data on Indonesia's National Car Sales Report 2017-2020 The Association of Indonesian Automotive Industries (GAIKINDO). (2021).

From this data, it shows that there is a decline in national car sales in Indonesia between 2019-2020 with a difference in the decrease unit of 464,690. From these data it can also be explained that the dominance of Japanese manufacturers' brands such as Toyota, Daihatsu, Honda, Mitsubishi and Suzuki has its own segment for the Indonesian people. They dominate the top 5 vehicle brands that are in demand by the public, especially Toyota, which in recent years has always been the holder of the top market share retail sales for national car sales. In 2020 Toyota Astra Motor (TAM) closed retail sales of 182,665 units with a Market Share of 31.6% of the total national retail market of 578,327 units. With the average number of sales in the last 4 years of 960,345 units compared to the total population of Indonesia which reached 270 million people, while PT. SGMW Motor Indonesia, the agent holder of the Wuling Indonesia car brand (APM) won a Market Share of retail sales of 1.6 percent in 2020. Based on data, Wuling Motor recorded sales of 9,523 units in 2020. (Indonesian National Car Sales Report 2017- 2020 Association of Indonesian Automotive Industries (GAIKINDO). (2020).

In dealing with these conditions in enhancing its brand image, Wuling Motor collaborates with General Motors and shows seriousness in the Indonesian automotive market. PT. SGMW Motor Indonesia established its factory in Cikarang in August 2015 with a project investment of around U.S. \$700 million on an area of 600,000 M2. To strengthen its brand image, Wuling Motor cooperates with the media in reporting its strategy to the Indonesian people. On the other hand PT. SGMW Motor cooperates with several main dealers who are experienced in the Indonesian automotive business such as the Arista Group, Maju Motor group, Kumala group and several other main dealers in increasing the trust of the Indonesian people in providing services from distribution to after-

sales. Until 2020 PT. SGMW Motor to provide services and get closer to the community, Wuling Motor Indonesia already has 115 dealer networks in the 3S category (Sales, Service and Spare Parts). (Tempo Automotive. 3 Years of Wuling in Indonesia, Sales Reach 46 Thousand Units. <https://otomotif.tempo.co>. Accessed on Sunday, August 1, 2021. 20.00 WIB).

For three years Wuling Motors has presented four models starting from Confero, Cortez, Formo and Almaz. Now Wuling Motors has successfully entered the list of 10 best-selling car brands within 4 years. Total sales of Wuling cars from 2017 to March 2020 were recorded at more than 46 thousand units. this is the fruit of the service provided by Wuling Motor in meeting and serving existing consumers, but in 2019 until January-May 2021, Wuling car sales have decreased, this is evidenced by Table 1.2, below:

**Table 1.2.**  
**Wuling Car Sales in Indonesia**

Year	Sales (Units)
2017	4.958
2018	17.022
2019	22.343
2020	9.523
January-May 2021	8.314

Source: Data on Indonesia's National Car Sales Report 2017-2020 The Association of Indonesian Automotive Industries (GAIKINDO). (2021).

Based on table 1.2, it can be seen that the first time the Wuling car launched, it scored fantastic sales and continued to increase to 22,343 units in 2019, and decreased in 2020 to 9,523 units, and also decreased in January-May 2021 which recorded only selling 8,314 units. This is because there is a Covid-19 pandemic that has hit the country and the world. The problem of the prolonged Covid-19 pandemic until now has discouraged Wuling car sales nationally, not to mention the Manado branch, which also experienced a decline in sales, this is evidenced by the data in table 1.3, below:

**Table 1.3.**  
**Wuling Car Sales in Manado**

Year	Sales (Units)
2017	105
2018	513
2019	560
2020	378
January-June 2021	260

Source: Dealer Sales Report Data PT. Kumala Shining Eternal Manado, (2021).

Wuling car sales operate in the city of Manado, which is managed by PT. Kumala Cemerlang Abadi (Kumala Group), showing the results in Table 1.3 above, shows the acceptance of the people of Manado for Wuling cars with an

increase in sales from 2017 to 2019. However, the same as National sales in 2020, it decreased by 32.5% compared to 2019. In the semester first in 2021, sales reached 260 units, where the difference in sales was 31% compared to sales data in 2020. From these results also showed that identified and indirectly identified there has also been a decline in service quality and promotions in Wuling cars operating in the city of Manado, which is managed by PT. Kumala Cemerlang Abadi (Kumala Group).

With various efforts and activities to attract people's interest to finally decide on their purchase, especially the purchase of a car. The existence of a brand image that takes an important role. Brand image will give impressions and perceptions that make an impression on consumers' minds that distinguish them from other competitors. Companies are aware of the importance of creating a positive brand image in order to create or increase consumer confidence in their brand products. Based on the data above, the authors are interested in researching further and it is stated in the thesis with the title "**The Influence of Service Quality and Promotion on Purchase Decisions Mediated by Brand Image (Study on Wuling Car Sales in Manado)**".

### **Formulation of The Problem**

Based on the description above, the research problem can be formulated as follows:

1. Does the quality of service affect the decision to buy a Wuling car in Manado?
2. Does the quality of service affect the brand image of Wuling cars in Manado?
3. Does promotion affect the decision to buy a Wuling car in Manado?
4. Does promotion affect the brand image of Wuling cars in Manado?
5. Does the brand image affect the decision to buy a Wuling car in Manado?
6. Does service quality affect purchasing decisions mediated by Wuling car brand image in Manado?
7. Does promotion affect purchasing decisions mediated by Wuling car brand image in Manado?

## **LITERATURE REVIEW**

### **Service Quality**

According to Tjiptono (2004), that service is an activity carried out by the company to members who have purchased its products. At the present time, the notion of service is not limited to physical distribution, in fact it has become a very diverse form of business and is very much needed in this modern society. One way to make the sales of a company's services superior to its competitors is to provide quality and quality services that meet the level of consumer interest. Based on the expert opinion above, regarding service quality, it can be concluded that service quality is how much service the seller provides to customers in meeting the needs and desires of consumers for the achievement and realization of

customer satisfaction with the needs and desires of consumers. According to Daryanto and Setyabudi (2014), some of the goals of service quality are to provide high-quality services to customers, to cause a decision on the part of the customer to immediately provide the goods or services offered at the same time, to foster customer confidence in the goods or services. services offered, to avoid unnecessary demands on producers in the future, to create trust and satisfaction for customers, to keep customers feeling cared for for all their needs, to retain customers.

With good service quality, of course, consumers will take a decision to buy a product offered. Service quality is a measure of a comprehensive assessment of a good level of service. (Bangkhid Barakando, Zainudin and Suyuti, 2021). Tecoalu, Saparso, Wahyoedi and Winoto (2021) explained that service quality and innovation are two elements that can build competitive advantage, because service quality is an adequate infrastructure in providing services, while innovation is applied because consumers want renewal in service. Perceived by consumers. According to Nangoi (2004) the factors that affect the quality of service, namely:

1. Leadership, employees build leadership in themselves so that they have high work motivation so that they can provide maximum service.
2. Teamwork Spirit, without a team spirit, it will be difficult to create a customer-oriented attitude.
3. Technology, the use of technology is carried out in improving the quality of service. Soft technology such as systems and innovative work methods as workflow efficiency to support the success of service to customers.
4. Employee Job Satisfaction, service can be optimal if the employees feel job satisfaction. When employees feel job satisfaction, the actualization of employee work potential can be realized, one of which is in providing quality services to customers.

According to Parasuraman in Lupiyoadi (2006), there are five indicators in service quality, namely, as follows:

1. Tangible, the ability of a company to show its existence to external parties, which means that the appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided.
2. Reliability, the ability of the company to provide services in accordance with what was promised accurately and reliably.
3. Responsiveness, a willingness or response to help and provide fast and appropriate service to customers by delivering clear information.
4. Guarantee, certainty, knowledge, ability, and courtesy of employees of a company to foster customer trust in the company.
5. Empathy, giving sincere and individual or personal attention given to customers by trying to understand customer desires.

### **Promotion**

According to Setiyaningrum (2015) promotion is a marketing communication mechanism, the exchange of information between buyers and sellers, which seeks change and thoughts. Based on the expert opinion above, it can be concluded that promotion is a communication pattern from sellers and buyers that comes from fast information that aims to change the behavior of buyers, who previously did not know and did not know to know and know the product, so that they become buyers. will always remember the product and are willing to accept, buy, and be loyal to the products offered by the company. According to Kotler and Armstrong (2008), that in promotion of course there are goals to be achieved, so that these goals are as follows:

1. Encourage short-term customer purchases or enhance long-term customer relationships.
2. Encourage retailers to sell new goods and provide more inventory.
3. Advertise the company's products and provide more shelf space.
4. For salespeople, it is useful to get more sales force support for old or new products or encourage salespeople to get new customers.

According to Shinta (2011) there are four factors that affect promotion, namely, the available funds, namely companies with sufficient funds, can make more effective promotions than companies with limited funds. Then the nature of the market, namely the nature of the market that influences the implementation of the promotion, among others, is the geographic area of the market, the type of customer, market concentration, and the nature of the product, which requires different strategies for consumer goods and industrial goods, as well as marketing mix factors, namely the mix factor. This marketing includes high prices often perceived by consumers to be positively correlated with high quality, and distribution carried out. According to Tjiptono (2015), in promotion there are several indicators, including the following:

1. Informing, promotional activities aimed at trying to inform consumers of certain brands or products, whether new products or brands or products and brands that have been around for a long time but have not been widely heard by consumers.
2. Persuade, promotional activities that are persuasive and encourage consumers to make purchases of the products offered.
3. Increasingly, promotional activities that are reminiscent of this are carried out to maintain product brands in the hearts of the public, and to retain buyers who will make purchases on an ongoing basis.

### **Buying Decision**

According to Setiadi (2015) views consumer decision making as a problem solving and assumes that consumers have goals to be achieved or satisfied. A consumer considers something is a problem because the desired

consequences have not been achieved. Consumers make decisions about which behaviors they want to take to achieve their goals, and thus solve their problems. Based on the expert opinion above, it can be concluded that the purchase decision is a decision because of the interest felt by someone towards a product, and wants to buy, try, use, or own the product. According to Kotler (2014), buying decision making can not be separated from the problem of consumer behavior, therefore the buying decision-making process is basically the same, it's just that not all of these processes are carried out by consumers. Based on the purpose of purchase, consumers can be classified into two groups, namely final or individual consumers and organizational consumers or industrial consumers. The final consumer consists of individuals and households whose purpose is to fulfill their own needs or for consumption. While organizational consumers consist of organizations, industrial users, merchants and non-profit organizations, the purpose of which is to purchase them for business purposes or to improve the welfare of their members.

According to Kotler (2002), purchasing decisions are influenced by several factors including cultural, social, personal, and psychological factors, which are explained as follows:

1. Cultural factors, this factor consists of culture, subculture, and social class which is a very important influence on consumer buying behavior.
2. Social factors, social factors can influence consumer purchasing decisions such as reference groups, family, role and status.
3. Personal factors, consumer purchasing decisions can also be influenced by personal characteristics including age and life cycle stage, occupation, economic circumstances, lifestyle, as well as the personality and self-concept of the buyer.
4. Psychological factors, factors that can influence consumer purchasing decisions are psychological factors. This factor is influenced by four main factors including motivation, perception, learning and beliefs and attitudes.

According to Kotler (2009), there are five indicators in purchasing decisions, where these indicators can be explained in stages, namely the problem recognition stage, namely this stage the buyer or consumer is aware of a problem or need that is triggered by internal or external stimuli. In the information search stage, consumers often seek a limited amount of information. Sources of consumer information consist of private, commercial, public, and experimental. The Alternative Evaluation Stage, where consumers are trying to satisfy a need, consumers are looking for certain benefits from product solutions and consumers see each product as a group of attributes with various abilities to deliver the benefits needed to satisfy the needs that consumers need. The purchase decision stage, where the consumer decides something after seeing the evaluation of the available alternatives, then the consumer can make five sub-decisions, namely brand, dealer, quantity, time, and payment method. Post-purchase Behavior Stage, i.e. after purchase, consumers may have conflict due to seeing things that are

worrying or hearing pleasant things about other brands and being aware of information that supports their decisions.

### **Brand Image**

According to Keller (2013), brand image is a consumer's response to a brand that is based on the good and bad of the brand that consumers remember. Brand image is a belief that is formed in the minds of consumers about the object of the product that has been felt. Based on the expert opinion above, it can be concluded that brand image is the view of consumers to evaluate products when consumers do not have enough information related to whether or not the product is good. According to Tjiptono (2011), as for some of the purposes of their image, namely a means of identification to facilitate the process of handling or tracking products for companies. A form of legal protection against unique product features or aspects. Signal quality level for satisfied customers. A means of creating unique associations and meanings that differentiate competitors' products. Source of competitive advantage, and Source of financial returns. According to Sciffman and Kanuk (2010) there are several factors forming brand image, as follows:

1. Quality, related to the quality of goods offered by manufacturers with certain brands.
2. Can be trusted or relied upon, relating to opinions or agreements formed by the community about a product that is consumed.
3. Usefulness or benefits, which are related to the function of a product that can be utilized by consumers.
4. Services, which are related to the task of producers in serving their consumers.
5. Risk, related to the size of the result of profit and loss that may be experienced by consumers.
6. Price, which in this case relates to the high or low or the amount of money spent by consumers to influence a product, can also affect the long-term image.
7. The image owned by the brand itself, which is in the form of views, agreements, and information related to a brand of a particular product.

According to Aaker and Alexander in Thambrin (2010) that brand image indicators consist of three components, namely, among others:

1. Image Maker, a set of associations perceived by consumers to companies that make a product and service. Creator's image includes Popularity, Credibility and Company Network.
2. User Image, a set of associations perceived by consumers against users who use goods or services, including the user himself, lifestyle or personality and social status. The image of the maker includes the user himself and his social status.
3. Product Image, a set of associations perceived by consumers for a product, which includes the product's attributes, benefits for consumers, its use, and

guarantees. The image of the maker includes the attributes of the product, the benefits for consumers, and the guarantee.

### Conceptual Framework

In this conceptual framework, these variables will later be linked, which is intended as a line of thought for this research and whether there is a correlation between these variables, so that a conceptual framework is obtained, which in the following will be presented a conceptual framework scheme that can be seen through Fig. 2.1, below:

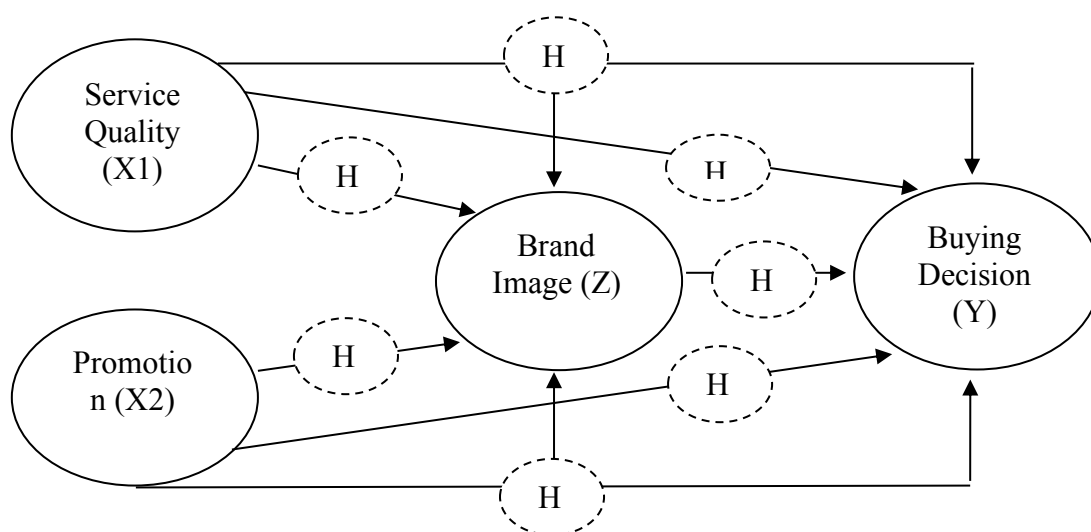


Figure 2.1.

### Conceptual Framework

Source: Processed by the Author, (2022).

### Hypothesis Development

A hypothesis is a provisional assumption that has not been proven and is used to explain a fact. The development of the hypothesis from this research, namely Hypothesis 1: The Effect of Service Quality on Purchase Decision. Hypothesis 2: The Effect of Service Quality on Brand Image. Hypothesis 3: The Effect of Promotion on Purchase Decisions. Hypothesis 4: The Effect of Promotion on Brand Image. Hypothesis 5: The Effect of Brand Image on Purchase Decisions. Hypothesis 6: The Effect of Service Quality on Purchase Decisions Mediated by Brand Image. Hypothesis 7: The Effect of Promotion on Purchase Decisions Mediated by Brand Image.

## **RESEARCH METHODS**

### **Object of Research**

The object of research in this study is the quality of service, promotion and purchase decisions and brand image. The research subjects in this study were consumers who bought Wuling cars at PT. Kumala Cemerlang Abadi as a representative of the Wuling car dealer in Manado in the period of time for purchasing a Wuling car in Manado in January-June 2021. As for the research time and research location, it will be carried out starting in January 2021 until March 2022, and taking place or located at the Wuling car dealer in Manado, having its address at Jalan Ring Road Businnes 8 Number 1, Malendeng, Tikala District, Manado City, North Sulawesi.

### **Population and Research Sample**

The population in this study were 260 consumers who bought Wuling cars at PT. Kumala Cemerlang Abadi as the representative of the Wuling car dealer in Manado in the period of population time in January-June 2021. While the sample in this study was 72 respondents, so that the sample of 72 respondents was able to represent or represent a population of 260 people who there is.

### **Data Collection Technique**

Data collection techniques in this study using questionnaires and literature study. Sugiyono (2016), who said that a questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. While the literature study according to Sugiyono, (2005), is a data collection method that is directed to the search for data and information through documents, both written documents, photographs, pictures, and electronic documents that can support the writing process.

### **Data Analysis Technique**

In the data analysis technique in this study using a tool with the SmartPLS-SEM (Partial Least Square-Structural Equation Modeling) software program. So that the data analysis techniques in this study will describe descriptive analysis, testing the measurement model (Outer Model), testing the structural model (Inner model), constructing diagrams, testing hypotheses (Resampling Bootstrapping), testing mediation using SmartPLS-SEM (Partial Least Square – Structural Equation Modeling).

## **ANALYSIS AND DISCUSSION**

### **Description of Respondent Characteristics**

Based on the results of the questionnaire in this study, descriptive data on the age characteristics of the respondents can be seen that respondents with age > 40 years, totaling 36 people or the percentage of 50% dominate the descriptive age characteristics of respondents in this study. Then based on the results of the questionnaire in this study, the descriptive data on the gender characteristics of the

respondents, it can be seen that the respondents with male sex totaling 53 people or the percentage of 73.61% dominates the descriptive gender characteristics of the respondents in this study. Furthermore, based on the results of the questionnaire in this study, descriptive data on the educational characteristics of respondents, it can be seen that respondents with undergraduate education totaling 44 people or the percentage of 61.11% dominates the descriptive characteristics of respondents' education in this study. Furthermore, based on the results of the questionnaire in this study, descriptive data on the characteristics of the respondents' work can be seen that respondents with self-employed jobs amounting to 36 people or the percentage of 50% dominate the descriptive work characteristics of respondents in this study. Meanwhile, based on the results of the questionnaire in this study, descriptive data on the characteristics of the respondents' income/income can be seen that respondents with income/income > Rp. 8,000,000, amounting to 44 people or the percentage of 61.11% dominates the descriptive characteristics of the income/income of the respondents in this study.

### Description of Respondents' Answers

From the respondents' answers regarding the service quality variable (X1), it can be seen that the total average obtained is 4.21, so that the respondents' answers related to the service quality variable (X1) have a high category classification. Furthermore, from the respondents' answers regarding the promotion variable (X2), it can be seen that the total average obtained is 4.10, so that the respondents' answers related to the promotion variable (X2) have a medium category classification, and from the respondents' answers related to decision variables purchase (Y), it can be seen that the total average obtained is 4.11, so that the respondents' answers related to the purchasing decision variable (Y) have a medium category classification, and from the respondents' answers related to the brand image variable (Z), it can be seen that the total average obtained is 4.21, so that the respondents' answers related to the brand image variable (Z) have a high category classification.

### Convergent Validity Results

It can be seen in Table 4.10, the results of Convergent Validity are as follows:

**Table 4.10.**  
**Convergent Validity Results**

Indicator	Brand Image (Z)	Buying Decision (Y)	Service Quality (X1)	Promotion (X2)	Description
X1-1			0,662		<i>Valid</i>
X1-2			0,618		<i>Valid</i>
X1-3			0,695		<i>Valid</i>
X1-4			0,782		<i>Valid</i>
X1-5			0,755		<i>Valid</i>
X2-1				0,808	<i>Valid</i>
X2-2				0, 619	<i>Valid</i>

X2-3				0,668	<i>Valid</i>
Y1		0,587			<i>Invalid</i>
Y2		0,756			<i>Valid</i>
Y3		0,789			<i>Valid</i>
Y4		0,778			<i>Valid</i>
Y5		0,862			<i>Valid</i>
Z1	0,884				<i>Valid</i>
Z2	0,779				<i>Valid</i>
Z3	0,663				<i>Valid</i>

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Convergent Validity from Table 4.10, above, these results indicate that the Convergent Validity value of each variable and indicator has met Validas or can be said to be Valid, only one indicator that does not meet validity or is not valid, namely the purchase decision variable (Y) on the indicator Y1, because the results obtained are only 0.587, meaning that the results are below the value <0.6, so that later the Y1 indicator is not used or discarded. Further to see the revision of the results of the Convergent Validity on the Y1 indicator, it can be seen in Table 4.11, below:

**Table 4.11.**  
**Revision of Convergent Validity Results**

<b>Indicator</b>	<b>Brand Image (Z)</b>	<b>Buying Decision (Y)</b>	<b>Service Quality (X1)</b>	<b>Promotion (X2)</b>	<b>Description</b>
X1-1			0,662		<i>Valid</i>
X1-2			0,618		<i>Valid</i>
X1-3			0,695		<i>Valid</i>
X1-4			0,782		<i>Valid</i>
X1-5			0,755		<i>Valid</i>
X2-1				0,808	<i>Valid</i>
X2-2				0,619	<i>Valid</i>
X2-3				0,668	<i>Valid</i>
Y2		0,756			<i>Valid</i>
Y3		0,789			<i>Valid</i>
Y4		0,778			<i>Valid</i>
Y5		0,862			<i>Valid</i>
Z1	0,884				<i>Valid</i>
Z2	0,779				<i>Valid</i>
Z3	0,663				<i>Valid</i>

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on Table 4.11, above, which has revised the results of Convergent Validity, then all variables with indicators in the results of Convergent Validity

are declared valid or valid, because the variables and indicators are above  $> 0.6$ , so that further testing can be carried out.

### Discriminant Validity Results

From the results of Discriminant Validity, it can be seen in Table 4.12, as follows:

**Table 4.12.**  
**Discriminant Validity Results**

Variable	Brand Image (Z)	Buying Decision (Y)	Service Quality (X1)	Promotion (X2)	Description
Brand Image (Z)	0,766	-	-	-	<i>Valid</i>
Buying Decision (Y)	0,673	0,808	-	-	<i>Valid</i>
Service Quality (X1)	0,652	0,761	0,698	-	<i>Valid</i>
Promotion (X2)	0,511	0,494	0,658	0,704	<i>Valid</i>

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Discriminant Validity in Table 4.12, above, the results show that the relationship between the variables and each other variable is much higher, so that all variables in this study can be declared valid.

### Average Variance Extracted (AVE) Results

The results of the Average Variance Extracted (AVE) can be seen in Table 4.13, as follows:

**Table 4.13.**  
**Average Variance Extracted (AVE) Results**

Variable	Average Variance Extracted (AVE) Value	Description
Brand Image (Z)	0,586	<i>Variance</i>
Buying Decision (Y)	0,663	<i>Variance</i>
Service Quality (X1)	0,487	<i>Variance</i>
Promotion (X2)	0,495	<i>Variance</i>

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of the Average Variance Extracted (AVE) in Table 4.13, above, then all the variables in this study can be said to meet the Average Variance Extracted (AVE) value or have Variance, because each variable is above 0.4, so that it can further testing is carried out.

### Composite Reliability Results

From the results of Composite Reliability can be seen in Table 4.14, as follows:

**Table 4.14.**  
**Composite Reliability Results**

Variable	Composite Reliability Value	Description
Brand Image (Z)	0,808	Reliable
Buying Decision (Y)	0,883	Reliable
Service Quality (X1)	0,825	Reliable
Promotion (X2)	0,744	Reliable

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Composite Reliability in Table 4.14, above, then all the variables in this study can be said to meet Composite Reliability or are already Reliable, because each variable is above 0.7, so that further testing can be done.

### Cronbach Alpha Results

From the results of Cronbach Alpha can be seen in Table 4.15, as follows:

**Table 4.15.**  
**Cronbach Alpha Results**

Variable	Cronbach Alpha Value	Description
Brand Image (Z)	0,649	Reliable
Buying Decision (Y)	0,823	Reliable
Service Quality (X1)	0,733	Reliable
Promotion (X2)	0,550	Reliable

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Cronbach Alpha in Table 4.15, above, then all the variables in this study can be said to meet Cronbach Alpha or are already reliable, because each variable is above 0.5, so that further testing can be carried out.

### R-Square Results

From the results of the R-Square can be seen in Table 4.16, as follows:

**Table 4.16.**  
**R-Square Results**

Variable	R-Square Value	Description
Brand Image (Z)	0,437	Moderate
Buying Decision (Y)	0,636	Moderate

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of the R-Square in Table 4.16, above, the results show that the brand image variable (Z) has a limiting criterion in the moderate classification, because its value is greater than 0.33 and the purchasing decision variable (Y) also has a limiting criterion in the classification moderate, because also the value is greater than 0.33.

**Result Effect Size (F-Square)**

The results of the Effect Size (F-Square) can be seen in Table 4.17, as follows:

**Table 4.17.**  
**Result Effect Size (F-Square)**

Variable	Brand Image (Z)	Buying Decision (Y)	Service Quality (X1)	Promotion (X2)
Brand Image (Z)	-	0,154	-	-
Buying Decision (Y)	-	-	-	-
Service Quality (X1)	0,311	0,419	-	-
Promotion (X2)	0,021	0,005	-	-

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Effect Size (F-Square) in Table 4.17, above, the results obtained are the brand image (Z) on purchasing decisions (Y) obtained a value of 0.154, thus indicating that it has a medium influence. While the quality of service (X1) on purchasing decisions (Y) obtained a value of 0.419, thus indicating that it has a large influence. Furthermore, the quality of service (X1) on brand image (Z) obtained a value of 0.311, thus indicating that it has a medium influence, and on promotion (X2) on purchasing decisions (Y) a value of 0.005 is obtained, thus indicating that it has a weak influence, and the promotion (X2) of brand image (Z) obtained a value of 0.021, so that it indicates that it has a weak influence.

**Prediction Relevance (Q-Square) Results**

From the results of the Prediction Relevance (Q-Square) can be seen in Table 4.18, as follows:

**Table 4.18.**  
**Prediction Relevance (Q-Square) Results**

Variabel	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)	Description
Brand Image (Z)	216,000	165,717	0,233	Currently
Buying Decision (Y)	288,000	174,404	0,394	Big
Service Quality (X1)	360,000	360,000	-	-
Promotion (X2)	216,000	216,000	-	-

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of Prediction Relevance (Q-Square) in Table 4.18, above, the result is that the brand image variable (Z) has a moderate Prediction Relevance, because the results obtained are greater than 0.15 and the purchase decision variable (Y) has a large Prediction Relevance, because the results obtained are greater than 0.35.

**Goodness of Fit (GoF) Results**

The results of the Goodness of Fit (GoF) can be seen in Table 4.19, as follows:

**Table 4.19.**  
**Goodness of Fit (GoF) results**

	<i>Estimated Model</i>	<b>Description</b>
<i>Normal Index Fit (NFI)</i>	0,580	Big

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

Based on the results of the Goodness of Fit (GoF) in Table 4.19, above, the results obtained from the Goodness of Fit (GoF) on the Normal Index Fit (NFI) with the Estimated Model of 0.580, so that the Goodness of Fit (GoF) value in this study is classified as large, because the results obtained are greater than 0.36.

**Hypothesis Testing Results (Resampling Bootstrapping)**

From the results of hypothesis testing (Resampling Bootstrapping) can be seen in Table 4.20, as follows:

**Table 4.20.**  
**Hypothesis Testing Results (Resampling Bootstrapping) Through Path Coefficients**

<b>Variable</b>	<i>T-Statistics</i>	<i>P-Value</i>	<b>Description</b>
Brand Image (Z) => Buying Decision (Y)	2,759	0,006	Received
Service Quality (X1) => Brand Image (Z)	5,250	0,000	Received
Service Quality (X1) => Buying Decision (Y)	5,316	0,000	Received
Promotion (X2) => Brand Image (Z)	1,464	0,144	Rejected
Promotion (X2) => Buying Decision (Y)	0,493	0,662	Rejected

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

### Mediation Test Results

From the results of mediation testing through Specific Indirect Effects, it can be seen in Table 4.21, as follows:

**Table 4.21.**  
**Mediation Test Results Through Specific Indirect Effects**

Variable	T-Statistics	P-Value	Description
Service Quality (X1) => Brand Image (Z) => Buying Decision (Y)	2,420	0,016	Received
Promotion (X2) => Brand Image (Z) => Buying Decision (Y)	1,176	0,240	Rejected

Source: Author's Processed Data Using SmartPLS-SEM (Partial Least Square–Structural Equation Modeling) (2022).

### Research Discussion

#### The Influence of Service Quality on Wuling Car Purchase Decisions in Manado

Based on the results described above, the discussion regarding the influence of service quality on the decision to purchase a Wuling car in Manado has a significant influence. So that the findings in this study are obtained, that with the application of service quality, consumers can also measure the level of the company's ability to provide what consumers expect, what consumers want and need, because a company is considered capable and feasible in the eyes of consumers. good and consistent service quality, therefore for consumers who have become regulars or have subscribed to a company, according to consumers, they will feel appreciated, if they feel they get feedback commensurate with what they have spent for the company, while for new consumers service quality can be used as a selling point and attractiveness, in addition to product sales. Good service quality is one of the benchmarks for consumers to make purchasing decisions, so that the higher the quality of services provided by consumers, the higher the purchasing decisions made by consumers.

#### The Effect of Service Quality on the Brand Image of Wuling Cars in Manado

Based on the results described above, the discussion regarding the effect of service quality on the brand image of Wuling cars in Manado has a significant influence. So that the findings in this study are obtained, that with good service quality is the hope of every consumer, in this case the quality of service builds a brand image, because consumers feel a plus in this company which shows maximum service, such as when consumers come they are immediately greeted by employees by opening the door and getting a welcome greeting, not even infrequently this is done by employees who have a fairly high position in the

company, so that consumers feel very appreciated, then consumers are also served drinks, this is intended so that consumers always feel comfortable and furthermore employees will explain the specifications of the advantages of the products offered and ask what the needs and desires of consumers are, so that they are matched with existing products. With the quality of services provided as described above, it will indirectly build a brand image within the company, therefore the higher the quality of services provided, the higher the brand image that is built.

### **The Effect of Promotion on Wuling Car Purchase Decisions in Manado**

Based on the results described above, the discussion regarding the effect of promotion on the decision to purchase a Wuling car in Manado does not have a significant influence. Thus, the findings in this study indicate that promotions are carried out not evenly and are only done conventionally, even though in this technological era, it should be the main target of promotion through internet media, even though promotion is an important factor in increasing sales because with promotion can introduce the company to consumers. As a result of uneven promotion and wrong media, consumers do not know about the existence of the company, so that efforts to notify or offer products with the aim of attracting consumers to buy are not carried out properly. On the other hand, limited promotional media, such as the lack of accessible information technology. Therefore, the lower the promotion, the lower the consumer's purchase decision.

### **The Effect of Promotion on Wuling Car Brand Image in Manado**

Based on the results described above, the discussion regarding the effect of promotion on the brand image of Wuling cars in Manado does not have a significant influence. So that the findings in this study were found, that the promotions carried out were still constrained by a strong brand identity, in this case the image of the Wuling Brand was still a bad perception for consumers, because consumers still thought that Wuling cars were Chinese cars that had good quality. less, even though Wuling itself has proven that the technology applied is not inferior in quality to other competing cars, but this perception has been immersed in the minds of consumers, so that the impression of the brand image in the minds of consumers is still embedded and becomes a perception for consumers. Therefore, in order to fade the inaccurate and bad perception of the brand image, the promotion frequency initiative must be carried out by highlighting its advantages, so that gradually inaccurate and unfavorable brand image perceptions will fade and disappear. Promotion does not only function as notification/information to consumers about a product, but includes instilling a brand image which can ultimately influence consumers in making purchases. Therefore, the lower the promotion, the lower the brand image.

### **The Influence of Brand Image on Purchasing Decisions for Wuling Cars in Manado**

Based on the results described above, the discussion regarding the influence of brand image on the decision to purchase a Wuling car in Manado has a significant influence. So that the findings in this study obtained, that the brand

image perceived by consumers has a role when consumers make purchasing decisions. A good image of a brand will be known and even remembered by consumers so that it becomes a reference when consumers decide to buy a product. The better the image of a brand, it will improve consumer purchasing decisions.

### **The Influence of Service Quality on Purchase Decisions Mediated by Wuling Car Brand Image in Manado**

Based on the results described above, the discussion regarding the influence of service quality on purchasing decisions mediated by the Wuling car brand image in Manado has a significant influence. Thus, the findings in this study indicate that brand image plays an important role in linking service quality to purchasing decisions, where companies must have service quality so that they will build a good image to generate buying interest in consumers and lead to purchasing decisions. Brand image is a strong variable in the company and is very important in relating service quality to purchasing decisions for consumers. Brand image will create an impression that is made, and then added maximum service quality will instill in consumers' memory that the brand image that is built is in accordance with the expectations, desires and needs of consumers, so that consumers will decide to make a purchase decision at the company. Therefore, brand image has an important role to mediate or correlate service quality to purchasing decisions, because the higher the brand image, the higher the service quality and the higher consumer purchasing decisions.

### **The Effect of Promotion on Purchase Decisions Mediated by Wuling Car Brand Image in Manado**

Based on the results described above, the discussion regarding the influence of promotion on purchasing decisions mediated by the Wuling car brand image in Manado does not have a significant influence. Thus, the findings in this study indicate that the brand image offered in the promotion of purchasing decisions has not been able to meet the needs and desires of consumers properly, so that it is not in accordance with the expectations felt by consumers which automatically has an impact on their purchasing decisions. This condition is because promotions are built only in terms of affordable prices, but do not also pay attention to aspects that are in accordance with facilities and infrastructure, then do not favor product quality, as a result consumers are faced with various choices between prices and brands and varying quality, causing confusion. and worries. Therefore, the lower the promotion carried out, the lower the brand image conveyed to consumers, so that the lower the purchasing decisions by consumers, so brand image cannot or does not have a role in mediating or correlating promotions to purchasing decisions.

## **CONCLUSION**

Based on the results of research that has been conducted regarding the effect of service quality and promotion on purchasing decisions mediated by brand image (Study on Wuling car sales in Manado), the following conclusions

are obtained That the influence of service quality on purchasing decisions for Wuling cars in Manado, shows the results of T-Statistics of 5.316, and P-Value of 0.000, so that it has a significant influence, thus the higher the quality of services provided by consumers, the higher the decision purchases made by consumers. That the influence of service quality on the brand image of Wuling cars in Manado, shows the results of T-Statistics of 5.250, and P-Value of 0.000, so that it has a significant influence, thus the higher the quality of services provided, the higher the brand image built. That the effect of promotion on the decision to buy a Wuling car in Manado, shows the results of T-Statistics of 0.493, and P-Value of 0.662, so that it does not have a significant influence, thus the lower the promotion, the lower the consumer's decision to make purchase. That the effect of promotion on the brand image of the Wuling car in Manado, shows the results of T-Statistics of 1.464 and P-Value of 0.144, so it does not have a significant effect, thus the lower the promotion carried out, the lower the brand image. That the influence of brand image on purchasing decisions for Wuling cars in Manado, shows the results of T-Statistics of 2.759, and P-Value of 0.006, so that it has a significant influence, thus the better the image of a brand, will increase consumer purchasing decisions. That the influence of service quality on purchasing decisions is mediated by the brand image of the Wuling car in Manado, showing the results of T-Statistics of 2.420, and P-Value of 0.016, so that it has a significant influence, thus brand image has an important role to mediate or correlate quality service on purchasing decisions, because the higher the brand image, the higher the quality of service and the higher the consumer purchasing decisions. That the influence of promotion on purchasing decisions is mediated by the brand image of the Wuling car in Manado, showing the results of T-Statistics of 1.176, and P-Value of 0.240, so that it has no significant effect, so the lower the promotion, the lower also the brand image that is conveyed to consumers, therefore the lower the purchasing decisions by consumers, so that brand image cannot or does not have a role in mediating or correlating promotions to purchasing decisions.

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