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Analysis Of Marketing Mix On The Decision Of The Purchasing Of Toyota Kijang Innova Car Using Method Of Structural Equation Modeling (SEM)

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Abstract— Recognizing the importance of the marketing mix that consists of product variables, price, promotion and distribution of purchasing decisions. Companies must be able to meet the needs, desires and tastes of consumers. This study aims to determine and analyze the influence of marketing mix on the decision to buy toyota Kijang innova car at PT. Hadji Kalla Sidrap Branch. The method of determining the sample is done by purposive sampling method with the number of respondents as much as 150 respondents. Testing the research hypothesis by using Structural Equation Modeling (SEM) analysis. The results showed that the distribution variables have a significant influence on purchasing decisions, with a probability of 0.18. while product, price and promotion variables have little significant effect on purchasing decision of Toyota Kijang Innova.

Keywords: Product, Price, Promotion, Distribution and SEM

1. Introduction

In this era of free trade globalization gives opportunities for the emergence of various types of goods and services with hundreds of brands sold in the market. Competition between brands of each product is increasingly sharp, resulting in every consumer can choose the variation of the brand of a higher quality product. By choosing a more qualified product brand variation then in supporting decision making, every consumer can choose according to his taste, purchasing power and product quality with cheaper selling price. Recognizing the importance of consumer decisions, the object of this research is the automotive company. Similarly, PT Hadji Kalla Sidrap Branch which is engaged in the Toyota brand car dealership, in doing car marketing there is a tight competition, this is because many companies are popping. The diversity of forms of cars available today makes consumers have a wide choice. This makes automotive companies race to produce cars that meet the needs, wants and tastes of consumers and offer prices reached by consumers in general.

One of the cars that get the attention of the public is the Kijang Innova car. To face the increasing competition, companies / enterprises need to create and set appropriate strategies with the aim to face competition, earn profits and continue the business activities of companies / business entities. Where the objective is realized by continuing development of its marketing strategies, particularly in the competitive strategy associated with the marketing mix in terms of products, prices, distribution channels, and promotions. Those four marketing mix factors are very influential on the purchase decision of Toyota Kijang Innova offered by PT. Hadji Kalla Sidrap Branch. Based on the background description of the problems that have been mentioned above, the formulation of the problem to be studied is not yet known which marketing variables are dominant influence on consumer decisions in the purchase of Toyota Kijang Innova at PT. Hadji Kalla Sidrap Branch.

Marketing is one of the main activities undertaken by the company to maintain its survival, to grow, and earn profit. According to Gitosudarmo (2008) suggests that marketing is an activity that seeks to market products that can be accepted and liked by the market. In the Islamic perspective the Prophet pbu has taught his people to trade by upholding Islamic ethics. In economic activity, Muslims are forbidden to Wrong perform. It must conduct economic activities conducted mutually, as the statement of Allah:

“O you who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful”

Based on that verse, Islam strongly encourages its people to become a trader. Trading is important in Islam. So important, until Allah appointed Muhammad as a very successful merchant before he was appointed prophet. According to Swastha (1996) the marketing mix is "a combination of the four variables or activities that are at the core of the company's marketing system, ie products, pricing structures, promotional activities and distribution systems." The definition shows that the marketing mix is a group of variables consisting of products, prices, promotions and distributions that can be done by the company to have demand for the product. Mc.Carthy (in Kotler,1995) popularized 4P: product, price, place, and promotion. According Kotler (2008) "The product is anything that can be offered to the market to get attention, use, or consumption that can fulfill the activity or needs, it includes physical objects, people services, places, organizations, and ideas". Before marketing their products in the market, companies need to set the price of the product. Price is one of the important elements of marketing in the world of commerce today, especially in the competitive world for every company. While the price according to Assauri (2008) "price is the only elements of marketing mix that generate sales revenue, while other elements are only cost element". Promotion is one of important aspect of marketing activity, because promotion can influence consumer behavior, to company product. Understanding promotion by Mc Daniel in Lamb (2006) "Promotion of communication from marketers informing, persuading and reminding potential buyers of a product in order to influence their opinions or obtain a response". Distribution channels are channels used by producers to channel products to consumers or company activities that work to get products to the hands of consumers. Distribution channels are important, because the goods that have been made and the price has been set it still faces a problem, that must be submitted to the consumer.

Decision (decision) means choice, which is the choice of two or more possibilities. According Amirullah (2002) that: "Decision-making is a process of appraising and selecting from various alternatives according to certain interests by setting a choice that is considered the most profitable. "

2. Methodology

This research was conducted at PT. Hadji Kalla Sidrap Branch.

2.1. Data collection method

Questionnaire, the method used to obtain primary data, that is by a list of statements systematically with the aim of obtaining the desired data. List of statements circulated to respondents for answers. Processing scores on Likert scale answers in this study are: Strongly disagree (STS) = Score 1, Disagree (TS) = Score 2, Simply Agree (CS) = Score 3, Agree (S) = Score 4, Strongly Agree (SS) = Score 5

2.2. Types and Data Sources

2.2.1. *Primary data*, ie data obtained directly from the field through the distribution of questionnaires to the respondents. Respondents' answers are compiled and recapitulated for processing.

2.2.2. *Secondary data*, ie data obtained through library studies relevant to the field of marketing, magazines, from the internet or website that support this research.

2.3. Population And Sample

Population is a generalization area consisting of top objects or subjects that have certain qualities and characteristics set by the researchers to be studied and then drawn conclusions (Sugiyono, 2004). In this study, population research refers to residents in Sidrap which is a Toyota Innova car consumer. Because the population in this study that is all the people who are consumers of Toyota Avanza cars in Sidrap the number is very much (scattered and difficult to know for sure), then do sampling for this research.

The sample size is 150 respondents. The number has met the SEM analysis requirements stating that the sample size to be met in SEM modeling is a minimum of 100-200 (Ferdinand, 2002).

2.4. Analysis Technique

2.4.1. *Validity test* Test Validity is used to measure the validity or validity of a questionnaire. How to measure whether or not valid calculate the correlation between the scores of each question with the total score (Ghozali, 2005). If the significance point is less than 0.30 means valid, and if more than 0.30 then it is invalid. Questions for invalidity must be excluded from the questionnaire and then calculated again the correlation calculations.

2.4.2. *Reliability Test* Reliability test is a tool to measure a questionnaire which is an indicator of a questionnaire variable, it is reliable / reliable if one's answer to the question is consistent or stable over time (Ghozali, 2005). In this research, reliability test of measuring instrument that will be used is by using Cronbach Alpha SPSS 18 (Statistic Product and Service Solution) application. A variable is said to be reliable if it has alpha cronbach > 0.60 (Ghozali, 2005). The formula used to calculate the alpha coefficients (Suharsini, 1996 in Kristina, 2005) is as follows:

$$r_i = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{V_t^2} \right]$$

Where : r_i = Reliability Instruments, k = Number of questions

$\sum ab$ = Number of grain variants, σ_t = Total Variant

2.5. Classic assumption test

2.5.1. *Normality test* Normality test aims to test whether in the regression model, dependent variable, independent variable or both have a normal distribution or not. A good regression model is to have a normal data distribution or spread of statistical data on the diagonal axis of the normal distribution graph (Ghozali, 2005)

2.5.2. *Multicollinearity Test*. The purpose of multicollinearity test is to test whether the regression model found a correlation between independent variables or independent variables. If there is an independent correlation (Ghozali, 2005) the guideline of a multicollinearity-free regression model is: 1.

the VIF value (Variance Inflation Factor) around the number one, 2. the a Tolerance number approaching One, 3. The correlation coefficient between variables should be weak (<0.5) This multicollinearity test is set at the equation which includes several independent variables simultaneously. The equation is the equation that tests the Product, Price, Promotion and Distribution variables.

2.5.3. *Heterocedasticity Test.* The heterocedasticity test tests whether a regression variable occurs inequality of variance from the residual from one observation to another. If the variance of the residual from one observation to another is fixed then it is called homocedastity and if different it is called heterokedastity. Good regression model does not occur heterokedastitas (Ghozali, 2005).

2.6. Structural Equation Modeling Analysis.

Data analysis was done by Structural Equation Modeling method. SEM analysis was done with the help of AMOS 18 Software. AMOS was chosen because its usage is quite easy, and AMOS software is popularly used in SEM data analysis. The additional computational tools used are SPSS 18. Data analysis techniques using Structural Equation Modeling (SEM), conducted to explain thoroughly the relationship between variables that exist in the research. SEM is used not to design a theory, but rather intended to check and justify a model.

2.7. There are 7 stages in modeling and structural analysis:

Development of theoretical models The theoretical model development step is carried out by a series of scientific explorations through literature review in order to obtain justification for theoretical models to be developed. Development of flowcharts. The theoretical model that has been built in the first stage will be illustrated in a path diagram, which will make it easier to see the causality relationships to be tested. Based on the theoretical basis then made the path diagram for SEM (structural model) as follows

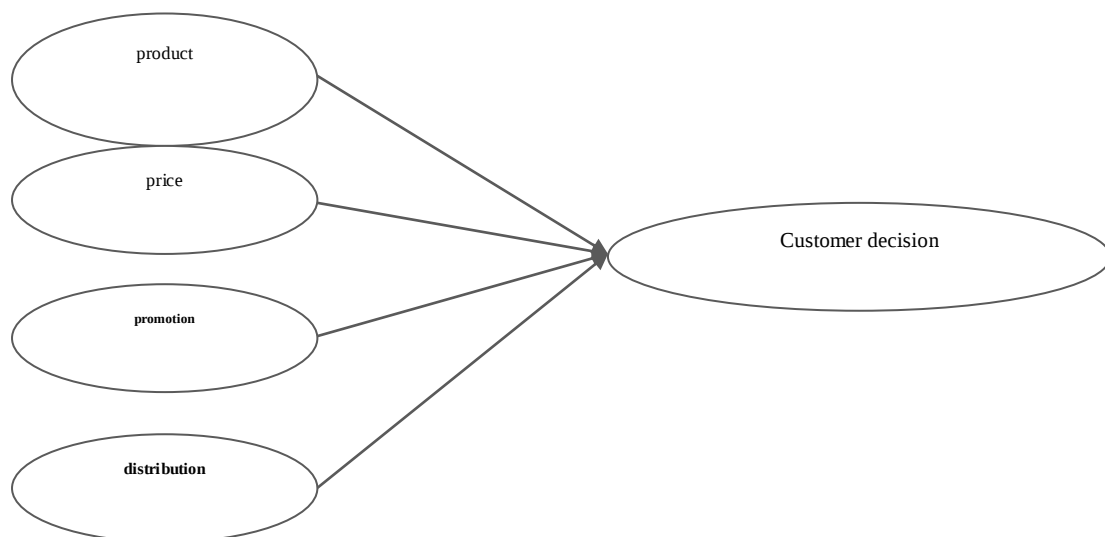


Figure 1. Line diagram for SEM

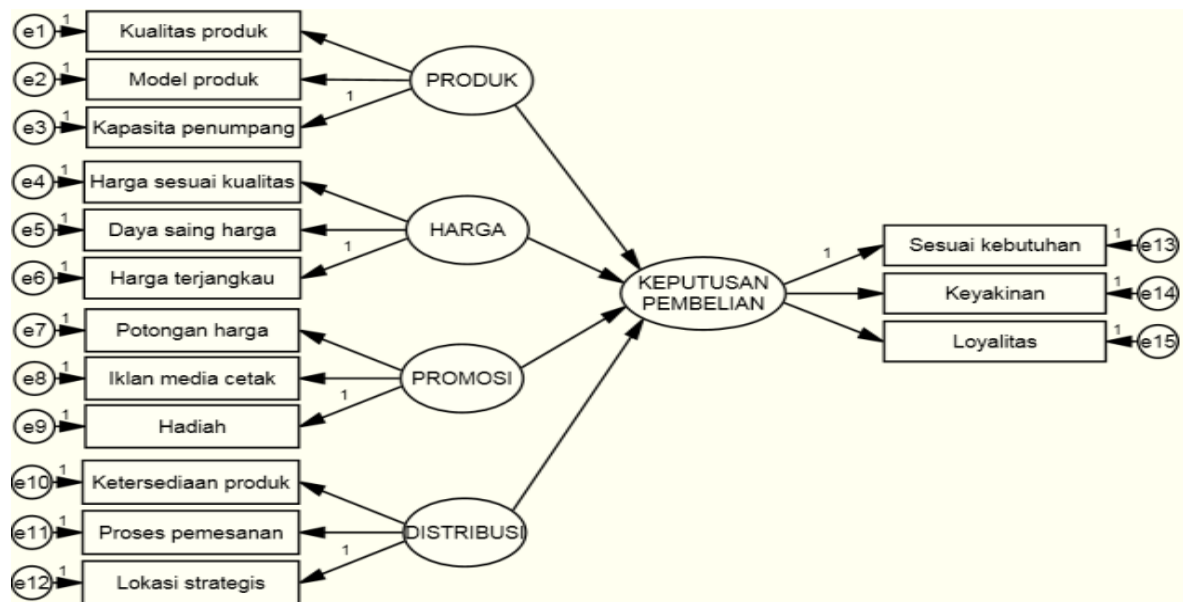


Figure 2. Conversion flow diagrams and measurement models

The corresponding expression of the converted flow chart consists of: 1. The structural equation (structural equation), which is formulated to express the causality relationship between the various constructs. Endogenous variable = exogenous variable + endogenous variable + error. 2. Specific model of measurement model, where variable must be measured construct and specify series of matrices showing correlation hypothesized between constructs. Selecting the input matrix type and the proposed modulation estimates, assessing the structural model identification, assessing the Goodness-of-Fit criterion, the indices used to test the feasibility of a model are as in Table 1.

Table 1. Criteria of goodness of fit

Goodness of fit index	Cut-of value
Significanded Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 2.00
TLI	≥ 0.95
CFI	≥ 0.95

Interpretation and modification of the model

2.8. Structural Model Tests: Hypothesis Testing Research

2.8.1. *Hypothesis about measurement model:* The Lambda parameter (λ), a parameter concerning the measurement of the latent variable based on the manifest variable (related to the validity of the instrument). Hypothesis tested: $H_0: \lambda_i = 0$ Not significant to purchase decision

$H_1: \lambda_i > 0$ Significant Against Purchase decision

2.8.2. *Hypothesis about structural model:* Parameter Beta (β), that is parameter of influence of exogenous variable to endogenous variable in structural model. Hypothesis tested: $H_0: \beta_i = 0$ Not significant to the purchase decision. $H_1: \beta_i \neq 0$ Significant to the purchase decision. Parameter Gama (γ), that is parameter of influence of endogen variable to endogen variable in structural model. Hypothesis tested: $H_0: \gamma_i = 0$ (not significant) to the purchase decision. $H_1: \gamma_i \neq 0$ (significant) to the purchase decision. This test is similar to t test (partial test) in multiple regression, this test is done by comparing the value of t arithmetic with t table, with the condition: if t arithmetic > t table means the variable is significant and if t arithmetic $\leq$ t table means the variable not significant Ferdinand (2002: 75) explains that t arithmetic is identical to CR (critical ratio) which is tested with probability p value, where if $p < 0.05$ shows significant effect and if $p > 0.05$ shows insignificant.

3. Result

The data collected is the result of the distribution of questionnaires to the respondents, namely Toyota toyota innova consumers who are in Sidrap, This data processing using the help of software SPSS version 18. Classification of Respondents General Overview of respondents by sex can be tabulated as follows

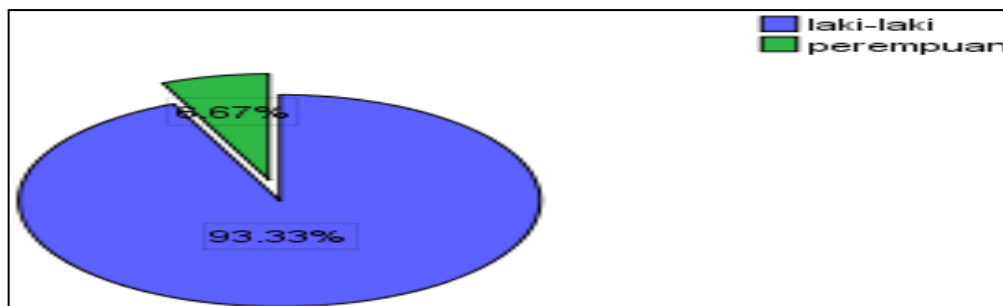


Figure 3. Respondents by Sex

Overview of respondents by age can be tabulated as follows:

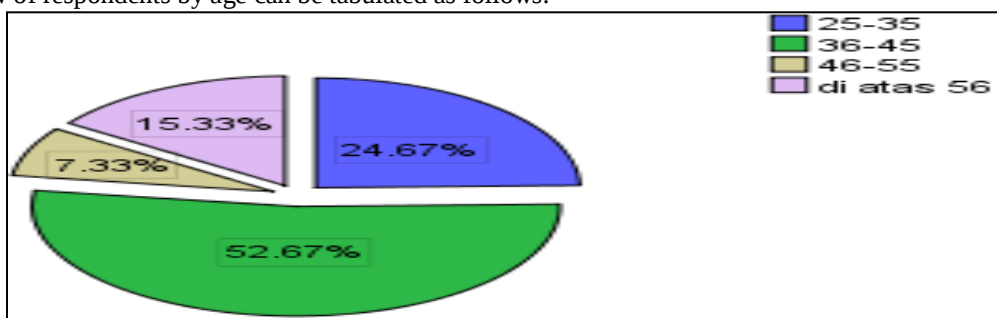


Figure 4. Respondents by Age

Overview of respondents by job type can be tabulated as follows:

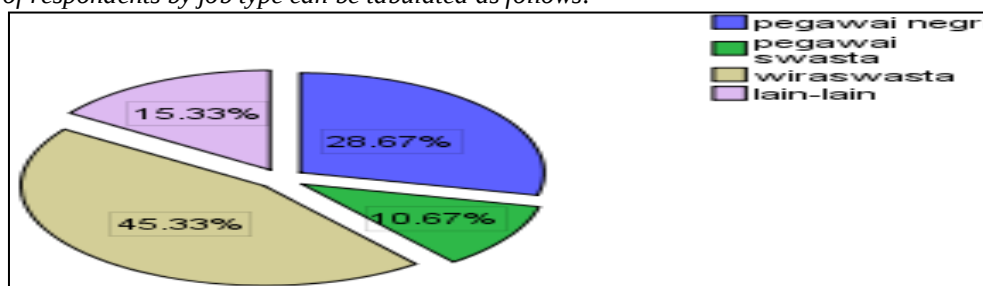


Figure 5. Respondents by Type of Work

3.1. Validity and Reliability Test

Reliability Test, While the reliability test is intended to determine the consistency of measuring instruments in its use, or in other words the measuring tool has a consistent results when used many times at different times. By using the step to test Reliability of X1 question items mentioned above, it can be tested Reliability question items for each variable X2, X3, X4 and Y. Results of data processing for test Reliability using SPSS 18 is as follows

Table 2 reability test results

Variabel	Cronbach Alpha	Result
Product	0.832	Reliable
Price	0.748	Reliable
Promotion	0.656	Reliable
Distribution	0.777	Reliable
Buying Decision	0.727	Reliable

As explained before, in this study the variables tested consist of 4 (four) independent variables (independent variables) consisting of Product, Price, Promotion, Distribution and 1 (one) dependent variable (Dependent Variable) namely Purchase Decision. Validity test is done to find out whether the measuring instrument has been prepared really able to measure what should be measured. Testing the validity of each item is used to analyze, i.e. correlate the score of each item with the total score which is the number of each corrected item total correlation and its value can be seen in the result of processing using SPSS program in item-total statistic table in corrected item-total correlation column. The results of the validity test can be seen in the following table

Table 3. Validity test results

Variabel	r hitung	r tabel	Keterangan
PRODUK (X1)			
Kualita produk (X1.1)	0,825	0,30	Valid
Model produk (X1.2)	0,763	0,30	Valid
Kapasita penumpang (X1.3)	0,823	0,30	Valid
HARGA (X2)			
Harga sesuai kualitas (X2.1)	0,624	0,30	Valid
Daya saing harga (X2.2)	0,672	0,30	Valid
Harga terjangkau(X2.3)	0,699	0,30	Valid
PROMOSI (X3)			
Potongan harga (X3.1)	0,608	0,30	Valid
Iklan media cetak (X3.2)	0,564	0,30	Valid
Hadiah (X3.)	0,538	0,30	Valid
DISTRIBUSI (X4)			
Ketersediaan produk (X4.1)	0,751	0,30	Valid
Proses pemesanan (X4.2)	0,607	0,30	Valid
Lokasi strategis (X4.3)	0,754	0,30	Valid
KEPUTUSAN PEMBELIAN (Y)			
Sesuai kebutuhan (Y1.1)	0,617	0,30	Valid
Keyakinan (Y1.2)	0,607	0,30	Valid
Loyalitas (Y1.3)	0,625	0,30	Valid

3.2. Data Processing with SEM

The process of data analysis and testing of research models will follow the following 7 Structural Equation Model (SEM) steps (Augusty Ferdinand, 2005):

3.2.1. Model Based Theory Development. The development of the model in theory-based research, as described in Chapter II, in which the theories of the results of earlier researchers used as the basis for the development of the SEM usage model in this study is to confirm the theoretical framework of thinking which is the model of this research with the basis of empirical data.

3.2.2. Convert Flow Chart to Eq. The model which has been expressed in the flowchart, is then expressed in the structural equation. This structural equation has also been described in Chapter III before:

3.2.3. Selecting Input Matrix and Estimation Technique. the appropriate input types are covariance or correlation. If the test is a causality relationship then the type of input used is covariance. Because in this study will test the causal relationship, the covariance matrix is used as input for SEM operation. The estimation technique used is the maximum likelihood estimation method that has become the default of the program.

3.3. Structural Equation Modeling (SEM)

The next analysis is the analysis of Structural Equation Model (SEM) in Full Model which is intended to test the model and hypothesis developed in this research. Testing model in Structural Equation Model is done with two test, that is conformity test model and significance test of causality through regression coefficient test. The data processing result for SEM analysis is shown in Figure 6, Table 3, Table 5, and Table 6. Here is the picture of Structural Equation Model.

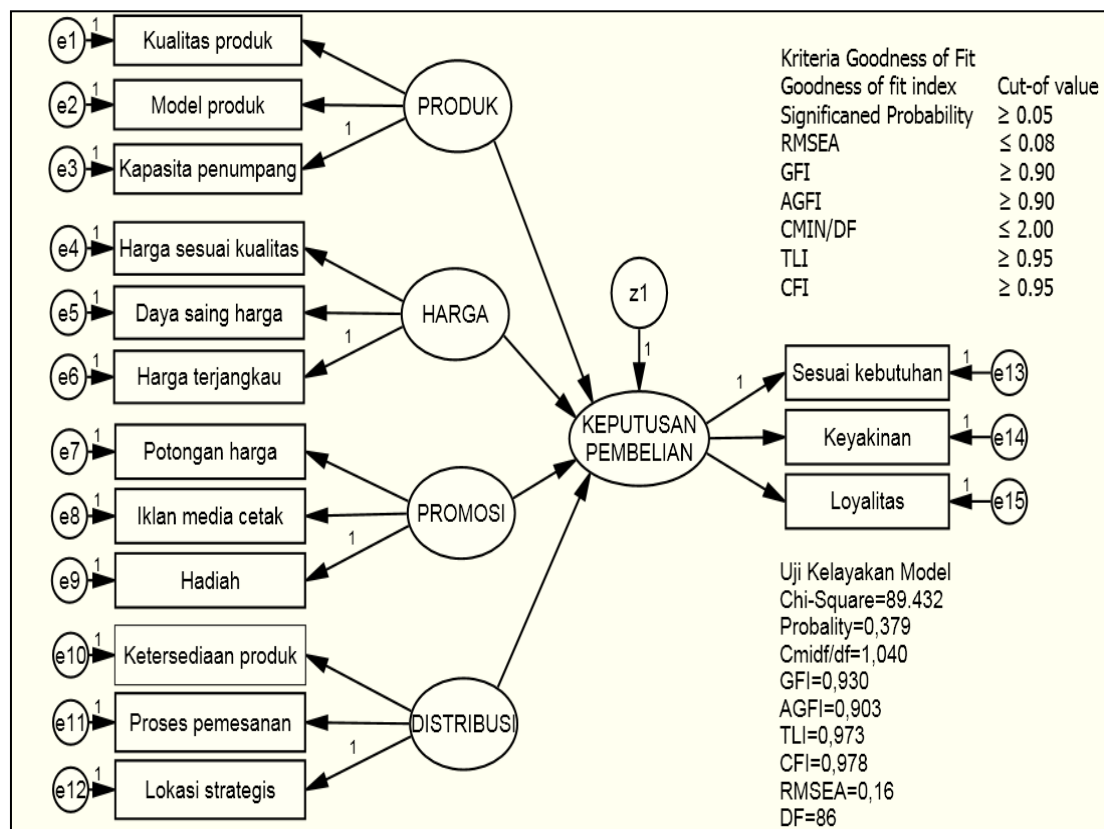


Figure 6.Structural Equation Model

3.4. Evaluation of SEM Application Assumptions

This evaluation is a condition that must be met on the assumptions of the SEM application. The model development in this research uses measurement with full SEM model test or full Structural Equation Modeling Construction. The data normality test consists of a single normality test as well as a multivariate normality, in which multivariate normality tests of several variables are analyzed simultaneously in the final analysis. The results of univariate and multivariate normality testing of the data used in this analysis were tested using AMOS 18. The value of Critical ratio used is ± 2.58 at 1% significance level, meaning that if the value of CR Skewness exceeds the absolute value of 2.58 then the variable is not concluded normally distributed.

Table 4. The normality test of the data

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1.3	3.000	5.000	.175	.877	.574	1.436
Y1.2	3.000	5.000	.198	.989	.265	.662
Y1.1	4.000	5.000	.908	4.539	-1.176	-2.940
X4.1	2.000	5.000	-.044	-.218	-.305	-.762
X4.2	2.000	5.000	-.334	-1.672	.446	1.115
X4.3	2.000	5.000	-.853	-4.264	1.519	3.798
X3.1	2.000	5.000	-.185	-.923	-.163	-.407
X3.2	2.000	5.000	-.304	-1.521	-.431	-1.079
X3.3	2.000	5.000	-.507	-2.533	-.031	-.078
X2.1	3.000	5.000	-.398	-1.990	-.759	-1.897
X2.2	2.000	5.000	.050	.251	-.550	-1.374
X2.3	2.000	5.000	-.362	-1.812	-.332	-.829
X1.1	4.000	5.000	.805	4.024	-1.352	-3.380
X1.2	3.000	5.000	1.059	5.295	-.174	-.434
X1.3	4.000	5.000	.107	.534	-1.989	-4.971
Multivariate					8.031	2.178

Based on the above table can be seen result of normality multivariate known equal to 2,178, that is less than 2.58.

3.5. Evaluation of Multicollinearity and Singularity

The presence of multicollinearity and singularity can be known through the value of the determinant of the covariance matrix which is really small, or close to zero (Tabachnick & Fidell, 1998 in Ferdinand, 2005). From the results of data processing in this study, the determinant value of the matrix of sample covariance as follows: Determinant of sample covariance matrix is 10,210 The result shows that the value of determinant of sample covariance matrix is far from zero. Thus it can be said that the research data used there is no multicollinearity and singularity, so the data is feasible to use.

3.6. Outliers Test

Detecting the univariate outliers can be done by determining the threshold value categorized as outliers by converting the value of the research data into the standard score (Z score), which has a mean value of zero with a standard deviation of 1.00 (Hair et al., 1998). Observations that have greater scores + 3.0 are categorized outliers means data that exceed the absolute value 3 can be concluded outliers. The univariate outliers test is done by variable conjugation with SPSS program version 18.

3.7. Evaluation of Goodness of Fit Criteria

Based on the calculation with the AMOS program for this SEM model, the goodness of fit indexes are generated as follows:

Table 5. Test results of structural equation model

GOODNESS OF FIT INDEX	CUT OF VALUE	MODEL RESULT	RESULT
Chi-square	X2chi-square df:86	89.432	<i>Fit</i>
Probability	=0.05	0.379	<i>Fit</i>
GFI	=0.90	0.930	<i>Fit</i>
AGFI	=0.90	0.903	<i>Fit</i>
CMIN/DF	=2.00	1.040	<i>Fit</i>
CFI	=0.95	0.978	<i>Fit</i>
TLI	=0.95	0.973	<i>Fit</i>
RMSEA	=0.08	0.016	<i>Fit</i>

Evaluation of Regression Weights For Causality Test

Testing of causality hypothesis developed in this model is done by t test which is commonly used in regression models. The table 6 presents the values of regression coefficient and CR (in AMOS C.R is identical with t-count in regression)

Table 6 regression weights structural equation model

Policy	Estimate	S.E	C.R	P	Label
Purchasing Decision → Product	.158	.120	-1.130	.188	par_11
Purchasing Decision → Price	.204	.183	1.115	.265	par_12
Purchasing Decision → Promotion	-6.73	.658	-1.022	.307	par_13
Purchasing Decision → Place	.306	.131	2.344	.019	par_14

From Table 6 it can be seen that only two causality relationships among the variables present in this model have CR values greater than 1.96. By using for a significance level of 5%.

4. Discussion

Recapitulation Analysis of Respondents Answers Open Questionnaire. In this study, respondents' answers can know the variables of the marketing mix that can influence the decision of Toyota Kijang Innova car purchase in Kabupataen Sidrap. Here is an analysis of each answer item of the respondent's question.

4.1. Analysis of Respondents' Overview

In this research, the respondents' demographic data obtained through questionnaires include data on gender, age, and occupation of respondents. Respondent's Characteristics Based on Gender Respondents Based on Figure 3 shows that of all 150 respondents, male respondents were 93, 3%), and women (6.7%). In this study, respondents who purchased most of the innova at Toyota Kalla in Sidrap district from 150 respondents were male respondents, 93.3%.

Characteristics of Respondents by Age in Figure 4 shows that respondents aged 25-35 years (24.7%), respondents aged 36-45 years were 52.7%), respondents aged 46-55 were 7.3%), and respondents aged over 40 years as many as 5 people (15.3%). This proves that 36-45 year olds are productive ages who have a high interest in purchasing toyota innova cars. Characteristics of Respondents by Type of Work on Figure 5 on the type of work of respondents who bought Toyota Innova, the majority work as self-employed with a percentage of 36 people (36%). While respondents who work as private employees 23%, respondents work as civil servants of 22% The smallest percentage is respondents who work as farmers (others) with a percentage of 19%.

4.2. Data Sufficiency Test.

With a 95% confidence level and a 5% accuracy level, we have found that the minimum queue required in this study was 73 questionnaires and 150 questionnaires were distributed. So the data collected was sufficient as the basis for this study.

4.3. Validity Test.

For the level of validity Data variables from the data processing is valid because it has a value of r arithmetic is ranged from 0.538 to 0.825 which is larger than the table value is 0.30

4.4. Reliability Test Analysis.

Reliability test result by using SPSS show value of cronbach alpha product variable 0,832, price 0,748, promotion 0,656, place 0,777, and decision of purchase 0,727, which value is bigger than standard value alpha item that is 0,6, and concluded that factors it is reliable.

4.5. Analysis and Discussion of SEM

The data normality test consists of a single normality test and multivariate normality, where in the multivariate normality test the CR Skewnes score is in the range of + 2.58

4.6. Multiple collinearity and Singularity

The indication of multicollinearity and singularity can be known by the value of the Covariance matrix which is really small, or near zero. From the result of data processing the determinant value of sample covariance matrix is: Determinant of sample covariance matrix = 10,210 From the result it can be known that the determinant value of sample covariance matrix far above zero. Thus it can be concluded that there is no multicollinearity and singularity.

4.7. Evaluation of Goodness of Fit Criteria

Based on the results of the observations on the graph on the analysis of Structural Equation Model can be shown that the model meets the fit criteria, this is indicated by the value of the calculation results meet the criteria worthy of full model. The result of calculation of chi-square test in full model obtained value of chi-square equal to 89.432. Value probability equal to 0.379 which is above mentioned above 0,05. CMIN / DF $1.040 \leq 2.00$, CFI $0.978 \geq 0.95$, TLI $0.973 \geq 0.95$, and RMSEA $0.016 \leq 0.08$. Hypothesis Testing Analysis

4.8. First Hypothesis Test

Based on the results of data processing that Critical Ratio (CR) the influence between the variables of the Product to the decision of the Extract is 1.130 with the value Probability (P) of 0.188. The results of these two values provide information that the effect of the Product variable on the purchase decision is unacceptable, as it does not meet the above requirements of 1.96 for the Critical Ratio (CR) and below 0.05 for the Probability (P) value. It is concluded that: H_0 accepted and H_1 denied, the product is insignificant to the purchase decision.

4.9. Second Hypothesis Test

The result of data processing is known that the value of Critical Ratio (CR) influence between Price variable to Purchase decision is equal to 1,115 with Probability (P) value equal to 0,265. The results of these two values provide information that the effect of the price variable on the purchase decision is unacceptable, since it does not meet the above requirements of 1.96 for the Critical Ratio (CR) and below 0.05 for the Probability (P) value. Then it is concluded that: H_0 accepted and H_1 denied insignificant price to the purchase decision.

4.10. Third Hypothesis Test

Based on the results of data processing known that the value of Critical Ratio (CR) influence between the Promotion variable to the Purchase decision is 1.022 with the value Probability (P) of 0.307. The results of these two values provide information that the influence of the Promotion variable on the purchase decision is unacceptable, since it does not meet the above requirements of 1.96 for the Critical Ratio (CR) and below 0.05 for the Probability (P) value. H_0 accepted and H_1 denied no significant promotion to the purchase decision.

4.11. Fourth Hypothesis Test

Based on the result of data processing, it is known that the Critical Ratio (CR) value between the distribution variable to the decision of the Extract is 2,334 with Probability (P) value is 0,019. The results of these two values provide information that the effect of the place variable on the purchase decision is acceptable, as it qualifies above 1.96 for the Critical Ratio (CR) and below 0.05 for the Probability (P) value. Then it is concluded that:

H_0 refused and H_1 accepted, significant distribution to the purchase decision

5. Conclusion

SEM test results can be seen that only 1 (one) variable that has a significant influence on purchasing decisions on the purchase of Toyota Kijang Innova Car that is the distribution variable, with a probability of 0.18, while the product price and promotion variables have no significant significant effect on purchase decision of toyota kijang innova at PT. Hadji Kalla Sidrap Branch has a value above probability 0.05.

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