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Analysis Of Factors Influencing New Vehicle Purchase Descicions At Auto200 Bukittinggi

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Abstrak

The study aims to see factors that influence the decision to purchase new vehicles in Auto2000 Bukittinggi of motivations, perceptions, learning, economic circumstances and lifestyle. The population in this study is 213 people and 70 people are sample material. Data is collected through the distribution of questionnaires with a likert scale model and then tested to the validity and reliability of the questionnaire. The data analysis technique used isa factor analysis method using the SPSS program 23.00. The purpose of this factor's analysis is to see what factors influence the decision to buy new vehicles in Auto2000 Bukittinggi and at the same time see the most dominant factor. Analysis has found that motivational, perceptions, learning, economic circumstances and lifestyle are positive for new vehicle purchase decisions in Auto2000 Bukittinggi and the most dominant factor is economic circumstances.

Keywords: motivation, perception, learning, economic circumstances and life-style of purchasing decisions.

INTRODUCTION

Customers are a vital asset for any company. Customers enable a company to grow, and having loyal customers gives a company a strong competitive edge amidst intense competition. Therefore, it is very important to maintain the satisfaction of an increasingly broad and diverse customer base. Global competition business in era globalization like moment This make for perpetrator businesskeep thinking about fulfilling consumer desires and needs, the aim of which is none other than to win the hearts of customers. Nowadays, it's not just quality products that people demand; after-sales service has become just as important as product quality. Consumers are now starting to demand there will be quality that getting better. This is of course is a challenge that must be faced for perpetrator business For make consumer satisfied with all Which they want. The impact is company must start think hard How For increase productivity with efficiency as good as Possible For can compete in the market And can fulfil as well as become consumer choice (Majid and Dwiyanto, 2017).

Company Which give service Which quality And quality, Which can fulfil level of importance consumer will can more endure Because create mark Which more superior than competitors. Currently, various means of transportation are offered to facilitate people's activities. These include public transportation and private vehicles. Cars are one form of transportation that can be used as both public and private vehicles and are commonly found in society. Generally, car users are divided into three categories: private car users, agency (office) car users, and general users. People have tendencies in selecting and purchasing new car types. This selection is a process that determines alternative decisions that consumers will choose when purchasing a car. Companies need to increase marketing activities that emphasize marketing strategy development policies in terms of understanding consumer behavior. Understanding consumer behavior is crucial because by understanding consumer behavior, managers will have a broader perspective on consumers. In addition, company managers will identify new opportunities that arise from unmet consumer needs, allowing managers to formulate appropriate marketing strategies.

Consumer behavior towards purchasing actions as expected by marketers is greatly influenced by internal, external, and after-sales factors. This study aims to determine the internal and external factors that influence consumers towards the decision to purchase a new car at Auto2000 Bukittinggi City, as well as to find out which of the eight factors has the greatest influence on the decision to purchase a new car at Auto2000 Bukittinggi. Stanton (2016) in understanding customer behavior is certainly not easy because customers have different characteristics as from unlimited human needs besides being influenced by other *external* and *internal conditions* that have a direct impact on consumer behavior in making purchasing decisions . *External* factors and *internal factors* are factors that exist within the customer themselves (*psychological*) which include: motivation, perception, learning, economic situation and lifestyle.

Therefore, Auto2000 Bukittinggi must be able to manage these behavioral changes by trying to balance them, namely by

influencing customers to purchase the products offered and through regular evaluations for the company's survival. Not all car sales businesses are able to attract the majority of existing customers , but only a few. One of them is Auto2000 Bukittinggi , which is a customer choice , especially in the Bukittinggi area . This research will reveal Factors Influencing New Vehicle Purchase Decisions at Auto2000 Bukittinggi

THEORETICAL BASIS

a. Marketing

The definition of marketing according to Assauri (2015), marketing is a more complex process because of course there is planning and evaluation, marketing can also be said to be like that because it also includes planning, implementation, and distribution, both in terms of exchange and relationships that tend towards profit in order to meet needs.

Meanwhile, according to Kotler (2011), marketing is a form of human activity that has a basis for obtaining needs and desires through a series of processes, including exchange, offers and many other things. Marketing plays a crucial role in achieving corporate success. To achieve marketing success, every company needs to develop an effective strategy by combining elements of the marketing mix. The marketing mix contains mutually supportive variables that companies combine to achieve the desired response in the target market. With these tools, companies can influence demand for their products (Kotler, 2011).

According to Assauri (2015), the marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. Furthermore, according to Kotler and Armstrong (2009), the marketing mix is a set of tactical and controlled marketing tools that are combined by the company to produce the desired response from the target market. The marketing mix consists of everything that a company can do to influence the demand for its products. According to Kottler and Keller (2014) consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and place goods, services, ideas, or experiences to satisfy consumer desires and needs. According to Schiffman and Kanuk (2016) it is a study that examines how individuals make decisions to spend available and owned resources (time, money, and effort) to obtain goods or services to be consumed.

James F et al (2008) Consumer behavior is an action directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. Ebert and Griffin (2010) Consumer behavior is explained as a consumer's effort to make decisions about a product to be purchased and consumed. Consumer behavior is the process and activities when someone is involved in searching, selecting, purchasing, using and evaluating products and services to fulfill needs and desires.

b. Purchase

The term *purchasing* is synonymous with *procurement* . The following is the definition *of procurement* according to Bodnar and Hopwood (2013): " *Procurement is the business process of selecting a source, ordering, and acquiring goods or services."* This opinion means that procurement is the business process of selecting resources, ordering, and acquiring goods or services. According to Susan Irawati (2014) purchasing is an activity to obtain a number of assets or services from one party for business continuity or basic needs, so that payment is made for a certain amount of money or services, for the continuity of company operations .

Brown et al. (2011) said that in general purchasing can be defined as: *managing the inputs into the organization's transformation (production process*). This opinion more or less means that purchasing is the management of inputs into the organization's production process.

c. Framework

Consumer behavior is one of the factors that influence purchasing decisions. These factors include (motivation, perception, learning, economic situation, and lifestyle). If consumers are motivated and have a positive perception of a product, they will be interested in purchasing it. The learning they gain from others will also create a desire to purchase. A consumer's high economic situation and lifestyle will influence the purchase of a high-quality product, as seen in the following figure:

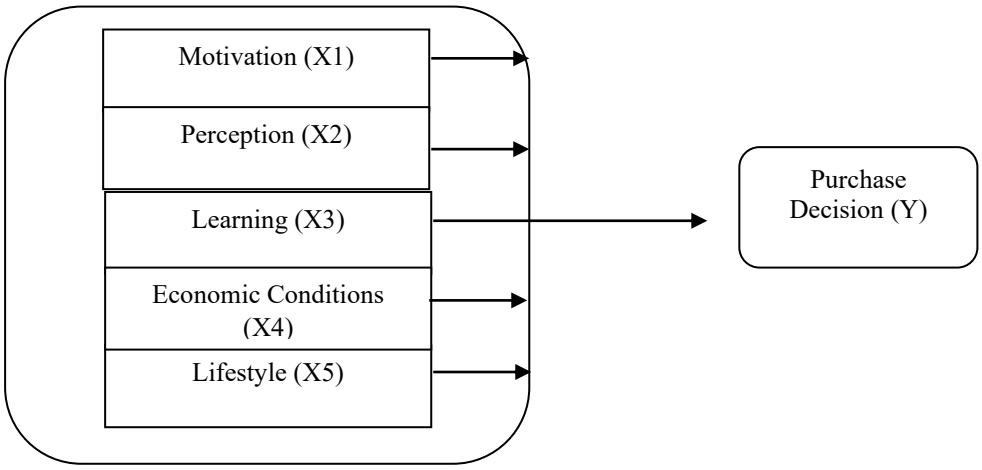

Figure 1. Framework of Thought

RESEARCH METHODS

a. Types of research

The type of research used in this study is quantitative research using descriptive methods, which systematically describe the facts and characteristics of the objects and subjects being studied quickly. This research will explain the influence of the independent variables *on* the dependent *variables* .

b. Factor Analysis

In behavioral and social studies, researchers need to develop measures for a variety of variables that cannot be measured directly, such as behavior, opinions, intelligence, personality, and so on. Factor analysis is a method that can be used for such measurements. The purpose of factor analysis is to describe the covariance relationships among several underlying but unobserved variables, random quantities called factors (Johnson & Wichern, 2012) . An observed random vector X with n p components has a mean and covariance matrix. The factor analysis model is as follows :

$$X_1 - \mu_1 = \ell_{11}F_1 + \ell_{12}F_2 + ... + \ell_{1m}F_m + \varepsilon_1$$

$$X_p - \mu_p = \ell_{p1}F_1 + \ell_{p2}F_2 + ... + \ell_{pm}F_m + \varepsilon_p$$

Or it can be written in matrix notation as follows:

$$\boldsymbol{X}_{pxl} = \boldsymbol{\mu}_{(pxl)} + \boldsymbol{L}_{(pxm)}\boldsymbol{F}_{(mxl)} + \boldsymbol{\varepsilon}_{pxl}$$

With :

μ_i = average of variable i

ε_i = specific factor i

F_j = *common* factor j

ℓ_{ij} = *th* variable on the j *-th factor*

The part of the variance of the i- *th variable* from *the mcommon factor is called the i- th* communality which is the sum of the squares of the loadings of the i-th variable *on* the *mcommon factor* (Johnson & Wichern, 2012), with the formula:

$$h_i^2 = \ell_{i1}^2 + \ell_{i2}^2 + ... + \ell_{im}^2$$

The purpose of factor analysis is to use the correlation matrix of counts to :

1) Identifying the smallest number of common factors (i.e., the most parsimonious factor model) that best explains or links the correlations among indicator variables.
2) Identify, through rotation factors, the most plausible factor solution.
3) Estimation of the form and structure of loading, communality and unique variance of indicators.
4) Interpretation of general factors.
5) If necessary, score factor estimation is performed.

FINDINGS AND DISCUSSION

a. Correlation Matrix ' *Image'*

Factor analysis cannot be performed if the variables are uncorrelated. This correlation between variables is known as multicollinearity. Before constructing a correlation matrix, it must first be tested to determine whether the analysis is feasible. To determine whether the variables are suitable for further analysis, the KMO value can be determined. If the KMO MSA (*Kaiser Meyer Olkin Measure of Sampling Adequacy*) value is greater than 0.5, the analysis can proceed.

Table 1. KMO and Bartlett test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.616
Bartlett's Test of Sphericity	Approx. Chi-Square	1.3583
	Df	300
	Sig.	.000

Source: processed primary data 2025

The KMO MSA value can be seen as 0.616 with a significance level of 0.000. Because the KMO MSA value is greater than 0.5 and the significance level is far below 0.05, the variable can be analyzed further. Furthermore, to see which variables are suitable for factor analysis, seen from *the Anti-image Correlation* (correlation matrix) in the results of data processing with SPSS, there are numbers marked 'a' which form a diagonal line which is the magnitude of the variable's MSA. A variable is suitable for analysis if its MSA is greater than 0.5. If there is an MSA value less than 0.5 then the variable must be removed. From the attachment, the twenty-five variables have an MSA value greater than 0.5, so the variable is declared suitable for further analysis.

The results of the MSA value requirement test for factoring are shown in Table 2 below:

Table 2. MSA Values of Each Factor

No	Factor	MSA
1	Cars at Auto2000 Bukittinggi are purchased because they are needed in everyday life.	0.655
2	Using a car is safe and avoids impacts when an accident occurs.	0.642
3	Friends were invited to buy a car at Auto2000 Bukittinggi because they felt comfortable.	0.553
4	Cars at Auto2000 Bukittinggi have good quality and are comfortable, different from other places.	0.586
5	The models and types of cars at Auto2000 Bukittinggi have experienced very rapid development.	0.571
6	Choosing to buy a car at Auto2000 Bukittinggi because I have received information from other people about its quality	0.575
7	Auto2000 Bukittinggi offers a variety of models and colors so that you are interested in buying	0.558
8	Bought a car at Auto2000 Bukittinggi because I received good information	0.631
9	The reason someone buys a car at Auto2000 Bukittinggi is because they want to be considered luxurious by other people.	0.685
10	Buy a car at Auto2000 Bukittinggi because most of the products sold are domestic products that have high quality.	0.584
11	Interested in buying a car at Auto2000 Bukittinggi because of the attractive color variations	0.650
12	Interested in buying a car at Auto2000 Bukittinggi because I saw an advertisement on TV	0.582
13	Interested in buying a car at Auto2000 Bukittinggi because it is used by many people	0.653
14	Based on my previous experience of buying a car at Auto2000 Bukittinggi , I am interested in buying it again.	0.572
15	From various types of car brands at Auto2000 Bukittinggi only one type of car is an option	0.628
16	Buy a car at Auto2000 Bukittinggi because the price is not too expensive	0.516
17	Bought a car at Auto2000 Bukittinggi because I felt I belonged to the upper middle class.	0.612
18	Buy a car at Auto2000 Bukittinggi because it suits your income	0.641
19	Buy a car at Auto2000 Bukittinggi will drain savings	0.650
20	To get a car at Auto2000 Bukittinggi have to save for years	0.643

21	Buy a car at Auto2000 Bukittinggi because it has a luxurious impression	0.831
22	Choosing to buy a car at Auto2000 Bukittinggi rather than other places because you want to be seen as having high style	0.712
23	Buying a car at Auto2000 Bukittinggi because of the high prestige	0.655
24	Buy a car at Auto2000 Bukittinggi because the brand is well-known	0.547
25	Buy a car at Auto2000 Bukittinggi because of the wide variety of colors, models and safety when used.	0.531

Source: Primary data processed 2025

Data factor analysis is obtained by looking at the magnitude of the partial correlation between two variables while assuming that the other variable must be small. This approach is carried out by looking at *the Anti Image Correlation* which produces *a Measure of Sampling Adequacy* (MSA) value between 0 and 1. If MSA = 1 the variable can be predicted without error by other variables, if MSA > 0.5 the variable can still be predicted and can be analyzed further, and if MSA < 0.5 the variable cannot be predicted. In table 4.5 above, it can be seen that all factors have an MSA value > 0.5 so that further testing can be carried out.

b. Eigen Analysis

Table 3. Characteristic Values of 25 factors

	Initial Eigenvalues		
Factor	**Eigen Values**	**% Variance**	**Cumulative %**
1	4,991	19,963	19,963
2	3,859	15,435	35,397
3	2,748	10,993	46,391
4	1,843	7,370	53,761
5	1,655	6,620	60,381
6	1,471	5,886	66,267
7	1,148	4,593	70,860
8	.944	3,777	74,637
9	.866	3,463	78,101
10	.771	3,082	81,183
11	.719	2,878	84,060
12	.598	2,391	86,451
13	.471	1,883	88,334
14	.456	1,822	90,156
15	.412	1,647	91,803
16	.373	1,493	93,296
17	.342	1,367	94,663
18	.259	1,038	95,701
19	.241	.965	96,666
20	.216	.866	97,531
21	.181	.724	98,255
22	.134	.535	98,790
23	.118	.474	99,264
24	.099	.395	99,659
25	.085	.341	100,000

Source: Primary data processed 2025

Table 3 shows that 25 variables were included in the factor analysis. Of the 25 factors analyzed, the eigenvalue column shows that only 7 variables have values above 1. This means that 7 factors were formed. These values are always ordered from largest to smallest, with the criterion that variables with values below 1 are not used in calculating the number of factors formed. If the numbers in the eigenvalue column are added together, the total variance of the 25 variables will be 25. Once it was determined that 7 factors was the optimal number, a factor weight matrix was obtained.

Factor weights indicate the correlation between a variable and the 7 factors. The factor weights before rotation can be seen in Table 4 below:

c. Analysis of Factors Before Rotation

Table 4. Factor Weights Before Rotation

Factor	Variables						
	1	2	3	4	5	6	7
Factor (X1)	.626	-.035	.429	.129	.198	-.084	-.076
Factor (X2)	.628	.127	.549	.029	-.135	-.031	-.137
Factor (X3)	.554	.076	-.003	-.463	-.331	.000	.152
Factor (X4)	.601	-.087	.418	-.007	-.275	-.199	-.051
Factor (X5)	.520	-.050	.504	.039	.057	-.406	.125
Factor (X6)	.486	.268	.218	-.076	-.544	.203	.377
Factor (X7)	.105	-.043	.044	-.124	.568	.240	.609
Factor (X8)	.406	.554	-.155	.114	.463	.079	-.036
Factor (X9)	.547	.251	.150	.021	.397	-.105	.210
Factor (X10)	.536	.224	.203	.551	-.084	-.054	-.161
Factor (X11)	.080	.717	-.339	.252	-.214	.091	.094
Factor (X12)	.404	.630	-.180	-.214	.004	.254	-.086
Factor (X13)	-.293	.352	-.240	.525	-.271	-.066	.475
Factor (X14)	.064	.514	-.183	.410	.183	-.335	.144
Factor (X15)	.388	.442	-.310	.173	.053	.379	-.355
Factor (X16)	.262	.343	-.293	-.616	.205	-.133	.046
Factor (X17)	-.458	.508	.253	-.333	-.008	-.266	-.031
Factor (X18)	-.361	.635	.307	.090	.016	.106	-.207
Factor (X19)	-.200	.730	.187	-.351	.073	-.067	-.125
Factor (X20)	-.365	.498	.429	-.097	-.233	.178	.172
Factor (X21)	-.785	.158	.072	.048	-.134	-.091	.009
Factor (X22)	-.596	.450	.357	-.080	.011	-.218	-.003
Factor (X23)	-.431	.044	.567	.212	.345	.153	-.068
Factor (X24)	-.343	-.209	.599	.051	.122	.260	.114
Factor (X25)	.048	-.067	.297	-.020	-.038	.724	.017

Extraction Method: Principal Component Analysis.

Source: Primary data processed 2025

From the factor weight values in Table 4, it is known that factor 1 has a real positive relationship with variables *x1* to *x12* , then *x14, x15, x16 and x25,* while it has a real negative relationship with *x13, x17,* x18 , *x19, x20, x21, x22, x23* , *x24.* Factor 2 has a real positive relationship with *x1, x2, x6, x8,* to , *x23* , while those that have a real negative relationship with *x1, x4, x5, x7, x24,* x25. Factor 3 has a real positive relationship with variables *x1, x2, x4, x5, x6* , *x7, x9, x10, x17* to *x25,* while has a real negative relationship with *x3* , *x8, x11* to *x16* . Factor 4 has a real positive relationship with variables *x1, x2, x5, x8, x9, x10, x11, x13, x14* , *x15, x18, x21, x23, x24,* while it has a real negative relationship with *x3* , *x4, x6, x7* , *x12, x16, x17* , *x19, x20, x22* , *x25.*

And so on up to factor 7, dividing the actual relationships into positive and negative ones. From the above explanation, it can be concluded that there are several significant variables in the seven factors, such as *x1, x2, x3, and x4* . This makes interpreting the resulting factors difficult. Therefore, to facilitate interpretation of the resulting factors, the original factor weight matrix must be rotated.

d. Factor Rotation

In this study, the rotation used to facilitate factor interpretation was varimax rotation. The following table presents the factor weights resulting from the rotation.

Table 5. Factor Weights of Varimax Rotation Results

Factor	Variables						
	1	2	3	4	5	6	7
Factor 1	-.148	.747	.120	-.058	-.148	.044	.156
Factor 2	.047	.810	.133	.170	-.097	.175	-.077
Factor 3	-.073	.273	.070	.746	-.132	.013	.035
Factor 4	-.108	.732	-.094	.277	-.067	.030	-.151
Factor 5	-.002	.785	-.190	.073	-.039	-.159	.166
Factor 6	.040	.398	.069	.660	.350	.341	.000
Factor 7	-.098	-.047	-.031	-.009	.009	.164	.861
Factor 8	.055	.199	.717	-.063	.061	-.164	.372
Factor 9	-.028	.490	.287	.056	.009	-.141	.501
Factor 10	-.153	.649	.356	-.141	.309	.014	-.176
Factor 11	.202	-.098	.578	.198	.569	-.091	-.077
Factor 12	.178	.078	.711	.394	-.002	.035	.099
Factor 13	.107	-.224	-.008	-.039	.882	-.072	.002
Factor 14	.153	.122	.328	-.178	.496	-.435	.155
Factor 15	-.124	.038	.836	.038	.041	.098	-.127
Factor 16	.168	-.097	.330	.489	-.315	-.356	.320
Factor 17	.885	-.112	-.069	.038	-.047	-.171	-.004
Factor 18	.704	-.007	.281	-.237	.136	.157	-.123
Factor 19	.789	-.025	.315	.126	-.088	-.088	.059
Factor 20	.704	-.017	-.046	.093	.239	.355	-.007
Factor 21	.512	-.434	-.284	-.255	.200	.003	-.195
Factor 22	.805	-.102	-.155	-.201	.105	-.062	-.031
Factor 23	.402	.078	-.154	-.613	-.052	.334	.142
Factor 24	.233	.073	-.391	-.339	-.084	.513	.142
Factor 25	-.038	.013	.110	.007	-.097	.771	.071

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Source: Primary data processed 2025

After it is known that seven factors are the most optimal number, Table 5 shows the distribution of 25 variables in the 7 factors formed, while the numbers in the table are the factor weights that show the magnitude of the correlation between a variable and factor 1, factor 2, factor 3, factor 4, factor 5, factor 6 and factor 7. The process of determining which variables will enter which factor is done by comparing the magnitude of the correlation on each line.

Table 6 shows that the factor weights can be interpreted well. The factors formed after the rotation process are shown in Table 6 below :

Table 6. Factor Grouping

Variable	Factor
1	X17 (Feeling like an upper middle class person)
	X18 (According to Income)
	X19 (Does Not Reduce Savings)
	X20 (No Need to Save for Years)
	X21 (Luxurious Impression)
	X22 (Has High Style)

2	X1 (Needs)
	X2 (Security)
	X4 (Good Quality)
	X5 (Good Model)
	X10 (Domestic Product)
3	X8 (Has SNI)
	X11 (Attractive color variations)
	X12 (Watching an advertisement on TV)
	X15 (Optional)
4	X3 (Comfortable to wear)
	X6 (Good Quality)
5	X11 (Attractive color variations)
	X13 (Many Interested)
6	X24 (Famous)
	X25 (Comfortable to Wear)
7	X7 (Trending Model)
	X9 (Considered Classy by others)

Primary data sources processed 2022

From the rotation results, it can be concluded that the 25 variables can be reduced to 7 factors. The variable grouping can be seen in Table 5.

e. Discussion

As previously explained, the research objects were customers who came to Auto2000 Bukittinggi with a population of 213 people during 2025 and a sample of 70 people. From the results of the questionnaire distribution, all questionnaires were returned in full so that the respondents were 70 people categorized by age and gender.

Based on the respondent characteristics data, it can be seen that most respondents were male , as researchers found more men when distributing questionnaires in the field. Furthermore, in terms of age, most respondents were female students aged between 30 and 40 years. The following describes the influence of variables based on the results of the factor analysis conducted above.

Based on the results of the factor analysis test conducted in this study, it can be concluded that there is a positive relationship and significant influence between the twenty-five variables that the author studied, namely five items on motivation, five items on perception, five items on learning, five items on economic conditions and five items on lifestyle on the determining variable, namely purchasing decisions, which will be explained as follows. Based on the findings of the overall KMO value of the twenty-five variables, the KMO value was obtained at 0.616 with a significance level of 0.000 so that it can be concluded that the variable can be analyzed further. For the MSA value, it is determined that a variable is suitable for analysis if its MSA is greater than 0.5 after factor analysis, then all of the twenty-five variables have MSA> 0.5, then the variable is declared suitable for further analysis. Furthermore, of the twenty-five factors analyzed, the eigenvalue shows that only seven variables have a value above 1. This means that there are seven factors formed. These values are always ordered from the largest to the smallest, with the criterion that variables that have a value below 1 are not used in calculating the number of factors formed.

From the loading value, the factor with the largest loading value is X17 (Economic conditions / sufficient income). It can be concluded that the most dominant factor determining the decision to purchase a car at Auto2000 Bukittinggi is being interested in buying because they feel they belong to the upper middle class with a loading value of 0.885. This study is in accordance with the previously proposed hypothesis that the most dominant factor in the decision to purchase a car at Auto2000 Bukittinggi is influenced by economic conditions, so the hypothesis proposed by the author can be accepted.

CONCLUSION

Based on the results of data processing with factor analysis and discussion of research results between variables that influence purchasing decisions at Auto2000 Bukittinggi City, the following conclusions can be drawn:

a. Based on the research findings and discussion in the previous section, it can be concluded that 7 (seven) of the 25 (twenty five) existing factors have a positive relationship or influence on purchasing decisions at Auto2000 Bukittinggi City.
b. The most dominant factor influencing purchasing decisions at Auto2000 Bukittinggi City is a person's economic situation.

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