Revenue Factors, Service Quality and Location Affect Consumer Purchasing Decisions In Mediating Prices and Product Dealers Products Toyota PT. Hadji Kalla

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ABSTRACT: This research aims to explain and analyze the influence of revenue, service quality and location on customer purchase decisions in mediating prices and products to bridge the gap. The population in this study is the buyer / consumer of ToyotaDealers Vehicle PT. Hadji Kalla in South Sulawesi Province which is located in 5 regencies / cities, including Makassar, Maros, Pangkep, Barru and Pare-Pare which amounted to 8,030 buyers / consumers. The sample used in this study, which is 200 respondents, using the technique of probability sampling or multistage random sampling or cluster sampling determination based on the division of a region / region in a multilevel manner. The analytical technique used for hypothesis testing is Amos structural equation modeling (SEM). significant impact on the product. The results showed that income had a significant effect on prices. The quality of service has a significant effect on price. Location has a significant effect on price. Revenue has a significant impact on the product. The quality of service has a significant impact on the product. Location has a significant effect on the product. Revenue has a significant effect on consumer purchasing decisions. Quality of service has no significant effect on consumer purchasing decisions. Location has no significant effect on consumer purchasing decisions. Price has a significant effect on consumer purchasing decisions and products have no significant effect on consumer purchasing decisions.

Keywords: *Revenue, Quality of Service, Location, Price, Products and Consumer Purchasing Decisions*

I.   INTRODUCTION

The development of the business world, especially automotive motor vehicles in the world is largely determined by the selection of vehicles that will later affect consumer purchasing decisions in determining the type or type of vehicle and brand to be chosen for daily use. The income factor is very decisive in the purchase of vehicles because income is a support in a vehicle purchase especially in a Toyota car vehicle Dealers company, monthly income is closely related to the perceptions of purchase (Gilarso, 2004). This is in line with Presidential Regulation of the Republic of Indonesia No. 5 of 2015 concerning the implementation of a one-stop motor vehicle administration system activities in the implementation of Registration and Identification of Motor Vehicles, payment of Motor Vehicle Taxes, Duties on The Name of Motor Vehicles, and payment of Mandatory Donations of Traffic Accident And Road Transport Funds in an integrated and coordinated manner in the Samsat Joint Office and research conducted by Pahwa B and Gupta M (2019) to find out the factors that influence purchasing decisions regarding health insurance and to evaluate the factors that most influence and estimate the importance of their respective factors. Furthermore, the quality of service has a role in determining consumer purchasing decisions in the company's efforts to provide the best service to consumers that make

consumers still choose the services provided by ToyotaDealers How the marketing mix factors are mediated by health awareness and service quality in creating customer fresh fruit purchase decisions in Vietnam (Tran, T, Pham, N, Van Pham, K and Nguyen, L. 2020). Furthermore, the selection of location is also very decisive in determining consumer purchasing decisions because the location that is in accordance with the consumer field then makes a very significant influence on what type / brand vehicle is appropriate for consumers to use. It is important to know and prove the location and company image in purchasing decisions and customer loyalty in an appropriate product selection (Hariyadi, S, Ningsih, A and Away, J. 2018). Then the price also influences the consumer's purchasing decision because the price also reflects the quality of a vehicle that is suitable for consumer use. In business competition such as vehicles that are growing rapidly today with various types / types of vehicle brands cannot be separated from the price factors that determine consumer purchasing decisions, especially price, quality of service and brand image in influencing consumer purchase decisions Korean marine transport co.,Ltd (Rachmawati, D, Nur Barokah, S and Nahar, M. 2017) and product factors from a vehicle sales company are very influential in consumer purchase decisions because it is pro A good stir will produce a product that provides satisfaction to the customers. Customer decision making on a given product is largely determined by the product that has been felt by consumers this makes consumers not to turn to other products of the same type (Fahlevi, M. 2020). At the time after the Corona Viruases Disease (Covid-19) pandemic in 2020, many companies, especially motor vehicle sales companies, experienced a sales crisis that led some companies to lay off some of their employees to cover the budget deficit owned by companies that made the work marketing team to re-innovate and creativity to revive the purchasing power of the public/consumers in buying Dealers vehicle products PT. Hadji Kalla. Here is the price of new ToyotaPT. Hadji Kalla Group

Table 1. Toyota Brand Price Data PT. Hadji Kalla

No	Toyota Brand/Type	Price
1.	AVANZA	Rp. 196.000.000,-
2.	CALYA	Rp. 183.000.000,-
3.	RAIZE	Rp. 273.600.000,-
4.	INNOVA	Rp. 443.700.000,-
5.	DYNA	Rp.374.600.000,-
6.	YARIS	Rp. 294.750.000,-
7.	HILUX 4X2	Rp. 258.200.000,-
8.	AGYA	Rp. 179.600.000,-
9.	HIACE	Rp. 464.100.000,-
10.	COROLLA CROSS	Rp. 466.800.000,-
11.	HILUX 4X4	Rp. 258.200.000,-
12.	FORTUNER 4X2	Rp. 504.100.000,-
13.	RUSH	Rp. 256.500.000,-
14.	VOXY	Rp. 517.600.000,-
15.	ALPHARD	Rp. 1.077.800.000,-
16.	C-HR	Rp. 527.300.000,-
17.	COROLLA	Rp. 480.800.000,-
18.	FORTUNER 4X4	Rp. 504.100.000,-
19.	SIENTA	Rp. 258.500.000,-
20.	SUPRA	Rp. 2.143.200.000,-
21.	VIOS	Rp. 321.100.000,-

Source: *Brand Price/Type ToyotaDealersPT. Hadji Kalla, 2021*

Based on table 1 above, various types / types of Toyota brands that suit the needs of consumers that can be used daily in accordance with the price and needs obtained by consumers. Starting from the lowest price with the type / brand of ToyotaAgya amounting to Rp. 176,600,000,- then the middle price with the type / brand ToyotaInnove amounted to Rp. 443,700,000,- and the highest price in accordance with its elegant class and high suspense with the type / brand Toyota Supra amounted to Rp. 2,143,200,000,-. Here is the sales turnover ofToyota Dealers PT. Hadji Kallaover the past 5 (five) years which fluctuates from year to year.

Table 2. Sales (Turnover) Data of PT. Hadji Kalla 2016 – 2021

Year	Sales (Turnover) (Rp)	Increase/Decrease in Sales (Rp)	Percentage (%)
2016	389.070.590.000	-	15
2017	465.088.452.002	76.017.863.002	18
2018	515.257.020.750	50.168.568.748	20
2019	597.661.237.922	82.404.217.172	23
2020	125.450.334.020	(472.210.903.902)	5
2021	495.750.881.321	370.300.547.301	19

Source: *ToyotaDealers Report PT. Hadji Kalla, 2021*

Table 2 shows from 2016 - 2021 data on sales turnover of Toyota Dealers PT. Hadji Kalla as in 2016 Toyota vehicle sales were dominated by the Avanza type brand with a total sales turnover of Rp 389,070,590,- or about 15% then in 2017 experienced an increase dominated by the brand / type Calya / Agya with a total turnover of Rp 465,088,452,002,- or about 18%. In 2018 experienced an increase dominated by yaris brands / types with total sales turnover of Rp 515,257,020,750,- or about 20%, then in 2019 again experienced an increase dominated by brands / types Innova, Hiace and Fortuner with a total turnover of 597,661,237,922,- or about 23%. Then in 2020 where it is colored with the spread of the virus (covid-19) corona viruases disease that has a global impact that affects consumer income dissertation with many businesses that must experience economic difficulties especially companies that experience significant copying from previous years until the company suffers a loss by only getting sales turnover of Rp 125,450,334,020,- or about 5%. With the improvement of the return after the pandemic (covid-19) then the sales of Toyota vehicles PT. Hadji Kalla began to gradually improve with the return of consumer interest to buy Toyota products that achieved sales turnover of Rp 495,750,881,321,- or by 19%.

Based on research conducted by Nugroho. L (2019) stated that revenue, quality of service and location had a significant influence on the purchase decision mediating prices and products with these results it can be concluded that the influence of prices, quality of service and food caravan locations on purchasing decisions at GrahaAirground Surabaya, East Java, Indonesia with the results showing that price variables and food caravan locations have a positive influence on food caravan purchase decisions in Surabaya. This positive influence indicates that the variables of purchasing decisions will change in the direction of changes in free variables, namely price and emotional state.Revenue gets better by influencing prices, carers and consumer buying decisions. The results were found in research on the influence of income, quality of service and location on consumer purchasing decisions. Research conducted by Fouquet R. (2012) states that income affects prices and gains a positive and significant influence, the quality of the price influences the positive and significant influence of Aisyah W, Salim F and Sofyan M. (2019) and the location affects the price gaining a positive and significant influence.This shows that the revenue, quality of service and location carried out by the company have an indirect effect on the price. Kamarck A. (2016); Ali H and Mappesona H. (2016) and Frank B. (2021) show that revenue, service quality and location have a significant indirect effect on products. Revenue, quality of service and location to prices, products and consumer purchasing decisions according to Widayat W and Purwanto H. (2020) stated that there is a strong influence of income, quality of service and location in providing a variety of consumer purchasing decisions to be diverse and with other considerations, among others, in terms of price and products, consumer choices are not wrong in dropping the choice of Study on Wonosobo Traditional Market.

II. CONCEPT.UAL MODELS AND HYPOTHESES
Literature Review
a) Revenue

Fouquet R. (2012); Kamarck A. (2016); Pahwa, B and Gupta, M. (2019) stated that companies need to think about the revenue received by consumers / customers to match the price and products offered. With income considerations, the company can provide affordability of prices and products in consumer purchase decisions (affordability of prices and products in consumer purchasing decisions) which are referred to as (the choice of consumer needs needed according to income) to meet people's needs for transportation that is appropriately used / given to the wishes of everyday consumers.

b) Quality of Service

Quality of service where a dynamic state is closely related to products, services, human resources. As well as processes and environments that can at least meet or even exceed the expected quality of service (FTjiptono, 2008). The quality of service is the expected level of excellence. It also deals with controlling measures over the level of excellence to meet consumer expectations (Wyckoff. D, 1984) the quality of service

is not only viewed from the point of view of the manufacturer, but from the point of view of consumers who use the service. In line with research conducted by Aisyah W, Salim F and Sofyan M. (2019) that the quality of electric train transportation services which are a means of transportation that avoids traffic jams because it has its own route, with transportation competition can be seen through aspects of quality of service to transportation service providers, the company's advantage can be shown by providing good quality services and striving for affordable ticket prices to the public.Furthermore, the quality of service better reflects all dimensions of transactions that produce products that benefit customers (Ali H and Mappesona H, 2016).

c) Location

Location is where the company operates or where the company conducts activities to produce goods and services that are economically important and the selection of the right business location determines the success and failure of the business in the future (Buchari Alma, 2003). While the location is a place to serve consumers, it can also be interpreted as a place to display merchandise (Cashmere, 2010). In line with research conducted by Colombo S and Hou Z. (2021) that locations in considering games then prices where two traditional retailers compete with online retailers locations are irrelevant. We characterize existing equilibrium, and we point out that in every possible balance there is direct competition between traditional retailers.It later found that the perceived environmental benefits of static and autonomous affect purchasing intentions positively. The beneficial effects of autonomous environments are stronger for women than men and for products targeted at adults rather than children. The effects of static environmental benefits are stronger for men than women, for products targeted at children than adults, for consumers with higher cognition needs, and in locations with higher perceived environmental well-being by Frank B. (2021) and location may influence the timing, conscious preference of restaurant recommendations toward consumer purchasing decisions this identifies that the importance of location in determining each product marketed to customers to achieve a mutually beneficial purchase decision between the company (Habib, M, Rakib M and Hasan M., 2017).

d) Price

Price is one element of the marketing mix that generates a deal, another element generates costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication takes a lot of time (Kotler and Keller, 2012). According to F Tjiptono (2008) mentioned that price is the only element of the marketing mix that provides income or revenue for the company. In line with research conducted by Rachmawati, D, Nur Barokah, S and Nahar, M. (2017) The purpose of the study was to analyze the effect of price, service quality, and brand image on customer purchase decisions of Korean Marine Transport Co., Ltd. at PT.Samudera Indonesia Tbk. Semarang where price influences consumer purchasing decisions. The study aims to investigate the influence of product quality, price fairness, brand image, and customer value on purchasing decisions in Low Cost Green Cars (LCGC) (Simbolon, F, Handayani, E and Nugraedy, M, 2020).

e) Product

A product is everything that can be offered to the market to satisfy a consumer's desire or needs. Products can be sub-categories that describe two types such as goods and services addressed to the target market (Kotler and Keller, 2012). While the product is all forms both physical and non-physical offered by the manufacturer to consumers to be purchased, sought or considered according to the needs and desires in the market (F Tjiptono, 2008). In line with the research conducted by Fahlevi, M. (2020) This study was to find out the New Customer Purchase Decision Model Towards Product Quality, Location and Promotion of E-Cigarettes in West Jakarta and the results showed that Product Quality has a significant positive effect on Purchasing Decisions. Next research to investigate the reasons regarding smartphone purchase decisions. The variables used are the brand image and price of Samsung smartphone products and the results show that customers are not only influenced by the product but also the price as well (Djatmiko, T and Pradana, R, 2016).

f) Consumer Purchasing Decisions

Consumer purchasing decisions are the final consumer purchase decisions of individuals and households who buy goods and services for personal consumption (Kotler and Keller, 2012). According to BasuSwasta and T. Hani Handoko (2000) stated that the purchase decision is a process in real purchase, whether buying or not. In line with research aimed at assessing the impact of service quality, airfare prices and promotion of online airfare purchase decisions provided by a small business company called Traveloka in Jakarta, Indonesia and the results found that the quality of service and airfare prices had a positive and significant effect on the purchasing decisions made by Traveloka customers (MulyaFirdausy, C and Idawati, R, 2017). Then this study to determine the effects of Green Product and Green Advertising to Satisfactionand Loyalty is mediated by purchase decisions and the results show that Green Product and Green Advertising have a direct influence on purchasing decisions. In addition, Purchasing Decisions have a direct influence on

Customer Satisfaction and Customer Satisfaction has a direct influence on customer loyalty. Green Product and Green Advertising have an indirect influence on Customer Loyalty through Purchasing Decisions and Customer Satisfaction (Suhaily, L and Darmoyo, S, 2019) and Research by Prof. Dr. RomansyahSahabuddin stated the attitudes and behaviors of small business enthusiasts, along with examining the influence of entrepreneurial personality on the performance of entrepreneurs using the Andragogic approach and the result of how achievement motivation, selfefficacy, and commitment to entrepreneurship have a positive and significant impact on small-scale entrepreneurial performance with good packaging products to make small entrepreneurial consumer purchase decisions in Takalar (Sahabuddin, R, 2016).

Hypothesis
Income Affects Prices
Revenue and positive and significant results. This suggests that the income factor largely determines the price level because it affects income and price elasticity demanding passenger transportation research conducted by (Fouquet R., 2012). Furthermore, the importance of an income and price elasticity of housing electricity demand for twelve major European countries uses an annual time series from 1975 to 2018 which states that income has a positive and significant effect on the price of research by Pellini E. (2021); in line with Paár's research, Dávid. (2011) states that revenue has a positive and significant effect on prices.
> **H1: Revenue has a positive and significant effect on prices.**

Quality of Service Affects Price
Research conducted by Aisyah W, Salim F and Sofyan M. (2019) stated that this electric train transportation facility is a means of transportation that avoids traffic jams because it has its own route, the results of the analysis provide a positive and significant effect on service quality on prices. In line with research conducted by Ramadhaniati S, Susanti E, Wiwaha A and Wahyuning T. (2020) stated that the quality of service has a significant and significant effect on the price of forwarding company. As well as the main relationship effect between the value dimensions felt by customers, there is a positive and significant relationship of service quality to the price of the research car industry (Dhasan, D and Aryupong M. 2019).
> **H2: Quality of service has a positive and significant effect on prices.**

Location Affects Price
Research conducted by Colombo S and Hou Z. (2021) shows that location variables affect prices with these results it can be concluded that location is very decisive can be in price perception research conducted by Salim M, Soliha E and Siswanto A. (2020), stated that the location had a significant effect on the price of Lion Air flights at Ahmad Yani airport in Semarang. The closer the location, the lower the price level. As well as certification of green buildings has become globally renowned for ensuring the sustainable development of urban area expansion which states that location factors determine price levels, it is in line that the influence of locations has a positive and significant effect on the price of urban development development research (Porumb V, Maler G and Anghel I. 2020).
> **H3: Location has a positive and significant effect on prices.**

Revenue Affects The Product
Economics and the Real World by Kamarch. A. (2016) National Income and Product Accounts, that income is influenced by the existence of a product account that means the level of income is strongly influenced by the product level of a company manufacturer's packaging. In line with Green Business: An A-to-Z Guide National Income and Product Accounts, where income levels are also greatly influenced by the level of a company manufacturer's product packaging to increase consumer purchasing power here proves that the influence of income has a positive and significant effect by the products in the book (Philipsen, 2012). In line with the concept. and method of national income and product account USA states that the level of income is greatly influenced by the level of national products that resulted in a country, especially the USA (BEA, 2015). As well as the level of income and products affecting the effect of turnover here proves that the influence of income has a positive and significant effect on the product (Siregar A, Astaman P and Darwis M. 2021).
> **H4: Revenue has a positive and significant effect on the product.**

Quality of Service Affects The Product
Ali H and Mappesona H. (2016) that the quality of service is positive and significant to the product. This shows the quality of service will have a significant impact on a product. This research is supported by previous research that obtained similar results, namely research conducted by (Mahsyar, S and Surapati, U, 2020). Research conducted by Tjahjaningsih, E, Ningsih, D and Utomo. (2020) states that the quality of service depends heavily on the level of a product that provides benefits to consumers.

H5: Quality of Service has a positive and significant effect on the product.

Location Affects The Product

Research conducted by Frank B. (2021) states that there is a significant and significant influence between locations on the product effects of environmental manfaaat. In line with the research conducted by Sadjadi, S, Ashtiani, M, Makui, A and Ramezanian, R. (2020) stated that to determine the location of new facilities and optimal product types for each facility opened in other words the location has a positive and significant effect on the product. As well as to investigate the influence of market locations and various products on market loyalty and inter-construction relationships from market experience and purchase intentions, it is stated that the location has a positive and significant effect on the researching product (Venter de Villiers, M, Visnenza, A and Phiri, N, 2018).

H6: Location has a positive and significant effect on the product.

Income Affects Consumer Purchasing Decisions

Pahwa, B and Gupta, M. (2019) This study to find out the factors that influence purchasing decisions regarding health insurance and to evaluate the factors that most influence and estimate the importance of each factor in other words the level of consumer income greatly influences the level of a consumer's purchasing decision. Further evaluating the effect of consumers' personal characteristics and perceptionson purchases and providing a better understanding of their role in business development in the specialty food market, this proves that the influence of consumer income levels greatly influences the level of a consumer's purchasing decisions (Cacciolatti, L, Garcia, C and Kalantzakis, M. 2017). As well as research conducted by Marques, S, Cardoso, M and Lindeza, A. (2017) in which the results of the study concluded that all marketing stimuli can influence impulse buying behavior referred to NP/HW/PS. However, the older the respondents, the lower the influence of these stimuli, except. the relationship with pharmacists, which will only tend to reduce its importance with increased income or academic qualifications. Also, men seem to be more permeable to the influence of advertising and sales promotion this proves that the influence of consumer income levels greatly influences the level of a consumer's purchasing decisions.

H7: Revenue has a positive and significant effect on consumer purchasing decisions.

Quality of Service Affects Consumer Purchasing Decisions

That consumers don't pay attention to marketing mix factors, but they care deeply about service quality and health awareness. Thus, health awareness and service quality are effective mediators this proves that the level of quality of service has a positive and insignificant effect on consumer purchasing decisions (Tran, T, Pham, N, Van Pham, K and Nguyen, L. 2020). It goes hand in hand that service quality factors such as Reliability, Responsiveness, Assurance, Empathy, Tangents, and Emotions influenced the decision to buy online and receive products directly at the Mobile World store in Ho Chi Minh City. Responsiveness and Assurance have an insignificant positive impact on customer emotions. As a result, these factors should be considered and addressed when performing multi-channel services. Obviously, employees must first be trained to be able to deliver on retailers' promises to their customers, proving that the influence of service quality levels has an insignificant effect on consumer purchasing decisions (Le, Q, Nguyen, L and Pham, N. 2019).

H8: Quality of Service has no significant effect on consumer purchasing decisions.

Location Influences Consumer Purchasing Decisions

Showing that the image of the store, the location of the store both has an influence but not a significant effect either on customer loyalty directly or through purchasing decisions it identifies that the influence of location level on consumer purchasing decisions has an influence but is not significant (Hariyadi, S, Ningsih, A and Away, J, 2018). Furthermore, research conducted by Fahlevi, M. (2020) The results of this study show that Product Quality has a significant positive effect on Purchasing Decisions. Location has an insignificant positive effect on purchasing decisions identifying that location-level influence on consumer purchasing decisions has an influence but is not significant. And this research is 1). The atmosphere of the Store has a significant positive impact on the Purchase Decision 2). Store images do not have a significant impact on Purchasing Decisions. 3). Store Location has an insignificant positive impact on Purchase Decisions. 4). The store atmosphere does not have a significant impact on customer loyalty. 5). The Store's image does not have a significant impact on Customer Loyalty. 6). Store Location does not have a significant impact on Customer Loyalty. 7). Purchasing Decisions have a significant positive impact on Customer Loyalty this proves that the influence of location level has an insignificant effect on consumer purchasing decisions (Sulaiman, Suriadi, Pratama, Veronika and Agusthera, D, 2020).

H9: Location has no significant effect on consumer purchasing decisions.

Price Affects Consumer Purchasing Decisions

Rachmawati, D, Nur Barokah, S and Nahar, M. (2017) this study was to analyze the effect of price, service quality, and brand image on customer purchase decisions of Korean Marine Transport Co., Ltd. at PT.Samudera Indonesia Tbk. Semarang. Demonstrate that price, service quality, and brand image variables have a significant positive influence on purchasing decisions partially and simultaneously and the most dominant variable is service quality. Further research the influence of product quality, price fairness, brand image, and customer value on purchasing decisions in Low Cost Green Car (LCGC). The results also showed that product quality, price fairness, and brand image affect customer value. Based on these findings, in developing LCGC, manufacturers must pay attention to product quality, build brand reputation, and create more value for consumers, this identifies that the influence of price levels on consumer purchasing decisions has a positive and significant influence (Simbolon, F, Handayani, E and Nugraedy, M, 2020). As well as a must for traveloka companies to pay great attention to improving the quality of service and price in making customers decide to buy airline tickets online. Otherwise, Traveloka customers will find other online airfare services (MulyaFirdausy, C and Idawati, R, 2017).

H10: Price has a positive and significant effect on consumer purchasing decisions.

Products Affect Consumer Purchasing Decisions

Research by Djatmiko, T and Pradana, R. (2016) shows that customers are not only influenced by the product but also the price as well. Researchers suggest adding other factors to increase the value of a square R. This proves that there is a positive and significant influence between products on consumer purchasing decisions. Further research shows that Green Product and Green Advertising have a direct influence on Purchasing Decisions. In addition, Purchasing Decisions have a direct influence on Customer Satisfaction and Customer Satisfaction has a direct influence on customer loyalty. Green Product and Green Advertising have an insignificant indirect influence on Customer Loyalty through Purchasing Decisions and Customer Satisfaction, this identifies that product influence has an insignificant and insignificant influence on consumer purchasing decisions (Suhaily, L and Darmoyo, S, 2019).

H11: The product has no significant effect on consumer purchasing decisions.
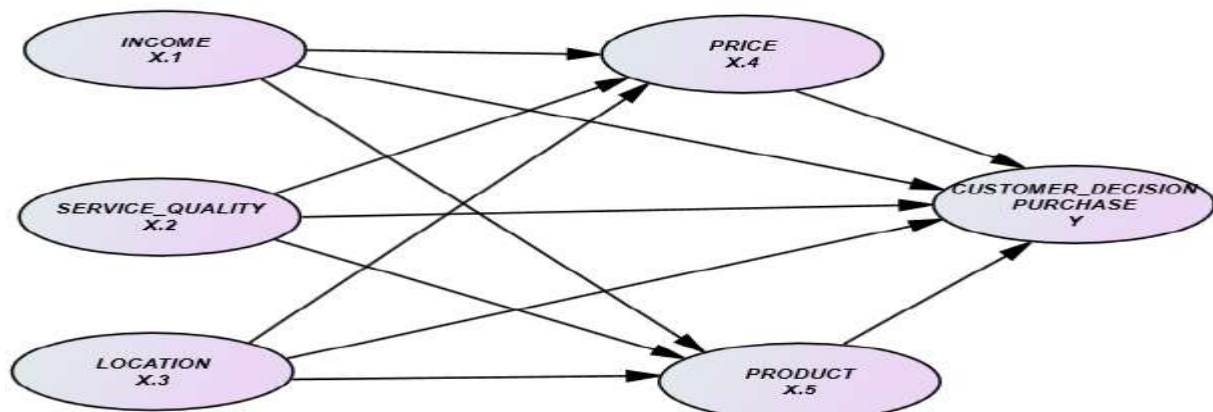

Figure 1. Conceptual Framework of Relationships Between Variables

II.   RESEARCH METHODS

This research was conducted at a DealersPT. Hadji Kalla. This location was chosen because PT. Hadji Kalla is famous for the sale of the type of vehicle that is favored by consumers, namely Toyota products in each regency / city with the sale of Toyota products around the world, especially Indonesia, South Sulawesi Province which is one of the vehicle sales products that are favored and liked by consumers. The object of research in this study is the customer / consumer of Toyota vehicle products PT. Hadji Kalla in South Sulawesi Province precisely in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare, focusing on consumer purchasing decisions, income, quality of service, location, price and products. The population in this study is the overall number of analyses whose traits can be expected. In this study, only research was conducted for customers / consumers ofToyotaDealers vehicle products PT. Hadji Kalla in South Sulawesi Province precisely in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare which amounted to 8,030 consumers. Sampling technique is done with Probability Sampling is multistage random sampling or

cluster sampling determination based on the division of an area / region in stages, then taken randomly for each area, the goal is that each sample in an area has the same opportunity to be used as a respondent. That is, who are customers / consumers who coincidentally encountered researchers can be used as samples. As for determining some of the samples used by researchers using the Slovin Formula in (Sugiyono, 2011).
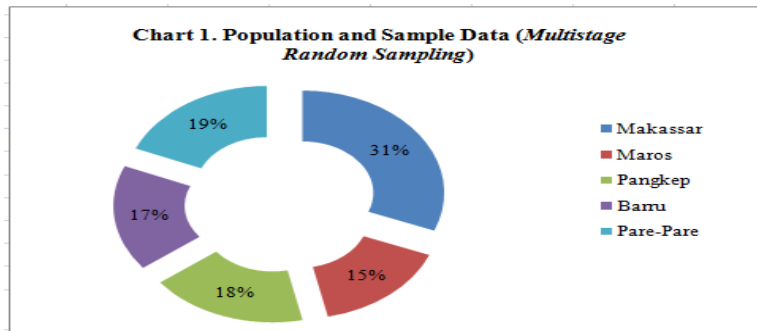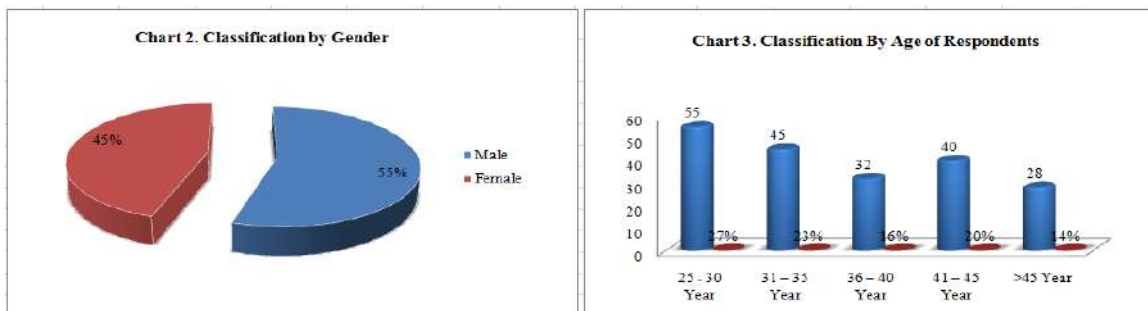

Source :*The Data Was Processed By Toyota Dealers PT. Hadji Kalla, 2022, (N=200)*

From table 3 above based on multistage random sampling of population in 5 regencies/cities, including Makassar, Maros, Pangkep, Barru and Pare-Pare as many as 8,050 consumers while for sampling as many as 200 consumers in South Sulawesi Province. Data collection the method used in this study was through the distribution of questionnaires to customers/consumers of Toyota dealer vehicles PT. Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. Data collection in this study used the questionnaire method. Respondents' answers were measured using a 5-point Likert scale. The data analysis technique used is amos*Structural Equation Modeling* (SEM).

IV.   RESULT AND DISCUSSION

Result
The respondents used in this study had different characteristics or identities according to the chart below

Source :*The Data Was Processed By Toyota Dealers PT. Hadji Kalla, 2022, (N=200)*

Based on chart 2 respondents are mostly male as many as 110 or 55% of respondents and female as many as 90 or 45% of respondents. Furthermore, chart 2 classification by age, 25 years to 30 years of age by 55 or 27% of respondents, ages 31 years to 35 years by 45 or 23% of respondents, ages 36 years to 40 years by 32 or 16% of respondents, ages 41 years to 45 years of 40 or 20% of respondents and ages over 45 years of 28 or 14% of respondents.
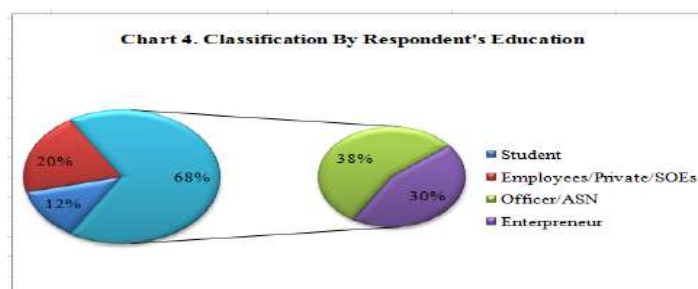
Source :*The Data Was Processed By Toyota Dealers PT. Hadji Kalla, 2022, (N=200)*
Based on chart 4 classifications based on a person's identity, it can reflect the level of knowledge and understanding of the need for brand / type vehicles needed by consumers. It can be known that respondents are

mostly have an identity background of Students / i 25 or 12% of respondents, in the following private employees / BUMN 40 or 20% of respondents, Employees / ASN 75 or 38% of respondents and Entrepreneurs / Entrepreneurs 60 or 30% of respondents.

Validity Test

TABLE 5. VALIDITY OF DATA

Correlations

		Income	Service Quality	Location	Price	Product	Customer Decision Purchase
Income	Pearson Correlation	1	.610**	.748**	.698**	.807**	.676**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Service Quality	Pearson Correlation	.610**	1	.775**	.818**	.881**	.934**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Location	Pearson Correlation	.748**	.775**	1	.934**	.732**	.889**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Price	Pearson Correlation	.698**	.818**	.934**	1	.720**	.893**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Product	Pearson Correlation	.807**	.881**	.732**	.720**	1	.882**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Customer Decision Purchase	Pearson Correlation	.676**	.934**	.889**	.893**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Source: *Data Processed Program SPSS Ver,- 2022(N=200)*

Table 5 of the validity test above shows that all question/statement items to measure revenue variables (X.1), service quality (X.2), location (X.3), price (X.4), product (X.5) and consumer purchasing decisions (Y) in this study had a correlation coefficient greater than t-tabel = 0.165 (the bond value for n=200) with the symbol of each variable item with the sign **. Thus, it can be concluded that all items in the facility variable question/statement indicator (X.1), innovation (X.2), creativity (Y.1) and consumer satisfaction (Y.2) are valid.

Reliability Test

TABLE 6. RELIABILITY OF DATA

Reliability Statistics

Cronbach's Alpha	N of Items
.948	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Income	257.1750	621.411	.747	.949
Service Quality	245.8100	543.974	.894	.932
Location	268.6850	663.071	.886	.945
Price	257.5100	618.945	.879	.938
Product	245.3000	544.392	.895	.932
Customer Decision Purchase	234.9200	474.788	.947	.932

Source :*Data Processed Program SPSS Ver,- 2022(N=200)*

Table 6 of the reliability test above shows that question/statement items for service facility variables have Cronbach's Alpha values above 0.7 and above the r-tabel value of 0.116 and so it can be argued that question/statement items for question/statement variables for facility variables are worth using as data collection tools and as measuring instruments.

Classic Assumption Test
Normality Test

TABLE 7. NORMALITY OF DATA

One-Sample Kolmogorov-Smirnov Test

		Income	Service Quality	Location	Price	Product	Customer Decision Purchase
N		200	200	200	200	200	200
Normal Parameters [a,b]	Mean	44.7050	56.0700	33.1950	44.3700	56.5800	66.9600
	Std. Deviation	4.80765	5.87432	3.28036	4.26074	5.86220	7.19634
Most Extreme Differences	Absolute	.101	.118	.121	.129	.116	.142
	Positive	.097	.109	.101	.101	.100	.118
	Negative	-.101	-.118	-.121	-.129	-.116	-.142
Kolmogorov-Smirnov Z		1.434	1.665	1.715	1.825	1.635	1.007
Asymp. Sig. (2-tailed)		.133	.008	.006	.008	.110	.101

a. Test distribution is Normal.

b. Calculated from data.

Source: *Data Processed Program SPSS Ver,- 2022*

From table 7 above can be concluded the results of the data normality test with Kolmogorov-Smirnov by comparing the value of probability numbers or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the significance value is less than 0.05 or 5% then the data distribution is abnormal. Based on the calculation of SPSS Ver,- above is the value of the probability number or Asymp. Sig (2-tailed) with a significance level above 0.05 or 5% then the data is declared normal distributed.

Autocorrelation Test

TABLE 8. AUTOCORRELATION DATA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.983[a]	.965	.965	1.35528	1.593

a. Predictors: (Constant), Product, Price, Income, Location, Service Quality

b. Dependent Variable: Customer Decision Purchase

Source: *Data Processed Program SPSS Ver,- 2022*

The results in table 8, showed the autocorrelation test above resulted in a Durbin-Watson value of 1,593. The value is not less than -2 and no more than 2 so it can be concluded that there is no autocorrelation in this study.

Multicolionerity Test

TABLE 9. MULTICOLIONERITY DATA

No.	Variabel	Collinearity Statistics	
		Tolerance	VIF
1.	Income	.171	5.850
2.	Service Quality	.286	4.565
3.	Location	.110	9.051
4.	Price	.493	7.783
5.	Product	.579	6.597

Dependent Variable : Customer Decision Purchase
Source: *Data Processed Program SPSS Ver,- 2022*

The results in table 9, the results of the calculation of tolerance values there are no independent variables that have a tolerance value of less than 0.10 with a tolerance value of each independent variable worth income of 0.171, quality of service of 0.086, location of 0.110, price of 0.093 and product of 0.093. Meanwhile, the results of calculating the value of Variance Inflation Factor (VIF) also showed the similar thing, namely the absence of

VIF values from independent variables that have a VIF value of more than 10 with a VIF value of each independent variable worth income of 5,850, service quality of 4,565, location of 9,051, price of 7,783 and products of 6,597. Referring to the calculation of Tolerance and VIF values it can be concluded that there is no multicollinearity between independent variables in the regression model.

Test The Results of Path Analysis in Structure 1

TABLE 10. DETERMINATION COEFFICIENT TEST

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946^a	.894	.893	1.39575

a. Predictors: (Constant), Location, Income, Service Quality

b. Dependent Variable: Price

Source: *Data Processed Program SPSS Ver,- 2022*

TABLE 11. T-PARTIAL TEST AGAINST PRICE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.502	1.068		2.342	.020		
	Income	.115	.031	.117	4.474	.005	.439	2.280
	Service Quality	.174	.027	.239	6.499	.000	.398	2.514
	Location	.988	.057	.761	17.319	.000	.280	3.577

a. Dependent Variable: Price

Source: *Data Processed Program SPSS Ver,- 2022*

Based on the results of the path analysis in Table 11, structural equations can be formulated as follows:
Y1 = 0.117 X1 + 0.239 X2 + 0.761 X3 e$_1$
These structural equations can be interpreted as:
(1) The income variable has a coefficient of 0.117 which means that income has a positive effect on the price, meaning that if the income increases then the price will increase.
(2) The service quality variable has a coefficient value of 0.239 which means the quality of service has an influence on the price, meaning that the increasing quality of service it will affect the price.
(3) The location variable has a coefficient value of 0.761 which means the location has an influence on the product, meaning that the further the location then affects the quality of the product. In this study, the effect of revenue, quality of service, and location on products was calculated through the SPSS Ver program, for windows. Here are the results of the calculation from the results of the analysis of the path of structure 3.

Test The Results of Path Analysis in Structure 2

TABLE 12. DETERMINATION COEFFICIENT TEST

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954^a	.910	.908	1.77671

a. Predictors: (Constant), Location, Income, Service Quality

b. Dependent Variable: Product

Source: *Data Processed Program SPSS Ver,- 2022*
TABLE 13. T-PARTIAL TEST OF THE PRODUCT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.262	1.359		.193	.847		
	Income	.655	.040	.537	16.567	.000	.439	2.280
	Service Quality	.743	.034	.744	21.853	.000	.398	2.514
	Location	.441	.073	.247	6.071	.000	.280	3.577

a. Dependent Variable: Product

Source: *Data Processed program SPSS Ver,- 2022*

Based on the results of the path analysis in Table 13, structural equations can be formulated as follows:
$Y1 = 0.537 X1 + 0.744 X2 + 0.247 X3 \, e_1$
These structural equations can be interpreted as:
(1) The income variable has a coefficient of 0.537 which means that income has a positive effect on the product, meaning that if income increases then the quality of the product will increase.
(2) The service quality variable has a coefficient value of 0.744 which means that the quality of service has an influence on the product, meaning that the increasing quality of service then affecting the quality of the product.
(3) The location variable has a coefficient value of 0.761 which means the location has an influence on the product, meaning that the further the location then affects the quality of the product. In this study, the effect of revenue, quality of service, and location on products was calculated through the SPSS Ver program, for windows. Here are the results of the calculation from the results of the analysis of the path of structure 3.

Test The Results of Path Analysis in Structure 3

TABLE 14. DETERMINATION COEFFICIENT TEST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983[a]	.965	.965	1.35528

a. Predictors: (Constant), Product, Price, Income, Location, Service Quality

Source: *Data Processed Program SPSS Ver,- 2022*

TABLE 15. F-SIMULTANEOUS TEST

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9949.344	5	1989.869	1083.344	.000[a]
	Residual	356.336	194	1.837		
	Total	10305.680	199			

a. Predictors: (Constant), Product, Price, Income, Location, Service Quality

b. Dependent Variable: Customer Decision Purchase

Source: *Data Processed Program SPSS Ver,- 2022*

TABLE 16. A T-PARTIAL TEST OF CONSUMER PURCHASING DECISIONS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.220	1.054		5.899	.000		
	Income	.362	.048	.309	9.559	.000	.171	5.850
	Service Quality	.190	.056	.155	3.422	.001	.286	4.565
	Location	.862	.088	.393	9.787	.000	.110	9.051
	Price	.371	.074	.219	5.006	.000	.493	7.783
	Product	.673	.058	.548	10.575	.000	.579	6.597

a. Dependent Variable: Customer Decision Purchase

Source: *Data Processed Program SPSS Ver,- 2022*

(1) The income variable has a coefficient of 0.309 which means that income has a positive effect on consumer purchasing decisions, meaning that if income increases then consumer purchasing decisions will increase.

(2) The service quality variable has a coefficient value of 0.155 which means that the quality of service has an influence on consumer purchasing decisions, meaning that the increasing quality of service the consumer's purchasing decision will increase.

(3) The location variable has a coefficient value of 0.393 which means that location has an influence on consumer purchasing decisions, meaning that the further away the location then the consumer's purchase decision will increase.

(4) The price variable has a coefficient value of 0.219 which means that location has an influence on consumer purchasing decisions, meaning that the further away the location then the consumer's purchase decision will increase.

(5) Product variables have a coefficient value of 0.548 which means the product has an influence on consumer purchasing decisions, meaning that the better a product, the more consumer buying decisions will increase.

Test the value of the coefficient of determination (R^2) and the error variable (e) In calculating the total determination coefficient value obtained by 0.983 obtained a conclusion of 63.9% of the Dealers consumer purchasing decision variable PT. Hadji Kalla in 5 regencies / cities, including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province is influenced by income, quality of service, location, price and products, while the remaining 17% is influenced by other factors that are not included in the research model or outside the research model.

The initial Confirmatory Factor Analysis (CFA) model that has been done with the Program (AMOS) obtained the following values:
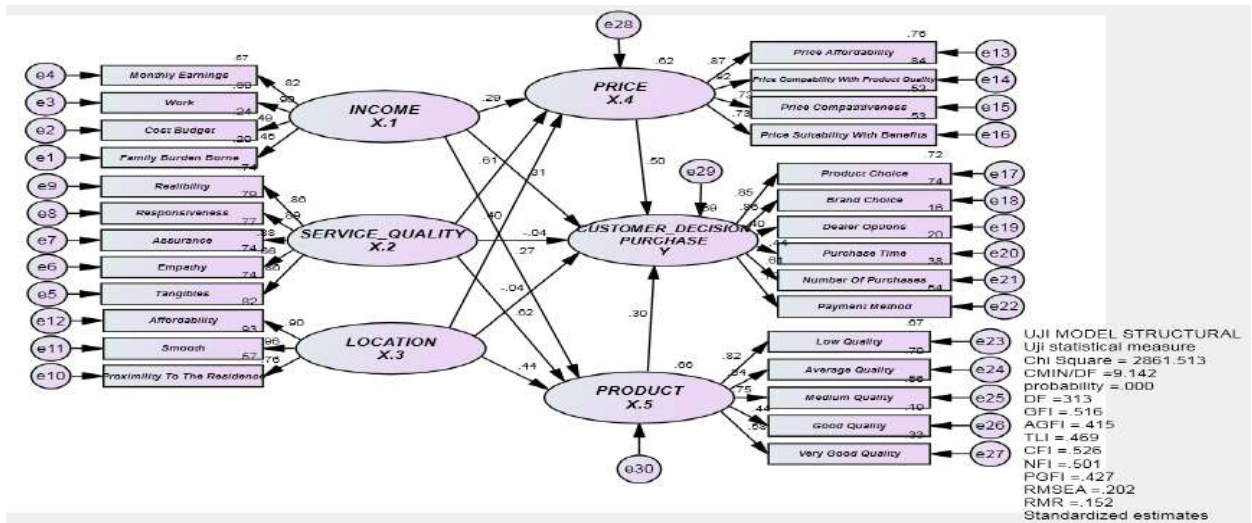
Source: *Data Processed by Program SEM AMOS Ver,- 2022*

**Figure 2. CFA Early Analysis of Good of Exogenous and Endogenous Fit**

In Figure 2, the magnitude of the influence of revenue, quality of service and location on prices, products and consumer purchasing decisions and the value of the effect of price and product variables on consumer purchasing decisions, each value of the magnitude of influence is derived from the Beta standard coefficient and the value of each error variable of each structural equation. Based on the path diagram in Figure 2, it can be summarized the calculation of the results of the initial stage Goodness Of Fit Structural Model test which will be presented in Table 17 below.

TABLE 17: RESULTS OF THE GOODNESS OF FIT TEST OF EARLY STAGE STRUCTURAL MODELS

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi-Square	91.670	2861,513	Marginal
Probability	$\geq 0,05$	0,000	Marginal
GFI	$\geq 0,90$	0,516	Marginal
AGFI	$\geq 0,90$	0,415	Marginal
TLI	$\geq 0,95$	0,469	Marginal
CFI	$\geq 0,95$	0,526	Marginal
RMSEA	$\leq 0,08$	0,202	Marginal

Source: *Calculation Results, Program SEMAMOS Ver,- 2022 (N=200)*

Table 17 above shows the results of a summary of the initial stage Goodness of Fit Structural Model test values that have not found the best model. To achieve the maximum level of Goodness Of Fit from Confirmatory Factory Analysis (CFA) of GFI, AGFI, TLI, CFI, NFI, PGFI and RMSEA values, it is necessary to modify structural models, among others: correlation between variables and indicators and elimination of indicators to improve the suitability of the Good of Fit (GoF), Confirmatory Factor Analysis (CFA) *Structure Equation Modeling* (SEM) (Latan H. and Temalagi S, 2013).
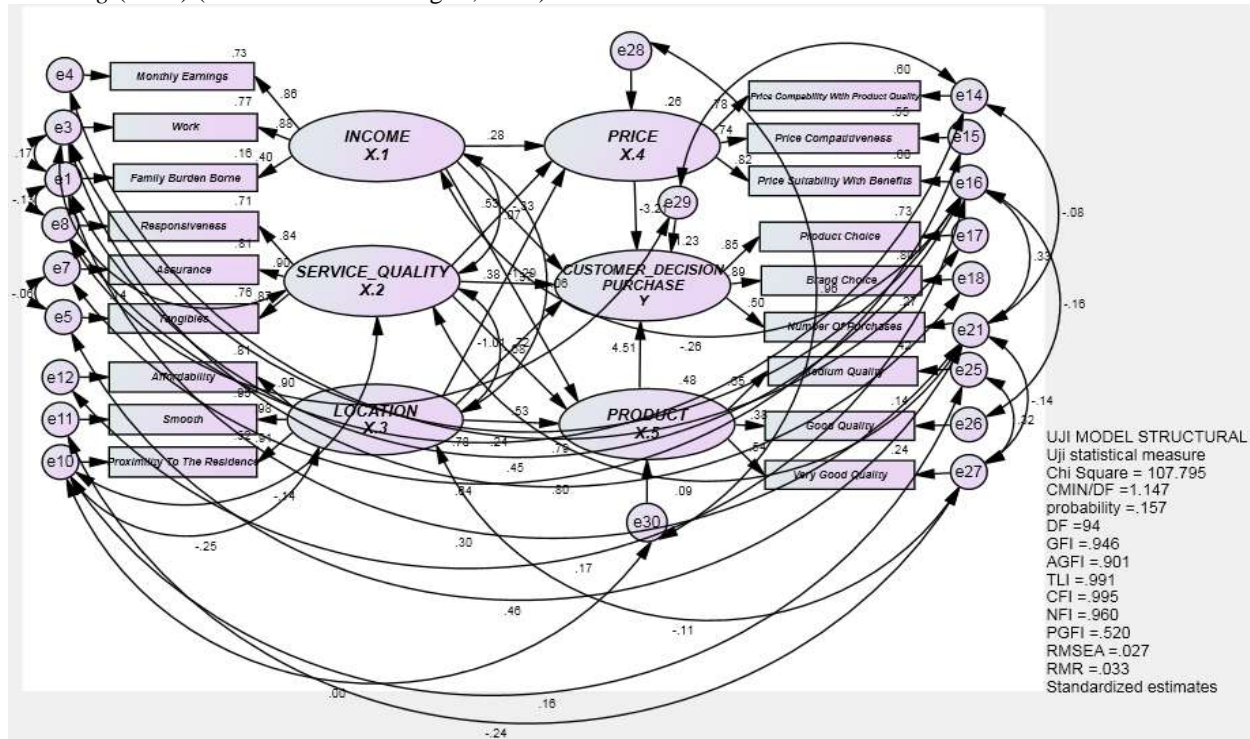
Source: Source: *Data Processed by Program SEM AMOS Ver,- 2022*

Figure 3. CFA Modification of Good of Exogenous and Endogenous Fit Model
TABLE 18. RESULTS OF THE GOODNESS OF FIT TEST OF LATE-STAGE STRUCTURAL MODELS

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi-Square	91.670	41,374	Good Fit

Probability	≥ 0,05	0,157	Good Fit
GFI	≥ 0,90	0,946	Good Fit
AGFI	≥ 0,90	0,901	Good Fit
TLI	≥ 0,95	0,991	Good Fit
CFI	≥ 0,95	0,995	Good Fit
RMSEA	≤ 0,08	0,027	Good Fit

Source: *Calculation Results, Program SEMAMOS Ver,- 2022 (N=200)*

Based on Table 18 obtained chi square value 41.374 with a probability of 0.157 > 0.05, RMSEA value of 0.027 ≤ 0.08, TLI value of 0.991 > 0.95 CFI value of 0.995 > 0.95 GFI value of 0.946 > 0.90 and AGFI of 0.901 > 0.90 and loading factor all above 0.5. Thus demonstrating that the conformity test of this model results in a good receptions where all the parameters of the recommended model are met (Hair J, Anderson R, Tatham R and Black W, 2018). Thus the model is expressly stated that the covariance matrix or sample correlation of the data analyzed is in accordance with the covariance matrix or population correlation estimated in the proposed model.

TABLE 19. REGRESSION ANALYSIS

Path	Estimate	S.E	C.R	P	Label
X.4 ← X.1	.635	.162	3.668	***	Par-1
X.4 ← X.2	.685	.094	5.024	***	Par-2
X.4 ← X.3	.424	.085	3.664	***	Par-3
X.5 ← X.1	.553	.147	3.543	***	Par-4
X.5 ← X.2	.647	.094	4.383	***	Par-5
X.5 ← X.3	.439	.083	3.347	***	Par-6
Y ← X.1	.585	.157	3.725	***	Par-7
Y ← X.2	.042	.105	0.406	.685	Par-8
Y ← X.3	.042	.084	0.094	.621	Par-9
Y ← X.4	.433	.115	3.770	***	Par-10
Y ← X.5	.284	.142	2.003	.045	Par-11

Source: *Calculation Results, Program AMOS SEM Ver,- 2022 (N=200)*

Hypothesis 1
Based on hypothesis testing evidenced by a t-value of 3,668 > 1.96 with a significance of P-Value 0.00 < 0.05 (5%) this indicates that income has a significant effect on the price which means the hypothesis is accepted.

Hypothesis 2
Based on hypothesis testing evidenced by a t-value of 5,024 > 1.96 with the significance of P-Value 0.00 < 0.05 (5%) this shows that the quality of service significantly affects the price which means the hypothesis accepted.

Hypothesis 3
Based on hypothesis testing evidenced by a t-value of 3,664 > 1.96 with significance of P-Value 0.00 < 0.05 (5%) this indicates that the location has a significant effect on the price which means the hypothesis is accepted.

Hypothesis 4
Based on hypothesis testing evidenced by a t-value of 3,543 > 1.96 with a significance of P-Value 0.00 < 0.05 (5%) this indicates that income has a significant effect on the product which means the hypothesis is accepted.

Hypothesis 5
Based on hypothesis testing evidenced by a t-value of 4,383 > 1.96 with significance of P-Value 0.00 > 0.05 (5%) this shows that the quality of service has a significant effect on the product which means accepted hypothesis.

Hypothesis 6
Based on hypothesis testing evidenced by a t-value of 3,347 > 1.96 with significance of P-Value 0.00 < 0.05 (5%) this indicates that the location has a significant effect on the product which means the hypothesis is accepted.

Hypothesis 7
Based on hypothesis testing evidenced by a t-value of 3,725 > 1.96 with significance of P-Value 0.00 < 0.05 (5%) this indicates that income has a significant effect on consumer purchasing decisions which means the hypothesis is accepted.

Hypothesis 8
Based on hypothesis testing evidenced by a t-value of 0.406 < 1.96 with significance of P-Value 0.685 > 0.05 (5%) this indicates that the quality of service is not influential. significant consumer purchasing decisions which means the hypothesis is rejected.

Hypothesis 9
Based on hypothesis testing evidenced by a t-value of 0.094 < 1.96 with significance of P-Value 0.621 > 0.05 (5%) this indicates that location has an insignificant effect on consumer purchasing decisions which means the hypothesis is rejected.

Hypothesis 10
Based on hypothesis testing evidenced by a t-value of 3,770 > 1.96 with significance of P-Value 0.00 < 0.05 (5%) this indicates that price has a significant effect on consumer purchasing decisions which means the hypothesis is accepted.

Hypothesis 11
Based on hypothesis testing proven by a t-value of 2.003 > 1.96 with significance of P-Value 0.045 < 0.05 (5%) this indicates that the product has a significant effect on the decision. Consumer purchase which means accepted hypothesis.

Discussion
Revenue Affects Price (H.1)
The results showed that indirect income positively affects prices at Toyota Dealers PT. Hadji Kallawith a loading factor value of 0.290 with a path coefficient of 0.635 with a t-value of 3,920 > 1.96 with a p-value of < 0.005. This means that if the income will be functioned, it affects the price. The achievement of the price is inseparable from how the consumer income ofToyotaDealersPT. Hadji Kalla. Where income includes monthly income, work, budget costs and family expenses borne by ToyotaDealers consumers PT. Hadji Kalla in determining the price that suits the needs of consumers. If you look at the results of research that shows that income affects prices, then Toyota Dealers PT. Hadji Kallamust be able to provide price affordability, price conformity with product quality, price competitiveness and price conformity with the best benefits to its consumers by providing special discounts to their loyal customers.

The initial Confirmatory Factor Analysis (CFA) results of income variables consist of indicators of monthly earnings, employment, cost budgets and family expenses borne by consumers. Price variables consist of indicators of price affordability, price conformity with product quality, price competitiveness and price conformity with benefits. In line with research conducted by Fouquet R. (2012) shows that income has a positive and significant effect on prices.

The final Confirmatory Factor Analysis (CFA) results and the results of the income variable hypothesis consist of indicators of monthly income, employment and family expenses borne. In line with research conducted by Pellini E. (2021) which states that income affects prices and obtains positive and significant results.In other words, increasing the consumer income of Toyota Dealers PT. Hadji Kallain 5 regencies / cities including Makassar, Maros, Pangkep, Barru, and Pare-Pare in South Sulawesi Province, the higher the price level in 5 regencies / cities including Makassar, Maros, Pangkep, Barru, and Pare-Pare in South Sulawesi Province. The first hypothesis is accepted. This is in line with the results of research conducted by Paar, David. (2011) states that revenue has a positive and significant effect on prices. This shows that the income earned by consumers affects the needs of consumers / customers of Toyota Dealers PT. Hadji Kallawhich can indirectly affect the creation of prices.

Quality of Service Affects Prices (H.2)
The results showed that the quality of service indirectly (indirect effect) positively affects prices at Toyota Dealers PT.HadjiKalla with a loading factor value of 0.614 with a path coefficient of 0.685 with a t-value of 7,274 > 1.96 with a p-value of < 0.000. This means that if the quality of service will be functioned will affect the price. The achievement of the price is inseparable from how the quality of service provided by ToyotaDealersPT. Hadji Kalla. Where the quality of service includes reliability, responsiveness, assurance,

empathy and physical evidence of Toyota Dealers PT. Hadji Kallaas a form of fulfilling the need for services to consumers.If you look at the results of research that shows that the quality of service affects the price, then Toyota Dealers PT. Hadji Kallamust be able to provide price affordability, price conformity with product quality, price competitiveness and price conformity with the best benefits to its consumers by providing special services to their loyal customers.

The initial Confirmatory Factor Analysis (CFA) results of service quality variables consist of indicators of reliability, responsiveness, assurance, empathy and physical evidence. Price variables include indicators of price affordability, price conformity with product quality, price competitiveness and price conformity with benefits. In line with research conducted by Aisyah W, Salim F and Sofyan M. (2019) showed that the quality of service has a positive and significant effect on prices.

The final Confirmatory Factor Analysis (CFA) results and the hypothetical results of service quality variables consist of monthly income, work and family expenses borne. In line with research conducted by Ramadhaniati S, Susanti E, Wiwaha A and Wahyuning T. (2020) which states that the quality of service affects prices and obtains positive and significant results. In other words, improving the quality of service of Toyota Dealers PT. Hadji Kallain 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province, the higher the price level given in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The second hypothesis is accepted. This is in line with the results of research conducted by Dhasan, D and Aryupong M. (2019) stated that the quality of service has a positive and significant effect on prices.This shows the quality of service that has been done by the online transportation industry also increases the selling price. Hendrayati H, Askaloni A, Achyarsyah M, Sudrajat C and Syahidah R. (2020) stated that the quality of service had a positive and significant effect on prices. This shows the competition of the online transportation industry through the quality of e-services to build customer loyalty Gojek and Grab can increase the selling price based on online transportation.

Location Affects Price (H.3)

The results showed that the indirect effect (indirect effect) positively affects prices at Toyota Dealers PT. Hadji Kallawith a loading factor value of 0.398 with a path coefficient of 0.424 with a t-value of 5,022 > 1.96 with a p-value of < 0.000. This means that if the location will be functioned will affect the price. The price achievement is inseparable from how the location provided by ToyotaDealersPT. Hadji Kalla. Where the location includes affordability, smoothness and proximity to the residence as a form of meeting the need for the location of Toyota Dealers PT. Hadji Kallato the consumers. If you look at the results of research that shows that location affects prices, then Toyota Dealers PT. Hadji Kallamust be able to provide price affordability, price conformity with product quality, price competitiveness and price conformity with the best benefits to its consumers by providing special services for customers who have a location from Toyota Dealers PT. Hadji Kallato his loyal customers.

The initial Confirmatory Factor Analysis (CFA) results of location variables consist of indicators of affordability, smoothness and proximity to the residence. Price variables include indicators of price affordability, price conformity with product quality, price competitiveness and price conformity with benefits. In line with research conducted by Colombo S and Hou Z. (2021) showed that locations have a positive and significant effect on prices.

The final Confirmatory Factor Analysis (CFA) results and the results of the location variable hypothesis consist of affordability, fluency and proximity to the residence. In line with research conducted by Salim M, Soliha E and Siswanto A. (2020) which states that location affects prices and obtains positive and significant results. In other words, increase the location ofToyota Dealers PT. Hadji Kallain 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province, the higher the price level given in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The third hypothesis is accepted. This is in line with the results of research conducted by Porumb V, Maler G and Anghel I. (2020) stated that the location had a positive and significant effect on prices. This shows that the location that has been carried out by the sustainable development of urban areas also increases the selling price in other words the selection of a good location will significantly affect the selling price ofToyotaDealersPT. Hadji Kalla.

Revenue Affects Products (H.4)

The results showed that *indirect effect* innovation had a positive and significant effect on ToyotaDealersPT.HadjiKalla products with a loading factor value of 0.272 with a path coefficient of 0.553 with a t-value of 3,764 > 1.96 with a p-value of < 0.000. This means that the income will affect the price. Product achievement is inseparable from how revenue is generated by customers ofToyotaDealersPT. Hadji Kalla. Where income includes monthly income, work, budget costs and family expenses borne as a form of customer

fulfillment of the need for vehicles. If you look at the results of research that shows that revenue affects the product, then Toyota Dealers PT. Hadji Kallamust be able to provide product selection with low quality, average quality, medium quality, good quality and excellent quality depending on the needs of customers of Toyota Dealers PT. Hadji Kallato his loyal customers.

The initial *Confirmatory Factor Analysis* (CFA) results of income variables consist of indicators of earnings per month, employment, budget costs and family expenses borne and product variables include indicators of low quality, average quality, medium quality, good quality and excellent quality. In line with the book Economics and the Real World made by Kamarck A. (2016) shows that income has a positive and significant effect on the product.

The final *Confirmatory Factor Analysis* (CFA) results and the results of the income variable hypothesis consist of per-month earnings, work and family expenses borne. Green Business: An A-to-Z Guide by Philipsen, D. (2012) states that revenue affects products and achieves positive and significant results. In other words, increasing the customer /consumer income of Toyota Dealers PT. Hadji Kalla in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province, Then the higher the level of products provided in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. Thus, the fourth hypothesis is accepted. This is in line with the results of research conducted by Siregar A, Astaman P and Darwis M. (2021) stated that income has a positive and significant effect on the product. This shows the customer /consumer income through the process of changing the effect of producing the best product in other words customer / consumer income has met the standards to determine the level of products that will be needed by customers / consumers DealersPT. Hadji Kalla.

Quality of Service Affects Products (H.5)

The results showed that the quality of service indirectly (*indirect effect*) positively affects ToyotaDealers products PT. Hadji Kalla with a loading factor value of 0.625 with a path coefficient of 0.647 with a t-value of 6,899 > 1.96 with a p-value of < 0.000. This means that if the quality of service will be functioned, it affects the product. The achievement of the product is inseparable from how the quality of service provided by ToyotaDealersPT. Hadji Kalla. Where the quality of service includes reliability, responsiveness, assurance, empathy and physical evidence of Toyota Dealers PT. Hadji Kalla as a form of fulfillment of service to consumers. If you look at the results of research that shows that the quality of service affects the product, then Toyota Dealers PT. Hadji Kallamust be able to provide good quality service and provide the best products to its consumers.

The initial *Confirmatory Factor Analysis* (CFA) results of service quality variables consist of indicators of reliability, responsiveness, assurance, empathy and physical evidence and product variables consist of indicators of low quality, average quality, medium quality, good quality and excellent quality. In line with research conducted by Ali H and Mappesona H. (2016) showed that location has a positive and significant effect on the product.

Final *Confirmatory Factor Analysis* (CFA) results and hypothesis results show that service quality variables with indicators of responsiveness, assurance and physical evidence and product variables consist of indicators of moderate quality, good quality and excellent quality. In line with research conducted by Ali H and Mappesona H. (2016) stated that the quality of service is positive and significant to the product. This shows the quality of service will have a significant impact on the product. This research is supported by previous research that obtained similar results, namely research conducted by (Mahsyar, S and Surapati, U, 2020). Research conducted by Tjahjaningsih, E, Ningsih, D and Utomo, A. (2020) revealed the results of research conducted with quality of service to the product stated that the quality of service and product diversity greatly affect satisfaction and WOM that will have an impact on customer loyalty.

Location Affects The Product (H.6)

The results showed that the indirect effect (indirect effect) positively affects ToyotaDealers products PT. Hadji Kalla with a loading factor value of 0.445 with a path coefficient of 0.439 with a t-value of 5,322 > 1.96 with a p-value of < 0.000. This means that if the location will be functioned it affects the product. The achievement of the product is inseparable from how the location of the determination of Toyota Dealers PT. Hadji Kalla. Where the location includes affordability, smoothness and proximity to the residence as a form of meeting the need for the location of Toyota Dealers PT. Hadji Kallato the consumers. If you look at the results of research that shows that the location affects the product, then Toyota Dealers PT. Hadji Kallamust be able to provide the best products to its consumers by providing special services for consumers / customers who have a location far from Toyota Dealers PT. Hadji Kalla to his loyal customers.

The initial Confirmatory Factor Analysis (CFA) results of location variables consist of indicators of affordability, smoothness and proximity to residence and product variables including indicators of low quality,

average quality, medium quality, good quality and excellent quality. In line with research conducted by Frank B. (2021) shows that location has a positive and significant effect on the product.

The final Confirmatory Factor Analysis (CFA) results and hypothesis results show that location variables with indicators of affordability, smoothness and proximity to residence and product variables consist of indicators of medium quality, good quality and excellent quality and product variables consist of indicators of moderate quality, good quality and excellent quality. In line with research conducted by Sadjadi, S, Ashtiani, M, Makui, A and Ramezanian, R. (2020) stated that the location is positive and significant to the product. This indicates the location will have a significant impact on the product. This research is supported by previous research that obtained similar results, namely research conducted by Venter de Villiers, M, Visnenza, A and Phiri, N. (2018) revealed the results of research conducted with location on products stated that market location, various products and market experience positively affect consumer buying intentions and market loyalty.

Income Affects Consumer Purchasing Decisions (H.7)

The results showed that direct effect positively influenced the consumer purchase decision of Toyota Dealers PT. Hadji Kalla with a loading factor value of 0.306 with a path coefficient of 0.585 with a t-value of 3,725 > 1.96 with a p-value of < 0.000. This means that if the income will be functioned it affects the consumer's purchasing decision. The achievement of consumer purchasing decisions is inseparable from how customer / consumer income ofToyotaDealersPT. Hadji Kalla. Where income includes monthly income, work, budget costs and family expenses borne as a form of consumer / customer fulfillment of consumer purchase decisions. If you look at the results of research that shows that income affects consumer purchasing decisions, then Toyota Dealers PT. Hadji Kallamust be able to provide the best purchasing decision in the selection of vehicle products that suit the needs of its customers / consumers.

The initial *Confirmatory Factor Analysis* (CFA) results of income variables consist of indicators of income per month, employment, budget costs and family expenses borne and consumer purchasing decision variables including indicators of low quality, average quality, medium quality, good quality and excellent quality. In line with research conducted by Pahwa, B and Gupta, M. (2019) shows that income has a positive and significant effect on consumer purchasing decisions.

Final *Confirmatory Factor Analysis* (CFA) results and hypothetical results show that income variables with monthly income indicators, occupations, budget costs and family expenses are borne as a form of customer fulfillment of vehicle needs and consumer purchasing decision variables with indicators of product choice, brand choice and purchase amount. In line with research conducted by Pahwa, B and Gupta, M. (2019) states that income is positive and significant to consumer purchasing decisions. This suggests revenue will have a significant impact on consumer purchasing decisions.This research is supported by previous research that obtained similar results, namely research conducted by (Cacciolatti, L, Garcia, C and Kalantzakis, M, 2017). Another study revealed the results of research on the influence of "Portuguese Pharmacy cards" (PP cards) on the behavior of pharmacy customers. It also intends to examine whether marketing stimuli affect consumer purchasing behavior with respect to non-prescriPT.ion medicines/health products/pharmaceutical services (NP/HW/PS) and to understand whether consumers' socio-demographic characteristics influence purchasing decisions and customer loyalty. This investigation is based on results obtained through online surveys (Marques, S, Cardoso, M and Lindeza, A, 2017).

Quality of Service Affects Consumer Purchasing Decisions (H.8)

The results showed that the quality of service directly (direct effect) had no significant effect on consumer purchasing decisions at Toyota Dealers PT.Hadji Kalla with a loading factor value of 0.044 with a path coefficient of 0.042 with a t-value of 0.0406 < 1.96 with a p-value of < 0.685. This means that if the quality of service will be functioned, it has no significant effect on consumer purchasing decisions. The achievement of consumer purchasing decisions is inseparable from how the quality of service provided by Toyota Dealers PT. Hadji Kalla with reliability, responsiveness, assurance, empathy and physical evidence of consumer purchasing decisions given to customers. If you look at the results of research that shows that the quality of service has no significant effect on consumer purchasing decisions, then Toyota Dealers PT. Hadji Kallamust pay attention to the best consumer purchasing decisions in the selection of vehicle product services that suit the needs of their customers.

The initial *Confirmatory Factor Analysis* (CFA) results of service quality variables consist of indicators of reliability, responsiveness, assurance, empathy and physical evidence and variable variables of consumer purchasing decisions include indicators of low quality, average quality, medium quality, good quality and excellent quality. In line with research conducted by Tran, T, Pham, N, Van Pham, K and Nguyen, L. (2020) showed that the quality of service has no significant effect on consumer purchasing decisions.

Final *Confirmatory Factor Analysis* (CFA) results and hypothesis results show that service quality variables with indicators of responsiveness, assurance and physical evidence and consumer purchasing decision variables with indicators of product choice, brand choice and number of purchases. In line with research

conducted by Le, Q, Nguyen, L and Pham, N. (2019) stated that the quality of service has no significant effect on consumer purchasing decisions. This shows the quality of service has an insignificant effect on consumer purchasing decisions.Other research found that the quality of service and airfare prices had a positive and significant effect on purchasing decisions made by Traveloka customers. However, promotional variables do not have a significant effect on customer purchase decisions this identifies that the importance of the best service in each product marketed to customers in order to achieve a mutually beneficial purchase decision between the Dealers company and the customer / consumer (MulyaFirdausy, C and Idawati, R, 2017).

Location Influences Consumer Purchasing Decisions (H.9)

The results showed that the location directly (direct effect) had no significant effect on consumer purchasing decisions at Toyota Dealers PT.Hadji Kalla with a loading factor value of 0.045 with a path coefficient of 0.042 with a t-value of $0.0494 < 1.96$ with a p-value of < 0.621. This means that if the location will be functioned, it has no significant effect on consumer purchasing decisions. The achievement of consumer purchasing decisions is inseparable from how the location provided by Toyota Dealers PT.Hadji Kalla by covering affordability, smoothness and proximity to the residence as a form of meeting the needs ofToyotaDealers location PT. Hadji Kalla to the consumers. If you look at the results of research that shows that the location has no significant effect on consumer purchasing decisions, then Toyota Dealers PT. Hadji Kallamust pay attention to the best consumer purchase decision in the selection of locations ToyotaDealers PT. Hadji Kalla in accordance with the expectations of it's customers.

The initial *Confirmatory Factor Analysis* (CFA) results of location variables consist of indicators of affordability, smoothness and proximity to residence and consumer purchasing decision variables including indicators of low quality, average quality, medium quality, good quality and excellent quality. In line with research conducted by Hariyadi, S, Ningsih, A and Away, J. (2018) showed that location has no significant effect on consumer purchasing decisions.

Final *Confirmatory Factor Analysis* (CFA) results and hypothesis results show that location variables with indicators of affordability, smoothness and proximity to residence and consumer purchasing decision variables with indicators of product choice, brand choice and number of purchases. In line with research conducted by Fahlevi, M. (2020) stated that location has no significant effect on consumer purchasing decisions. This suggests location has no significant effect on consumer purchasing decisions. Other studies have found that location has an insignificant influence on customers solar department store decisions that impact customer loyalty (Sulaiman, Suriadi, Pratama, Veronika and Agusthera, D, 2020). Furthermore, the study emphasized the online transportation industry between grap and gojek where location distance has an impact but not significant impact on consumer selection decisions on both online transportation (Hendrayati, H, Askolani, A, Achyarsyah, M, Sudrajat, C and Shahidah, R, 2020) and how location can affect the timing, conscious preference of restaurant recommendations to consumer purchase decisions identifying that the importance of location in the market. determination in each product marketed to customers in order to achieve a mutually beneficial purchase decision between the Dealers company and the customer / consumer (Habib, M, Rakib M and Hasan M, 2017).

Price Affects Consumer Purchasing Decisions (H.10)

The results showed that the price directly (direct effect) had a significant effect on consumer purchasing decisions at Toyota Dealers PT.Hadji Kalla with a loading factor value of 0.497 with a path coefficient of 0.433 with a t-value of $3,770 > 1.96$ with a p-value of < 0.000. This means that if the price will be functioned, it has a significant effect on consumer purchasing decisions. The achievement of consumer purchasing decisions is inseparable from how the price is given by Toyota Dealers PT.Hadji Kalla to customers which includes price affordability, price conformity with product quality, price competitiveness and price conformity with benefits as a form of meeting the needs of prices provided by Toyota Dealers PT.Hadji Kalla to customers.If you look at the results of research that shows that price has a significant influence on consumer purchasing decisions, then Toyota Dealers PT. Hadji Kallashould pay attention to the consideration of consumer purchasing decisions through product choices, brand choices, Dealers choices, purchase time, purchase amount and method of Toyota Dealers PT.Hadji Kalla in accordance with the expectations of its customers / consumers.

The initial *Confirmatory Factor Analysis* (CFA) results of price variables consist of indicators of price affordability, price conformity with product quality, price competitiveness and price conformity with benefits and consumer purchasing decision variables including indicators of product choice, brand choice, Dealers choice, purchase time, purchase amount and payment method. In line with research conducted by Rachmawati, D, Nur Barokah, S and Nahar, M. (2017) showed that price has a significant effect on consumer purchasing decisions.

Final *Confirmatory Factor Analysis* (CFA) results and hypothetical results show that price variables consist of indicators of price conformity with product quality, price competitiveness and price conformity with consumer purchasing benefit and decision variables with indicators of product choice, brand choice and

purchase amount. In line with research conducted by Simbolon, F, Handayani, E and Nugraedy, M. (2020) states that price has a significant influence on consumer purchasing decisions. This shows that price has a significant effect on consumer purchasing decisions. Other research found that prices have a significant influence on the decision of customer by booking airline tickets through online services in Small business Traveloka where services, airfare prices and promotions become a strong influence in the decision making of consumer purchases of online small business services, concluding that the importance of price in determining each product marketed to customers in order to be reached a decision. Mutually beneficial consumer purchases between Dealers companies and Traveloka customers (MulyaFirdausy, C and Idawati, R, 2017).

Products Influence Consumer Purchasing Decisions (H.11)

The results showed that the product directly (direct effect) had a significant effect on consumer purchasing decisions at Toyota Dealers PT.Hadji Kalla with a loading factor value of 0.302 with a path coefficient of 0.284 with a t-value of 2,003 > 1.96 with a p-value of < 0.045. This means that if the product will be functioned, it has a significant effect on consumer purchasing decisions. The achievement of consumer purchasing decisions is inseparable from how the products marketed by Toyota Dealers PT. Hadji Kallato customers which includes the selection of products with low quality, average quality, medium quality, good quality and excellent quality as a form of meeting the needs of products needed by customers of Toyota Dealers PT.Hadji Kalla. If you look at the results of research that shows that the product has a significant effect on consumer purchasing decisions, then Toyota Dealers PT. Hadji Kallashould pay attention to the consideration of consumer purchasing decisions through product choices, brand choices, Dealers choices, purchase time, purchase amount and method of Toyota Dealers PT.Hadji Kalla in accordance with the products needed by its customers.

Initial *Confirmatory Factor Analysis* (CFA) results of product variables with indicators of low quality, average quality, medium quality, good quality and excellent quality and consumer purchasing decision variables include indicators of product choice, brand choice, Dealers choice, purchase time, purchase amount and payment method. In line with research conducted by Fahlevi, M. (2020) shows that products have a significant effect on consumer purchasing decisions.

Final *Confirmatory Factor Analysis* (CFA) results and hypothesis results indicate that product variables consist of indicators of moderate quality, good quality and excellent quality and consumer purchasing decision variables with indicators of product choice, brand choice and number of purchases. In line with research conducted by Djatmiko, T and Pradana, R. (2016) states that products have a significant influence on consumer purchasing decisions. This shows the product has a significant influence on consumer purchasing decisions. Other research has found that price has a significant influence on consumers' purchasing decisions. The increasing environmental problems caused by industrialization, this condition increases the environmental concern of customers, communities, and the government this condition makes the effect of Green Product and Green Advertising to Satisfaction and Loyalty in influencing consumer purchasing decisions, concluding that the importance of products in determining the quality marketed to customers in order to achieve mutually beneficial consumer purchase decisions between Dealers companies and Customers / consumers Suhaily, L and Darmoyo, S. (2019) and how achievement motivation, self efficacy, and commitment to entrepreneurship have a positive and significant impact on small-scale entrepreneurial performance with good packaging products to make small entrepreneurial consumer purchase decisions in Takalar (Sahabuddin . R, 2016).

V.   CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of testing and empirical discussion, the conclusion of this study is that revenue has a positive and significant effect on the price of Toyota Dealers PT.Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The quality of service has a positive and significant effect on the price of ToyotaDealers PT. Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. the location has a positive and significant effect on the price of Toyota Dealers PT.Hadji Kalla in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. Revenue has a positive and significant effect on ToyotaDealersproducts PT. Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The quality of service has a positive and significant effect on ToyotaDealers products. Toyota Dealers PT. Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The location has a positive and significant effect on products Toyota Dealers PT. Hadji Kallain 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province.Revenue has a positive and significant effect on the consumer purchase decision of Toyota Dealers PT. Hadji Kallain 5 regencies/citiesincluding Makassar, Maros, Pangkep, Barru and

Pare-Pare in South Sulawesi Province. The quality of service has no significant effect on the consumer purchase decision of Toyota Dealers PT.Hadji Kalla in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. Location has no significant effect on the consumer purchase decision of Toyota Dealers PT.Hadji Kalla in 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. The product has a significant effect on the consumer purchase decision of Toyota Dealers PT. Hadji Kallain 5 regencies / cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. Price has a significant effect on the consumer purchase decision of ToyotaDealersPT.Hadji Kalla in 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province. So that the first, second, third, fourth, fifth, sixth, seventh, tenth and eleventh hypotheses are accepted. The seventh and eighth hypotheses were rejected.

Suggestions

Based on the results of the research and the conclusions that have been outlined, there are some suggestions in terms of income, things that must be done by DealersPT. Hadji Kalla is to know more clearly about the appropriate conditions experienced by customers through the choice of products, brands, distributors, purchase time, purchase amount and payment method at PT. Hadji Kalla is in accordance with the needs and capabilities of customers who will improve the purchasing decisions of consumers DealersPT. Hadji Kalla. Furthermore, in terms of service quality, it is necessary to get special attention especially in the indicators that form it such as reliability, responsiveness, assurance, empathy and physical evidence that can significantly improve consumer purchasing decisions through product choices, brands, distributors, purchase times, purchase amounts and payment methods at DealersPT. Hadji Kalla. Then the selection of locations also needs to get special attention especially in the indicators that form it such as affordability, smoothness and proximity to the residence that can significantly improve consumer purchasing decisions through product choices, brands, distributors, purchase times, purchase numbers and payment methods at DealersPT. Hadji Kalla. Furthermore, in terms of products, what Dealers must do. PT. Hadji Kalla is to know more clearly about the type of product quality that suits the needs that will be purchased by customers / consumers which ultimately influences the consumer's purchasing decision to choose the product.Toyota Dealers PT. Hadji Kallaand in terms of price things that need to be considered here are the affordability of prices, competitiveness, price conformity with product quality and the benefits of needing to get special discounts for loyal customers of Toyota Dealers PT.Hadji Kalla ultimately influenced the consumer's purchasing decision to choose products ToyotaDealersPT. Hadji Kalla.

VI.   THANK YOU

Thank you to all parties, especially the leadership ofPT. Hadji Kalla who has given permission to research as well as consumer respondents Toyota Dealers PT.Hadji Kallain 5 regencies/cities including Makassar, Maros, Pangkep, Barru and Pare-Pare in South Sulawesi Province which has helped a lot in this research, so that the research of consumer purchase decisions of Dealers products PT. Hadji Kalla can be written and informed to customers of Toyota Dealers PT. Hadji Kallain the world especially in Indonesia, especially in South Sulawesi Province.

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