



Jurnal Terapan Manajemen dan Bisnis is licensed under  
A Creative Commons Attribution-NonCommercial 4.0 International License.

**AN ANALYSIS ON THE INFLUENCE OF PRODUCT INNOVATION, PRODUCT  
QUALITY, AND PRICE PERCEPTION ON PURCHASE DECISION OF MITSUBISHI  
FUSO CANTER TRUCKS**

(A Case Study on Mitsubishi Fuso Canter Truck Owners in Driyorejo District)

**Achmad Fathoni Rodly<sup>1)</sup>, Rudi Wibowo<sup>2)</sup>, Nuning Nurna Dewi<sup>3)</sup>**

1) Maarif Hasyim Latif, Sidoarjo, Indonesia  
E-mail: [Ach\\_fathoni\\_rodli@dosen.umaha.ac.id](mailto:Ach_fathoni_rodli@dosen.umaha.ac.id)

2) Maarif Hasyim Latif, Sidoarjo, Indonesia  
E-mail: [rudi@dosen.umaha.ac.id](mailto:rudi@dosen.umaha.ac.id)

3) Maarif Hasyim Latif, Sidoarjo, Indonesia  
E-mail: [nuning@dosen.umaha.ac.id](mailto:nuning@dosen.umaha.ac.id)

**Abstract**

The purpose of this research is to determine the influence of product innovation, product quality, and price perception both partially and simultaneously on purchase decision of Mitsubishi Fuso Canter trucks and to figure out the dominant independent variables influencing the dependent variable. This research was conducted in Driyorejo District with the population of all Mitsubishi Fuso Canter truck owners. Since the total number of Mitsubishi Fuso Canter truck owners in Driyorejo District were unknown, the samples were selected using a simple random sampling technique with Lemeshow formula. Thus, 96 research respondents were obtained. The collected data were then processed using a linear multiple regression analysis with hypothesis t and f tests and analysis of determination coefficient (R<sup>2</sup>) using SPSS 21.0 program. Based on the regression analysis results, a positive value equation of  $Y = 6.212 + 0.341X_1 + 0.313X_2 + 0.055X_3 + \epsilon$  was obtained. From the research findings, the t-test results showed that product innovation and product quality positively and significantly influenced purchase decision with the dominant variable of product quality. Meanwhile, price perception did not influence purchase decision. The f-test results showed that simultaneously, all independent variables positively and significantly influenced purchase decision proven by the value of f-count (33.575) > that of f-table (2.70). From the analysis results, the determination coefficient (R<sup>2</sup>) showed the value of 0.523, meaning that simultaneously, product innovation, product quality, and price perception had the contribution of 52.3% on purchase decision, while the remaining 47.7% was the contribution of variables not included in this research.

**Keywords:** Product Innovation, Product Quality, Price Perception, Purchase Decision

**Introduction**

The development of technology has recently played its important role in the development progress of a nation. Some technologies, such as production, construction, communication,

and transportation technologies have been recently developed to ease someone in performing a job, including the recent land transportation technology. From time to time, land transportation has rapidly developed. Various passengers and goods transportation types have been developed based on the uses and benefits. In Indonesia, transportation has an important role in the people's life as connecting media to facilitate and support all activities to fulfil the people's needs. Moreover, the people's needs in their life have significantly increased and, thus, transportation with excellent mobility to deliver goods is greatly needed. Of various transportation types with excellent mobilities in delivering goods and services, truck is one transportation used for daily activities. Truck has an important role in distributing goods and services to the related customers. Those with high mobilities are the light-type trucks. Many business actors on goods delivery services either individuals or companies owned these trucks because they can arrive in places unable to be reached by the other huge vehicles, such as village roads, plantations, mining areas, etc. One Japanese automotive company, known as Mitsubishi Fuso Truck & Bus Corporation or abbreviated with MFTBC has produced various truck types. Many customers love the Mitsubishi Fuso products, so it is no wonder if we find many of them used on the roads. To develop and maintain their products of this truck type, MFTBC has tried making various product innovations launched in 2007 with Mitsubishi Colt Diesel known by the people with its appearance changes similar to Euro 2. Not only appearance, its technology also changes. The first truck innovation is uniting the positions of lever transmission with dashboard. Other changes have also been made. There are some model and type variants of Mitsubishi Fuso canter offered which facilitate the customers to choose the trucks based on their needs. Innovations have been made to improve the product quality and value existing and known in the society. It is expected that with the existence of innovations shown by the products, benefits and superiorities belong to the related products. Consequently, the customers will not feel bored with the product utilization to support their jobs. In addition to product innovations, MFTBC always maintains its product quality. In maintaining the product quality, the producers have provided adequately good spare parts and facilitate the customers in obtaining the spare parts when periodic repairs are needed. Almost all truck-spare part shops have provided Mitsubishi Fuso spare parts. This can be one determining factor to determine the customers' satisfaction level after buying and using the related products.

There are two factors commonly considered by the customers. Besides, the customers also consider the price factor of the related products whether or not it is worth it with the value. Various customers' characteristics and behaviors have made the producers and distributors of Mitsubishi Fuso in Indonesia should manage with various ways to create good perceptions, especially in the eyes of customers in response to the offered price. Thus, the customers do not mind or feel disappointed with the price given by the distributors to the prospective customers. The following is list of purchasing price On the Road (known as OTR) in Jakarta with the light duty truck type from three different companies in 2019.

Table 1 Truck Price

NO.	Brand	Type	Price OTR
1	Mitsubishi	Colt diesel FE71 110 PS - FE84G HDL	IDR 290,500,000 - IDR 365,000,000
2	Hino Dutro	Dutro 300 cargo 110 SD - 130 HDL	IDR 270.433.000 - IDR 353.603.000
3	Isuzu Elf	NLR55 - NMR 71 HD	IDR 258,000,000 - IDR 340,100,000

Source: [www.rajamobil.com](http://www.rajamobil.com) (processed by the researchers)

We can see from the price offered by those three truck producers that Mitsubishi Fuso purchasing price is higher than that from the other brands with the same or equal type. However, the high price offered to buy Mitsubishi Fuso Canter does not reduce its number of customers in Indonesia for the last two years in certain periods.

Table 2 Truck Selling

Brand	January - December 2017	January - November 2018
Fuso Canter	38,116 Units	36,424 Units

Source: [www.tribunnews.com/otomotif&otomotif.kompas.com](http://www.tribunnews.com/otomotif&otomotif.kompas.com) (processed by the researchers)

Purchase decision is one action made by someone to buy and use a product, such as goods or services chosen and believed to satisfy him/herself and willing to take the risk to his/her choice. The customers' different characteristics and behaviors determined their decision to purchase the trucks. So, it is unavoidable if there are market share competitions in Indonesia due to many factors considered by the customers.

### Research Questions

1. Does product innovation positively and significantly influence purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District?
2. Does product quality positively and significantly influence purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District?
3. Does price perception positively and significantly influence purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District?
4. Do product innovation, product quality, and price perception simultaneously influence purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District?
5. Among product innovation, product quality, and price perception, which variable has the most dominant value on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District?

### Research Objectives

1. To figure out the influence of product innovation on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District.
2. To reveal the influence of product quality on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District.
3. To uncover the influence of price perception on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District.
4. To know whether or not product innovation, product quality and price perception simultaneously influence purchase decision of Mitsubishi Fuso Canter truck in

Driyorejo District.

5. To discover which variable among product innovation, product quality, and price perception, has the most dominant value on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District.

## **Literature Review**

### **Theoretical Bases**

#### **Definition of Marketing**

According to Kotler and Keller, (2016: 27), marketing is a process where a company creates values for and builds a strong relationship with its customers to obtain the values from some parts of the rewards.

#### **Marketing Management**

According to Rosad, (2015: 1), marketing management is a process to analyze, plan, manage, and organize programs covering conceptualization, price establishment, promotion, and distribution of products, services, and ideas planned to create and maintain mutual changes in the target markets to reach the company goals.

#### **Product Innovation**

According to Kotler and Keller in E.S.M Sinurat., B. Lumanauw., F Roring, (2017: 2232), Innovation is not only limited on the development of new products and services, but also includes new business thoughts and processes. According to Lukas & Ferrel in Cynthia and Hendra (2014: 1217), there are some product innovation indicators:

1. Line Extension

It is understood as a familiar product for business organizations, yet new in market.

2. Me-Too Product

It is a product considered new by business organizations, yet familiar in market.

3. New-to-the-world Product,

It is a product considered good for both business organizations and companies.

#### **Product Quality**

According to Oentoro in Nurul Fatmawati and Euis Soliha (2017: 6), "Product quality is something which should obtain serious attention from companies or producers since product quality is closely related to customer satisfaction as the main objective of marketing activities done by the related companies. According to Kotler, (2016: 203) the product quality indicators include:

1. Performance

Performance is related to functional aspect of a product and a main characteristic considering customer in purchasing the related product.

2. Reliability

Reliability is related to probability of a product which has succeeded playing its functions when used in a certain period of time.

3. Durability

Durability is related to how long a product can be used without resulting in problems when used.

4. Ease of repair

Ease of repair is related to the easiness of product to repair when broken.

**Price Perception**

According to Kotler and Armstrong (2015: 312), price is the amount of money imposed on a product or service, number of values exchanged with customers for possession purposes or using the related products and services. According to Lichtenstein *et al.* in Gecti, (2014:148), the price perception indicators include:

1. Quality-price relationship  
 Quality-price relationship is illustrated with the belief between mutually related product category and price level.
2. Consciousness, value, and price perception  
 For some customers, those can be characterized with customer awareness for the obtained benefits from the price paid within a purchase transaction.
3. Sale proneness  
 Sale proneness is related to the promotion tendency, such as that related to the discounted price.
4. Prestige Sensitivity  
 Prestige sensitivity explains that price perception influences other people and characterizes the higher purchase status.

**Purchase decision**

According to Kotler and Armstrong (2014: 158), consumer buyer behavior refers to the buying behavior of final consumer – individuals and households that buy goods and services for personal consumption. According to Thomson (2013: 10), purchase decision indicators include:

1. As appropriate
2. Beneficial
3. Product purchase accuracy
4. Repeated purchase

**Conceptual Framework**

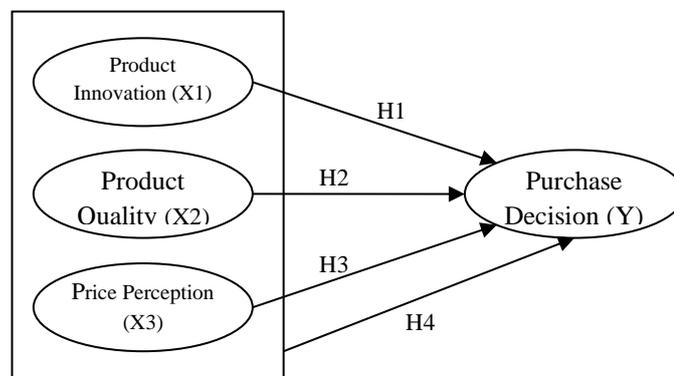


Figure 1 Conceptual Framework

**Research Hypotheses**

- H1:** It is assumed that product innovation positively and significantly influences purchase decision of Mitsubishi Fuso Canter truck
- H2:** It is assumed that product quality positively and significantly influences purchase decision of Mitsubishi Fuso Canter truck.

**H3:** It is assumed that price perception positively and significantly influences purchase decision of Mitsubishi Fuso Canter truck.

**H4:** It is assumed that simultaneously product innovation, product quality, and, price perception positively and significantly influences purchase decision of Mitsubishi Fuso Canter truck.

**Research Methodology**

**Research Population**

Population is a generalization area.

**Analysis Method**

**Validity Test**

Validity Test is a measurement consisting of object/ subject showing the validity level with its quality and characteristics established by the researchers to learn and draw conclusion (Sugiyono, 2015). The research population was all Mitsubishi Fuso Canter truck owners in Driyorejo District which number was unknown.

**Research Samples**

96 respondents owning the Mitsubishi Fuso Canter truck in Driyorejo District selected using Lemeshow formula were considered as the research samples.

**Research Data**

The research primary data were obtained through distributing questionnaires to the respondents owning the Mitsubishi Fuso Canter truck in Driyorejo District involved in this research. The respondents were asked to give their responses to the questions or statements provided in the questionnaire.

The research secondary data were indirect data collected through someone or other information sources. The secondary data sources were intended to support the information from the primary data. The collected secondary data included references, literatures, previous studies, quotations from various sources, such as [www.tribunnews.com/otomotif&otomoti](http://www.tribunnews.com/otomotif&otomoti) [f.kompas.com](http://f.kompas.com) (processed by the researchers) in which the information explained the selling of Mitsubishi Fuso Canter truck in the last two years within a certain period. In addition, some journals containing previous studies could add the existing information.

From an instrument, it can be said that validity is if  $r_{count} > r_{table}$ .  $R_{count}$  is obtained from SPSS (Pearson correlation) results, while  $r_{table}$  was from degree of freedom (df) = N - 2, and  $\alpha$  of 0.05. N is the number of samples:  $96 - 2 = 94$  and  $\alpha$  alpha of 0.05.

Table 3 Validity Test

No.	Instrument Item	Correlation Value (Pearson correlation)	Correlation Probability [sig. (2-tailed)]	Description
1.	Linear Extension	0.783	0.000	Valid
2.	Product Imitation	0.523	0.000	Valid
3.	New Product	0.900	0.000	Valid
4.	Performance	0.646	0.000	Valid
5.	Reliability	0.722	0.000	Valid
6.	Durability	0.846	0.000	Valid
7.	Ease of Repair	0.749	0.000	Valid

8.	Price-Quality Relationship	0.796	0.000	Valid
9.	Consciousness Value	0.759	0.000	Valid
10.	Discount Proneness	0.728	0.000	Valid
11.	Prestige Sensitivity	0.575	0.000	Valid
12.	As appropriate	0.737	0.000	Valid
13.	beneficial	0.815	0.000	Valid
14.	Product Purchase Accuracy	0.816	0.000	Valid
15.	Repeated purchase	0.650	0.000	Valid

Tabel 4 Reliability Test

Variable	Cronbach Alpha if item deleted	Required Cronbach Alpha	Description
Product Innovation (X1)	0.855	0.7	Reliable
Product Quality (X2)	0.864	0.7	Reliable
Price Perception (X3)	0.896	0.7	Reliable
Purchase Decision (Y)	0.910	0.7	Reliable

The above Tables explained that the indicators used to measure the variables had the correlation value of  $r_{count} > r_{table}$  at 0.2006 obtained from  $df = N-2$ . From the result above, it showed that all indicators were considered valid, so that the questionnaires proposed by the researchers were reliable to use and distribute to the research respondents for further investigation.

### Reliability Test

Reliability test was conducted to reveal the respondents' answer consistency, so that the statement items were able to provide the value contribution to the research model. In this reliability test, Cronbach Alpha was used as the measuring instrument with the criteria decision making as stated by Ghazali (2016: 43), if the coefficient of Cronbach Alpha was  $> 0.70$ , the statement was considered reliable, but if the coefficient of Cronbach Alpha was  $\leq 0.70$ , the statement was not reliable".

The Table above showed that all variables in this research were considered reliable because the Cronbach alpha value was more than 0.70 and the questionnaire was considered reliable to distribute to the research respondents.

### Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	6.212			1.325
	Product Innovation	.341	.138	.361	2.478	.015
	Product Quality	.313	.122	.352	2.567	.012
	Price Perception	.055	.128	.050	.430	.668

a. Dependent Variable: Purchase decision

Based on the obtained results from the regression coefficient above, a regression equation was formulated as follows:

$$Y = 6.212 + 0.341 X_1 + 0.313 X_2 + 0.055 X_3 + e$$

Description:

Y = company performance a = Constanta

b1= variable X1 (product innovation) b2= variable X2 (product quality) b3= variable X3 (price perception) X1= product innovation

X2= product quality X3= price perception

e = confounding variable

From this regression equation, all variables had positive signs. It means that if independent variable was increased, the dependent variable will also increase.

1. The Constanta value was 6.212 in which if product innovation, product quality, and price perception are considered zero or omitted, the purchase decision value of Mitsubishi Fuso Canter truck will increase as many as 6.212.
2. The regression coefficient of product innovation at 0.341 showed that if a variable increases, purchase decision variable (Y) will also increase as many as 0.341 with the assumption that the other independent variables from the regression model were constant. So, if product innovation is increased, purchase decision will also increase.
3. The regression coefficient of product quality variable as many as 0.313 showed that product quality positively and significantly influenced purchase decision (Y). in other words, if price variable is increased as many as one unit, purchase decision will increase as many as 0.313 with the assumption that different independent variables from the regression model are constant.
4. The regression coefficient of price perception variable as many as 0.055 showed that if a variable was increased one unit, purchase decision variable (Y) will increase as many as 0.055 with the assumption that different independent variables are constant.

### Hypothesis Testing

#### Partial Test (t)

Table 6 Partial Test (t)

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constan t)	6.212	1.325		4.689	.000
Product Innovation	.341	.138	.361	2.478	.015
Product Quality	.313	.122	.352	2.567	.012
Price Perception	.055	.128	.050	.430	.668

a. Dependent Variable: Purchase decision

Based on the Table above, it can be seen that product innovation product quality, and price perception influence purchase decision. The influence of independent variables on purchase decision is as follows:

1. Hypothesis test one mentioning "it is assumed that product innovation positively and significantly influences truck purchase decision" was proven valid since product innovation variable (X1) had the  $t_{count}$  value of 2.478 > 1.986 or  $t_{count}$  greater than  $t_{table}$ . Thus, it can be concluded that  $H_0$  is rejected, while  $H_a$  is accepted. Product innovation variable (X1) positively and significantly influences purchase decision.
2. Hypothesis test two mentioning "it is assumed that product quality positively and significantly influences truck purchase decision" was proven valid since product quality variable (X2) had the  $t_{count}$  value of 2.567 > 1.986 or  $t_{count}$  greater than  $t_{table}$ . Thus, it can be concluded that  $H_0$  is rejected, while  $H_a$  is accepted. Product quality variable (X2) positively and significantly influences purchase decision.
3. hypothesis test three mentioning "it is assumed that price perception positively and significantly influences truck purchase decision" was proven not valid since price perception variable (X3) had the  $t_{count}$  value of 0.430 < 1.986 or  $t_{count}$  smaller than  $t_{table}$ . Thus, it can be concluded that  $H_0$  is accepted, while  $H_a$  is rejected. Price perception variable (X3) does not influence purchase decision.

#### Simultaneous Test (f)

Table 7 Simultaneous Test (f)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression on	255.024	3	85.008	33.575	.000 <sup>b</sup>
Residual	232.934	92	2.532		
Total	487.958	95			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Price perception, Product quality, Product innovation

From the table above, it can be seen that the  $f_{count}$  value was 33.575 with the significance value of 0.000. Based on that result, it can be concluded that simultaneously product innovation (X1), product quality (X2), and price perception (X3) significantly influence purchase decision (Y) since the significance level was 0.000 < 0.05. Thus,  $H_a$  is accepted while  $H_0$  is rejected. When seen from 'degree of freedom' (df):

$$df_1 = k - 1 = 4 - 1 = 3 \quad df_2 = n - k = 96 - 4 = 92$$

$$F_{\text{count}} = 33.575$$

$$F_{\text{table}} = 2.70$$

$$\text{Significance} = 0.000$$

It means that  $F_{\text{count}}$  is  $> F_{\text{table}}$  ( $33.575 > 2.70$ ), so that  $H_a$  is accepted, while  $H_o$  is rejected. In conclusion, simultaneously product innovation, product quality and price perception positively and significantly influence purchase decision.

### Determination Coefficient (R)

Determination Coefficient ( $R^2$ ) test is intended to measure the percentage of model ability in explaining the dependent variable. Determination Coefficient ( $R^2$ ) ranges from zero to one ( $0 \leq R^2 \leq 1$ ). If  $R^2$  was great (approaching one), it can be concluded that independent variable (X) greatly influences dependent variable (Y). Thus, the research used is stronger to explain the closeness of independent variable with dependent variable and vice versa.

Table 8 Determination Coefficient ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.723 <sup>a</sup>	0.5230.507		1.59119

Source: Processed Primary Data, 2019

From the primary data processing results using SPSS program version 21.0, it can be seen that  $R^2$  value is 0.523, meaning that all independent variables consisting of product innovation, product quality, and price perception have the closeness percentage with purchase decision variable reaching 52.3%, while the remaining 47.7% is influenced by the other variable not included in this research.

### Analysis and Discussion

#### Influence of Product innovation on Purchase decision

The research results showed that product innovation positively and significantly influenced purchase decision of Mitsubishi Fuso Canter truck with the  $t_{\text{count}}$  value of  $2.478 > t_{\text{table}}$  of 1.986. However, product innovation variable slightly influenced purchase decision since on indicator of product imitation was found. According to the research respondents, Mitsubishi Fuso Canter truck was a new product model classified into light truck type produced by MFTBC and not an imitation truck product and never been launched by the other brands.

#### Influence of Product Quality on Purchase decision

The research results showed that product quality positively and significantly influenced purchase decision of Mitsubishi Fuso Canter truck with the  $t_{\text{count}}$  value greater than  $t_{\text{table}}$  ( $2.567 > 1.986$ ). In this case, product quality was proven more dominant than the other two variables influencing purchase decision.

#### Influence of Price Perception on Purchase decision

The research results showed that price perception variable did not influence purchase decision of Mitsubishi Fuso Canter truck with the  $t_{\text{count}}$  value smaller than  $t_{\text{table}}$  ( $0.430 < 1.986$ ), meaning that  $t_{\text{count}}$  was smaller than  $t_{\text{table}}$ . This happened due to the customers' various characteristics in which some had no problem with the price of a product considered having

its superiority when compared to the other brands as long as they were satisfied. Transaction easiness also made the customers, not only the rich people but also everyone could freely purchase the truck they wanted.

### **Product innovation, Product quality, and Price perception simultaneously influence Purchase decision**

The research results showed that simultaneously all independent variables positively and significantly influenced purchase decision of Mitsubishi Fuso Canter truck with the  $f_{\text{count}}$  value greater than  $f_{\text{table}}$  ( $33.575 > 2.70$ ).

### **Conclusions and Suggestions**

Based on the research results and explanations related to the influence of product innovation, product quality, and price perception on purchase decision of Mitsubishi Fuso Canter truck in Driyorejo District, some conclusions were drawn as follows:

1. The influence of product innovation on purchase decision obtained from the partial test result of product innovation with the  $t_{\text{count}}$  value of  $2.478 > 1.986$  or  $t_{\text{count}}$  was greater than  $t_{\text{table}}$ . Thus,  $H_a$  was accepted, while  $H_0$  was rejected. Product innovation variable ( $X_1$ ) positively and significantly influenced purchase decision.
2. The influence of product quality on purchase decision obtained from the partial test results of product quality with the  $t_{\text{count}}$  value of  $2.567 > 1.986$  or  $t_{\text{count}}$  was greater than  $t_{\text{table}}$ . Thus,  $H_a$  was accepted, while  $H_0$  was rejected. Product quality variable ( $X_2$ ) positively and significantly influenced purchase decision.
3. The influence of price perception on purchase decision was obtained from the partial test results of price perception with the  $t_{\text{count}}$  value of  $0.430 < 1.986$   $t_{\text{count}}$  was smaller than  $t_{\text{table}}$ . Thus,  $H_0$  was accepted, while  $H_a$  was rejected. Product quality variable ( $X_3$ ) did not influence purchase decision.
4. The simultaneous influence of product innovation, product quality, and price perception on purchase decision was obtained from simultaneous test results with the  $f_{\text{count}} > f_{\text{table}}$  ( $33.575 > 2.70$ ). Thus,  $H_a$  was accepted and  $H_0$  was rejected. Thus, simultaneously product innovation, product quality, and price perception significantly influenced purchase decision.

### **Suggestions**

Based on data analysis and discussion found in the previous chapter, the suggestions were given as follows:

1. For companies  
 Product innovation and product quality should be maintained and improved so that the customers will not be disappointed with the value of their money spent to buy Mitsubishi Fuso Canter truck and give satisfaction to the customers themselves and on the other side can improve the selling of Mitsubishi Fuso Canter truck, especially in Driyorejo areas and generally throughout Indonesia. The truck price should be maintained without any price increase because based on Table 1.1, the price of Mitsubishi Fuso Canter truck has been above the average. What should be reviewed by the company is that the company should provide more easy transactions, such as cheaper down payments or discounts to encourage the customers to buy the Mitsubishi Fuso Canter truck.
2. For other researchers  
 Further research should be conducted to figure out other factors influencing

purchase decision because from the research results, product innovation, product quality, price perception has provided the contribution reaching 52.3%. thus, it is necessary to develop more factors other than product innovation, product quality, price perception on purchase decision.

### References

- Armstrong, Kotler. 2015. "Marketing an Introducing Prentice Hall twelfth edition", England: Pearson Education.
- Cynthia, Vanessa Djodjobo & Hendra N. Tawas. 2014. "Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Keunggulan Bersaing Terhadap Kinerja Pemasaran Usaha Nasi Kuning di Kota Manado [The Influence of Entrepreneurial Orientation, Product Innovation, Competitiveness Superiority on Marketing Performance of Nasi Kuning Business in Manado]". *Journal of EMBA*, Vol.2 No.3, September. Pp. 1214-1224. ISSN 2303-1174.
- E.S.M Sinurat., B. Lumanauw., F Roring. 2017. "Pengaruh Inovasi Produk, Harga, Citra Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Mobil Suzuki Ertiga [The Influence of Product Innovation, Price, Brand Image, and Service Quality on Customer Loyalty of Suzuki Ertiga Cars]". *Journal of EMBA* Vol.5 No.2 Juny 2017. pp. 2230-2239. Universitas Sam Ratulangi Manado.
- Kotler, P., dan Keller, K. L. 2013. "Manajemen Pemasaran [Marketing Management]". Jakarta: Indeks Publisher.
- Kotler, Philip dan Armstrong, Gary. 2014. "Principles of Marketing", 12th Edition, printed 1, Translated by Bob Sabran. Jakarta: Erlangga.
- Lichtenstein, Donald R., Nancy M. Ridgway & Richard G. Netemeyer. 1993. "Price Perceptions and Consumer Shopping Behavior: A Field Study". *Journal of Marketing Research*, Vol. 30, p.234-245.
- Oentoro, Deliyanti.2010. "Manajemen Pemasaran Modern [Modern Marketing Management]". Yogyakarta: Laksbang Pressindo.
- Sugiyono, (2014). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, kualitatif, dan R&D) [Business Research Method (Quantitative, Qualitative, and R&D (Research and Development) Approaches)]*. Bandung: ALFABETA.
- Sugiyono. 2015. "Metode Penelitian Kombinasi (Mix Methods) [Mixed Research Methods]". Bandung: Alfabeta.
- Thomson. 2013. "Analisis Pengaruh Kualitas Pelayanan Konsumen pada Warung Ucok Durian Iskandar Muda Medan terhadap Keputusan Pembelian [An Analysis on the Influence of Customer Service Quality in Warung Ucok Durian Iskandar Muda Medan on Purchase Decision]". FE USU.