The Effect of Brand Image and Promotion on Purchase Decision and Implication on Customer Satisfaction in Mercedes Benz Car Indonesia (Case Study at PT Mercedes Benz Indonesia Jabodetabek Area)

Cemy Kurniawan[1], Arifin Sitio[2]

Abstract. This study aims to examine and analyze the effect of promotion and brand image on purchase decision which implicates the customer satisfaction of Indonesian Mercedes Benz cars at PT Mercedes Benz Indonesia. Sample were collected from 103 respondents to fill in the questionnaire submitted to respondents. Collection of data from the results of the questionnaire filling. The collected data was analyzed using descriptive analysis testing, validity and reliability test, classic assumption test including normality test, heterocedasticity test, homogeneity test, linierity test, inferential statistical test, partial test (t test), coefficient of determination analysis and path analysis with help with SPSS version 22 softwere or applications. The results showed that promotion variables, and brand image had an ifluence on customer satisfaction through purchasing decisions on Mercedes Benz Indonesia products. Promotion variables contribute to the variable customer satisfaction directly by 0.226 or 22,6%, the brand image variable contributes to the variable customer satisfaction derectly by 0.403 or 40,3% and the remaining contribution come from other variables.

Keywords : Promotion, Brand Image, Purchase Decisions, Customer Satisfaction.

INTRODUCTION

The automotive industry in Indonesia is currently developing very rapidly, especially in the city of big cities, this is because of the need to undergo daily activities with very high mobility. The automotive industry in Indonesia has become an important pillar in the country's manufacturing sector because many world-famous car companies reopen car manufacturing plants or increase their production capacity in Indonesia, the country with the largest economy in Southeast Asia. Mercedes-Benz vehicles or better known and familiar to the public with the call of Mercy which has sales in certain segments or circles and is one of the vehicles that many interested in even though the price is not cheap, but can compete and survive with its competitors.

The following is a chart and graph of Meredes - Benz Indonesia vehicle sales per month in 2015-2017:
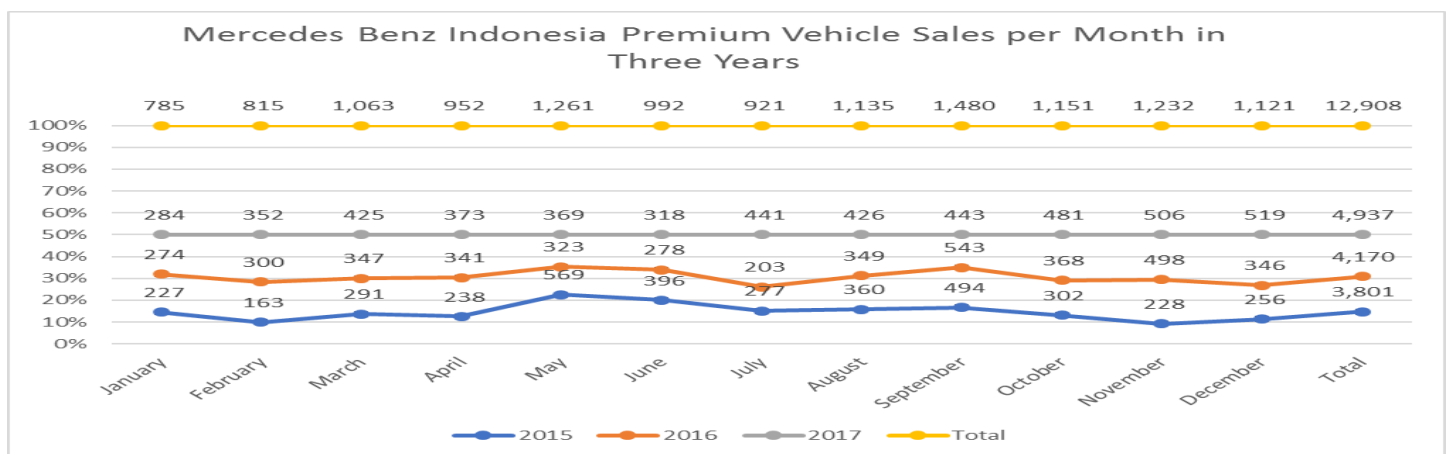
Source : Data Mercedes – Benz Indonesia (2018)

Figure 1. The sales of Mercedes – Benz in 2015 – 2017

In Figure 1. It shows the sales of premium-class Mercedes-Benz Indonesia cars in 2015 - 2017, which in three years the sales of vehicles have ups and downs or are still unstable, sales made by Mercedes Benz Indonesia in terms of performance per view The month in 3 years from 2015 to 2017 for the sales target still cannot meet or is still not consistent, meaning that the promotion carried out by PT. Mercedes Benz Indonesia is basically still not optimal in achieving targets that have been determined in each month. Many factors can influence purchasing decisions which have implications for customer satisfaction such as promotion and brand image. This study aims to analyze the effect of promotion and brand image on purchasing decisions whose implications for customer satisfaction.

According to Kotler and Armstrong (2012: 76) promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product. The role of promotion can not be separated from the process of buying and selling a product and service, promotion can help consumers determine someone will buy goods or not, this is where the role of promotion and advertising is present in order to win the competition and determine the success of a marketing program and aimed at triggering the level of demand for products which will be marketed by communication between producers and consumers.

Brand image is very influential on purchasing decisions because with a brand image of a good product can encourage prospective buyers of these products compared to other brands with the same product. The brand image of Mercedes Benz Indonesia vehicles is basically a premium class vehicle, with the achievement of sales targets every month optimally within a period of 3 years for Mercedes-Benz Mercedes-Benz vehicles on the market or target customers or customers in Indonesia is still not a primary requirement or main to be a premium vehicle in Indonesia. Imagery can be interpreted as an impression of someone or an individual about something that appears as a result of his knowledge and experience. Brand is a term, name, sign, symbol, design, or combination that is intended to identify goods or services from one seller or group of sellers and differentiate the product or service from the seller. According to Kotler and Keller (2012: 768) brand image is a set of perceptions and beliefs held by customers towards a brand that is reflected through associations in customer memories.

Table 1. Sales Target per month for the period 2015 – 2017

Sales Target vs. Actual Sales
2015 - 2017

No	Month	Sales Target vs. Actual Sales								
		2015			2016			2017		
		Sales Target	Actual Sales	Deviasi	Sales Target	Actual Sales	Deviasi	Sales Target	Actual Sales	Deviasi
1	January	200	227	-27	250	274	-24	280	284	-4
2	February	**210**	**163**	**47**	300	300	0	**380**	**352**	**28**
3	March	240	291	-51	310	347	-37	400	425	-25
4	April	**298**	**238**	**60**	325	341	-16	**410**	**373**	**37**
5	May	420	569	-149	**350**	**323**	**27**	320	369	-49
6	June	**450**	**396**	**54**	**330**	**278**	**52**	**345**	**318**	**27**
7	July	250	277	-27	**250**	**203**	**47**	400	441	-41
8	August	298	360	-62	**360**	**349**	**11**	425	426	-1
9	September	400	494	-94	450	543	-93	**450**	**443**	**7**
10	October	**305**	**302**	**3**	308	368	-60	380	481	-101
11	November	200	228	-28	230	498	-268	500	506	-6
12	December	**310**	**256**	**54**	330	346	-16	350	519	-169
		3581	3801	-220	3793	4170	-377	4640	4937	-297

Source: Data Mercedes Benz Indonesia

High consumer purchasing decisions can lead to high sales volumes so that the profits to be gained by the company are higher. The existence of complaints from consumers that occur for Mercedes Benz premium vehicles causes the process of purchasing decisions made by consumers of Indonesian Mercedes Benz vehicles is not optimal, so the company evaluates these complaints so that there will be no shortage of products issued by the company, because the company that produces luxury vehicles in the class of Mercedes Benz wants the perfect product to be the number one product in the automotive sector and in accordance with the company's vision of becoming number one in quality, brand image and profitability.

In order to companies to achieve high profits, companies can take into account consumer purchasing decisions for the product (goods or services). Because if the company can influence consumers to make purchasing decisions and can analyze consumers in preparing brand image, the influence of advertising / promotion and so on then in the competition the company can be superior and can

be profitable also for the company itself. Seeing the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy the needs and desires of consumers so that the products are sold in the market. According to Kotler (2012: 267) purchasing decisions are decisions that cause a consumer to shape their choices among several brands incorporated in the chosen device. So the purchase decision is a series or process of consumer behavior in carrying out purchases with rational considerations.

Customer satisfaction is a result that is felt as expected so that customers will feel very satisfied, according to Kotler (2014: 150) customer satisfaction that is if the results are felt below expectations, the customer will be disappointed, less satisfied and even dissatisfied, but vice versa if in accordance with hope, customers will be satisfied, and if performance exceeds expectations, customers will be very satisfied.

Based on the facts above, it is interesting for researchers to take the research title THE EFFECT OF BRAND IMAGE AND PROMOTION ON PURCHASE DECISION AND IMPLICATION ON CUSTOMER SATISFACTION IN MERCEDES BENZ CAR INDONESIA (Case Study at PT Mercedes Benz Indonesia Jabodetabek Area).

The purpose of the research was:

1. Knowing the effect of promotion on the decision to purchase Mercedes Benz Indonesia products
2. Knowing the influence of brand image on purchasing decisions of Mercedes Benz Indonesia products
3. Knowing the effect of promotion on customer satisfaction for Mercedes Benz Indonesia products
4. Knowing the influence of brand image on the satisfaction of Mercedes Benz Indonesia products
5. Knowing the influence of purchasing decisions on customer satisfaction for Mercedes Benz Indonesia products

LITERATURE REVIEW

In the study of this theory, researcher will present theories or opinions of experts related to problems or phenomena that occur, where the cases raised are things relating to promotion and brand image toward purchasing decisions whose implications for customer satisfaction.

Promotion, according to Kotler and Armstrong (2014: 77) promotion is an activity that communicates product superiority and persuades customers to buy the product. Whereas according to Kotler and Keller (2009: 510) states that promotion is a variety of ways to inform, persuade and remind consumers directly or indirectly about a product or brand being sold.

Brand Image, according to Kotler and Armstrong (2013: 233) brand image is a set of beliefs about a brand. Whereas according to Kotler and Keller (2012: 768) defines as a collection of perceptions and beliefs held by customers towards a brand that is reflected through associations that exist in the customer's memory, the brand becomes an identification for the seller or maker of a product or service. Keller in Alfian B (2012: 26) suggests factors of brand image formation, they are: (a) product excellence is one of the factors forming a brand image, which the product is superior in competition. (b) the strength of brand associations, is a function of the amount of information processing received in the coding process. When a customer actively elaborates on the meaning of information on a product or service, then there will be an increasingly strong association with customer memories. The importance of brand associations in customer memories depends on how a brand is considered. (C) the uniqueness of the brand is the association of a brand inevitably must be divided with other brands.

Purchasing decision, purchasing decisions are activities of individuals who are directly involved in making decisions for purchasing of products offered by sellers. According to Kotler and Amstong (2016: 177) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. Whereas Kotler (2012: 267) defines purchasing decisions as decisions that cause a consumer to shape their choices among several brands incorporated in the chosen device. The stages carried out by consumers in carrying out the decision making process according to Kotler and Keller (2016: 195) are: (a) Problem recognition, which the purchase begins when the buyer recognizes or is aware of a problem or need that is triggered by internal and external stimuli. (b) Information search, consumers may not actively try to find information regarding their needs. If the consumer controller is stronger and the satisfying product is near, he might buy it later. If not, consumers can save their needs in memory or search for information related to their needs. The source of information consists of four groups, namely: personal (family, friends, neighbors, and colleagues, commercial (advertising, site, web, salesperson, distributor, packaging, display). (C) Evaluation of alternatives how consumers process information to arrive at brand choices (d) purchase decisions, generally consumers will buy the preferred brand (e) post-purchase behavior, which consumers experience dissonance from seeing certain unsettling features or hearing good things about other brands and will be aware of information that supports their decisions.

Customer satisfaction, customer or consumer satisfaction is defined as a situation where consumer expectations of a product are in accordance with the reality received about the

ability of the product by consumers. According to Kotler (2014: 150) customer satisfaction is if the results are felt below expectations, then the customer will feel disappointed, less satisfied and even dissatisfied, but vice versa if it is in the hope that the customer will be satisfied and if the performance exceeds expectations the customer will feel very satisfied.

Framework

Based on the theoretical study of the variables discussed in this study, the influence of promotion and brand image on purchasing decisions and their implications for customer satisfaction, the framework can be arranged as follows:
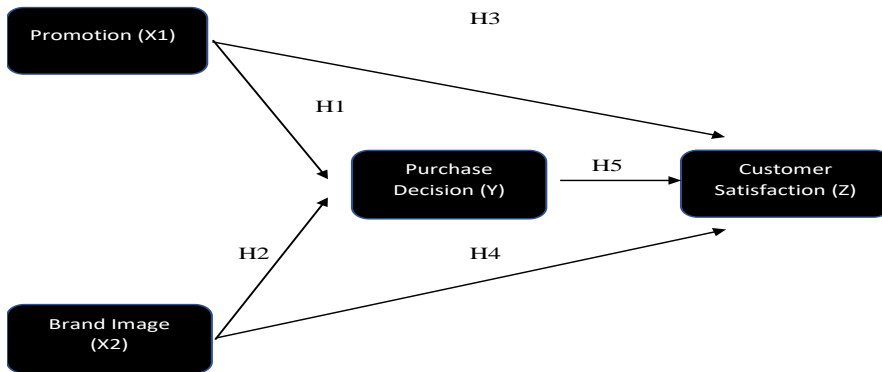

Figure 2. Framework

Hypothesis

Based on the background of the problem and the study of the theory described before, the hypotheses in this study are as follows:

1. Allegedly there has been a positive effect of promotion on the decision to purchase products from Mercedes Benz Indonesia in the Jabodetabek area
2. Allegedly there is a positive effect of brand image on the purchasing decisions of Mercedes Benz Indonesisa products in the Jabodetabek area
3. Allegedly there is a positive influence on the promotion of product customer satisfaction in the Mercedes Benz Indonesia Jabodetabek area
4. Allegedly there is a positive influence of brand image on product customer satisfaction in the Mercedes Benz Indonesia Jabodetabek area
5. Allegedly there is a positive influence on purchasing decisions on product customer satisfaction in the Mercedes Benz Indonesia Jabodetabek area.

RESEARCH METHODS

The research method is a method which is basically a scientific way to obtain data with specific purposes and uses (Sugiyono, 2017: 2). This study intends to analyze the effect of promotion and brand thinking on purchasing decisions and their implications for customer satisfaction. This research was conducted with a type of quantitative method (quantitative method), which is a research method that aims to test hypotheses, where this study emphasizes the analysis of numerical data or numbers obtained by statistical methods or questionnaires using a linkert scale. Sampling technique or sample technique used by researchers is Probability Sampling (simple random sampling), which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member, one of them is a simple random sampling technique where sample members are taken from poulasi done randomly regardless of the strata that exist in that population (Sugiyono, 2017: 82).

Types and Data Sources

The research instrument used in this study was a questionnaire, the use of questionnaires was intended to capture primary data, namely data obtained directly from research subjects through filling out questionnaires and interviews. In addition, researchers also use secondary data which is data that supports the needs of primary data such as books, literature and reading related to search. According to Sugiyono (2012:141) secondary data is a source of data obtained by reading, studying, and understanding through

other media sourced from literature, books, and company documents.

Research Population and Samples

The population taken in this research is prospective buyers or customers PT. Mercedes Benz Indonesia. The population in this study amounted to 2,258 people. With a sample size of 103

Method of collecting data

1. Interview, data obtained by means of communication and question and answer directly to the company or employees about the problems needed can be obtained clearer data.
2. Questionnaire, is a technique of data collection carried out by giving separate questions or asking written to the respondent.

Data Analysis Methode

Descriptive Analysis

Descriptive analysis used in the study to calculate the average value (mean), the value that often appears (modus), and the middle value (median), to determine the diversity of respondents' responses on the basis of questionnaire research.

Inferential Statistics Test

a. Partial Test (t-test)

The T test basically shows how far the influence of an independent variable individually explains variations in the dependent variable (Ghozali, 2013: 98). The T test is used to significantly partially influence the independent variables on the dependent variable in the regression model that has been produced. In this study a significant level of 5% (α = 0.05) was used.

b. Determination Coefficient Analysis (R2)

After the correlation coefficient is known, then the next is to calculate the coefficient of determination, which is to find out how much the influence of variable X on variable Y. The criteria for analysis of the coefficient of determination are:

a. If Kd is close to zero (0), then the influence of the independent variable on the dependent variable is weak.

b. If Kd approaches one (1), it means that the influence of the independent variable on the dependent variable is strong.

c. Path Analysis

According to Ghozali (2013: 249), states that: "Path analysis is an extension of multiple linear analysts, or path analysis is the use of regression analysis to estimate causality relationships between variables (causal models), which were previously determined based on theory".

Equations in Path Analysis or Path Analysis:

$Y = \varrho yx1X1 + \varrho yx2X2 + \varrho yx3X3 + \varepsilon1$

$Z = \varrho zx1X1 + \varrho zx2X2 + \varrho zyY + \varepsilon2$

RESEARCH RESULT AND DISCUSSION

Path Analysis

Path analysis is used to show relationships that show how much influence a particular variable has, such as direct or indirect influences on other variable. The effect of promotion (X1), brand image (X2) on purchasing decisions (Y). then it can be seen the influence between Promotion Variables (X1) and Brand Image (X2) on Purchase Decisions (Y) can be described as follows:

1. Effect of Promotion (X1) on Purchasing Decisions (Y). From the above analysis obtained a significance value of X1 of 0,000 <0,050, so that Ho is rejected and Ha is accepted. This means that directly there is a significant effect of Promotion (X1) with a Beta value of 0.361.
2. Effect of Brand Image (X2) on Purchasing Decisions (Y). From the above analysis obtained a significant value of X2 of 0,000 <0,050, so that Ho is rejected and Ha is accepted. This means that directly there is a significant effect of Brand Image (X2) on Purchase Decisions (Y) with a Beta value of 0.420.

It is known that the amount of R square (R^2) is 0.394, then for the residual value it can be searched by the formula e1 = $\sqrt{}$ (1-0,394) = $\sqrt{0,606}$ = 0.7784

Path Model 2 Analysis Test Results

Table 2. Determination of Coefficient Analysis (R2) variables X1, X2, Y towards Z

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,714a	.509	.494	6.315

a. Predictors: (Constant), Purchase Decision, Promotion, Brand Image

Source: Results of SPSS version 22 Processing Data (2019)

Based on table 2. the magnitude of R Square (R²) is 0.509 where the number is used to see the magnitude of the influence of promotion (X1), brand image (X2) and purchasing decisions (Y) on customer satisfaction (Z). , X2 and Y to Z are 50.9%, while the remaining 49.1% are contributions from other variables not examined. Meanwhile for e2 values can be searched by formula e2 = √ (1 - 0.491) = √0,509 = 0.713442.

Table 3. Promotion Influence Test Results (X1), Brand Image (X2), Decision Purchase (Y) on Customer Satisfaction (Z).

Coefficients^a

Model		Unstandardized Coeffcients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.977	5.257		-.756	.451
	Promotion	.218	.077	.226	2.812	.006
	Brand Image	.476	.098	.403	4.864	.000
	Purchasing decision	.267	.090	.268	2.964	.004

a. Dependent Variable: Customer Satisfaction

Source : Results of SPSS version 22 Processing Data (2019)

Based on the equation above, it can be seen that the influence between Promotion Variables (X1), Brand Image (X2) and Purchasing Decision (Y) on Customer Satisfaction (Z) can be described as follows:

3. Effect of Promotion (X1) on Customer Satisfaction (Z). From the above analysis obtained a significance value of X1 of 0.006 <0.050, so that Ho is rejected and Ha is accepted. This means that directly there is a significant effect of Promotion (X1) with a Beta value of 0.226.

4. Effect of Brand Image (X2) on Customer Satisfaction (Z). From the above analysis obtained a significant value of X2 of 0,000 <0,050, so that Ho is rejected and Ha is accepted. This means that directly there is a significant effect of Brand Image (X2) with a Beta value of 0.403.

5. Effect of Purchasing Decision (Y) on Customer Satisfaction (Z). From the analysis conclude there is the influence of the significance value of Y of 0.004 <0.050, so Ho is rejected and Ha is accepted. This means that directly there is a significant effect of Purchasing Decision (X2) on customer satisfaction. (Z) with a Beta value of 0.268.

Thus it can be seen the calculation results of the path analysis of each variable as illustrated in the diagram
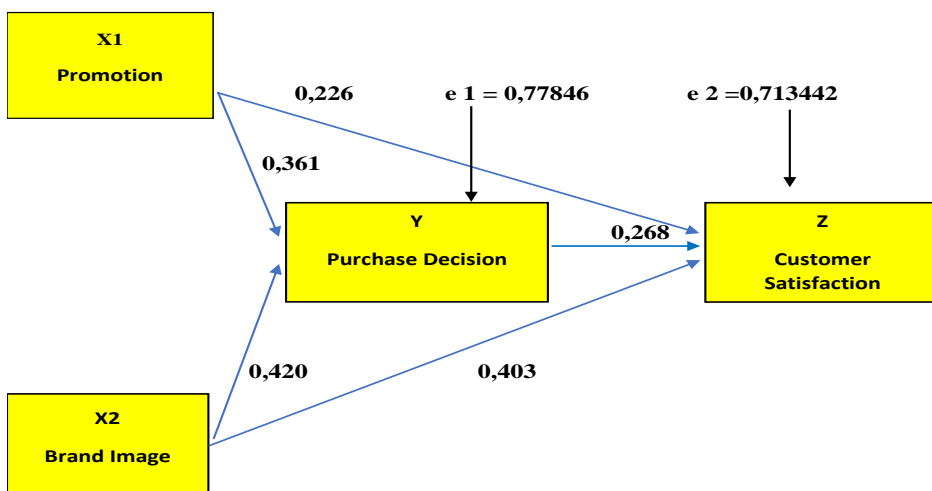

Figure 3. Path diagram/path analysis

Figure 3. above shows the results of the calculation of the path coefficient, where the X1 variable has a path coefficient of 0.361 for the Y variable, the X2 variable has a path coefficient of 0.420 for the Y variable with the residual value of 0.77846. For the X1 variable has a path coefficient of 0.226

Direct, Indirect Effects and Total Influence

against the variable Z, the variable X2 has a path coefficient of 0.403 for the variable Z and the variable Y has a path coefficient of 0.268 against the variable Z.

Table 4. Direct, Indirect and Total Influences

Variabel	Direct	Indirect	Total Influences
X_1Y	0,361	0,097	0,323
X_1Z	0,226		
X_2Y	0,420	0,113	0,533
X_2Z	0,403		
YZ	0,268		

Source : Results of SPSS version 22 Processing Data (2019)

Based on the data in table 4. above, it is known the indirect effect of promotion (X1) on customer satisfaction (Z) through purchasing decisions (Y) or X_1Y of 0.097 which means that the promotion gives a positive change in customer satisfaction from the purchase decisions taken by the customer, while in total promotion and purchasing decisions affect customer satisfaction by 0.323. Indirect influence of brand image (X2) on customer satisfaction (Z) through a purchase decision (Y) or X_2Y of 0.113 which means that brand image provides a positive change in customer satisfaction from purchasing decisions taken by customers, while in total brand image and decision purchases affect customer satisfaction by 0.533.

Discussion

Effect of Promotion Analysis on Purchasing Decisions

The results of testing the hypothesis that promotion has a positive influence and has an influence on purchasing decisions on Mercedes-Benz Indonesia products, based on the results of the descriptive descriptive mean or the average value based on the average value questionnaire for promotional variables between 2.38 to 3.76, by having the lowest value on the first indicator statement or X1.1 with a value of 2.3 that is about how often Mercedes-Benz installs advertisements meaning that in this case the community is dissatisfied with the advertisements aired by Mercedes Benz, due to more or less frequently promoting its products through advertisements while for the highest value on the fifteenth indicator statement or X1.15 with a value of 3.76, which is about marketing carried out directly by Mercedes-Benz. But on average consumers or customers are satisfied with the promotion carried out by Mercedes Benz. With the

achievement of targets that have not been obtained in each month, it has not been optimal for companies to promote products issued or produced by Mercedes Benz Indonesia, with the promotion that has not been optimized by the company can cause an influence on purchasing decisions.

In the partial test (t-test) analysis of the promotion variable (X1) on the purchasing decision (Y) is by doing a comparison between t count with t table for the promotion variable t count> t table or 4,444> 1,98729. The hypothesis of the promotion variable on purchasing decisions is that there is a significant influence between promotions on purchasing decisions (t count> t table). This means that Ho is rejected and Ha is accepted.

In the coefficient of determination (R2) the number is 0.394 equal to 39.4%, which means that the contribution of independent variables X1 and X2 to the dependent variable Y is 39.4% and the remaining 60% is influenced by other variables outside of this regression model. Based on the path analysis of the influence of the promotion variable (X1) on the purchasing decision variable (Y) which is 0.361, it means that the promotion variable (X1) has a direct influence on the buyer decision variable (Y). This is in line with previous research conducted by Nela Evalina, Handoyo DW, Sari Listyorini (2012), Brand image, product quality, price and promotion have a positive and significant effect on purchasing decisions.

Analysis of the Effect of Brand Image on Purchasing Decisions

The results of testing the brand image hypothesis have a positive influence and have an influence on purchasing decisions on Mercedes-Benz Indonesia products,

based on the mean descriptive test results or average values based on the average value questionnaire for brand image variables between 3.07 to 4.32 , by having the lowest value on the fourteenth or X2.14 indicator statement with a value of 3.07, which is about the superiority of Indonesian Mercedes-Bens products compared to its competitors or competitors, in this case consumers are still satisfied with the superiority of products from Mercedes Benz, while for the highest value on the first indicator statement X2.1 with a value of 4.32 which is about the very well-known Mercedes-Benz Indonesia brand where consumers are very satisfied with Mercedes Benz products. Basically Mercedes Benz is a premium class vehicle that has a brand image that is well-known among the people in Indonesia, with targets that have not yet been achieved for each month or are still inconsistent or stable on targets, this can be affected due to class vehicles Mercedes Benz Benz in Indonesia is still not the primary or primary need to become a premium vehicle in Indonesia, this can be influential in consumer purchasing decisions.

In the partial test (t-test) analysis of brand image variables (X2) on purchasing decisions (Y) is by doing a comparison between t count with t table for the promotion variable t count> t table or 5.164> 1.98729. The hypothesis of the brand image variable on purchasing decisions is that there is a significant influence between promotions on purchasing decisions (t count> t table). This means that Ho is rejected and Ha is accepted.

In the coefficient of determination (R2) the number is 0.394 equal to 39.4%, which means that the contribution of independent variables X1 and X2 to the dependent variable Y is 39.4% and the remaining 60% is influenced by other variables outside of this regression model. Based on the path analysis, the influence of the brand image variable (X2) on the purchase decision variable (Y) is 0.420, meaning that the brand image variable (X2) has a direct influence on purchasing decisions (Y). This is in line with previous research conducted by Hendra Noky Andrianto and Idris (2013), brand image, price and promotion have a positive and significant effect on purchasing decisions.

Analysis of the Effect of Promotions on Customer Satisfaction

The results of testing the hypothesis that promotion has an influence on customer satisfaction on Mercedes-Benz Indonesia products, based on the results of the descriptive descriptive mean or average value based on the average value questionnaire for promotional variables between 2.38 to 3.76, with the lowest value on the first indicator statement or X1.1 with a value of 2.38, which is about how often Mercedes-Benz installs advertisements, meaning that in this case the community is dissatisfied with the ads aired by Mercedes Benz, due to more or less often promoting their products through advertising fifteen indicator statement or

X1.15 with a value of 3.76, which is about marketing carried out directly by Mercedes-Benz. but on average consumers or customers are satisfied with the promotion carried out by Mercedes Benz. Based on the results of descriptive statistical tests the mean value or average value of respondents' answers to the variable customer satisfaction as a whole on the answers of respondents feel satisfied with the satisfaction of customers or consumers of products from Mercedes - Benz Indonesia.

In the partial test (t-test) analysis of the promotion variable (X1) on customer satisfaction (Z) is to do a comparison between t count with t table for the promotion variable t count> t table or 2.812> 1.98729. The hypothesis of the promotion variable on customer satisfaction is that there is a significant influence between promotions on customer satisfaction (t count> t table). This means that Ho is rejected and Ha is accepted.

Based on the path analysis, the effect of the promotion variable (X1) on the variable customer satisfaction (Z) is 0.226, which means that the promotion variable (X1) has a direct influence on the variable customer satisfaction (Z). Whereas for the indirect effect of promotion variable (X1) on customer satisfaction (Z) through purchasing decisions, namely 0.096748 or 0.097, it means indirectly promotion (X1) has an indirect influence on customer satisfaction (Z) through purchasing decisions (Y). For the total effect given the promotion variable (X1) to the variable customer satisfaction (Z) which is 0.322748 or 0.323.

This is in line with previous research conducted by Imam Heriyanto (2015) entitled Ananlisis The Effect of Products, Prices, Distribution, and Promotion on Purchasing Decisions and Their Implications on Customer Satisfaction. Where Promotion has a positive or significant influence on customer satisfaction.

Analysis of the Effect of Brand Image on Customer Satisfaction

The results of the brand image hypothesis testing have a positive influence and have an influence on customer satisfaction on Mercedes-Benz Indonesia products, based on the mean descriptive test results or average values based on the average value questionnaire for brand image variables between 3.07 to 4.32 , by having the lowest value on the fourteenth or X2.14 indicator statement with a value of 3.07, which is about the superiority of Indonesian Mercedes-Bens products compared to its competitors or competitors in this case consumers are still satisfied with the superiority of products from Mercedes Benz, while for the highest value the first indicator statement X2.1 with a value of 4.32 which is about the very well-known Mercedes-Benz Indonesia brand where consumers are very satisfied with Mercedes Benz products. Based on the results of descriptive statistical tests the mean value or average value of respondents' answers to the variable customer satisfaction as a whole on

the answers of respondents feel satisfied with the satisfaction of customers or consumers of products from Mercedes - Benz Indonesia.

Basically Mercedes Benz is a premium class vehicle that has a brand image that is well known among the people in Indonesia, with complaints about products from Mercedes Benz Indonesia, this can affect customer satisfaction and purchasing decisions due to Mercedes Benz Benz class vehicles in Indonesia is still not the primary or primary need to become a premium vehicle in Indonesia, with complaints that have occurred for Indonesian Mercedes Benz Benz premium vehicle products that can affect customer satisfaction

In the partial test (t-test) analysis of brand image variable (X2) on customer satisfaction (Z) is by doing a comparison between t count with t table for brand image variables t count> t table or 4.864> 1.98729. The hypothesis of the brand image variable on customer satisfaction is that there is a significant influence between brand image and customer satisfaction (t count> t table). This means that Ho is rejected and Ha is accepted.

Based on path analysis, the effect of brand image variables (X2) through purchasing decision variables (Y), on customer satisfaction (Z) which is 0.113 means indirectly X2 through Y has a non-significant effect on Z, while the direct effect given by brand image variables (X2) for customer satisfaction (Z) of 0.403. And for the total effect given the brand image variable (X2) to customer satisfaction (Z) is 0.516. This is in line with previous research conducted by Christian Lasander (2013) entitled Brand Image, Product Quality, and Promotion of Its Effect on Consumer Satisfaction with Traditional Foods. Where brand image has a positive or significant influence on customer satisfaction.

Analysis of the Effect of Purchasing Decisions on Customer Satisfaction

The results of testing the hypothesis of purchasing decisions have a positive influence and have an influence on customer satisfaction on Mercedes-Benz Indonesia products, based on the results of descriptive mean tests or average values based on the average value questionnaire for purchasing decision variables between 2.50 to 3.77 , by having the lowest value on the fourteenth or Y.14 indicator statement with a value of 2.50 which is about giving discounts or discounts, consumers are still quite satisfied with the sales of Mercedes Benz products while the highest value is in the first indicator statement Y.16 with a value of 3 , 77 namely regarding the purchase of Mercedes-Benz Indonesia vehicles on credit, for this case consumers feel satisfied with the facilities provided by Mercedes Benz in purchasing cars can use the system of credit or installments. Based on the results of descriptive statistical tests the mean value or average value of respondents' answers to the variable customer satisfaction as a whole on the answers of

respondents feel satisfied with the satisfaction of customers or consumers of products from Mercedes - Benz Indonesia.

However, with complaints from consumers about Mercedes Benz vehicles, the process of purchasing decisions made by consumers of Indonesian Mercedes Benz vehicles is not optimal, so the company evaluates these complaints so that there is no shortage of products issued by the company, because for the company which produces luxury vehicles of the same class as Mercedes Benz, which want perfect products and become the number one product in the automotive sector and in accordance with the company's vision of becoming number one in quality, brand image and profitability. By giving an expensive price, Mercedes Benz vehicles are expected to provide something more than other premium vehicles besides Mercedes Benz, giving discounts or discounts is one factor to be a purchasing decision, or by providing guarantees in the form of spare parts or spare parts if there is damage in term in about 4 years, other factors that can influence purchasing decisions are brand awareness. In the partial test (t-test) the analysis of purchasing decision variables (Y) on customer satisfaction (Z) is by doing a comparison between t count with t table for buyer decision variables (Y) t count> t table or 2.064> 1.98827.

The hypothesis of the purchasing decision variable on customer satisfaction is that there is a significant influence between purchasing decisions on customer satisfaction (t count> t table). This means that Ho is rejected, and Ha is accepted. In the coefficient of determination (R2) the number is 0.346 equal to 34.6%, which means that the contribution of variable Y to variable Z is equal to 34.6%, the remaining 65.4% is influenced by other variables outside of this regression model. Based on the path analysis, the influence of the purchase decision variable on the variable customer satisfaction (Z) is 0.268. meaning that the purchase decision variable (Y) has a direct influence on the variable customer satisfaction (Z). Imam Heriyanto (2015) entitled Analysis of the Effect of Products, Prices, Distribution, and Promotion on Purchasing Decisions and Their Implications on Customer Satisfaction. Where purchasing decisions have a positive or significant influence on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

Based on the results of the study, conclusions can be drawn from analyzing the data and information from this study as follows:

1. That promotion has a positive influence and has a contribution to purchasing decisions, thus by increasing promotion optimally it can influence purchasing decisions so as to encourage increased sales of Mercedes Benz products in Indonesia.

2. The brand image has a positive influence on purchasing decisions, with a good brand image and

getting better known in the community can change or influence purchasing decisions, so that it can help increase Mercedes Benz Indonesia's product sales.

3. Purchasing decisions have an influence and contribute to customer satisfaction, because with purchasing decisions consumers can directly feel satisfaction with the product.

4. Based on the results of the study, promotion and brand image have an influence and contribution to purchasing decisions whose implications for customer satisfaction, where promotion and brand image can influence and help in increasing sales of Mercedes Benz Indonesia products.

Suggestion

From the results of this study can be taken into consideration for producers, namely the promotion variables for indicators of advertising, where advertisements carried out by the company or producer are not so intense that not many prospective customers or consumers or customers who know about the product promotion through advertising, should manufacturers or companies can increase returns to the promotion section in advertising both in print and electronic media because promotion and advertising are very influential on purchasing decisions and have an effect on increasing sales.

The brand image variable also has an influence on purchasing decisions and customer satisfaction, presumably the manufacturer or company can create a better brand image in the eyes of consumers so that the level of consumer purchasing decisions can increase and also to maintain and increase sales and influence consumer decisions in purchasing, an innovative marketing business strategy is needed in the marketing mix.

Decisions on purchasing consumers or customers have an influence on customer satisfaction based on the question of giving discounts or discounts on the purchase of Mercedes Benz products, preferably the manufacturer or company can provide less expensive prices for the products sold and also provide discounts or discounts interesting, so that products can be enjoyed by all people.

Customer satisfaction is also very influential on products provided by the manufacturer or the company. In order to maintain and increase the level of customer satisfaction with Mercedes-benz products a product marketing strategy is needed which is included in the marketing mix, for example by increasing product innovation, such innovations can be in the form of improving the technology of the vehicle, improving product quality. Consumer satisfaction affects sales of Mercedes-Benz Indonesia products for the Jabodetabek area and is influenced by, promotion, brand image and purchasing decisions.

Further researchers can also conduct research using different variables due to the findings that purchasing decisions and customer satisfaction are still influenced by other variables not examined in this study. So it is recommended to conduct research related to other variables such as product quality, price and service quality. In addition, because of the limitations of researchers in this study, further research is recommended to be carried out with a wider population and sample so that the results can also be more widespread so that the company will find out other factors that are purchasing decisions with implications for customer satisfaction.

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- Author Name : Cemy Kurniawan is currently student of Master Management at Mercu Buana University, Jakarta Indonesia. E-mail: Cemy.Kurniawan@gmail.com
- Co – Author Name : Arifin Sitio is currently lecturer of Master Management at Mercu Buana University, Jakarta Indonesia. E-mail: arifin.sitio@mercubuana.ac.id