

ABSTRACT

Transportation has become an essential part of human life today. The majority of the population of Indonesia has used four-wheeled vehicles caused by the need for the existence of the self is seen from a car sales data increased from year to year. Competition in the automobile industry are getting tight and caused several car manufacturers perform the varied types of innovation, design, and functionality of the car product.

According to The Association of Indonesia Automotive Industries based on data that has been gathered up one of Mitsubishi products managed to enter and take control of the big three of the 10 best-selling cars of the year 2018 period Jan-may, where Mitsubishi Xpander most cars are sold in the period Jan-may 2018. Although Mitsubishi has the highest sales and can get rid of Honda from the rank of three vehicles sales in Indonesia, but Mitsubishi has yet to be defeated this time Toyota sales in Indonesia. Consumer purchases made decisions i.e. consider attributes – attributes offered by the company. Nowadays many companies are improving the quality of its products with tastes or expectations of consumers are rapidly changing.

This research was conducted with the aim to find out the influence of variable price, product, promotion, and place against the variable purchase decisions in buying car Xpander PT. Bosowa Berlian Motors Makassar. Type of this research is quantitative research with sampling as much as 310 respondents. Data collection was done through questionnaires are spreading online. Methods of analysis used was Multiple Linear regression test methods with data processing performed using SPSS 13.0

The results of this study indicate that simultaneous testing a variable price, product, promotion and place effect positively and significantly to consumer purchasing decisions car Mitsubishi Xpander. Partial testing shows that the price, product, promotion, and place of a positive effect significantly to purchasing decisions.

Based on the results of the analysis, there are a few things that can be improved PT. Bosowa Berlian Motor in Makassar city to be able to increase sales and influence the purchasing decisions of consumers in buying cars by increasing promotion because most have an influence on purchasing decisions after that company can increase the price, product, and place which have an influence also on purchase decisions.

Keyword: Product, price, promotion, Place, and purchasing decisions