

ABSTRACT

Along with the development of the business world, especially in the automotive sector, which is increasing, the competition between automotive brands in Indonesia is getting tighter, PT Toyota Astra Motor as the holder of the Toyota brand in Indonesia continues to make every effort and effort to be able to continue to compete with other competitors in selling four-wheeled vehicles in Indonesia. Starting from the sale of conventional cars (fuel oil) to hybrid cars (semi-electric). With the increasingly fierce competition in the Indonesian automotive market, the role of marketing is very important in order to obtain the desired achievements of the company, such as increasing buying interest to purchasing decisions. To be able to increase an achievement, the company can use a brand image, then supported also by the price and quality of products owned by Toyota to obtain the targeted achievements.

This research was conducted to determine the effect of brand image, price and product quality on purchase intention in Toyota hybrid cars in Jakarta. The purpose of this research is to determine and analyze the brand image, price and product quality that affect public purchase intention in Jakarta in choosing a Toyota hybrid cars.

This research uses quantitative methods with descriptive and causal research types. Samples were collected by methods non-probability sampling by obtaining the number of respondents as many as 100 Jakartans who know about Toyota hybrid cars. Then the data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results show that the purchase intention on Toyota hybrid car in Jakarta which is officially sold by PT. Toyota Astra Motor (TAM) obtained a result of 83% which is in the high category, then the brand image gets a result of 88% which is in the very high category, prices get a result of 63% which is included in the medium category, and the product quality gets a result of 85% which is in the very high category. Then based on the results of testing the hypothesis that the brand image, price and product quality simultaneously have a significant effect on purchase intention in hybrid cars in Jakarta. and partially brand image has a significant effect on purchase intention, then the price has a significant effect on purchase intention, and product quality has a significant effect on purchase intention Toyota hybrid cars in Jakarta which are officially sold by PT. Toyota Astra Motor (TAM).

Keywords: *Brand Image, Price, Product Quality, Purchase Intention*