

THE EFFECT OF CONSUMER INTERESTS AND PRODUCT DIFFERENTIATION ON DAIHATSU CAR PURCHASE DECISIONS BRANCH OF PT. ASTRA MEDAN JOHOR

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ABSTRACT

This research aims to research and analyze the influence of consumer tastes and product differentiation partially and simultaneously on Daihatsu car purchase decisions at PT.Astra International Tbk Branch of Johor Medan. The data analysis technique used is quantitative data analysis. The results of this study obtained a value of significance to consumer appetite based on the t test obtaining the size of $t_{hitung} > t_{table}$ ($7,478 > 1,991$) (Sig $0,023 < \alpha 0,05$) then H_0 rejected means there is an influence of consumer taste on the purchase decision. The significance value of product differentiation based on the t test is obtained as $t_{hitung} > t_{table}$ ($2,236 > 1,991$) (Sig $0,005 < \alpha 0,05$) then H_0 is rejected means there is a significant influence of product differentiation on the purchase decision. The result of the F test above is obtained Calculation $> F_{table}$ size ($4,8473 > 3,11$) (Sig $0,000 < \alpha 0,05$) then H_0 rejected means there is a significant influence of consumer tastes and product differentiation in Daihatsu car purchase decisions. The result of the regression is obtained that the Consumer Taste (X1) of 0.407 and Product Differentiation (X2) of 0.425 shows that the consumer taste and product differentiation variables have a positive and significant influence on the decision of purchase of Daihatsu Car in PT.Astra International Tbk Branch of Medan Johor means every increase in the variable of Consumer taste and product difference, then will have a negative impact on the purchase decision of the Daihatsu Car in Pt.

Keywords: consumer tastes, product differentiation, purchase decisions

I. INTRODUCTION

Consumer tastes are one of the factors that greatly influence the purchase decision, it is important for the management of the company to be able to analyze about consumer tastes in the purchase of products because in general the consumer taste can change over time. If the product is created according to the widespread taste of the consumer, then the benefit is obtained for the company. In contrast, if the product does not match the consumer's tastes, the result is a decrease in sales or loss.

The strategy to be pursued in achieving the marketing objectives begins with knowing the consumer attitude and the necessary strategy is the differentiation strategy. The excess of product differentiation becomes one of the unique aspects in the company that affects the target consumer to become the company's loyal customer compared to other competitors. Product differentiation can shift the basis of competition to other factors, such as product characteristics, distribution strategies or other promotional variables.

This strategy is expected to have an impact on consumer purchase decisions. This is done in anticipation of its competitors such as Toyota, Honda, Suzuki, Mitsubishi and others, where the competition also produces relatively similar products that also have the advantage of creating products that are difficult to imitate or different which is one of the successes of differentiation.

Car sales data for 2018-2020

Types	Dec 2018	Jan-Dec 2019	Jan-Dec 2020
Ayla	4 Unit	45 Unit	34 Unit
Sigra	16 Unit	166 Unit	113 Unit
Xenia	11 Unit	91 Unit	48 Unit
Terios	19 Unit	107 Unit	98 Unit
Granmax Pickup	6 Unit	79 Unit	69 Unit
Granmax Blindvan	1 Unit	8 Unit	11 Unit
Luxio	-	1 Unit	2 Unit
Sirion	-	2 Unit	3 Unit
total	57 unit	499 unit	378 unit

Source: PT.Astra International Tbk branch of Medan-Johor

Based on the table above, every year in the PT.Astra International Tbk Branch Medan Johor there is one type of car that has the largest sales of other types of cars, such as the type Sigra. Consumer tastes dominate in the choice of type Sigra, This indicates the importance of a company to conduct a deeper analysis of consumer tastes that change every time, when it has been done the possibility of all types of cars that in the sale can be as much as sales types Sigra.

The decision to purchase Daihatsu products at PT.Astra International Tbk Branch of Medan Johor, concluded the importance of the influence of consumer tastes and differentiation of a product to anticipate the rapid competition of automotive companies in Medan in order to maintain its existence. Based on the background above, the author is interested in conducting research entitled "The impact of consumer tastes and product differentiation on purchase decisions in PT. Astra International Tbk Branch of Medan Johor.

II. LITERATURE REVIEW

a. The consumer taste

Kotler in Ali (2019), Taste can be interpreted as an interest or desire to buy a product, in order to meet its needs. Consumer market consists of all individuals and households who buy or acquire goods and services for personal consumers to know consumer tastes. As for the

behavioral components in carrying out purchasing activities, among others: who is the buyer, what they buy, when they purchase, where you buy, why you purchase, who is involved, and how you buy.

Motivating the Consumer

Asri in Ali (2019), reviewed from its degree of awareness on consumer tastes, motives that encourage consumers to buy products, namely:

1. Conscious, consumers know and are aware of, the motives that motivate them in buying the product, first discuss with others.
2. Presconscious, consumers are aware of the motives to buy, the purchase is done with without discussing with others.
3. Unconscious, consumers do not know what motives motivate them to buy the product

Indicators of consumer appetite

Hermawan (2017), indicator of consumer appetite, is:

1. Customer Satisfied
2. Pleasant when wearing.
3. The color varies
4. The size varies.
5. Customers are more confident.

Differentiated Products

Kotler and Keller (in Priansa:2017:19), differentiation is the process of adding a series of important and valuable differences to differentiate a company's offer from a competitor's. Companies differentiate themselves from their competitors if they can have uniqueness in something that the buyer considers important.

Sudaryono (2016), product differentiation is the activity of modifying products to become attractive goods. Differentiation requires fairly tested market research, in order to be completely different and knowledge of competing products.

Dimensions of Difference

Kotler and Armstrong (2012), according to the dimensions of the differentiation of companies, are:

1. Differentiate the product. Variation of products offered, namely: product shape, product features, performance, conformity of quality with existing standards, durability, reliability, ease of repair, style, and product design.
2. Differentiate the service. Adding services to the value of product quality improvement and distinguishing them from other products through ease of ordering, delivery, installation, consumer training, customer consultation, and maintenance and repair.
3. Differentiation of staff. Companies can build a competitive advantage by hiring and training people who are better than their competitors.
4. Differentiate the channel. Companies can create a competitive advantage by designing distribution channels, especially in terms of reach and expertise.
5. Differentiate the image. The way society perceives the company's products can represent the difference and positioning of the product.

Benefits of Differentiation

Kotler (2010), as regards the benefits of product differentiation, is:

1. Extend the product life cycle.
2. Making the product or service more remembered by the consumer, because there is a point of interest that the company has.
3. Make your product/service look better than other products or services
4. Make the sales value of the products/services marketed higher

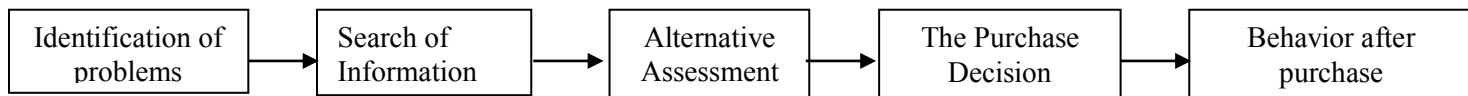
Product Differentiation Indicators

Kotler (2012:9), Indicator of product differentiation, which is:

1. Shape, based on the shape or size, model or physical structure of the product
2. Features (Fiture), have different features or privileges
3. Performance Quality, as the basic characteristic level of the product, the more product quality, the higher the level of characteristics and customer loyalty.
4. Conformance Quality, has a quality of conformity with high specifications
5. Durability: Expect some products to have normal durability and/or weight.
6. Reability, the buyer will pay more to get a product that is reliable with a measure of the probability that the product will not be damaged.
7. Easy to Repair (Repairability), the buyer chooses products that are easy to repair for reasons of time and cost efficiency when repaired by themselves.
8. Style, describes the appearance and feelings caused by the product for the buyer by showing the uniqueness and performance of the product to attract the purchase interest.
9. Design, product appearance and function with design parameters such as shape quality, performance, suitability, durability, reliability, ease of repair, and style.

The Purchase Decision

Machfoedz (2013:44), a purchase decision is a process of assessment and selection of various alternatives according to specific interests by determining one option considered most profitable. Abdullah and Tantri (2014:132), purchase decision is the evaluation stage in which consumers form preferences among brands in a group of choices. Consumers may also form a purchase interest to buy the most preferred brand.



The Purchase Decision Process in Five Steps

Source : Kotler and Armstrong (2012)

Here is the explanation:

1. Identification of problems, the purchase decision begins with the needs of consumers who are aware of the difference between the actual situation and the situation they want so that it can be driven by the self-stimulation of the consumer.
2. Information search, after consumers realize the need for a particular product in search of information and knowledge.
3. After information is obtained, consumers evaluate various alternatives to meet those needs.

4. The purchase decision, determining the options that have been set, then the actual purchase is the final result of the search and evaluation that has been made.
5. When the purchased product does not provide the expected satisfaction, consumers will change their attitude toward the brand of the product.

The role of consumers in purchasing decisions

Swastha and Handoko (2011), the role of consumers in purchasing decisions, namely:

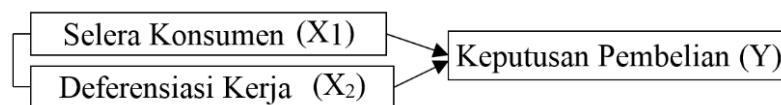
1. Initiator is the person who first realizes that there is an unfulfilled desire or need and proposes an idea to buy a good/service.
2. Influencer, the person who influences the decision to buy either intentionally or unintentionally
3. Decider, the person who makes the purchase decision
4. Buyer, the person who makes the purchase
5. The user, the person who consumes or uses the goods or services purchased

Measurement of purchase decisions

Kotler and Armstrong (2012), indicators that measure purchasing decisions, are:

1. Identification of Need
2. Search for information
3. Alternative Assessment
4. The Purchase Decision
5. Behavior after purchase

The framework of mind



Hypothesis

Arikunto (2015:110), a hypothesis can be interpreted as a questionable answer to a research problem until it is proven through the collected data.

H₀: Consumer tastes have no influence on Daihatsu car purchase decisions at PT.Astra International Tbk Branch Medan Johor

H₁ : Consumer tastes influence the decision to buy a daihatsu car in PT.Astra International Tbk Branch Medan Johor

H₀ : Differentiation of products does not affect the decision of purchase of Daihatsu cars in PT.Asra International Tbk Branch Medan Johor

H₁ : Differentiation of products influences the decision of purchase of Daihatsu cars in PT.Astra International Tbk Branch Medan Johor

H₀: Consumer tastes and product differentiation have no influence on Daihatsu car purchase decisions at PT.Astra International Tbk Branch Medan Johor

H₁ : Consumer tastes and product differentiation influence Daihatsu car purchase decisions at PT.Astra International Tbk Branch Medan Johor

III. RESEARCH AND METHODOLOGY

A. forms of research

This study was conducted at PT. Astra International Tbk Branch of Medan Johor at A.H. Road No. 15 of KFC. The area of Johor. North of Sumatra. Gunawan (2015:45), Population is the whole object to be studied. The population of this study is 390 customers PT. Astra International Tbk Branch of Medan Johor. Sugiyono (2012:81), the sample is a portion of the number and characteristics that the population possesses. Therefore, the determination of the number of samples is based on the Slovin formula: $= 390: (1 + 390 \times 0.12) \Rightarrow 390 : 4.9 \Rightarrow 79,59 \Rightarrow 80$ (rounded) 80 respondents who are customers of PT.Astra International Field

B. data collection

Data collection methods: observations, interviews, documentation studies, questionnaires. Data Analysis Techniques: validity test, reality test, classical assumption test (normality test, multicollinearity test), hypothesis test (regresi linear berganda, uji t, uji F, uji determinasi). The calculation showed that the sample of research taken in this study was as many as 80 respondents who were customers of PT.Astra International Field.

Variable Operational Defence Table

Variabel	Defenisi Operasional	Indikator	Skala
The consumer taste (X ₁)	A taste is the activity of a person to buy a good or service that can change over time. (Putu Endra dkk : 2014)	1.satisfied customers 2.pleased to wear 3.The color varies 4.The size varies. 5.Customers are confident (Hermawan:2017)	Likert
Product differentiation (X ₂)	the activity of modifying products to become attractive goods.. (Sudaryono : 2016)	1.form is 2.Planned 3.Style or Model 4.Strength resistance 5.Privileged (Kotler :2012)	Likert
The Purchase Decision (Y)	The purchase decision is a process of assessment and selection of various alternatives in accordance with the interests considered most advantageous.	1. Identification of Need 2.Search for information 3.Alternative Assessment 4.The Purchase Decision 5.Behavior after purchase (Kotler & Armstrong : 2012)	Likert

Characteristics of Respondents

No	Demographic Factors	total	Percentage	
1	Type of female	Male	39	48.75 %
		Female	41	51.25 %
		total	80	100 %
2	age	17-25 years	20	25 %
		26-35 years	33	41,25 %
		36-40 years	17	21,25 %
		41-55 years	10	12,5 %
		total	80	100 %
3	Job	Civil servant	20	25 %
		Private officer	34	42.5 %
		entrepreneur	13	16.25 %
		student	13	16.25 %
		total	80	100 %

Source : Data (2021)

IV. RESULT AND DISCUSSION

a. Validity Test

In this study, the researchers conducted the validity test of early respondents PT. Astra International Tbk Branch of Medan Johor as a sample of this research that has a total of 80 people. The validity test is measured using the help of the SPSS 25 software application for Windows. The following is the validity test result with $df = n-3$ ($df = 80-3 = 77$). So the value of the $r_{table} = 0,2213$ is said to be valid when the r_{hitung} is $\geq 0,2213$.

Consumer appetite test results (X_1)

No	Item	r_{hitung}	r_{tabel}	Ket
1	Satisfaction after purchasing a product.	0.636	0,221	Valid
2	Desire to satisfy something purchased.	0,660		Valid
3	Good to use the products you get	0,630		Valid
4	Pleasure comes after receiving the product.	0,596		Valid
5	A different color choice.	0,596		Valid
6	The desired color is available.	0,584		Valid

7	A choice of sizes.	0,577		Valid
8	easy to choose the right size.	0,595		Valid
9	Advice your relatives to buy it	0,620		Valid
10	Repeat orders when you trust the product.	0,648		Valid

Source : Data processed (2021)

Based on the table above, the highest Corrected Item-Total Correlation value (calculation) is obtained on statement 2 of 0.660, and the validity test results above in the Correced Item–Total correlation column are the values of the Consumer Taste variable (X1) greater than 0.221 or, in other words, the entire question is declared valid.

b. Validity of Product Differentiation Instruments (X_2)

Validity Test Differentiation of Products (X_1)

No	Item	r_{hitung}	r_{tabel}	Ket
1	The form offered varies.	0.747	0,221	Valid
2	Choose a product based on variation of shape	0,754		Valid
3	Product design is one of the advantages.	0,756		Valid
4	Choose a suitable design as desired.	0,732		Valid
5	A unique product becomes its own value for the buyer.	0,738		Valid
6	The product style adds its own impression to the buyer	0,731		Valid
7	Long-lasting power can save costs	0,733		Valid
8	Long-lasting products reduce treatment costs	0,730		Valid
9	The latest feature becomes the attraction of consumers	0,736		Valid
10	Classification is very effective in purchasing decisions	0,729		Valid

Source : Data processed (2021)

Based on the table above, the highest Corrected Item-Total Correlation (calculation) value is obtained on statement 1 of 0.747, and the validity test results above in the Correced Item–Total correlation column are the values of the product differentiation variable (X2) greater than 0.221 or, in other words, the entire question is declared valid.

Test Validity of Purchase Decisions (Y)

No	Item	r_{hitung}	r_{tabel}	Ket
1	To meet the needs of a product.	0.534	0,221	Valid
2	Awareness of the usefulness of the product in meeting needs is very important.	0,534		Valid
3	The product information you will use is very important.	0,570		Valid
4	The product is obtained according to information and does not make a mistake in the purchase	0,514		Valid
5	The importance of evaluating the product to be used for a long time	0,663		Valid
6	The advantages and disadvantages of a product become the evaluation material for making a purchase.	0,542		Valid
7	Purchase the product as desired.	0,599		Valid
8	The purchase is the result of a search from an evaluation that has	0,597		Valid

	been made.		
9	Advantages and disadvantages become the evaluation material to buy it later in the day	0,567	Valid
10	The feeling of pleasure is a natural thing to make a purchase.	0,531	Valid

Source : Data processed (2021)

Based on the table above, the highest Corrected Item-Total Correlation (calculation) value is obtained on statement 5 of 0.663, and the validity test results above in the Correced Item–Total correlation column the value of the variable Purchase Result (Y) is greater than 0.221 or, in other words, the entire question is declared valid.

Results of Rehabilitation Test

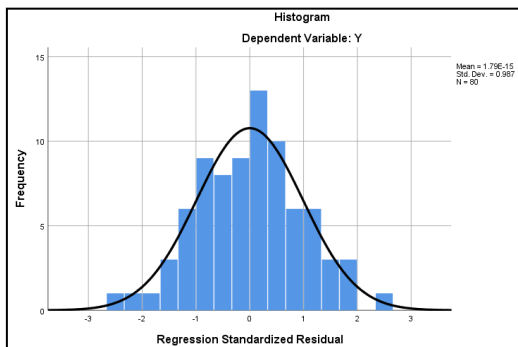
Variabel	Cronbach's Alpha	Batas Kritis	Keterangan
The consumer taste (X1)	0,640	0,60	Reliabel
Differentiated Products (X2)	0,759	0,60	Reliabel
The Purchase Decision (Y)	0,694	0,60	Reliabel

Source : Data processed (2021)

The Reliability Test results showed that all variables have Cronbach Alpha values > 0.60 , so it can be concluded that all statements from the Consumer Taste Questionnaire, Product Differentiation and Purchase Decision are declared reliable meaning that the questionnaire is worthy to be used as a measurement tool.

Histogram Test of Normality Data

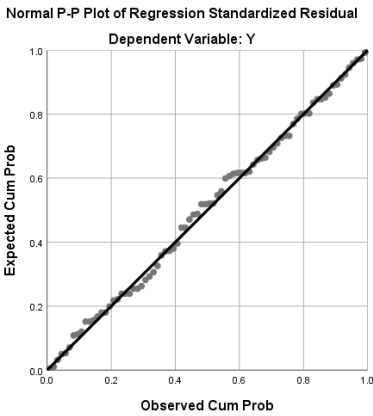
Based on the image next to, it is known that the distributed variable indicates a normal result, this can be indicated by the data forming resembles a bell. The displayed distribution variable data shows statistical test results that do not violate assumptions which means showing valid results.



Source : Data processed (2021)

Screenshot of Normality Test

Based on P-Plot it can be known that the distributed variable shows a normal result, this can be indicated by the data that does not cycle to the left and right. The data that follows along the diagonal line \, this means the data is distributed normally. To avoid subjective assessment, the researchers used the normality test using the following Kolmogorov-Smirnov Test



Source : Data processed (2021)

**Tabel Uji Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.96201477
Most Extreme Differences	Absolute	.050
	Positive	.040
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : Data processed (2021)

Based on the table above, the Asymp.sig. (2-tailed) value is 0.200 this means the value is significant 5% (0.05) so that the variable is distributed normally.

Test F (Uji Signifikasi Simultan)

Testing is carried out using the F test with a test rate at = 5% (0.05) degree of freedom. (degree of freedom). The criteria for decision-making are:

1. H_0 accepted jika $F_{hitung} < F_{tabel}$
2. H_a accepted jika $F_{hitung} > F_{tabel}$

value F_{tabel} obtained in a way.

$$F_{tabel} = F (K;n-k) = F (2;80-2) = F (2;78) = 3,11$$

Test-F results can be seen from the following table:

:

Simultaneous Test Results (F-Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.889	2	191.445	48.473	.000 ^b
	Residual	304.111	77	3.949		
	Total	687.000	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source : Data processed (2021)

Based on the above table on the simultaneous testing of the variables of Consumer Taste and Product Differentiation obtained a Calculation value of 48,473 > Ftable 3.11 with a significant value of 0,000 < 0,05 so as to obtain a Value of Faste > Ftablel or significant value < alpha, it is concluded that Consumer taste and product differentiation together (simultaneously) have a positive and significant impact on the Daihatsu Car Purchase Decision in PT. Astra International Tbk Branch of Medan Johor.

Table of partial test results

(T-test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.165	3.063		2.992	.004
	X1	.407	.080	.639	7.478	.030
	X2	.425	.068	.191	2.236	.005

a. Dependent Variable: The Purchase Decision (Y)

Source : Data processed (2021)

Based on the above table on the results of the hypothesis test, it is partially demonstrated whether each free variable (Consumer taste and product differentiation) influences or does not influence the Purchase Decision by comparing between t_{hitung} dengan t_{tabel} . The criterion for decision-making is acceptable if H_0 accepted if $t_{hitung} < t_{tabel}$ at α 5% On the contrary H_a accepted if $t_{hitung} > t_{tabel}$ pada α 5%, searching the pattern t_{tabel} if :

$$t_{tabel} = t(\alpha/2 ; n - k - 1) = t(0,05/2; 80 - 2 - 1) = t(0,025; 77).$$

$$t_{tabel} = (0,025; 77) = 1,991$$

The Explanation :

1. Testing of consumer appetite. Based on the partial test results (t-t) such a value is obtained if Consumer Taste 7,478 > 1,991 with a significance value of 0,030 > α 0,05, then accepted because

>, then it is concluded that partially consumer Taste influenced and significant to the Daihatsu Car Purchase Decision on PT. Astra International Tbk Branch of Medan Johor

2. Partial product differentiation testing. Based on the result of the partial test (test-t) such a value is obtained if the Product Differentiation $2,236 > 1,991$ with a significance value of $0,005 > \alpha 0,05$, then accepted because $>$ then it is concluded that partially the Product differentiation is influential and significant to the Purchase Decision at PT. Astra International Tbk Branch of Medan Johor.

Table of Determination Coefficients R^2

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.557	.546	1.987

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source : Data processed (2021)

The Explanation :

1. R shows a simple correlation, consumer taste and product differentiation to purchase decisions is 0.747 or 74.7%. meaning the relationship is close, the larger R means the closer the relationship.

2. R Square () indicated a determination coefficient of 0.557 or 55.7% of Consumer Appetite and Product Differentiation against the Purchase Decision variable, while the remainder was 44.3% described by other variables not studied in this study.

3. Independent variable data is better using an adjusted of 0.546 or 54.6% consumer taste and product differentiation variable to explain the Purchase Decision variable, while the remaining 45.4% is influenced by the variable outside the study.

4. The standard Error of the Estimated (standard deviation) is a prediction size error, in this case, the value of 1.987% means the smaller the standard deviation, the better the model.

Influence of consumer tastes on Daihatsu car purchase decisions

Consumer appetite value (X1) of 7,478 > value 1,991 with a significance value of 0,030 > 9,05 means partially consumer appetites influenced and significant to the purchase decision. When the consumer's taste for a good or service is satisfied, they will be satisfied. Consumers/Consumers in PT. Astra International Tbk Branch Medan Johor covers product price suitability, product usage value, product shape, and product color, so that it can contribute to the purchase decision.

According to research results, consumer tastes have a positive and significant influence on purchasing decisions. The size of the consumer taste variable is partially 7,478, the variable bound (purchase decision) is influenced by the changeable of consumer appetite. Some respondents stated that the application of consumer appetite in PT. Astra International Tbk Branch of Medan Johor is very influential on the decision of the company's car purchase

The impact of product differentiation on Daihatsu car purchase decisions

A product differentiation value (X2) of 2,236 > value 1,991 with a significance value of 0,005 > 0,05 means partially a differentiated product that has a significant influence on the purchase decision. Differentiation of products as one of the strategies of product differentiation to promote products in production with its competitors. Things that can be done through the shape, speciality, durability, reliability, ease of repair, style and design of the product to be marketed so that it can contribute to the purchase decision as well as impact on increased sales..

Based on the results of the differentiation of the product has a positive and significant impact on the purchase decision. The size of the product differentiation variable is partially 2,236, which means that the bound variable (purchase decision) is influenced by product differentiation. It can be concluded that respondents who stated product differentiation is an important element. It can influence consumers to make purchases. PT.Astra Internasional Tbk Branch of Medan Johor

Influence of consumer tastes and product differentiation in Daihatsu car purchase decisions

Overall (simultaneously) the influence of the consumer taste variable (X1) and product differentiation (X2) value 48,473 > 3,11 has been obtained, with a significant value of 0,000 < 0,05, meaning that consumer appetite and product differentiation simultaneous (simultaneously) have a positive and significant impact on public confidence. Basically, the purchase decision will be responded positively by the management of the company, so various efforts are planned by the company to realize it. With its optimum product differentiation strategy applied can attract potential consumers to make purchases as well as listen to the consumer taste situation that easily changes at all times.

CONCLUSION

1. Consumer taste (X1) value 7,478 > value 1,991 with a significance value of 0,030 > 9,05 means partially Consumer tastes have a significant influence on purchase decisions.
2. Product differentiation (X2) value 2,236 > value 1,991 with a significance value of 0,005 > 0,05 means partially the differentiated product has a significant influence on the purchase decision.
3. Overall (simultaneously) the influence of the variable Consumer Taste (X1) and Product Differentiation (X2) values 48,473 > 3,11 with a significant value of 0,000 < 0,05, meaning consumer taste and product differentiation together (simultaneously) have a positive and significant impact on public confidence.
4. Based on the regression of the results of the research obtained that Consumer Taste (X1) of 0.407 and Product Differentiation (X2) of 0.425 showed that the consumer taste and product differentiation variables have a positive and significant influence on the decision of purchase of Daihatsu Car in PT.Astra International Tbk Branch of Medan Johor, meaning that every increase in the variable of Consumer taste and Product differentiations, will have a negative impact on the purchase decision of the Daihatsu Car in PT.Astra Internasional Tbk branch of Medan Johor.

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