

ABSTRACT

In recent Indonesia automotive business, products not only dominated by Japan and Europe, but also Korea, Malaysia, and China so that the customer have to choose between many choices. There are many things influences the customer, one of them is brand which is convinced as a quality reflection. In this matter, Toyota Manufacturing collaborated with Daihatsu Motor by launching the MPV car (Multi Purpose Vehicle) which is known as Avanza and Xenia.

In this research, writer have 50 questionnaire to each customer (Avanza and Xenia) who lived at Bekasi Barat. There are 29 men and 21 women for Avanza and 31 men and 19 women for Xenia. For both response, majority are at age 31-40, so do for educational grade, Diploma degree as a major quantity (Avanza 25 people and Xenia 23 people). For Avanza, majority are private employees 14 people (28%) and 18 people (36%) for Xenia. For their monthly expenses, the highest is around 11-15 million/month, 26 people (52%) for Avanza and 22 people (44%) for Xenia. And most of them having Avanza and Xenia year 2004-2007 which are 22 people (44%) for Avanza and 26 people (52%) for Xenia.

This research using and explanatory survey so writer can explain and describe all research results. The owner of Avanza and Xenia are become the population of this research and only them who lives at Bekasi Barat become the sample. Writer use Likert scale for scoring the answers. And independent variables are quality, advertising, distribution, and brand personality. While the dependent variable is purchase decision process. Then those variable are calculated to prove hypothesis.

From all research results, brand personality is the most influencing factor for customer to purchase Avanza. While quality is the most influencing factor for Xenia's customers.

Summary of this research is, we found that Avanza's brand already trustworthy by customers so other factors are not really be concerned by them to have a decision. Meanwhile customers most believe to its quality because of the product is collaborated both Toyota and Daihatsu.