

Variable Factors Determining Purchasing Intention of the Toyota-Branded Innova Zeni Hev Car at Dealership Jakarta, Indonesia

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Abstract

The purpose of this research is to examine and investigate the factors that determine the level of interest in purchasing the Toyota-branded Innova Zenix HEV model that is available at dealerships in Jakarta, Indonesia. For the purpose of the study, primary data were obtained using an explanatory research design with a quantitative approach. These data had been evaluated for validity, reliability, and homogeneity, and saturated sampling was used to the complete population. A factor analysis was performed on the data in order to determine which components had the most impact. Product quality, pricing, service and network availability, and credit financing are the primary factors that determine interest in making a purchase, according to the findings. On the other hand, promotion and marketing, environment and regulations, and product image do not have a substantial impact on consumer decisions. Consumers are primarily drawn to the product because of its high quality, competitive price, dependable dealer network and services, and appealing credit schemes. However, limited marketing efforts and incomplete product information reduce awareness of the product's image and can hinder purchase interest. This leaves room for competitors who offer vehicles that are comparable to the product to capitalize on these weaknesses.

Keywords: product quality, pricing, network services, and credit financing.

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Background

The automotive industry in Indonesia has been developing rapidly, resulting in increasingly fierce competition, particularly in the passenger car segment. Sole Brand Agents (ATPM) continue to innovate by offering a wider variety of models and technologies each year, making consumers more selective in their purchase decisions. When choosing a product, consumers weigh the benefits relative to the costs incurred (Jubery Marwan, 2021). The presence of many products with similar functions and features makes differentiation difficult, prompting manufacturers to continuously innovate in order to attract buyers. Consumer interest is shaped by product attributes that align with their needs and preferences (Firdaus, 2017), as well as marketing efforts that enhance product awareness. Products that resonate with consumers can generate strong desire and motivation to own them (Maskuri, 2019), creating behavioral tendencies that lead to actual purchase decisions. These decisions are influenced by perceived product value, where higher value correlates with stronger purchase intentions and greater success in market penetration (Kotler & Keller, 2016). Purchase interest is also driven by past consumption experiences, which strengthen future preferences (Yunisya & Yulianti, 2017). High purchase interest reflects satisfaction and trust, which in turn foster positive word-of-mouth and customer loyalty.

Empirical evidence shows that consumer interest is determined by various factors, including product quality, selling price, brand image, promotion and marketing, service and network, environmental regulations, and credit financing. High purchasing interest has significant implications not only for market performance but also for consumer adoption of innovative technologies such as hybrid electric vehicles (HEVs). Toyota Kijang Innova Zenix HEV, manufactured by PT Toyota Astra Motor (TAM) in 2024, exemplifies this dynamic. At the Indonesia International Motor Show (IIMS) 2024, Toyota's sales rose 30% compared to the previous year, with the Innova Zenix HEV leading the performance at 411 SPK (16.2% of total orders), surpassing other popular models such as Avanza and Yaris Cross HEV (Pressroom.toyota.astra.co.id, 2024). This surge in demand reflects consumer recognition of product quality, competitive pricing, financing options, service networks, and regulatory support for electrified vehicles.

The strong performance of the Innova Zenix HEV at IIMS illustrates rising public acceptance of electrified mobility, supported by awards such as "Car of the Year 2023" and features like an 8-year/160,000 km battery warranty that boost consumer confidence. The resale value of Toyota's electrified models also remains attractive, in some cases even surpassing conventional gasoline variants. Nevertheless, strong promotion and effective marketing remain essential to sustain consumer enthusiasm (Kotler & Keller, 2016). Reliable marketers must

understand consumer characteristics through behavioral research, as decision-making involves careful evaluation of both intrinsic product attributes and extrinsic factors such as promotion, dealer service, and regulatory support.

A robust dealer network also plays a crucial role, ensuring ease of vehicle acquisition and maintenance. The availability of spare parts, service warranties, and attractive after-sales programs such as discounts and loyalty benefits enhances consumer satisfaction (Nawang Sari & Pramesti, 2017; Fatin et al., 2018; Agustina et al., 2019; Qomariyah & Menuk, 2015). Service quality is therefore a key determinant of purchase interest, as positive experiences foster both trust and repeat purchases. Similarly, consumer knowledge influences purchasing behavior, with informed consumers relying on product information and intrinsic cues rather than stereotypes (Jefriansyah et al., 2018; Jubery Marwan, 2021). Higher product knowledge increases consumer capacity to evaluate and choose products realistically, ultimately strengthening purchasing decisions.

Price also remains a central factor, shaping competitiveness and profitability while signaling quality to consumers (Rizki & Hanifa, 2014; Wirayanthi & Santoso, 2019; Abdul Latief, 2018; Kotler & Armstrong, 2012; Putro, 2014). Alongside pricing, product quality and brand image influence perceptions of trust and value (Ginting, 2015; Nugraheni

& Dwiyanto, 2016; Muharam & Soliha, 2017). Effective promotion, particularly via digital media, also enhances product appeal by providing added value and building credibility through brand ambassadors (Cummins & Mullin, 2010; Doresa & Basuki, 2017). Online marketing has been shown to significantly influence purchasing interest (Hilman & Sahdandi, 2021), while location has less effect compared to product satisfaction (Silaningsih & Utami, 2018). These findings underscore the complexity of consumer behavior, where purchasing decisions result from the interaction of multiple factors, including psychological, cultural, and behavioral dimensions.

Within the broader context of energy transition and renewable energy utilization, hybrid electric vehicles such as the Toyota Innova Zenix HEV play a vital role in reducing fuel dependency and supporting sustainable national energy policies. Consumer adoption of HEVs is not merely a market outcome but also a reflection of behavioral responses to energy innovation, policy incentives, and socio-cultural perceptions of environmentally friendly technologies. Thus, examining the determinants of purchase interest in the Toyota Innova Zenix HEV provides valuable insights at the intersection of consumer behavior, energy transition, and human resource strategies in marketing and service delivery, while contributing to Indonesia's pursuit of sustainable energy and mobility solutions.

Literature Review

Product Quality

From a Total Quality Management (TQM) perspective, quality does not only refer to final outcomes but also includes processes, environments, and human involvement. Almasdi & Jusuf Suit (2012:143) argue that one of the perspectives of quality is its subjectivity, as it depends on the individual assessing it. A product that best satisfies consumer preferences is considered to have the highest quality. In the automotive sector, service is also part of product quality, as it reflects activities provided by one party to another in order to achieve satisfaction.

The Toyota Innova Zenix HEV is designed with specifications that emphasize both durability and innovation. With a 1987 cc engine producing 150 hp, CVT transmission, safety features such as Vehicle Stability Control, and a 7-passenger capacity, this car ensures resilience in various road and weather conditions (Toyota Astra, 2025). Moreover, it offers advanced technologies such as adaptive cruise control, wireless charging, and multiple driving modes (Eco, EV, and Power). The availability of different variants, including Modellista MPV Hybrid CVT and Hybrid CVT TSS MPV 2.0L Q HV, also strengthens consumer choices.

Based on these attributes, product quality in this study is measured through three indicators: (a) quality and durability, (b) innovation and technology, and (c) product variants. These indicators align

with consumer expectations that high-quality vehicles should be durable, technologically advanced, and available in multiple variants to suit preferences.

Determination of Selling Price

Pricing is one of the most critical determinants of consumer purchasing interest. Kotler and Keller (2016:497) highlight markup pricing as the most basic method, while Kotler & Armstrong (2012:78) propose four price dimensions: affordability, price–quality compatibility, price–benefit compatibility, and competitiveness. Consumers often use price as a proxy for quality, particularly when information is limited.

For the Toyota Innova Zenix HEV, prices remain competitive within its segment, ranging from IDR 483,900,000 to IDR 629,000,000 depending on the variant (Toyota Astra, 2025). In addition, Toyota supports resale value programs through authorized dealers, ensuring consumers' long-term value.

Accordingly, the pricing variable in this study is measured by two indicators: (a) competitive selling price and (b) resale value program.

Brand Image

Kotler & Armstrong (2012:254) define brand image as the set of beliefs held by consumers about a brand, which directly influences purchasing decisions. It is shaped by attributes, benefits, values, culture, personality, and user associations. Kotler & Keller (2016:347) further emphasize that strong brand image is not built overnight, but requires

consistent communication and reinforcement.

Toyota, as one of the world's leading automotive manufacturers, has established a strong reputation in quality and innovation. The Innova Zenix HEV reinforces this reputation through its global exportability, hybrid technology, and customer satisfaction ratings. Consumer trust in Toyota stems from the company's consistent performance, innovation in design and safety, and its commitment to reducing carbon emissions. In this study, brand image is measured through three indicators: (a) Toyota's global reputation, (b) consumer trust, and (c) product technology and innovation.

Promotion and Marketing

Promotion is a key driver of consumer awareness and purchase decisions. Kotler & Armstrong (2012:77) define promotion as activities that communicate customer value, while Adila (2019:16) views it as a form of marketing communication that informs, persuades, and reminds consumers. In practice, marketing goes beyond sales to include relationship building, logistics, and value creation (Kotler & Armstrong, 2016:55).

For the Innova Zenix HEV, Toyota's promotional strategies include digital campaigns across platforms such as YouTube, TikTok, and Facebook; consumer engagement through events and test drives; and celebrity endorsements to enhance public credibility. These approaches reflect a comprehensive marketing

communication strategy that seeks not only to attract attention but also to foster loyalty.

The operational indicators of promotion and marketing in this study are: (a) advertising through digital and traditional media, (b) participation in promotional events and test drives, and (c) celebrity endorsements.

Services and Networks

Service quality is the degree to which the provided service meets customer expectations (Tjiptono, 2016:157). It involves both expected service and actual service, where the gap determines satisfaction levels (Supranto, 2011). High-quality service is essential for maintaining customer trust and loyalty, particularly in competitive industries.

Toyota provides extensive service and dealer networks, offering ease of access, maintenance programs, and after-sales guarantees. Customer loyalty is further enhanced by promotional packages, easy credit facilities, and warranty programs (Toyota Astra, 2025).

Accordingly, the indicators of service and networks in this study are: (a) ease of access to dealer services, (b) quality of service and claims, and (c) facilitation programs for customers.

Environment and Regulation

The marketing environment consists of micro and macro forces influencing business operations. Tjiptono (2016) divides this into micro (close to the company) and macro (demographic,

economic, technological, and political). The regulatory environment is particularly critical in the automotive sector, where government policies shape both market opportunities and operational challenges.

For Toyota, alignment with Indonesian government policies on electrification and emissions reduction ensures compliance and enhances consumer acceptance. In this study, environmental and regulatory indicators are defined as: (a) traffic and road conditions, (b) government regulations, and (c) driver awareness.

Credit Financing

Credit financing enables consumers to access products by spreading payments over time. Kasmir (2016) defines credit as the provision of money or equivalent value based on an agreement that must be repaid with compensation, while Nur Rianto & Muhammad Al-Arif (2016) view financing as capital disbursed to support planned investments.

Toyota provides flexible credit schemes, simplified procedures, and insurance coverage to facilitate consumer purchases of the Innova Zenix HEV. Credit packages often include vehicle maintenance guarantees, insurance protection, and attractive installment plans, reducing entry barriers for consumers.

Thus, the operational indicators of credit financing are: (a) coverage of credit and installment schemes, (b) ease of credit rules and procedures, and (c) guarantees

for vehicle maintenance and credit insurance.

Research Methods

This research was conducted at Toyota dealerships in Jakarta. The population consisted of all potential customers visiting the dealerships. The sampling period was from February to March 2025. Primary data was collected by directly sampling respondents through questionnaires. Instruments are the methods or tools used to obtain primary data (Sugiono, 2009).

The research approach employed a quantitative method with a positivist paradigm that emphasizes theory testing through empirical data. This type of research is classified as explanatory factor analysis, which aims to group several original variables into several new, increasingly smaller variables. Factor analysis can also be used to test or confirm whether a theoretically established construct/variable can be confirmed by empirical data (Imam Ghazali, 2013). This study employed hypothesis testing, which is research conducted with the aim of explaining (confirmatory research) by providing causal explanations or relationships between the variables studied through hypothesis testing (Sugiono, 2009).

The population was drawn from prospective buyers (customers) of Toyota vehicles at dealerships in Jakarta, Indonesia. These prospective buyers were 128 prospective buyers of the Toyota Innova Zenix HEV Hybrid. The sampling technique was conducted by

taking the entire population, or a saturated sample (census). The analysis used factor analysis, which requires that the data matrix must have sufficient correlation to permit factor analysis. If, based on the visual data results, there is no correlation value above 0.30, factor analysis cannot be conducted. Correlations between variables can also be analyzed by calculating partial correlations between variables, assuming that all other variables are held constant.

The results of the correlation test between variables in the factor analysis model equation are shown in Table 1 below:

Table 1
Results of the Correlation Test Between Variables in Factor Analysis

Variable	P & Q (Product & Quality)	DSP (Distribution & Sales Process)	BI (Brand Image)	P & M (Promotion & Marketing)	S & N (Service & Network)	E & R (Environment & Regulation)	CF (Credit Financing)
Pearson Correlation	0.87	0.72	0.68	0.66	0.84	0.64	0.77
Cronbach's Alpha	0.955	0.937	0.947	0.956	0.917	0.918	0.937
Test of Homogeneity of Variances	0.647	0.958	0.801	0.550	0.610	0.119	0.877
Sig. (p-value)	0.530	0.423	0.338	0.127	0.549	0.058	0.425

Source: Primary data processed, 2025

From the table data, it can be seen that the Keiser-Meyer-Olkin Measure of Sampling Adequacy values for all variables show values above 0.5 and even above 0.8. Likewise, the Bartlett Test values with Approx. Chi-squares for all variables have values above 100,000, with a significance value of

0.000. Thus, the factor analysis test can be continued.

Discussion

By considering the results of the factor analysis assumptions (KMO - Measurement of Sampling Adequacy), the composition of the variables included in the first and second factor components can be determined. This can be seen from the Component Matrix and Rotated Component Matrix outputs, as shown in the table below:

Table 2
Interpretation of Component Matrix and Rotated Component Matrix Results

Variable	Component Matrix (Loading)	Rotated Component Matrix (Loading)
	Comp. 1	Comp. 2
Product Quality	0.991	-0.128
Determination of Selling Price	0.991	-0.130
Brand Image	-0.057	-0.233
Promotion and Marketing	0.292	0.940
Services and Network	0.983	-0.163
Environment and Regulation	0.270	0.949
Credit Financing	0.991	-0.130

Source: Primary data processed, 2025.

From the results of the component matrix and varimax rotated component matrix tests, it shows that the variables grouped in factor 1 are as follows: a) The product quality variable has a varimax rotated

component loading factor of 0.996 or above 0.50 as a condition for fulfilling the grouping in factor one; b) The selling price determination variable has a varimax rotated component loading factor of 0.997 or above 0.50 as a condition for fulfilling the grouping in factor one; c) The service and network variables have a varimax rotated component loading factor of 0.995 or above 0.50 as a condition for fulfilling the grouping in factor one; d) The credit financing variable has a varimax rotated component loading factor of 0.997 or above 0.50 as a condition for fulfilling the grouping in factor one. Furthermore, the results of the loading factor in the component matrix and the varimax rotated component matrix show that the variables grouped in factor 2 are as follows: a) Promotion and marketing variables have a varimax rotated component loading factor of 0.094 below 0.50 as a condition for not fulfilling the grouping in factor one. And have a varimax rotated component loading factor of 0.980 or above 0.50 in factor two as a condition for fulfilling the grouping in factor two; b) Marketing environment and regulation variables have a varimax rotated component loading factor of 0.270 or below 0.50 as a condition for not fulfilling the grouping in factor one. And have a varimax rotated component loading factor of 0.984 or above 0.50 as a condition for fulfilling the grouping in factor two. Interpretation of the loading factor results in the component matrix and the Varimax Rotated Component Matrix indicates that the variables that could not be grouped into factors 1 and 2

were the product image variable, which had a loading factor of -0.008, or below 0.50, as a requirement for grouping in factor one. It also had a loading factor of -0.240, or below 0.50, as a requirement for grouping in factor two. Because the values were minus below 0.50 for both factors 1 and 2, it can be concluded that the product image variable is neither a determining factor nor a supporting factor in purchasing interest for the Toyota Innova Zenix HEV. These statistical results indicate that:

1. Variable Factors Determining Purchase Intention for the Toyota Innova HEV at Dealers in Jakarta.
 - a. Product Quality is a Determining Factor for Purchase Intention for the Toyota Innova Zenix HEV.

These findings, based on statistical calculations from the component matrix and varimax rotated component matrix, indicate that the product quality variable is clustered under factor 1. This variable has a loading factor of 0.996, or above 0.50, which is the requirement for clustering under factor one. Product quality explains 58.196% of the variation in the determinants of purchase intention for the Toyota Innova Zenix HEV. Consumers view product quality as a crucial element and a primary consideration when purchasing a product. The Toyota Innova Zenix HEV is a hybrid vehicle with superior quality compared to previous generations and is resistant to

weather and road conditions. Furthermore, product quality is a vehicle that can evolve over time according to consumer expectations and possesses the latest technology. This car also has three nearly identical variants in its class. This is because buyers are inclined to make purchases by choosing a product based on their experience in selecting and using the product offered by the seller to ensure it meets their needs. This way, consumers are pampered by its presence.

This finding aligns with Fauzan, A., & Rohman, A. (2019) findings that consumers are faced with product quality considerations before making a purchase decision. Consumer confidence arises when there is trust and the ability to purchase a product. Therefore, if a product is of good quality and reasonably priced, consumers are more likely to be interested in purchasing the product.

b. Selling Price Determination Is a Determining Factor in Purchase Intention for the Toyota Innova Zenix HEV.

These findings, based on statistical calculations from the component matrix and varimax rotated component matrix, indicate that the variable selling price is clustered under factor 1. This variable has a loading factor of 0.997, or above 0.50, which is the requirement for clustering under factor one. Selling price

determination explains 58.196% of the variation in the determinants of purchase intention for the Toyota Innova Zenix HEV. This means that selling price determination is a determining factor in purchase intention for the Toyota Innova Zenix HEV. Product selling price determination typically reflects the value of the product quality offered by the company to its consumers. Therefore, product selling price determination has its own sensitivity for price-sensitive consumers, but some consumers also prefer a high selling price balanced with product quality that meets their expectations. If the product price is more in line with consumer desires, it will increase purchase intention. Consumers expect different levels of added value from a product. Setting an appropriate and affordable selling price will increase consumer interest in purchasing the Toyota Innova Zenix HEV.

This finding aligns with the findings of Rizqy Tsaniya and Ni Luh Wayan Sayang Telagawathi (2022) that product quality and price influence purchasing interest. To increase purchasing intention, manufacturers must consider both product quality and price. Companies can use products as a selling point to entice consumers to make purchases. If a product offers advantages over other similar products, buyers will choose the product based on its advantages. Setting a price that is affordable for all consumers, in line with the quality

received, will increase consumer purchasing intention.

c. Service and Marketing Network Are Determining Factors in Toyota Innova Zenix HEV Purchase Intention.

These findings are supported by the statistical results of the component matrix and varimax rotated component matrix tests, which showed a value of 0.995, or above 0.50, as a requirement for grouping in factor one. Factor 1 explained 58.196% of the variation in the determinants of Toyota Innova Zenix HEV purchase intention. Therefore, service and product distribution network are determining factors in Toyota Innova Zenix HEV purchase intention. Good service will increase satisfaction and trust, while a quality network will ensure a smooth experience. Both encourage consumer repurchase intention. Good service that meets consumer expectations by providing fast and accurate service, having a comprehensive network of facilities across all branches, and being able to provide full attention to consumer needs will increase purchase intention. These findings align with Prabowo, S.A (2018) finding that good service quality will increase consumer purchase intention. Service and network quality are crucial for increasing purchase intention. The company will expand its service capacity and network to meet

customer needs. This is because high-quality service and a strong network will increase customer confidence in choosing a car. However, if the company fails to meet customer expectations, customers will be dissatisfied. Consumers will then lose interest in purchasing its products.

d. Kredit Financing Is a Determining Factor in Toyota Innova Zenix HEV Purchase Intention.

These findings are supported by statistical calculations from factor analysis (R2) tests, which indicate that the credit financing variable has a Varimax Rotated Component loading factor of 0.997, or above 0.50, fulfilling the criteria for grouping into factor one. Factor 1 explains 58.196% of the variation in the determinants of Toyota Innova Zenix HEV purchase intention.

Credit financing, with all its convenience, has a significant influence on purchase intention because it enables consumers to overcome financial constraints and gain access to desired products. Ease of financing, such as attractive interest rates, flexible terms, and simple requirements, can increase consumer interest in using credit services. Furthermore, credit financing helps consumers overcome their financial constraints, allowing them to purchase desired goods or services without having to save up first. Therefore, credit financing

offered by Toyota dealers will increase consumer purchase intention.

These findings align with Pristiyo's (2015) findings that credit provision influences customer interest in taking out a loan. A good credit provision process from a banking institution can influence customer decisions. Most customers take out loans based on the convenience offered by the lender. A good credit provision process for prospective customers is essentially aimed at determining the extent to which they are likely to fulfill their obligations and managing their ability to repay debt and interest, while simultaneously attempting to minimize the risks arising from providing credit.

2. Factors That Do Not Determine Purchase Interest for the Toyota Innova HEV at Dealers in Jakarta, Indonesia.
 - a. Promotion and Marketing Are Not Determining Factors in Purchase Intention for the Toyota Innova Zenix HEV.

These findings are supported by statistical calculations from factor analysis (R2 Factor Analysis), which indicate that the promotion and marketing variable has a Varimax Rotated Component loading factor of 0.094, below 0.50, for factor one, and a Varimax Rotated Component loading factor of 0.980, above 0.50,

for factor two, indicating that factor one does not meet the criteria for grouping. However, these variables have potential for development. The lack of intensive sales promotions conducted by Toyota dealers has resulted in a lack of absorption of information about the advantages of the Toyota Innova Zenix HEV. Potential consumers lack knowledge through observation of the product before purchasing. This is likely due to the Innova Zenix HEV's distinct market reach and segmentation within the upper-middle economic class, its push-pull strategy, consumer readiness for purchase, product lifecycle, and strong competitive position. The lack of sales promotion frequency, timeliness, and appropriateness of promotions, as well as scheduled sales promotion targets, has resulted in consumers being unaware of the advantages of the Toyota Innova HEV. The inaccessibility of these sales promotions has prevented them from attracting purchase interest.

These findings confirm the findings of Tia Hardiyana et al. (2022) that sales promotions have a positive and significant impact on purchase intention. Consumers feel supported by the company's marketing promotion program because they perceive it as highly engaging. Consequently, implemented sales promotions encourage consumers to contribute and open up opportunities to generate and increase purchase intention. Sales promotions

containing engaging content can provide understanding and education before consumers purchase a product, providing input on its benefits for them.

- b. Promotion and Marketing Are Not Determining Factors in Purchase Intention for the Toyota Innova Zenix HEV.

These findings are supported by statistical calculations from factor analysis (R2 Factor Analysis), which indicate that the promotion and marketing variable has a Varimax Rotated Component loading factor of 0.094, below 0.50, for factor one, and a Varimax Rotated Component loading factor of 0.980, above 0.50, for factor two, indicating that factor one does not meet the criteria for grouping. However, these variables have potential for development. The lack of intensive sales promotions conducted by Toyota dealers has resulted in a lack of absorption of information about the advantages of the Toyota Innova Zenix HEV. Potential consumers lack knowledge through observation of the product before purchasing. This is likely due to the Innova Zenix HEV's distinct market reach and segmentation within the upper-middle economic class, its push-pull strategy, consumer readiness for purchase, product lifecycle, and strong competitive position. The lack of sales promotion frequency, timeliness, and appropriateness of promotions, as

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- c. Marketing Environment and Regulations Are Not Determining Factors in Purchase Intention for the Toyota Innova Zenix HEV.

These findings are supported by statistical calculations from factor analysis tests, which show that the marketing environment and regulations variables have a varimax rotated component loading factor of 0.270, or below 0.50, indicating that factor one does not meet the requirements for grouping. They also have a varimax rotated component

loading factor of 0.984, or above 0.50, indicating that factor two does meet the requirements for grouping. These results indicate that the marketing environment and regulations governing the marketing practices of the Toyota Innova Zenix HEV do not influence consumer purchase intention. Strict regulations can limit marketing activities for the Toyota Innova Zenix HEV, which are perceived as difficult or detrimental to consumers, indirectly reducing purchase intention. Conversely, regulations that support responsible marketing practices for the Toyota Innova Zenix HEV can increase consumer trust and encourage purchase intention. Many factors contribute to declining consumer purchasing interest, including the imposition of excessively high tax and non-tax rates for new vehicle registration (BBNKB) and lengthy vehicle administration costs due to bureaucracy, potentially leading to a decline in consumer purchasing interest.

These findings confirm the findings of Yusni Hervi Yusuf et al. (2018) that numerous environmental factors and marketing regulations can influence purchasing interest. These include pricing policies by manufacturers, which include licensing costs, BBNKB, new vehicle operating permits, new vehicle tax rates, and other costs, all at the expense of government/regional regulations. This leads to high selling prices for the Toyota Innova Zenix HEV, which can reduce consumer purchasing

interest. The most common mistakes in pricing include overly focused on cost compensation, policy changes in response to market changes, a complex array of environmental forces, and intense competition, all contributing to the decline in consumer purchasing interest.

Conclusion

Consumers view product quality as one of the most important factors as a primary consideration when purchasing a product. Where the quality of the Toyota Innova Zenix HEV car is a hybrid car that has very good quality compared to previous generations and is resistant to weather and road conditions. In addition, the quality of the product is a car that can evolve from time to time according to consumer expectations and has the latest technology in its generation. Another factor is the determination of the selling price usually reflects a value of the product quality that the company provides to its consumers. Consumers have their own sensitivity and are vulnerable to prices, but some consumers also prefer a high selling price but balanced with product quality that matches their expectations. Consumers have expectations of products that there are different levels of added value in a product, setting a suitable and affordable selling price for consumers will increase interest in buying the Toyota Innova Zenix HEV car. Another factor is the quality of service and internal networks to build satisfaction and trust. Good service according to consumer expectations quickly and

accurately, having complete network facilities in all dealer branches and being able to provide full attention to consumer needs, will increase purchasing interest. Another factor that makes Toyota dealers popular is their convenient credit financing schemes, enabling consumers to overcome financial constraints and

gain access to financing for the products they desire. Ease of financing, such as attractive interest rates, flexible terms, and simple requirements, can increase consumer interest in using their credit services.

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