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Research Article

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Drivers of Toyota Innova Reborn Purchase Decisions: The Effects of Product Features, Product Quality, Price, and Brand Image

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Abstract: *This study aims to examine and analyze the influence of product features, product quality, price, and brand image on the purchase decision of the Toyota Innova Reborn, both partially and simultaneously. This research is motivated by the persistence of consumer interest in the Innova Reborn despite Toyota having launched a newer generation, the Innova Zenix. This study employs a quantitative approach with an explanatory design. The object of this research is consumers who have purchased and used the Toyota Innova Reborn in South Sulawesi within the past year. Since the exact population size is unknown, the sample was determined using a non-probability purposive sampling technique, resulting in 125 respondents in accordance with the sample-size guideline of Hair et al. (2019). Data were collected through a five-point Likert-scale questionnaire distributed online via Google Form. The data were analyzed using multiple linear regression with SPSS. The results indicate that product features, product quality, price, and brand image each have a positive and significant effect on purchase decisions, both partially (t-test) and simultaneously (F-test). Brand image was found to be the most dominant factor among the four variables. The coefficient of determination (R^2) was 0.470, indicating that the four independent variables explain 47% of the variance in purchase decisions, while the remaining 53% is explained by other variables outside this research model. In conclusion, consumers' decisions to continue purchasing the Innova Reborn amid the presence of a newer generation are shaped by a combination of functional value, a fairly perceived price, and strong trust in the Toyota brand.*

Keywords: *product features; product quality; price; brand image; purchase decisions.*

Introduction

The development of the automotive industry in Indonesia reflects the dynamics of consumer preferences and the direction of national economic growth, especially in the Multi-Purpose Vehicle (MPV) segment which is one of the backbones of passenger vehicle sales. As one of the most iconic and popular models among Indonesian consumers, the Toyota Kijang Innova has managed to maintain its dominance in the domestic market for years, even amidst increasingly fierce competition and increasingly diverse product choices. Data from the Association of Indonesian Automotive Industries (Gaikindo) noted that throughout 2025 the wholesale distribution of the Toyota Kijang Innova, consisting of the Reborn and Zenix variants, reached 61,164 units or an average of around 167 units sold per day, making it the best-selling car model in Indonesia throughout the year, surpassing all competitors in the MPV and LCGC segments (Gaikindo, 2026).

An interesting phenomenon in this segment is the continued demand for the Innova Reborn, a model technically derived from the previous platform generation (IMV), which remains in demand among consumers even though Toyota has launched a new generation based on the TNGA platform, namely the Innova Zenix. Sales data shows that wholesales of the Innova Reborn diesel variant throughout January-July 2025 alone reached 16,425 units and continues to grow compared to the same period the previous year, so that Toyota Astra Motor continues to market this variant regularly until early 2026 (Kompas.com, 2025; detikOto, 2026).

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Ideally, product evolution follows the supply-push trend, where the latest technology and design innovation should be the main drivers of consumer choice. However, in reality, consumer preferences in the Indonesian automotive market show a more complex pattern. Although the Innova Zenix offers modern technology, a front-wheel drive platform, and advanced features, some consumers still choose the Innova Reborn for reasons related to the product's character itself, one of which is the powerful diesel engine and rear-wheel drive system maintained on the Reborn, thus providing a driving experience that is considered more suited to operational needs and road conditions in various regions of Indonesia, including outside Java (Kompas.com, 2025).

Furthermore, consumers also showed a preference for the Innova Reborn's value proposition; although its technological features are not as advanced as the Zenix, this model provides a perception of durability, reliability, and comfort that is still considered relevant by many buyers for family and business use. The ladder frame chassis structure and diesel engine character provide an impression of toughness that is difficult to replace by more modern models, especially in regions with diverse terrain challenges, including South Sulawesi which has a hilly topography and an inter-district road network that is not yet fully paved smoothly.

This raises an important question about consumer behavior in the Indonesian automotive market: what are consumers' primary considerations when choosing an MPV in a market already saturated with the latest technological innovations? In other words, factors such as product features, product quality, price, and brand image not only act as technical attributes but also as psychological and utilitarian value determinants that significantly influence purchasing decisions.

Previous research has explored the influence of product attributes and psychological variables on purchasing decisions partially, for example in beauty products, electronics, and motorcycles (Aghitsni & Busyra, 2022; Herlianti & Handayani, 2023; Melpiana & Sudarajat, 2022), but there is still limited research that simultaneously examines how all these variables interact in the context of a technically "older" product that still has strong market appeal. Many previous studies also tend to assume that technical innovation and product updates will automatically shift consumer preferences toward the latest generation model, an assumption that is not fully reflected in the current reality of the Innova market in Indonesia.

This lack of understanding creates a knowledge gap that impacts automotive manufacturers' marketing strategies and pricing policies. Without adequate understanding of the combination of factors that influence purchasing decisions, particularly when previous-generation products remain in demand despite the presence of successors, marketing strategies risk being poorly targeted and suboptimal in maintaining sales and customer loyalty.

This study aims to fill this gap by empirically focusing on the influence of product features, product quality, price, and brand image on the purchasing decision of the Toyota Innova Reborn, taking the context of consumers in South Sulawesi Province, which is geographically and structurally quite different from the Greater Jakarta area, which has been more extensively researched in previous studies (e.g., Nurlaela Anwar & Ifan, 2022 for Toyota Avanza in East Jakarta; Safitri & Rahayu, 2018 for Toyota Innova in Bandung). By using a quantitative approach and a conceptual model that considers these variables simultaneously, this study is expected to broaden academic understanding of consumer behavior for durable goods in emerging markets, as well as provide practical implications for automotive marketing management in formulating strategies that are responsive to the complex dynamics of consumer preferences.

The phenomenon of consumer interest in the Innova Reborn despite the presence of the Innova Zenix is in line with the view of consumer behavior theory which emphasizes that purchasing decisions are not solely determined by product novelty, but rather by the perception of total value (total perceived value) felt by consumers. Kotler and Keller (2016) emphasized that consumers tend to choose products that provide the best combination of functional, emotional, and symbolic benefits compared to the costs that must be incurred. In the context of MPV vehicles, functional benefits such as engine toughness, durability, and suitability to road conditions are dominant considerations, especially in developing countries such as Indonesia.

Several empirical studies support this view. Aghitsni and Busyra (2022) demonstrated that product quality significantly influences motor vehicle purchasing decisions, contributing more than 60% of the variance in purchasing decisions. Nurlaela Anwar and Ifan (2022) demonstrated that product quality and features jointly significantly influence purchasing decisions for the Toyota Avanza MPV. Indonesian motor vehicle consumers do not always prioritize the latest technology, but rather performance stability, reliability, and ease of maintenance, explaining why the diesel engine and rear-wheel drive system of the Innova Reborn are still perceived as superior by some market segments.

Besides quality and features, price remains a rational factor that plays a crucial role in decision-making. Monroe (2003) states that price not only functions as a medium of exchange but also as a signal of quality in the minds of consumers. In the case of the Innova Reborn, its relatively more affordable selling price compared to the Innova Zenix creates a strong perception of value for money, especially for consumers who consider long-term cost efficiency without sacrificing the vehicle's core quality. Findings by Ardiyansyah and Purnama (2024) also confirm that price perception contributes significantly to purchasing decisions when perceived as commensurate with the quality and image of the product offered.

Furthermore, Toyota's long-established brand image in Indonesia also strengthens consumer preference. Aaker (1997) emphasized that brands with strong associations with reliability and durability are more likely to maintain consumer loyalty, even when faced with new products from the same brand. A study by Herlianti and Handayani (2023) also found that a positive brand image can strengthen purchasing decisions and reduce perceived risk, particularly for products with high economic value. This is relevant for the Innova Reborn, which has long been known as a "tough" vehicle, easy to maintain, and has a stable resale value.

Several studies in the automotive and other motorized vehicle sectors in Indonesia have also shown consistent results. Rahardjo (2022) in a study of the All New Yamaha N-Max motorcycle found that brand, quality, features, design, and price simultaneously had a significant influence on purchasing decisions, while Rokhmawati, Kuncorowati, and Supardin (2022) on the Honda Scoopy two-wheeled vehicle showed that price and brand image contributed strongly to both interest and purchasing decisions. However, these studies generally focused on mid-range motorcycles or MPVs in general, and have not specifically examined the phenomenon of continued sales of older models when new generations have been introduced in the mid-to-high MPV segment such as the Innova.

Thus, although the literature has extensively discussed the influence of product and brand attributes on purchasing decisions across various product categories, there is still a research gap related to the context of automotive products that remain in demand despite being technologically "behind" their predecessors. This study expands on previous studies by placing the Toyota Innova Reborn in South Sulawesi as a specific study object, thus providing a more contextual understanding of how product features, product quality,

price, and brand image interact in shaping consumer purchasing decisions in the Indonesian automotive market.

Method

This study uses a quantitative approach with an explanatory research design, which aims to explain the causal relationship between the independent and dependent variables. The quantitative approach was chosen because this study focuses on testing hypotheses formulated based on theory and previous research results, as well as to measure the influence of product features, product quality, price, and brand image on consumer purchasing decisions objectively and measurably. The explanatory design is considered most appropriate for the research objectives because it allows researchers to identify and test the strength of the influence of each variable partially or simultaneously (Creswell, 2014).

The type of research used was survey research, where primary data was collected directly from respondents through a structured questionnaire distributed using Google Forms. The survey method was chosen because it can reach a relatively large number of respondents and allows for systematic measurement of consumer perceptions of the research variables.

This research was conducted on Toyota Innova Reborn car consumers in South Sulawesi with a data collection period conducted during December 2025–January 2026. The selection of this research context is based on market phenomena that show that Toyota Innova Reborn still has a high sales level despite the presence of the latest generation, namely Innova Zenix. This condition makes Innova Reborn a relevant research object to examine consumer purchasing decision behavior in the automotive industry, especially on products with a high level of involvement.

The population in this study is all consumers who have purchased a Toyota Innova Reborn car, especially in South Sulawesi. Considering that the population size is not known with certainty and is spread across various regions in South Sulawesi, this study uses a non-probability sampling technique with a purposive sampling approach. This technique was chosen because not all individuals in the population have characteristics that match the research objectives. The respondent criteria set include consumers who have purchased and used a Toyota Innova Reborn in the last one year (2025), domiciled in South Sulawesi, and have direct experience in evaluating the features, quality, price, and brand image of the vehicle. Based on the guidelines of Hair et al. (2019), the minimum sample size is determined by the number of indicators multiplied by 5, namely 25 indicators × 5 = 125, so the sample used in this study amounted to 125 respondents.

Data collection was conducted using a questionnaire instrument developed based on research variable indicators adapted from reliable literature. All statement items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree, to capture respondents' level of agreement with each statement. Before being used in primary data collection, the questionnaire was pre-tested to ensure clarity of wording and contextual suitability to the respondents' characteristics.

The data analysis technique used in this study was multiple linear regression analysis. This technique was chosen because it aligns with the research objective of examining the influence of more than one independent variable on a single dependent variable, either partially or simultaneously. Prior to hypothesis testing, the data were first analyzed using descriptive statistics and classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the data met the requirements for regression analysis (Ghozali, 2021). Furthermore, hypothesis testing was conducted using a t-test to

determine the partial influence of each independent variable and an F-test to examine the simultaneous influence of all independent variables on purchasing decisions.

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicator
Product Features (X1)	Consumer perception of the attributes and functional characteristics inherent in the Toyota Innova Reborn car that provide benefits in vehicle use.	1. Suitability of machine specifications to usage requirements 2. Vehicle interior comfort 3. Completeness of safety features 4. Reliability of vehicle drive system 5. Ease of operation of vehicle features
Product Quality (X2)	Consumer perception regarding the level of reliability, durability, and overall performance of the Toyota Innova Reborn car during use.	1. Machine durability in long term use 2. Quality of vehicle materials and components 3. Consistency of vehicle performance 4. Vehicle reliability in various road conditions 5. Ease of maintenance and repair
Price (X3)	Consumer perception of the level of fairness and suitability of the price of the Toyota Innova Reborn car with the benefits and quality obtained.	1. Price matches product quality 2. Affordability compared to similar alternatives 3. Price compatibility with the benefits of use 4. Price competitiveness compared to the latest generation models 5. Resale value offered
Brand Image (X4)	Consumer perceptions and associations of the Toyota brand are formed through reputation, experience, and information received.	1. Toyota's brand reputation as a trusted brand 2. Toyota's image as a manufacturer of quality vehicles 3. Trust in the Toyota brand 4. Perception of prestige using the Toyota brand 5. Toyota's brand image consistency in the automotive market

Variables	Operational Definition	Indicator
Purchase Decision (Y)	The evaluation process and final consumer decision to purchase a Toyota Innova Reborn car is based on consideration of various marketing factors.	1. Confidence in choosing Innova Reborn 2. Willingness to buy after comparing alternatives 3. Purchasing decisions based on personal needs 4. Satisfaction with purchasing decisions 5. Willingness to recommend to others

Source: *Processed Data, 2026*

Results and Discussion

This research was conducted on consumers who have purchased and used a Toyota Innova Reborn in South Sulawesi within the past year. Data collection was conducted online using a Google Form-based questionnaire, distributed through a network of vehicle owner communities, authorized Toyota dealers, and social media platforms relevant to the characteristics of four-wheeled vehicle consumers in South Sulawesi. Of the minimum sample target of 125 respondents as determined in the research methods stage, all returned questionnaires were declared complete and suitable for further analysis.

Table 2. Characteristics of Research Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	78	62.4%
	Woman	47	37.6%
Age	25 - 30 years	14	11.2%
	31 - 40 years old	46	36.8%
	41 - 50 years old	41	32.8%
	>50 years	24	19.2%
Last education	High School/Equivalent	18	14.4%
	Diploma	15	12.0%
	S1	69	55.2%
	Masters/Doctoral Degree	23	18.4%
Work	Civil Servants/ASN	28	22.4%
	Private sector worker	39	31.2%
	Self-employed/Entrepreneur	44	35.2%
	Other Professions	14	11.2%

Source: *Processed Data, 2026*

Based on Table 2, of the 125 respondents collected, the majority were male, at 78 (62.4%), while 47 (37.6%) were female. This composition aligns with the general characteristics of four-wheeled vehicle buyers in Indonesia, where the head of the family or primary decision-maker for vehicle purchases is still predominantly male, even though purchasing decisions in practice often involve family discussions.

The age distribution of respondents is dominated by the 31–40 years old (36.8%) and 41–50 years old (32.8%), which indicates that the majority of Innova Reborn buyers are in the productive and economically stable age, namely the age group that generally has a family and needs an MPV vehicle for household activities and business operations. In terms of education, the majority of respondents have a bachelor's degree (55.2%), which indicates that Innova Reborn buyers in South Sulawesi mostly have adequate information literacy to compare product attributes rationally before deciding to purchase. In terms of occupation, the largest proportion comes from self-employed/entrepreneurs (35.2%) and private workers (31.2%), which is consistent with the character of the Innova Reborn as a vehicle that is widely used for business operational needs and family mobility in various regions of South Sulawesi.

a. Validity Test and Reliability Test of Instruments

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3. Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r Table	Information
X1.1	0.825		*Valid*
X1.2	0.844		*Valid*
X1.3	0.839		*Valid*
X1.4	0.778		*Valid*
X1.5	0.806		*Valid*
X2.1	0.781		*Valid*
X2.2	0.795		*Valid*
X2.3	0.754		*Valid*
X2.4	0.621	0.1966	*Valid*
X2.5	0.772		*Valid*
X3.1	0.807		*Valid*
X3.2	0.776		*Valid*
X3.3	0.779		*Valid*
X3.4	0.799		*Valid*
X3.5	0.773		*Valid*
X4.1	0.832		*Valid*
X4.2	0.819		*Valid*

Question Items	Correlation Coefficient (r)	r Table	Information
X4.3	0.776		*Valid*
X4.4	0.778		*Valid*
X4.5	0.781		*Valid*
Y.1	0.701		*Valid*
Y.2	0.749		*Valid*
Y.3	0.790		*Valid*
Y.4	0.724		*Valid*
Y.5	0.700		*Valid*

Source: *Processed Data, 2026*

Based on Table 3, it can be seen that each question item for the variables of product features, product quality, price, brand image, and purchasing decisions has a calculated r value greater than the table r (0.1966) and is positive. Thus, it is concluded that all questions are valid and suitable for use as data collection instruments.

Table 4. Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Product Features (X1)	0.876	> 0.60	*Reliable*
Product Quality (X2)	0.798	> 0.60	*Reliable*
Price (X3)	0.845	> 0.60	*Reliable*
Brand Image (X4)	0.862	> 0.60	*Reliable*
Purchase Decision (Y)	0.784	> 0.60	*Reliable*

Source: *Processed Data, 2026*

Based on Table 4, the results of the reliability test show that the Cronbach's Alpha value of all variables is greater than the required criteria of 0.60, namely 0.876; 0.798; 0.845; 0.862; and 0.784, respectively, so it can be said that the question items of all variables in this study are in a reliable and consistent condition.

b. Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to see the accuracy of predicting the independent variables of product features (X1), product quality (X2), price (X3), and brand image (X4) against the dependent variable of purchasing decisions (Y). The results of the multiple linear regression analysis are presented in the following table.

Table 5. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.826	0.404	-	2,043	0.043
Product Features (X1)	0.198	0.046	0.290	4,326	0,000
Product Quality (X2)	0.238	0.059	0.270	4,019	0,000
Price (X3)	0.119	0.051	0.157	2,354	0.020
Brand Image (X4)	0.360	0.051	0.474	7,054	0,000

Source: *Processed Data, 2026*

Based on Table 5, the multiple linear regression equation formed is as follows:

$$\mathbf{Y = 0.826 + 0.198X1 + 0.238X2 + 0.119X3 + 0.360X4}$$

The interpretation of the results of the multiple linear regression equation is as follows:

a) The constant value of 0.826 indicates that if the variables of product features, product quality, price, and brand image are considered constant or have a value of zero, then the decision to purchase a Toyota Innova Reborn car remains at a positive value of 0.826.
b) The regression coefficient of the product feature variable (b1) of 0.198 indicates a positive relationship between product features and purchasing decisions. Each one-unit increase in product feature perception will increase the purchasing decision for the Toyota Innova Reborn by 0.198 units, assuming other variables remain constant.
c) The regression coefficient of the product quality variable (b2) of 0.238 indicates that every one unit increase in product quality perception will increase purchasing decisions by 0.238 units, assuming other variables are constant.
d) The regression coefficient of the price variable (b3) of 0.119 indicates that every one unit increase in the perception of price fairness will increase purchasing decisions by 0.119 units, assuming other variables are constant.
e) The regression coefficient of the brand image variable (b4) of 0.360 is the highest coefficient among the four variables, indicating that every one unit increase in brand image perception will increase purchasing decisions by 0.360 units, assuming other variables remain constant. This value indicates that brand image is the strongest predictor of purchasing decisions for the Toyota Innova Reborn.

c. Partial Hypothesis Test (t-Test)

The t-test was used to determine the individual significant influence of each independent variable (product features, product quality, price, and brand image) on the dependent variable (purchase decision). The t-test results are presented in the following table.

Table 6. t-Test Results

Variables	t-count	t-table	Sig.
Product Features (X1)	4,326	1.98525	0,000
Product Quality (X2)	4,019		0,000
Price (X3)	2,354		0.020
Brand Image (X4)	7,054		0,000

Source: Processed Data, 2026

a) The partial test on the Product Features variable (X1) produced a t-count value of 4.326 > t-table 1.98525, with a significance of 0.000 < α = 0.05, so that partially the product features have a significant effect on purchasing decisions (Y).
b) The partial test on the Product Quality variable (X2) produced a t-count value of 4.019 > t-table 1.98525, with a significance of 0.000 < α = 0.05, so that partially product quality has a significant effect on purchasing decisions (Y).
c) The partial test on the Price variable (X3) produced a t-count value of 2.354 > t-table 1.98525, with a significance of 0.020 < α = 0.05, so that partially the price has a significant effect on purchasing decisions (Y).
d) The partial test on the Brand Image variable (X4) produced a t-count value of 7.054 > t-table 1.98525, with a significance of 0.000 < α = 0.05, so that partially brand image has a significant effect on purchasing decisions (Y), and is the variable with the strongest partial effect.

d. Simultaneous Hypothesis Testing (F Test)

The F-test is used to determine the simultaneous influence of independent variables (product features, product quality, price, and brand image) on the dependent variable (purchase decision). The results of the F-test are presented in the following table.

Table 7. F Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6,235	4	1,559	26,566	0,000
Residual	7,041	120	0.059		
Total	13,276	124			

Source: Processed Data, 2026

Based on Table 7, the F-count value is 26.566 > F-table 2.70 with a significance of 0.000 < α = 0.05. These results indicate that the variables of product features, product quality, price, and brand image simultaneously have a significant effect on the purchasing decision of the Toyota Innova Reborn car. Thus, if these four variables increase simultaneously, the purchasing decision of the Toyota Innova Reborn car will also increase, and vice versa.

e. Test of the Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the model's ability to explain variation in the dependent variable. The results of the coefficient of determination test are presented in the following table.

Table 8. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.685	0.470	0.452	0.24222

Source: *Processed Data, 2026*

Based on Table 8, the R Square value shows a figure of 0.470 or 47%. This means that the Purchase Decision variable (Y) is influenced by 47% by the Product Features (X1), Product Quality (X2), Price (X3), and Brand Image (X4) variables together, while the remaining 53% is influenced by other variables not included in this research model, such as promotions, after-sales service quality, previous driving experience, or recommendations from the consumer's social environment.

Discussion

a. The Influence of Product Features on the Purchase Decision for the Toyota Innova Reborn

Based on the results of data analysis using multiple linear regression, the partial test results (t-test) on the Product Features variable (X1) were 4.326 with a significance level of 0.000, which is less than $\alpha = 0.05$. Thus, it can be concluded that partially product features have a positive and significant effect on consumer purchasing decisions (Y) on the Toyota Innova Reborn brand car. These results indicate that the first hypothesis (H1) which states that there is an influence of product features on purchasing decisions is accepted.

These findings indicate that product features play a significant role in shaping consumers' purchasing decisions for the Toyota Innova Reborn. Consumers not only consider the brand or price, but also evaluate the vehicle's inherent functional attributes before making a purchase decision. In the context of the Innova Reborn, key features such as its robust diesel engine specifications, rear-wheel drive system, interior comfort, complete safety features, and ease of vehicle operation are important considerations for consumers, especially for long-term use, whether as a family vehicle or operational vehicle.

The results of this study indicate that the indicators that make up the product feature variable contribute significantly to driving purchasing decisions. The suitability of engine specifications to usage needs is a highly relevant indicator, considering that consumers in South Sulawesi still face diverse road conditions, including hilly terrain and inter-district roads that are not yet fully paved, thus requiring vehicles with reliable performance. Furthermore, interior comfort also influences purchasing decisions, as MPVs like the Innova Reborn are generally used for long-distance travel and carry many passengers.

The reliability of the vehicle's drivetrain and ease of use of its features contribute to consumer perceptions of the product's utility. These features create the perception that the Innova Reborn is not only comfortable but also robust and easy to use in a variety of conditions. This suggests that consumers view product features as a basis for rational evaluation before making a purchase, particularly for high-involvement automotive products.

These findings align with Kotler and Keller's (2016) findings, which state that product features are a crucial component of perceived customer value, as they directly reflect the functional benefits consumers will derive from a product. The more relevant and appropriate the features offered are to consumer needs, the greater the likelihood of consumers choosing and purchasing the product. These findings also align with

Rahardjo's (2022) findings on the All New Yamaha N-Max, which demonstrated that features contribute significantly to purchasing decisions, along with brand, quality, design, and price.

Furthermore, the results of this study support the findings of Nurlaela Anwar and Ifan (2022) on Toyota Avanza cars in East Jakarta, which showed that product features along with product quality significantly influence purchasing decisions for MPV type cars. In the automotive industry, differentiation is not always determined by the latest technological innovations, but also by the suitability of features to real consumer needs. The Innova Reborn was able to maintain its appeal because the features offered were considered relevant, reliable, and in line with market expectations, in line with Tjiptono's (2019) view that product features are an important means of creating competitive advantage and differentiation, especially in a competitive market.

Thus, the results of this study confirm that product features are an important determinant in the purchasing decision of the Toyota Innova Reborn. This finding provides practical implications for automotive companies, especially Toyota, to continue to maintain and communicate the superior functional features of the Innova Reborn, as well as adapt them to the needs of Indonesian consumers, especially in regions with geographical conditions and infrastructure that require vehicle durability. Theoretically, this study strengthens the marketing management literature that places product features as one of the main factors in forming purchasing decisions for durable goods products.

b. The Influence of Product Quality on the Purchase Decision for the Toyota Innova Reborn Car

Based on the results of data analysis using multiple linear regression, the partial test results (t-test) on the Product Quality variable (X2) were 4.019 with a significance level of 0.000, which is less than $\alpha = 0.05$. Thus, it can be concluded that partially product quality has a positive and significant effect on consumer purchasing decisions (Y) on the Toyota Innova Reborn brand car. These results indicate that the second hypothesis (H2) which states that there is an influence of product quality on purchasing decisions can be accepted.

These findings indicate that product quality is one of the main factors consumers consider when deciding to purchase a Toyota Innova Reborn. Consumers view quality as a reflection of a vehicle's reliability and long-term value, so the higher the perceived quality of a product, the greater the consumer's tendency to choose that product. In the context of an MPV like the Innova Reborn, product quality is measured not only by initial performance but also by the vehicle's durability and consistent performance over the long term.

The results of this study demonstrate that the indicators that make up the product quality variable significantly contribute to purchasing decisions. Long-term engine durability is a very dominant indicator, considering that Indonesian consumers tend to use their vehicles for extended periods and cover relatively long distances, especially in the context of South Sulawesi, which has a fairly extensive intercity transportation network. Furthermore, the quality of vehicle materials and components is also an important consideration, as it is directly related to comfort, safety, and future maintenance costs.

Other indicators influencing purchasing decisions include consistent vehicle performance and reliability under various road conditions. Ease of maintenance and repair are also quality aspects valued by consumers, as they relate to cost efficiency and the availability of after-sales service. The perception that the Innova Reborn is easy to maintain and has an extensive network of authorized repair shops in South Sulawesi further strengthens consumers' decision to purchase the vehicle.

The findings of this study align with Zeithaml's (1988) opinion, which states that product quality is a consumer's perception of a product's overall superiority, which is formed from user experience and product reputation. A high perception of quality reduces purchasing risk and increases consumer confidence in decision-making. These research findings also support Tjiptono's (2019) view that product quality is a primary determinant of satisfaction and purchasing decisions, particularly for durable goods.

In line with previous empirical research, these findings are consistent with the research of Aghitsni and Busyra (2022), which showed that product quality has a significant and dominant influence on motor vehicle purchasing decisions in Bogor City. Research by Nurlaela Anwar and Ifan (2022) on the Toyota Avanza also confirmed that product quality plays a crucial role in shaping consumer purchasing decisions for MPVs.

Thus, the results of this study confirm that product quality is a strategic factor in driving the purchase decision for the Toyota Innova Reborn. This finding provides managerial implications for automotive manufacturers, particularly Toyota, to continuously maintain and improve product quality, both in terms of performance, materials, and ease of maintenance. Theoretically, this study strengthens the marketing management literature that places product quality as a primary determinant of purchase decisions for automotive products with high levels of involvement.

c. The Influence of Price on the Decision to Purchase a Toyota Innova Reborn Car

Based on the results of data analysis using multiple linear regression, the partial test results (t-test) on the Price variable (X3) were 2.354 with a significance level of 0.020, which is smaller than $\alpha = 0.05$. Thus, it can be concluded that partially the price has a positive and significant effect on consumer purchasing decisions (Y) on the Toyota Innova Reborn brand car, although its influence is relatively smaller than the other three variables. These results indicate that the third hypothesis (H3) which states that there is an influence of price on purchasing decisions can be accepted.

These findings indicate that price is a key consideration for consumers when deciding to purchase a Toyota Innova Reborn, although it isn't the most dominant factor. Consumers view price not only as a fee but also as a representation of the value they receive from the product. In the context of MPVs like the Innova Reborn, consumers tend to evaluate the suitability of the vehicle's price with the functional benefits, quality, and long-term reliability it offers.

The results of this study indicate that the indicators that make up the price variable have a significant contribution in influencing purchasing decisions. The suitability of price to product quality is an important indicator, where consumers assess that the price of the Innova Reborn is commensurate with the toughness of the engine, comfort, and reputation for quality. Furthermore, price affordability compared to similar alternatives also influences purchasing decisions, especially when consumers compare the Innova Reborn with other MPV vehicles or with the latest generation models such as the Innova Zenix, which are priced in a higher range.

The price-benefit ratio also strengthens consumers' perceptions of value. Price competitiveness compared to the latest generation models is also a key factor, as some consumers believe that the significant price difference between the Reborn and Zenix is not always accompanied by a commensurate increase in benefits for daily use. Furthermore, the relatively stable resale value is a price indicator that strengthens purchasing decisions, given that automotive consumers in Indonesia generally consider long-term investment aspects.

This finding aligns with Monroe's (2003) opinion, which states that price serves as an indicator of value and quality in the minds of consumers. Consumers tend to evaluate prices rationally by comparing the sacrifices made and the benefits received. When the price is perceived as fair and commensurate with the product's value, the likelihood of making a purchase increases. In the context of the Innova Reborn, the relatively lower price compared to the latest generation model strengthens the perception of value for money in the eyes of consumers.

The results of this study also support the view of Kotler and Keller (2016), who stated that price is one of the most flexible elements of the marketing mix and has a direct influence on purchasing decisions. In line with previous empirical research, this finding is consistent with the results of research by Ardiyansyah and Purnama (2024), which showed that price perception significantly influences purchasing decisions when perceived in comparison to product quality and image. Research by Rokhmawati, Kuncorowati, and Supardin (2022) on motor vehicles also confirmed that price contributes significantly to consumer decisions, although it is not the most dominant factor compared to brand image.

Thus, the results of this study confirm that price is an important determinant, although relatively less dominant than other variables, in the purchasing decision of the Toyota Innova Reborn. This finding provides managerial implications for manufacturers and dealers to maintain a competitive pricing strategy and align with consumer perceived value, especially in maintaining a reasonable price gap between the Innova Reborn and the Innova Zenix. Theoretically, this study strengthens the marketing management literature that places price as one of the key factors, although not the most dominant, in forming purchasing decisions for automotive products with a high level of involvement.

d. The Influence of Brand Image on the Purchase Decision of the Toyota Innova Reborn Car

Based on the results of data analysis using multiple linear regression, the partial test results (t-test) on the Brand Image variable (X4) were 7.054 with a significance level of 0.000, which is smaller than $\alpha = 0.05$. This t-count value is the highest among the four independent variables. Thus, it can be concluded that partially brand image has a positive and significant effect on consumer purchasing decisions (Y) on the Toyota Innova Reborn brand car, and is the variable with the most dominant influence. These results indicate that the fourth hypothesis (H4) which states that there is an influence of brand image on purchasing decisions can be accepted.

These findings indicate that brand image plays the most important role in shaping consumers' purchasing decisions for the Toyota Innova Reborn. In the automotive industry, where products have high economic value and high purchasing risks, consumers tend to rely on brand image as a basis for trust before making decisions. The Toyota brand, long known in Indonesia as a manufacturer of reliable, durable vehicles and having an extensive after-sales service network, is a factor that strengthens consumer confidence in choosing the Innova Reborn, even amidst the availability of newer generation options.

The results of this study indicate that the indicators that make up the brand image variable contribute significantly to purchasing decisions. Toyota's brand reputation as a trusted brand is a key indicator influencing consumer decisions, as this reputation reflects the brand's collective experience and track record in the market for decades, including through the success of the Kijang Innova model, which has consistently been the best-selling car in Indonesia (Gaikindo, 2026). Furthermore, Toyota's image as a manufacturer of quality vehicles also strengthens consumers' positive perceptions of the Innova Reborn, even though the product is not the latest generation model.

Trust in the Toyota brand is also a key factor in purchasing decisions. Consumers feel safer and more confident choosing products from brands with proven quality, thus minimizing purchase risk. The perceived prestige of using the Toyota brand also influences purchasing decisions, especially for consumers who view vehicles not only as a means of transportation but also as a symbol of status and reliability. Toyota's consistent brand image in the Indonesian automotive market further strengthens consumer loyalty and drives purchasing decisions for the Innova Reborn.

These findings align with Aaker's (1997) opinion, which states that a strong brand image can create added value for a product and increase consumer trust. Brand image serves as a quality cue that makes it easier for consumers to evaluate product alternatives, especially when product information cannot be fully evaluated before purchase. The results of this study also support Keller's (2013) view, which states that a positive brand image can strengthen the emotional connection between consumers and the brand, thereby increasing purchase intention.

In line with previous empirical research, this finding is consistent with the results of Herlianti and Handayani's (2023) study, which showed that brand image significantly influences purchasing decisions, along with product quality, price perception, and promotion. Research by Rokhmawati, Kuncorowati, and Supardin (2022) on motor vehicles also showed that brand image contributes strongly to consumer decisions. The dominant influence of brand image in this study also aligns with the findings of Melpiana and Sudarajat (2022), who showed that non-price factors, including brand perception, can be a stronger determinant than price alone in consumer purchasing decisions.

Thus, the results of this study confirm that brand image is the most important determinant in purchasing decisions for the Toyota Innova Reborn, even exceeding the contribution of product features, product quality, and price. This finding provides managerial implications for companies to continue to maintain and strengthen Toyota's brand image through consistent product quality, after-sales service, and effective marketing communications. Theoretically, this study enriches the marketing management literature by emphasizing the role of brand image as a key factor in forming purchasing decisions for automotive products that have a high level of involvement and risk, while also explaining why technologically 'lagging' products such as the Innova Reborn are still able to survive in a competitive market.

Conclusion

Based on the results of research conducted on 125 respondents of Toyota Innova Reborn consumers in South Sulawesi, it can be concluded that the four independent variables, namely product features, product quality, price, and brand image, both partially and simultaneously have a positive and significant effect on the purchasing decision of the Toyota Innova Reborn brand car. This is evidenced by the significance value of each variable which is smaller than 0.05, the t-count value of each variable which is above the critical value at the significance level $\alpha = 0.05$, and the F-count value of 26.566 which is much greater than the F-table of 2.70. This means that the better the consumer perception of product features, product quality, price fairness, and Toyota brand image, the higher the consumer's tendency to decide to purchase, use, and recommend the Toyota Innova Reborn.

The results of this study indicate that consumer purchasing decisions for the Toyota Innova Reborn are not driven by a single factor, but rather by a combination of various rational and emotional considerations. Product features that are relevant to consumer needs, product quality that is considered

tough and reliable, prices that are considered commensurate with the benefits obtained, and Toyota's strong and trusted brand image together form the perceived value (perceived value) by consumers. The combination of these four factors is able to explain 47% of the variation in purchasing decisions (R^2 = 0.470), which explains why the Toyota Innova Reborn remains highly attractive in the South Sulawesi market, despite the presence of the latest generation model, the Innova Zenix.

Specifically, the brand image variable is proven to have the most dominant influence on purchasing decisions, as indicated by the highest regression coefficient value (0.360) and the highest t-value (7.054) compared to other variables. This finding indicates that consumers place great trust in the reputation and credibility of the Toyota brand that has long been established in Indonesia. A strong brand image provides a sense of security, reduces the perception of purchase risk, and creates social legitimacy for consumers in choosing the Innova Reborn as a family vehicle or operational vehicle. In other words, consumers are not only buying a product, but also buying the trust, reputation, and quality assurance inherent in the Toyota brand, while price is actually the variable with the smallest relative influence among the four.

Based on these findings, it is recommended that Toyota and its marketing network in South Sulawesi continue to maintain and communicate the superior functional features and quality of the Innova Reborn product, especially those related to engine durability, comfort, and ease of maintenance which are the main values for consumers. The pricing strategy also needs to be maintained at a competitive level and commensurate with the perceived benefits, so that the perception of value for money remains strong in the eyes of consumers, especially in maintaining a reasonable price gap with the Innova Zenix. In addition, considering the large influence of brand image, strengthening Toyota's brand image must continue to be optimized through consistent product quality, reliable after-sales service, and marketing communications that emphasize trust, durability, and product relevance to consumer needs in various regions of Indonesia.

This study has several limitations that should be considered for further research. First, the study only involved 125 respondents within South Sulawesi, so generalizing the results to other regions in Indonesia requires caution. Second, the coefficient of determination of 47% indicates that 53% of the variation in purchasing decisions is explained by variables outside the research model, such as promotions, dealer service quality, after-sales experience, or the influence of reference groups. Therefore, further research is recommended to expand the scope of the study area, add other variables such as promotions or after-sales service quality, and consider using alternative analysis methods such as Structural Equation Modeling (SEM) to examine more complex relationships between variables, including the possibility of mediation and moderation effects between the variables studied.

By simultaneously integrating these four factors, namely relevant product features, superior product quality, reasonable and competitive prices, and a strong and consistent brand image, it is hoped that consumer purchasing decisions for the Toyota Innova Reborn can continue to be improved sustainably. This finding also strengthens the position of the Toyota Innova Reborn as one of the MPV vehicles that is not only historically popular, but also remains relevant and trusted by consumers amidst the dynamics and competition of the increasingly competitive Indonesian automotive industry.

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