

EFFECT OF PROMOTION, BRAND IMAGE ON LOCAL WISDOM AND DECISIONS PURCHASING AT THE PT. MEGAH PUTRA SEJAHTERA SUZUKI MAKASSAR

Andi Mappatempo¹, Abd. Rahman Rahim², Nasrullah³

^{1,2,3} Magister Management, Muhammdiyah University, Makassar

*Corresponding Author: andi.mappatempo@unismuh.ac.id

Abstract: This Research Aims To Know And Analyze The Influence Of Promotion And Brand Image To Local Wisdom And Purchasing Decisions At PT. Mega Putra Mandiri Suzuki Makassar. This type of research is a quantitative research using questionnaires as a source of data collection. This Research Uses 95 Respondents Using Path Analysis Techniques (Path Analysis). The results of this study indicate that the variables of promotion and brand image influence local wisdom, promotion, and brand image influence purchasing decisions through local wisdom, and local wisdom influences purchasing decisions at PT. Mega Putra Mandiri Suzuki Makassar. Promotion Has No Significant Positive Effect on Purchase Decisions. PT. Mega Putra Mandiri Suzuki Makassar, the author also provides suggestions for further research to provide demographic bonus variables in examining consumer decision-making.

Keywords: Promotion, Brand Image, Local Wisdom and Purchase Decision

1. Introduction

Perception of a brand image from in consumer's point of view cannot be separated from the role of culture or consumer habits in each region. Of course, it will describe how the consumer's needs are constructed, but this becomes homework for every marketer to research the intended suitability. One of the benchmarks in this relevance is by looking at how the impression of a brand image reputation in the eyes of consumers will ultimately shape a consumer's behavior. This is in line with the research results conducted by Sharon Shavit and A. aron j. Banners 2019. Then the activities of marketers in providing information to consumers will indirectly form a global or local modern cultural engineering. Culture" plays an essential role in the design field, and "cross-cultural design" will become the leading design evaluation point in the future. Designing "culture" into modern products will become a design trend in the global market. We need a better understanding of communication cross-cultural not only for global markets but also for local designs. While cross-cultural factors are becoming an essential issue for product design in a global economy, the intersection of design and culture is a significant issue that makes local design and global markets worthy of further in-depth study. Studying culture is demonstrated repeatedly in several studies in all areas of technological design. Therefore, it can be assumed that product value describes the analysis of cultural meanings, operational interfaces, and scenarios in which cultural objects are used; Lin, R. at.all (2007). Constructing consumer buying behavior cannot be separated from the media for delivering company product information to consumers, with the statement that every information content (advertisement) is easy to understand by consumers and provides product adjustments to needs that cannot be separated from the habits of the community's cultural values consumers Gilson

& Berkman (1980) advertising is a persuasive communication medium designed in such a way as to generate a response and help achieve marketing objectives or goals Wells (1992) advertising is a form of non-personal communication paid for by the sponsor using the media mass and aims to persuade and influence the audience (audience, listener or reader). The illustration above can assume that advertising is a step taken to introduce and inform consumers.

Studying the literature through an empirical approach or research related to the variables described above, the authors found controversy in the research conducted by Guanghua Sheng, (2019), which stated that cultural values influence consumer product purchasing decisions. Sharon Shavit further, (2019), with findings showing that the patterns and drivers of consumers' pre-purchase activity, purchase decisions, and post-purchase commitments may differ significantly across cultures. Tamilselvan, (2020); Gusti Noorlitaria Achmad, (2020); Sima,(2019;) states that advertising positively contributes to consumer purchasing decisions. On the basis that advertising as a way to promote goods and services is a communication process that aims to influence purchasing decisions, where advertising serves to distribute advertising messages to consumers to encourage them to buy goods or services (Al-Alaq & Rabaia, 2010: 136).

Controversy in shaping purchasing decisions carried out by Bakare, (2017) suggests that culture does not moderate the value of advertising and youth consumer behavior in Nigeria. This result is different from research conducted by Reo Song, 2018 There is a product relevance to culture, and advertising has a positive impact on consumer evaluations in the cultural sector of consumer confidence in products. With the controversial results above, the authors conducted a research approach based on the theory put forward by Akinbode (2014, p. 230), stating that "future research could focus on whether cultural differences among respondents can make a difference in their attitudes towards messages. Mobile marketing. This means that cultural differences generally influence every consumer behavior in each region. Then more explicitly stated by (Tony et al., 1997), who decided to buy it in the family based on the problem of differences depending on consumer culture, which differs from country to country.

Based on the geographical location of an area, this research was conducted in Indonesia, which is located in the province of South Sulawesi. The difference in the region's location certainly differs from the purchase decision process by being monitored by local habits or wisdom of a region (consumer culture). This is in line with the theory previously proposed by Akinbode (2014, p. 230). Based on the background of the problem of research gaps and phenomena that occur, this research will solve the problem: "How to increase purchasing decisions and local wisdom through brand image promotion at PT. Mega Putra Mandiri Suzuki Makassar?"

2. Literature Review

Promotion

The application of a marketing concept or strategy to a company, of course, is based on how decisions are made in the sector of product promotion realization, this activity is intended so that the realization of promotion policies is right on target, and budget allocations can be efficient, the importance of Promotion in a company is very dependent on the realization process, and of course with analyzing how market conditions and the state of society, according to the language of Promotion comes from the English word promote which means "to increase" or "to develop." When used in the field of sales, this understanding means a tool to increase sales turnover. The definition of Promotion can be viewed differently in terms of producers and consumers. According to Lupiyoadi (2006:120) Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products and services. Promotional activities function as a communication tool between companies and

consumers and as a tool to influence consumers in purchasing activities or using services according to their wants and needs. At the same time, in another view, Kotler, and Armstrong (2014) stated that Promotion refers to activities that communicate to merits of the product and persuade target customers to buy it. The definition states that Promotion; according to Assael (1998), cultural values are very likely to influence community members in purchasing patterns and consumption patterns. A consumer may place a high value on achievement and demonstrate success with luxury and prestige. Other consumers will convey it through the impression of being youthful and active from cultural values.

According to, Gitosudarmo (2000:23), Promotion is an activity aimed at influencing consumers to become familiar with the products offered by the company to them. Then they become happy and then buy the product. The collection of reviews or opinions of the experts above is a theoretical guide for companies in realizing the application of product promotion. So from this, it can be assumed that the role of promotion for the company is significant and becomes the spearhead of the company's sustainability, both in or to improve the image and value of the company. In contrast, promotion according to customers is a communication activity between producers and consumers, products or services to increase sales volume. The implementation of promotions for companies must, of course, begin with a competitive analytical approach so that the activities in question can be as productive as possible by the results to be achieved, in the development of the promotion field experiencing a very significant metamorphosis.

According to Mappatempo (2022), the purpose of promotion is to provide information, attract attention, and then give an effect to increase sales. A promotional activity, if appropriately implemented, can influence consumers about where and how consumers spend their income. Promotion can bring benefits to both producers and consumers. Consumers can manage their expenses, while the advantage for producers is that promotions can avoid competition based on price because consumers buy goods because they are interested in the brand. Galih Aripayugo, Drs, developed another view in assessing and measuring promotion. Suryono Budi Santoso, (2016), namely: 1) Easy access to information; 2) Information is easy to understand; and 3) Clear information accountability.

Brand Image

A brand is a term, design, name, symbol, or any other feature that distinguishes one company's products from those of another. According to Neupane (2015), brand image and customer satisfaction have a robust positive relationship; brand image and customer loyalty also have a strong positive relationship. In addition, customer satisfaction and customer loyalty have a strong positive relationship. Kambiz and Naimi (2014) found that the effect of customer satisfaction on brand image is significant and the effect of customer loyalty intentions on customer satisfaction is significant; In order for customers to have a positive brand image, special attention should be paid to customer satisfaction and all the factors that will lead to customer satisfaction.

According to Oledopo and Odunlami (2015), brand image and promotion influence customer purchasing decisions. An empirical study proves that brand image can influence customer purchasing decisions. Gurleen and Pooja (2014) state that brand image significantly affects purchasing behavior. According to Wang et al. (2016), the role of pricing and branding in incumbent company decisions when facing competition from entrant companies with limited capacity is becoming increasingly important. According to Kotler and Keller (2012:315), brand image is a perception and belief made by consumers, as reflected in associations in consumer memory. A strong brand image can provide a significant advantage for banks, one of which can create a competitive advantage. Brand image is the consumer's perception of the brand of a product formed from the information obtained by consumers through the experience of using

the product. This understanding shows that a brand will be vital if it is based on experience and gets much information.

The role of the brand image for the company motivates experts in providing their views on this matter. *Brand Image* is a consumer perception related to products born from information and consumer experiences in consuming certain products. The measurement of the brand image was adopted by the research developed by Ha, Lousia, (1997), namely: 1) Products according to consumer expectations; 2) Brand quality; 3) According to consumer buying style and 4) Product reputation.

Local wisdom

Culture has a set or set of values that indicate what final state humans must achieve. When we compare and contrast cultures, we will see how the relative meanings of values differ. Culture is an essential characteristic of a society that distinguishes it from other cultural groups. Elements that need to be underlined in every culture are values, language, myths, customs, rituals, and laws that sharpen the culture's behavior. Culture is something that is infused. Cultural dimensions are what people eat, how they dress, what they think and feel, and what language they speak. This includes all that consumers do without consciously choosing because their cultural values, customs, and rituals have become their daily habits. There are several elements in culture, namely Surmawan (2014): 1. Value ; 2. Norms; 3. Prohibition; 4. Myth; 5. Conventions; 6. Habits; and 7. Symbol

Buying decision

According to (Philip Kotler K. L., 2016), "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants." Marketers must understand the theory and reality of consumer behavior. Consumer buying behavior is influenced by cultural, social, and personal factors. Of these, cultural factors exert the broadest and most profound influence.

According to Suryani (2013), consumer behavior is a dynamic process that includes the behavior of individual consumers, groups, and organizational members that are constantly changing. The AMA defines *consumer behavior* as a dynamic interaction between feelings, cognitions, behavior, and the environment individuals exchange in various aspects of their lives. (American Marketing Association in Setiadi, 2015). Based on this definition, the author concludes that consumer behavior studies the processes involved when individuals or groups select, buy, use goods, services and ideas by using mental, emotional, and physical activities to fulfill their needs and desires. Efforts made by consumers for goods and services can be started by searching for information, either via the internet, neighbors or asking acquaintances. If the product is a high risk, consumers will seek more information to avoid making decisions. If consumers believe in the product's superiority, they will buy and consume the product. The behavior carried out between consumers will vary according to consumer conditions, situations, and external conditions that affect it.

Another literacy in determining the benchmarks for purchasing decisions is put forward by Jessie, (1998), which states that purchasing decisions are measured by five levels as follows: 1) Brand aware; 2) Time conscious; 3) Quality conscious; 4) Price-conscious; and 5) Use of information.

Framework

The framework of thinking in this research is presented as follows:

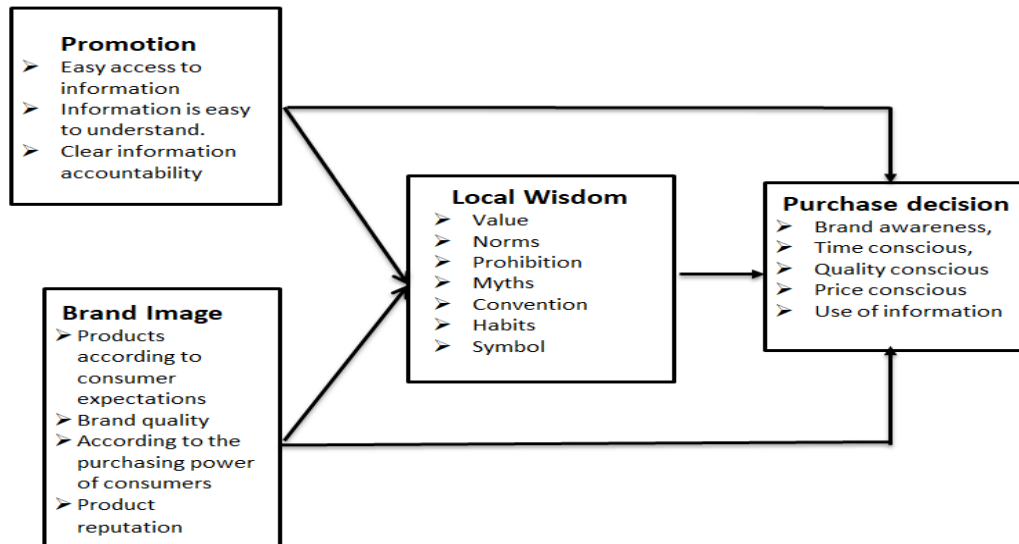


Figure 1 Mindset

Hypothesis

Based on the results of the mapping of the conceptual framework above, the authors formulate a hypothesis as a temporary answer step in this research activity, as follows:

1. Brand Image has a significant positive effect on local consumer wisdom at PT. Megah Putra Sejahtera Suzuki Makassar?
2. The promotion has a significant positive effect on local consumer wisdom at PT. Megah Putra Sejahtera Suzuki Makassar?
3. Brand Image has a significant positive effect on consumer purchasing decisions at PT. Megah Putra Sejahtera Suzuki Makassar?
4. The promotion has a significant positive effect on consumer purchasing decisions at PT. Megah Putra Sejahtera Suzuki Makassar?
5. Brand Image has a significant positive effect on consumer purchasing decisions through local consumer wisdom at PT. Megah Putra Sejahtera Suzuki Makassar?
6. The promotion has a significant positive effect on consumer purchasing decisions through the local wisdom of consumers at PT. Megah Putra Sejahtera Suzuki Makassar?
7. Local wisdom has a significant positive effect on consumer purchasing decisions at PT. Megah Putra Sejahtera Suzuki Makassar?

3. Method

Research design and type

This type of research uses quantitative methods, then the practice in this study is based on explanatory research. Explanatory research aims to analyze the relationship or influence between one variable and another to test the hypothesis that has been formulated previously.

Research location and time

The location in this study was conducted at the company PT. Megah Putra Sejahtera, the location selected for this company, was based on a phenomenon, namely, the effects of the pandemic (covid-19) period, causing a decrease in the sales ratio at the company in question, then as for the time duration of this research, namely, the first month was carried out with permit management. and distributing questionnaires, the second month is done by analyzing the data, and the third month is done by analyzing the interpretation of the research results

Sample

The sampling model used in this study is probability sampling. This method is based on the number of consumers at PT. Megah Putra Sejahtera Makassar is very volatile, or the number of consumers is uncertain. The probability sampling technique chosen is the accidental/incidental technique. The number of samples is 95 respondents. Refers to the calculation of sample 5 to 10 times the estimated research parameters. The number of estimated parameters in this study amounted to 19.

4. Result and Discussion

Characteristics of respondents

This study describes the characteristics of respondents who have purchased a Suzuki car product in Makassar, which was obtained through a questionnaire. The characteristic in question is the respondent's identity, which consists of; 1) gender, 2) education level, and 3) age. Based on gender, it shows that most of the respondents in this study were male, 70 respondents (66%), while 25 respondents (34%). Based on the level of education, undergraduate (S1) dominates where this level of education is at 43 respondents (44.5%), while from another education level, namely SMA respondents, the number of respondents is 19 (19.5%), while from other education levels, namely The number of respondents for S2 is 18 (21.5%) and the lowest indicator at the education level is S3, with a score of only nine respondents (9.5%). The age of the respondents showed that most of the respondents were aged 31-40 years, namely 49 respondents (50.5%), then >40 years, namely 27 respondents (30.5%), the last sedan respondents were in the age range of 20-30 years. As many as 19 respondents (21.5%),

Research Results Analysis

Analysis of research results using path analysis with AMOS 24.0 program (Analysis of Moment Structure, Arbuckle, (1997). The critical ratio (CR) shows the predictive power of observational variables both at the personal level and at the construct level is seen through the critical ratio (CR). If the critical ratio is significant, the variable will affect the dependent variable.

Evaluation of Goodness-of-Fit. Criteria

The model's accuracy was evaluated at the time the model was estimated by AMOS 24. A complete evaluation of this model can be carried out as follows:

Evaluation of the Fulfillment of the Normality Assumption in the Data

Univariate and multivariate normality of the data used in this analysis was tested using AMOS 24. The analysis results are attached in Appendix 4 regarding the Assessment of normality. The critical measure for testing normality is c.r. which is influenced by the sample size and skewness in the calculation. By referring to the value in the c.r column in Appendix 4, if in the c.r column there is a score greater than 2.58 or less than -2.58 (normality of distribution at 1 percent alpha), there is evidence that the data distribution is not normal. On the other hand, if the c.r value is below 2.58 or greater than -2.58, the Data is usually distributed. By using the above criteria, it can be concluded that all variables are normally distributed.

Evaluation of Multicollinearity and Singularity

Using Amos 24 software, evaluation of Multicollinearity and Singularity can be detected by looking at the determinant value of the sample covariance matrix. The analysis results show that the determinant value of the sample covariance matrix is $0.000 < 0.001$. Based on this, it can be concluded that there is no multicollinearity or singularity; therefore, this Data is feasible to use.

Hypothesis test

Based on the empirical model proposed in this study, it is possible to test the proposed hypothesis through path coefficient testing on the structural equation model. Where the results of the complete analysis can be seen in Figure 2 below:

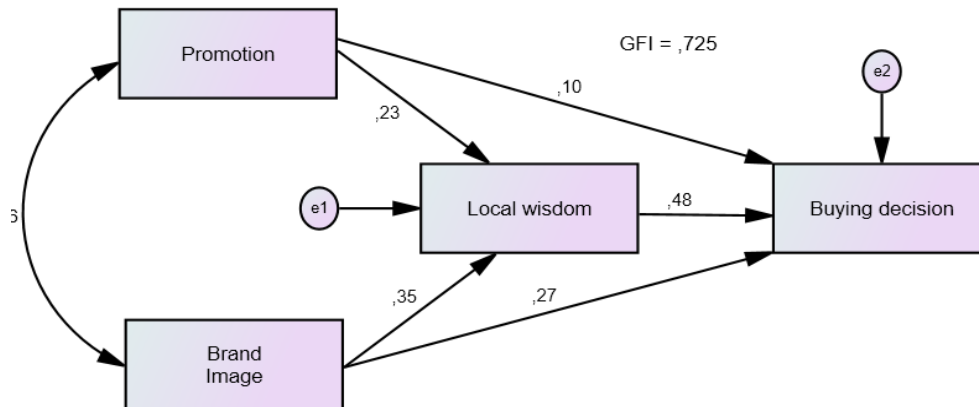


Figure 2. Measurement of Promotion Model, brand image, local wisdom, and purchasing decisions

The feasibility test of the model in Amos uses the GFI measurement, which is identical to the coefficient of determination in the regression analysis using SPSS software. The GFI value of 0.725 means that the model built describes the facts at the research site as much as 72.5%, while the remaining 27.5% is the limitation of the research instrument in revealing the facts and errors of the researcher.

The test results in Table 1 are hypothesis testing by looking at the p-value; if the p-value is less than 0.05, then the relationship between the variables is significant. The test results are presented in the following table:

Table 1. Hypothesis test

HIP	Independen Variabels	Dependent Variable	Direct Effect			Information
			Standardize	CR	p-value	
H1	Promotion	Local wisdom	,231	1,976	,048	Accepted
H2	Brand Image	Local wisdom	,352	3,016	,003	Accepted
H3	Promotion	Buying decision	,101	1,027	,304	Rejected
H4	Brand Image	Buying decision	,266	2,650	,008	Accepted
H5	Local wisdom	Buying decision	,477	5,626	<.001	Accepted
Indirect Effect						
HIP	Independen Variabels	Dependent Variable	Intervening Variable	Stand ardize	p-value	Information
H6	Promotion	Buying decision	Local wisdom	,110	,045	Information
H7	Brand Image	Buying decision	Local wisdom	,168	,008	Information

Based on the hypothesized seven path model, there are six significant paths and one insignificant path. The interpretation of Table 1 can be explained as follows:

- a. Promotion has a significant positive effect on local wisdom with $P = 0.048 < 0.05$ with a coefficient value of 0.231, this coefficient indicates that the more frequent promotions related to community activities, the more consumers' impression of local culture/wisdom will be enhanced.

- b. Brand image has a significant positive effect on local wisdom with $P = 0.003 < 0.05$ with a coefficient value of 0.352, this coefficient indicates that the brand image embedded in consumers has relevance to consumer habits and lifestyles.
- c. Promotion does not significantly affect purchasing decisions with $P = 0.304 > 0.05$ with a coefficient value of 0.101. This coefficient indicates that promotions carried out do not encourage better purchasing decisions.
- d. Brand image has a significant positive effect on purchasing decisions with $P = 0.008 < 0.05$ with a coefficient value of 0.266, this coefficient indicates that a good brand image attached to the public's mind will increase purchasing decisions.
- e. Local wisdom has a significant positive effect on purchasing decisions with $P = 0.000 < 0.05$ with a coefficient value of 0.477, this coefficient indicates that the value of local wisdom that exists in the community has clear relevance to the product and the usefulness of the product so that this will encourage product purchase decisions.
- f. Promotion has a significant positive effect on purchasing decisions through local wisdom with a coefficient value of 0.110. This coefficient indicates that sales promotions have a fixed allocation and clear direction in providing information to the public, so it can be assumed that sales promotion activities carried out following local wisdom will impact better purchasing decisions.
- g. Brand image has a significant positive effect on purchasing decisions through local wisdom with a coefficient value of 0.168. This coefficient indicates that the condition of the product's brand image, which is innovative and following the lifestyle and habits of the community, has an impact on improving purchasing decisions

Discussion

The Effect of Promotion on Local Wisdom.

To answer the formulation of the problem and the first hypothesis can be observed from the results of the path analysis in Table 1. The table shows that promotion has a significant positive effect on local wisdom. These findings indicate that the more appropriate the allocation of promotions with consumer habits and cultural values, the easier the promotion will be accepted and understood by the public. This finding follows the opinion expressed by Assael (1998) that in marketing, cultural values are very likely to influence community members in purchasing patterns and consumption patterns. A consumer may place a high value on achievement and display success with luxury and prestige. This is also following research conducted by Reo (2018), which found that the relevance of products to culture and advertising positively impacted consumer evaluations in the cultural sector of consumer confidence in products. Furthermore, Berrak (2020) found that cultural values contributed to the use of advertising services, which impacted the company's finances. The illustration of the results provides an empirical picture of the relevance of culture and advertising, assuming that the realization of advertising is aligned with the consumer's cultural values or customs in each region.

The descriptive statistics show that respondents can understand the purpose of promotion carried out by the company and consider promotional activities to be essential for companies in providing information to consumers. Of course, the activities referred to are parallel to the local wisdom of consumers. The indicator that has the highest average value of the promotion variable (access to information is easy to reach by consumers), which can be seen from the high average value compared to other indicators, proves a convenience for consumers in accessing promotions carried out by the company. The company's promotion allocation is sufficient. They were following the habits and lifestyles of consumers so that it has a good impact on the value of the product delivered to consumers. Meanwhile, for the lowest mean value of the promotion variable, namely (easy to understand information), this illustrates that

the content of promotional content carried out by the company gets the impression of being complex and challenging to understand by consumers, in line with the opinion expressed by Hafied, (2004: 14), that the message is a series of signs/symbols created by someone for a specific purpose with the hope that the delivery of the sign/symbol will succeed in causing something.

The facts at the research site indicate that there is a correlation with the results of the statistical test above, wherein a field review, it was found that the allocation of promotion implementation by the company is in line with consumer culture or local wisdom of the community, this is evidenced by the company's promotional policy that actively participates in activities an event based on local wisdom of the community, an example of a promotion carried out by the company is F8, which the Government of South Sulawesi carried out at the Losari Beach Pavilion in Makassar, and became an attraction for consumers regarding product information submitted. An example of the promotion of the Ertiga car, which is specifically intended as a family car.

The Effect of Brand Image on Local Wisdom

To answer the formulation of the problem and the second hypothesis can be observed from the results of the path analysis in Table 1. The table shows that brand image has a significant positive effect on local wisdom. These findings indicate that a good brand image that the community can accept is a brand image that is relevant to the community's local wisdom culture. This finding follows the opinion expressed by According to Kotler and Keller (2012: 315). *Brand image* is the perception and belief made by consumers, as reflected in associations that occur in consumer memory. Then more specifically on how the role of brand image on crocodiles (local wisdom) was conveyed by (Kotler and Keller (2012:316): there are six indicators in which one of them is that the brand has a contribution in presenting culture. Then the results of this study are following research conducted by

The results of descriptive statistics show that respondents understand how the role of brand image in the sustainability of the company, as well as the indicator that has the highest average brand image variable, namely (product reputation), which is seen from the high average value compared to other indicators, this illustrates that the company's product reputation has embedded in the minds of respondents and obtain an upbeat assessment of the advantages and specifications of the product. While the lowest average value on the brand image variable is (brand quality), it is still in the excellent and good category, and this gives an illustration that consumers provide a comparison pattern in terms of the quality of Suzuki car products with similar car brands, based on lifestyle and lifestyle compatibility. Consumer culture is based on how the benefits of product excellence so that more innovative products and in harmony with the principles of consumer culture will gain a favorable position in the minds of consumers. The results of the description of the alignment (product brand quality) with consumer culture are in line with the results of research conducted by (Allan) Chen and Mark B. Houston (2018), namely the results of the study finding that cultural compatibility between products and markets increases consumer reviews.

The facts in the research area show an assessment in supporting and maintaining the brand image in the community. Suzuki products remain consistent in their products. For example, Suzuki's products with the type (MPV) continue to upgrade their products. However, they remain based on family car products, so from this, they still provide a good reputation from the community regarding Suzuki's superior products.

Effect of Promotion on Purchase Decision

To answer the formulation of the problem and the third hypothesis can be observed from the results of the path analysis in Table 1. The table shows that promotion has no significant

positive effect on purchasing decisions. These findings indicate that implementing the company's promotional policies does not encourage consumer purchasing decisions. This also illustrates that the pattern of driving purchasing decisions is not based on promotions carried out by the company, both in the promotion content. The findings of this study differ from the opinion expressed by (Al-Alaq & Rabaia, 2010: 136). As a way to promote goods and services, advertising is a communication process that aims to influence purchasing decisions, where advertising serves to distribute advertising messages. To consumers to encourage them to buy goods or services. The opinion above also follows the research results conducted by K. Tamilselvan, 2020; Gusti Noorlitaria Achmad, 2020; Sima Ghaleb Magatefa, 2019;), Which states that the role of advertising has a positive contribution to consumer purchasing decisions. So it can be assumed that the promotional media used by the company is not productive, and the content contained in the promotion does not have an effect on consumer behavior.

The descriptive statistics show that consumers understand how important the role of promotion in constructing consumer behavior is; efficient and effective promotion will provide output on how consumers respond to products delivered by the company. The indicator with the highest average value compared to other indicators on the promotion variable is (easy access to information). This illustrates that the company's promotion allocation is straightforward to find but does not provide an impetus to consumer purchasing decision patterns after acquiring the lowest average value of the promotion variable (information is easy to understand) but still in the excellent or good category. This illustrates that consumers find it easy to find promotions. However, the content of the information conveyed seems complicated for consumers to understand, so this does not encourage consumers to have positive attitudes in purchasing products related to product promotions delivered by the company. Consumer attitudes are important psychological factors that need to be understood by marketers because attitudes are considered to have a positive and robust correlation with behavior.

In line with this, Suryani, (2008:160) states that "We usually see television, listen to the radio, and read print media advertising messages, most of which aim is to develop a positive attitude of consumers towards the products offered. The expressions that state the benefits and advantages of the products offered are none other than the purpose of changing or forming positive consumer attitudes. Sumarwan (2003: 137) argues that: "Attitude is a picture of the feelings of a consumer, and his behavior will reflect these feelings. The facts at the research site show that the company needs to upgrade the content of promotional content carried out by the company, as well as the need for an upgrade system, such as applying a test driver to the company's new product so that this will provide an evaluation to consumers regarding the company's products, as well as provide a driving experience with new Suzuki Mobil products.

Influence of Brand Image on Purchase Decision

To answer the formulation of the problem and the fourth hypothesis can be observed from the results of the path analysis in Table 1. The table shows that Brand Image has a significant positive effect on Purchase Decisions. The results of these findings indicate that the better the brand image embedded in the minds of consumers, the more consumers' purchasing decisions will increase. This finding is in line with the opinion expressed by Gobe (2005). When the brand image has been formed, it will generate brand trust and result in purchasing decisions. The above study results are also in line with research conducted by Renee B. Kim (2019), found the results that the relationship between brand image and brand trust, which is the initial stage of the brand-building process, plays an essential role in consumer purchasing decisions, The results of descriptive statistics show that consumers understand that there is a value of trust that has been built from the company's products, so this has a good impact on the value for the company. The indicator with the highest average brand image variable is (product reputation), which illustrates that the company's product reputation can create brand awareness in

consumers so that consumers give positive assessments regarding the company's product reputation. As a result, this provides a pattern of encouragement for consumer purchasing decisions. On the other hand, this certainly provides information to the company to remain consistent in prioritizing the value of product trust from consumers. This is in line with the results of research conducted by Albertina Tri Netta Tjakraatmadja and Dhyah Harjanti (2018), "The results of the analysis show that reputation has a significant effect on trust, trust has a significant effect on purchasing decisions and reputation has a significant effect on purchasing decisions" as well as the opinion expressed by McKnight, Choudhury & Kacmar, (2002), that the reputation perceived by consumers will provide confidence to consumers regarding ability, integrity, and goodwill. Confidence helps increase trust, especially when the parties have never interacted before and do not yet have knowledge or information about each party. As for the lowest average value on the brand image variable, namely (brand quality), but this value is still categorized as good, this illustrates that consumers position the quality of the Suzuki car brand as one of the evaluation patterns in determining a product to be purchased. By Suzuki, products have harmony with consumer culture.

The facts at the research site show that the brand image of Suzuki products has received a positive impression on consumers, so this increases the reputation value of Suzuki car products in the minds of consumers so that it has a positive impact on consumer purchasing decisions, for example in the Pick-Up type car which underwent a very innovative renewal, both in terms of a more dynamic appearance and style, as well as from the driving power which has increased from the previous 1,462cc to 1,493cc. However, the product changes maintain its functionality, like a car intended for commercial activities in the consumer economy sector. Of course, every new product follows the needs and lifestyle of consumers.

The Influence of Local Wisdom on Purchase Decisions

Answering the formulation of the problem and the Fifth hypothesis can be observed from the results of the path analysis in Table 1. The table shows that local wisdom has a significant positive effect on purchasing decisions. These findings indicate how culture has power in constructing consumer purchasing decisions. This illustrates that it is essential for companies to underline consumer cultural patterns whether they are following the products presented to consumers. The results of this study have the same direction as the opinion expressed by Tony et al., (1997), who decided to buy it in the family based on the problem of differences depending on the consumer's culture, which differs from the country. Differences in the geographic location are certainly the forerunner of how culture is in a society, representing how consumers behave in certain products. This finding is also in line with the results of research put forward by Guanghua Sheng, (2019), which states that purchasing decisions for consumer products are influenced by cultural values.

The results of descriptive statistics show that respondents understand how cultural values are essential in evaluating a product and impact the creation of consumer purchasing decisions. The indicator value with the highest average local wisdom variable is (habits). This illustrates that respondents give a value of trust related to the positive reputation of Suzuki care products. Of course, this is based on excellence, product specifications that align with how behavior (consumer culture), and habits of consumers. As a result, this has a positive impact on consumer purchasing decisions. Based on the understanding above, it can be assumed that the product is in harmony with consumer culture. The company can provide a consistent attitude and priority attitude regarding constructing consumer culture. The view of Tampubulon's habits in the quote by Ade Hikmat (2013) defines *habits* as activities or attitudes, both physical and mental, that have been entrenched in a society, and these habits are part of the culture of a society.

Source of research conducted by Filieri, R., & Lin, Z. (2017), research title The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands, *Computers in Human Behavior*, The results show that young Chinese customers' smartphone repurchase intention is determined by means, and is supported by perceived quality, brand popularity, and design attractiveness. Furthermore, the findings also highlight that subjective norms, perceived quality, and design attractiveness affect mianzi (culture), people China, then the lowest average value when compared to the average value of other indicators on the local wisdom variable, namely (prohibition), but this average value is still categorized as excellent or good, this gives an illustration that consumers position prohibition in culture as an essential thing, one of which is From the perspective of the color of Suzuki care products, of course, this is important, because it is representative if or color characteristics have a specific position in the construct of consumer culture. The problem of how Dr. Teguh Priyo Sadono investigates the role of color in cultural constructs, Michael Jibrael Rorong, M.Ikom (2015), that the role of color (red and yellow) becomes clear with their function and use in the Trichotomy of Manado, Batak, and Chinese people so that the use of this color becomes a characteristic to be used in customer goods.

The facts in the research area show that consumer purchasing decisions for Suzuki products are based on the same direction of consumer culture, which can be seen in depth from the sales of Suzuki Pick-up and MPV (Ertiga) types, which are one of the company's products. For the Pick-Up car type, there have been changes since it was produced until now. One reason is that the product is very productive in the commercial behavior sector (economic behavior)—so many significant changes, but still, one fundamental concept intended for family cars.

The Effect of Promotion on Purchase Decisions Through Local Wisdom

Answering the formulation of the problem and the sixth hypothesis can be observed from the results of the path analysis in Table 1. The table shows that promotion has a significant positive effect on purchasing decisions through local wisdom. These findings indicate that the benchmark for product promotion is a promotion that has a value closely related to consumer habits and culture. This will have an impact on consumer decisions to purchase products. This finding is in line with the opinion expressed by Khan. et al., (2012), the primary purpose of advertising is to influence consumers' buying behavior, further Nayak and Shah, (2015) Newspaper advertising plays an essential role in creating brands, and it influences purchasing decisions.

This finding follows the research results conducted by Sharon Shavitt and Aaron J. Barnes (2019), *Culture and the Consumer Journey*. The focal point of this research is to see how the position of culture in covering changes in the level of consumer actors' research activities find overall results. These findings suggest that patterns and drivers of consumer pre-purchase activity, purchase decisions, and post-purchase commitments may differ significantly across cultures. Other findings by Tamilselvan, (2020); Gusti (2020); Sima (2019;) states that the role of advertising has a positive contribution to consumer purchasing decisions

The Influence of Brand Image on Purchase Decisions Through Local Wisdom

Answering the formulation of the problem and the seventh hypothesis can be observed from the results of the path analysis in Table 1. The table shows that Brand Image has a significant favorable influence on purchasing decisions through local wisdom. These findings indicate that the value of the brand image of the Suzuki company's products is quite good and has a positive impact on the sustainability of the company. This finding is in line with the opinion expressed by Supranto, 2011: 128), saying, "Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand, as well as the opinions expressed by Gobe. (2005). When the brand image has been formed, it will

generate brand trust and result in purchasing decisions. This finding also follows the research conducted by Sudaryanto, N. Ari Subagio, Intan Nurul Awaliyah, Deasy Wulandari, Anifatul Hanim, 2019, with the research results stating that culture moderates the influence of brand image on purchasing decisions for Basmallah FMCG.

The descriptive statistics show that consumers understand that the reputation of the brand image on the Suzuki company's products is essential for the company. The role of brand image in constructing purchasing decisions is one of the foundations of consumers in making purchasing decisions. The average value of the indicator that has the highest average brand image variable as seen from the average value of the indicator (product reputation), these results illustrate that consumers give a positive impression on the reputation of Suzuki care products, on the basis that Suzuki car products are in harmony with consumer culture, so that encourage consumer buying decisions. On the other hand, this also provides an overview of the level of consistency of the Suzuki company in maintaining a positive impression of its products in the eyes of consumers. The description above is in line with research conducted by Gurleen and Pooja (2014), which states that brand image significantly affects purchasing behavior. The lowest average value on the brand image variable (brand quality) is still in the excellent and good category. This illustrates that consumers give a positive perception regarding the quality of the Suzuki car brand. However, this does not guarantee that consumers will continue to choose to buy the company's car products. Even consumers will continue to compare other car products similar to Suzuki cars. The presence of competitors with similar cars and superior features is also a challenge for the company in creating innovative products but still in harmony with consumer culture. The facts in the research area show that each Suzuki product has specific benefits and is very closely related to consumer habits and consumer behavior of course in using Suzuki products, one of which is Suzuki car products which have values that are closely related to consumer behavior patterns, namely Suzuki Pick-Up products, which consumers make purchases based on the construct of consumer economic behavior.

5. Conclusion

Based on the results of the analysis and discussion that have been described, the results of this study are concluded as follows:

1. The promotion has a significant positive effect on local wisdom, and this shows that the more frequent promotions related to community activities, the more the impression of local culture/wisdom consumers will be
2. Brand image has a significant positive effect on local wisdom; this shows that the brand image embedded in consumers has relevance to consumer habits and lifestyles.
3. The promotion has no significant positive effect on purchasing decisions. This indicates that the promotions carried out do not encourage better purchasing decisions.
4. Brand image has a significant favorable influence on the decision; this indicates that a good brand image attached to the public's mind will increase purchasing decisions.
5. Local wisdom has a significant positive effect on purchasing decisions; this shows that the value of local wisdom in the community has clear relevance to the product and its usefulness, which will encourage product purchase decisions.
6. The promotion has a significant positive effect on purchasing decisions through local wisdom. This shows that sales promotions have a fixed allocation and explicit directions in providing information to the public, so it can be assumed that sales promotion activities carried out according to local wisdom will impact purchasing decisions, which is getting better.
7. Brand image has a significant positive effect on purchasing decisions through local wisdom; this shows that the condition of the product's brand image, which is innovative

and following the lifestyle and habits of the community, has an impact on improving purchasing decisions.

Suggestion

To improve purchasing decisions at the Makassar City Suzuki company, the authors suggest several things that need to be addressed by the company's board of directors as follows:

1. The Company's Board of Directors is advised to provide information to consumers through promotional policies based on how the consumer culture constructs, such as creating promotional content that contains about culture (sipakatau, sipakalebbi and silapakenge), so that consumers can more easily understand the content and objectives of the promotions being carried out. By the company.
2. The Board of Directors of the Company is advised to be more creative and maintain product reputation, considering that the reputation of the company's products has received a positive value in the public's minds to improve consumer purchasing decisions and the sustainability of the company.
3. For further researchers, it is recommended to add other variables such as demographic variables, considering the age construct, giving an effect on how the consumer behavior constructs, so that this research will be more accurate with a different level of approach so that it can add to the repertoire of knowledge and help in the following research process.

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