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Determinants of Hybrid Car Purchasing Decisions: The Role of Price, Promotion, and People in Toyota Consumers

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ABSTRACT

Objectives: This study aims to analyze the influence of price, promotion, and people on purchasing decisions of Toyota hybrid cars at PT Astrido Jaya Mobilindo Karawang. The research focuses on understanding the role of key marketing mix elements in shaping consumer purchasing behavior in the hybrid automotive market.

Methodology: This research employs a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to 225 Toyota hybrid car consumers. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.2.9 to examine the relationships between variables.

Findings: The results indicate that price, promotion, and people have a positive and significant effect on purchasing decisions. These findings suggest that competitive pricing, effective promotional strategies, and the quality of human resources play an important role in encouraging consumers to purchase hybrid vehicles.

Conclusion: The study concludes that marketing mix elements, particularly price, promotion, and people, are key determinants of purchasing decisions in the hybrid automotive sector. Therefore, automotive companies are encouraged to strengthen their pricing strategies, promotional activities, and service quality to enhance consumer purchasing decisions.

Keywords: Purchasing Decision; Price; Promotion; People; Hybrid Vehicles.

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INTRODUCTION

The global automotive industry is undergoing a profound transformation driven by growing environmental concerns, energy efficiency demands, and regulatory pressure to reduce carbon emissions. Environmentally friendly vehicles have emerged as a strategic solution to mitigate air pollution and curb dependence on fossil fuels (Aminudin et al., 2023). Air pollution has become an increasingly critical global issue due to its direct contribution to climate change and public health risks (Singh & Yadav, 2021). According to the International Energy Agency (IEA, 2024), the road transportation sector contributes more than 24% of total global carbon emissions, positioning it as one of the largest contributors to global warming. Consequently, governments worldwide, including Indonesia, have intensified efforts to

promote low- emission vehicles and sustainable mobility systems as part of long-term climate mitigation strategies (Winkler et al., 2023).

In Indonesia, the transition toward environmentally friendly vehicles is supported by a series of strategic government policies, including tax incentives such as a reduced luxury sales tax (PPnBM) of 3% for electric and hybrid vehicles, as well as national transportation electrification programs aligned with the country's commitment to achieve carbon neutrality by 2060. These policies aim to reduce purchase costs and stimulate market demand for environmentally friendly vehicles. However, despite policy support, the adoption of hybrid and electric vehicles remains constrained by several structural challenges. Hybrid vehicles are still perceived as relatively expensive compared to conventional internal combustion engine vehicles, making price a major barrier for many consumers (Widitya et al., 2024). In addition, limited supporting infrastructure, such as charging stations and battery waste management facilities, further complicates the transition toward sustainable transportation (Dimiyati et al., 2024; Masayu & A'yun, 2024).

Despite these challenges, hybrid vehicles have demonstrated a consistently positive growth trend in the Indonesian automotive market. Data from the Association of Indonesian Automotive Industries (GAIKINDO, 2025) indicate that hybrid vehicle sales increased by more than 47% in 2023, reflecting a gradual shift in consumer preferences toward more fuel-efficient and environmentally friendly vehicles. This phenomenon suggests that consumer purchasing decisions are not solely determined by regulatory incentives but are also shaped by firm-level marketing strategies that influence perceptions of value, affordability, and product reliability.

Among automotive manufacturers operating in Indonesia, Toyota has established a dominant position in the hybrid vehicle segment. With over 27 years of experience in developing hybrid technology, Toyota's Hybrid Synergy Drive guided by its "Beyond Zero" vision offers superior fuel efficiency, regenerative braking systems, and extended battery warranties. These attributes enhance perceived functional value and technological reliability, which are critical factors in high-involvement purchase decisions such as automobiles (Kotler et al., 2022). Furthermore, Toyota's strong brand reputation and relatively high resale value reinforce perceptions of long-term economic benefits, which are particularly important for Indonesian consumers who prioritize cost efficiency over the product lifecycle (Kirana et al., 2025).

However, national level success does not necessarily translate into uniform adoption across regional markets. At Astrido Toyota Karawang, sales data indicate that conventional vehicles continue to dominate, while hybrid vehicle adoption remains at an early stage. This regional disparity reflects differences in purchasing power, price sensitivity, and consumer perceptions regarding the affordability and practicality of hybrid vehicles (Kaur et al., 2024). These conditions highlight the need for a more nuanced understanding of how marketing strategies influence purchasing decisions at the local dealer level.

From a marketing perspective, consumer purchasing decisions can be systematically analyzed using the marketing mix (7P) framework, which encompasses product, price, place, promotion, people, process, and physical evidence. This framework provides a comprehensive

lens for examining how firms design and deliver value to consumers, particularly in service-intensive and high-involvement industries such as automotive retailing (Kotler et al., 2022). The product dimension refers to the core attributes of hybrid vehicles, including technological features, fuel efficiency, reliability, and overall quality. These attributes shape consumers' perceptions of performance and functional value, which are essential determinants of purchasing decisions for durable goods (Chen, 2024). Empirical studies consistently show that superior product quality and innovation positively influence purchasing decisions in the automotive sector (Angelina et al., 2022; Fitriyanti & Aulia, 2024).

Price remains one of the most influential factors in consumer decision-making, particularly in emerging markets where purchasing power varies significantly. In the context of hybrid vehicles, price reflects not only the monetary cost but also perceived value, long term savings, and risk considerations (Fauzi et al., 2023). Prior studies report inconsistent findings regarding the effect of price on purchasing decisions. Some studies suggest that higher prices negatively affect purchasing decisions (Arif & Siregar, 2021; Fakhrudin, 2022; Gunarsih et al., 2021), while others argue that price may not significantly deter purchases when consumers perceive sufficient value and benefits (Cahya et al., 2021; Fadillah, 2023).

Promotion plays a critical role in communicating product value and reducing information asymmetry, especially for relatively new technologies such as hybrid vehicles. Effective promotional activities provide informative and persuasive messages that enhance consumer understanding and confidence (Nygaard, 2024). While several studies find that promotion has a significant positive effect on purchasing decisions (Dwijantoro et al., 2022; Marlius & Jovanka, 2023), other studies report insignificant effects, suggesting that promotional effectiveness may depend on message relevance, timing, and audience segmentation (Iman, 2024; Yulianto & Prabowo, 2024).

The people element refers to the role of sales personnel and service staff in influencing consumer perceptions and facilitating purchasing decisions. In the automotive industry, interactions between sales representatives and customers are particularly important due to the complexity and financial significance of the purchase. According to Chen, (2024), employee competence, communication skills, and product knowledge significantly affect perceived service quality and trust. Empirical evidence regarding the influence of people on purchasing decisions remains mixed, with some studies reporting positive effects (Hapsari et al., 2021; Kamal & Tesmanto, 2024) and others finding no significant relationship (Prihatiningtyas & Uswatun, 2022; Yusuf & Matiin, 2022).

Other components of the marketing mix also contribute to the overall consumer experience. Place refers to dealer location and accessibility, which influence convenience and transaction costs (Kotler et al., 2022). Process relates to the efficiency and transparency of purchasing procedures, including financing, documentation, and vehicle delivery, which affect customer satisfaction and perceived service quality. Physical evidence, such as showroom design, facilities, and tangible service cues, reinforces brand credibility and professionalism in service encounters (Chen, 2024).

The cumulative effect of these marketing mix elements is reflected in the purchasing decision, defined as the consumer's final choice to acquire a product after evaluating available

alternatives based on perceived value, risk, and expected benefits (Schiffman & Wisenblit, 2022). In the automotive context, purchasing decisions involve complex evaluations that combine rational considerations such as price, quality, and efficiency with experiential factors related to service quality and brand reputation.

To explain these dynamics, this study adopts the Stimulus Organism Response (SOR) perspective, drawing from consumer behavior theory to conceptualize marketing mix elements as external stimuli that directly influence consumer purchasing decisions. While internal psychological processes remain relevant, this study emphasizes observable marketing actions and their direct impact on consumer behavior in a real market setting. This approach is particularly appropriate for examining high involvement purchases, where firms can strategically manage marketing stimuli to influence consumer decisions.

By empirically examining the influence of the marketing mix (7P) on purchasing decisions for hybrid vehicles at the dealer level, this study aims to address inconsistencies in prior research and provide context-specific insights from the Indonesian automotive market. The findings are expected to contribute to the marketing and consumer behavior literature while offering practical implications for automotive firms seeking to accelerate hybrid vehicle adoption through more effective and targeted marketing strategies.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs) are a global agenda initiated by the United Nations in 2015 as a continuation of the Millennium Development Goals, comprising 17 goals and 169 targets to be achieved by 2030, with an emphasis on balancing economic growth, social welfare, and environmental sustainability. In this context, the automotive industry plays a strategic role in supporting sustainable development through innovations such as hybrid vehicles that promote energy efficiency and lower emissions. The relevance of SDGs to this study is reflected in the contribution of Toyota hybrid vehicles to SDG 7 (Affordable and Clean Energy) through reduced fuel consumption, SDG 11 (Sustainable Cities and Communities) by lowering urban air pollution, SDG 12 (Responsible Consumption and Production) via efficient resource use and environmentally responsible production, and SDG 13 (Climate Action) through carbon emission mitigation in the transportation sector. Accordingly, marketing factors such as price, promotion, and people become critical mechanisms through which sustainable products are communicated and delivered to consumers, shaping purchasing decisions and encouraging more responsible consumption patterns in line with the SDGs framework.

Stimulus Organism Response (SOR)

The Stimulus Organism Response (S-O-R) model explains consumer behavior as a process in which external stimuli influence internal psychological states and lead to behavioral responses (Lin et al., 2023). In marketing, price, promotion, and people function as stimuli that shape consumers' perceptions, attitudes, and evaluations of a product. These stimuli are processed cognitively and affectively within the consumer (organism), resulting in a response in the form of purchasing decisions. Thus, the S-O-R model provides a robust framework for explaining how marketing stimuli drive consumers' decisions to purchase Toyota hybrid vehicles (Ligaraba et al., 2023; Nuryani et al., 2022).

Purchasing Decision

Purchasing decision refers to the final stage of consumer behavior in which individuals evaluate available alternatives and choose a specific product or brand to satisfy their needs and preferences (Kotler et al., 2022). This decision is shaped by cognitive, emotional, and social considerations and reflects the effectiveness of marketing efforts in influencing consumer choice. In empirical research, purchasing decision is commonly measured through key dimensions including need recognition, information search, and alternative evaluation, which capture consumers' awareness of needs, efforts to obtain relevant product information, and comparisons across brands or prices before making a purchase (Kotler et al., 2022). These dimensions provide a structured and reliable basis for assessing consumers' purchasing behavior in marketing studies.

Price

Price is a core element of the marketing mix that represents the monetary value exchanged by consumers for the benefits obtained from a product or service and directly influences revenue generation and perceived value (Sakulat et al., 2024). Beyond its transactional role, price functions as a strategic signal of quality, fairness, and value, particularly in modern and digital marketing contexts where transparency and comparison are high (Nasution & Aslami, 2022). Contemporary pricing approaches emphasize value-based pricing, in which prices are determined by customers' perceived benefits rather than solely by costs or competitors' prices (Hinterhuber & Snelgrove, 2021). Empirically, price is commonly measured using dimensions such as price affordability, price competitiveness, and price quality congruence, reflecting consumers' evaluation of whether prices are affordable, competitive relative to alternatives, and aligned with the quality and benefits received (Carter et al., 2023).

Promotion

Promotion is a key element of the marketing mix that functions as a strategic communication tool to inform, persuade, and remind consumers about a product or brand, while shaping brand image and long-term customer relationships (Nurhayaty, 2022). In contemporary marketing, promotion has evolved into an interactive and immersive process that integrates traditional and digital media to build consumer engagement and trust (Kotler et al., 2022). From an Integrated Marketing Communications (IMC) perspective, promotion combines advertising, sales promotion, and digital marketing to deliver consistent and synergistic messages to target audiences. Empirically, promotion is commonly measured through dimensions such as advertising effectiveness, sales promotion incentives, and digital promotion activities, which reflect the clarity, attractiveness, and accessibility of promotional messages across media platforms (Khanfar & Albatal, 2025).

People

In the context of the marketing mix (7P), people refer to all individuals involved in delivering products or services to customers, including employees, sales personnel, and service staff who directly shape customer experience and brand perception (Muharromah, 2024)). People represent the human element of marketing that influences service quality, customer satisfaction, and trust through direct interaction and relational engagement (Wirtz & Lovelock, 2021). In contemporary marketing, the role of people has expanded to include customers, influencers, and digital communities as co-creators of value within immersive and interactive brand ecosystems (Kotler et al., 2022). Empirically, people are commonly

measured through dimensions such as competence, reflecting employees' knowledge and ability to deliver solutions, and attitude and behavior, capturing friendliness, empathy, and professionalism in customer interactions (Simanungkalit et al., 2025).

Hypothesis Development

Price is a key marketing mix element that shapes consumers' perceptions of value and quality and influences purchasing decisions (Julius et al., 2023). When prices are perceived as high, unfair, or not aligned with product benefits, consumers tend to delay or avoid purchasing. In the context of Toyota hybrid vehicles, higher prices compared to conventional cars increase consumer price sensitivity, leading to more careful evaluation of value and benefits. Prior studies consistently show a negative relationship between price and purchasing decision (Fakhrudin, 2022; Gunarsih et al., 2021; Siatama et al., 2023). Therefore, the hypothesis is formulated as:

H1: Price has a negative and significant effect on purchasing decision.

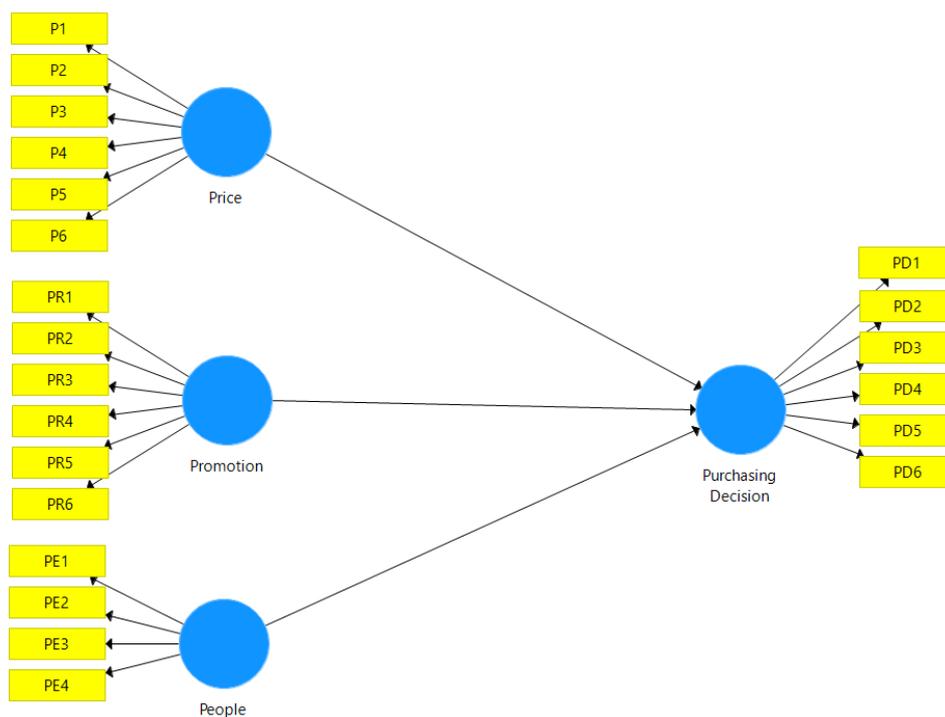
Promotion is a key element of the marketing mix that functions to inform, persuade, and shape consumers' perceptions in order to influence purchasing decisions (Khanfar & Albatal, 2025). Effective promotional activities reduce consumer uncertainty by providing clear and relevant information, thereby strengthening positive product perceptions and purchase confidence. In the context of Toyota hybrid vehicles, promotion plays a strategic role in educating consumers about energy efficiency, cost savings, and environmental benefits, which enhances perceived product value. Empirical studies consistently show that promotion has a positive effect on purchasing decision (Dwijantoro et al., 2022; Marlius & Jovanka, 2023; Siatama et al., 2023; Tonda et al., 2024). Therefore, the following hypothesis is proposed:

H2: Promotion has a positive and significant effect on purchasing decision.

People represent all individuals involved in delivering products and services to consumers, including sales personnel and customer service staff, whose competence, knowledge, and attitude shape customer experience and brand perception (Kotler et al., 2022). In purchase decision-making, positive interactions, persuasive communication, and service quality provided by employees enhance consumer trust and confidence. In the context of Toyota hybrid vehicles, competent salespeople play a crucial role in educating consumers about hybrid technology, fuel efficiency, and sustainability benefits, thereby reducing uncertainty and encouraging purchase. Prior studies indicate that people have a positive influence on purchasing decision (Nugroho et al., 2023; Ridwan, 2022; Sharma, 2021; Zameer & Yasmeen, 2022). Therefore, the hypothesis is proposed as:

H3: People have a positive and significant effect on purchasing decision.

Figure 1. Conceptual Framework



Source: Data processed with SmartPLS 3.2.9, (2026)

METHOD

Research methods are the strategies, processes, or techniques used to collect data and evidence for analysis, as well as to specify the tools and materials applied in a study. Accordingly, this research employed a quantitative cross-sectional survey to examine the effects of price, promotion, and people on consumers' purchasing decision of Toyota hybrid vehicles. The study targeted Indonesian consumers aged 20 years and above who reside or work in major urban areas and are familiar with or have considered purchasing Toyota hybrid cars. Data were collected using a structured online questionnaire distributed via Google Forms, with respondents selected through non-probability purposive sampling. The minimum sample size of 225 respondents was determined using G*Power analysis. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9 software to test the proposed hypotheses and assess the relationships among the study variables.

RESULTS AND DISCUSSION

Results

This section presents the demographic characteristics of the respondents to provide a comprehensive overview of Toyota hybrid vehicle consumers. Respondents were classified based on gender, age group, educational level, monthly income, occupation, and the type of Toyota hybrid vehicle they are familiar with. These demographic and socio economic characteristics are considered relevant because they may influence consumers' perceptions of price, promotion, and people, which in turn affect purchasing decision.

Table 1. Result Characteristics

No	Respondent Profile	Category	N=225	Percentage
1	Gender	Male	108	48.00%
		Women	117	52.00%
2	Age	20 - 25 Years	11	4.89%
		26 - 30 Years	48	21.33%
		31 - 35 Years	86	38.22%
		36 - 40 Years	42	18.67%
		41 - 45 Years	27	12.00%
		>45 Years	11	4.89%
		Bachelor (S1)	128	56.89%
3	Education Level	Basic Education (Elementary, Junior High, High School or equivalent)	51	22.67%
		Master (S2)	13	5.78%
		Diploma (D1, D2, D3, or D4)	28	12.44%
		Doctor (S3)	5	2.22%
		Private Employees	109	48.44%
4	Type of Work	Civil Servant	34	15.11%
		Self-employed	33	14.67%
		Business Owner/Entrepreneur	44	19.56%
		Students or Students	5	2.22%
5	Income	IDR 5,000,000 - IDR 10,000,000	59	26.22%
		IDR 10,000,000 - IDR 15,000,000	58	25.78%
		IDR 15,000,000 - IDR 20,000,000	55	24.44%
		Less than Rp. 5,000,000	12	5.33%
		More than Rp. 20,000,000	41	18.22%
6	Hybrid Car Products	Innova Zenix	103	45.78%
		Alphard	11	4.89%
		Camry	23	10.22%
		Corolla Cross	10	4.44%
		Fast	44	19.56%
		Yaris Cross	34	15.11%

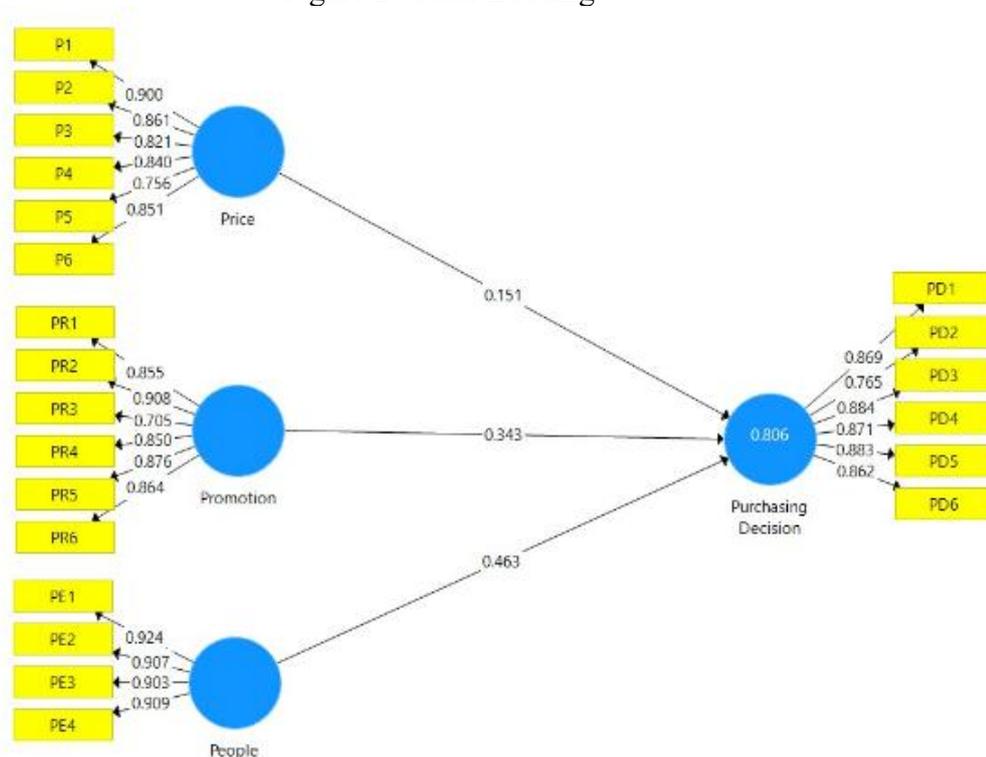
Source: Researcher data processed, (2026)

Table 1 presents the demographic and socio economic characteristics of the 225 respondents involved in this study. The respondents were relatively balanced by gender, with females accounting for 52.00% and males 48.00%. In terms of age, the majority were between 31–35 years (38.22%), followed by those aged 26–30 years (21.33%) and 36–40 years (18.67%),

indicating that most respondents were in their productive working age. Regarding education level, most respondents held a bachelor’s degree (56.89%), suggesting a relatively well-educated consumer segment. In terms of occupation, private employees dominated the sample (48.44%), followed by business owners or entrepreneurs (19.56%) and civil servants (15.11%). Monthly income levels were largely concentrated between IDR 5,000,000 and IDR 20,000,000, reflecting moderate to upper-middle income consumers who are potential buyers of hybrid vehicles. With respect to product familiarity, the Innova Zenix hybrid was the most recognized model (45.78%), followed by the Fortuner Hybrid (19.56%) and Yaris Cross Hybrid (15.11%). Overall, these findings indicate that Toyota hybrid vehicle consumers are predominantly educated, economically productive, and financially capable, which may influence their perceptions of price, promotion, and people, and subsequently their purchasing decisions.

Outer Model

Figure 2. Outer Loading



Source: Data processed with SmartPLS 3.2.9, (2026)

The outer loading results indicate that all indicators demonstrate strong convergent validity, with loading values exceeding the recommended threshold of 0.70. The People construct shows high indicator reliability, with loadings ranging from 0.903 to 0.924. The Price construct is also well represented by its indicators, with loadings between 0.756 and 0.900, indicating an acceptable to strong contribution of each item. Indicators measuring Promotion exhibit robust loadings, ranging from 0.705 to 0.908, confirming their adequacy in capturing the construct. Similarly, the Purchasing Decision construct demonstrates strong indicator performance, with outer loadings between 0.765 and 0.884. Overall, these results confirm that all measurement items are valid and reliable for inclusion in the structural model

Composite Reliability and AVE

Table 2. Composite Reliability and Validity

	Composite Reliability	Average Variance Extracted (AVE)	Information
People	0.951	0.830	Valid and Reliable
Price	0.935	0.705	Valid and Reliable
Promotion	0.937	0.715	Valid and Reliable
Purchasing Decision	0.943	0.734	Valid and Reliable

Source: Data processed with SmartPLS 3.2.9, (2026)

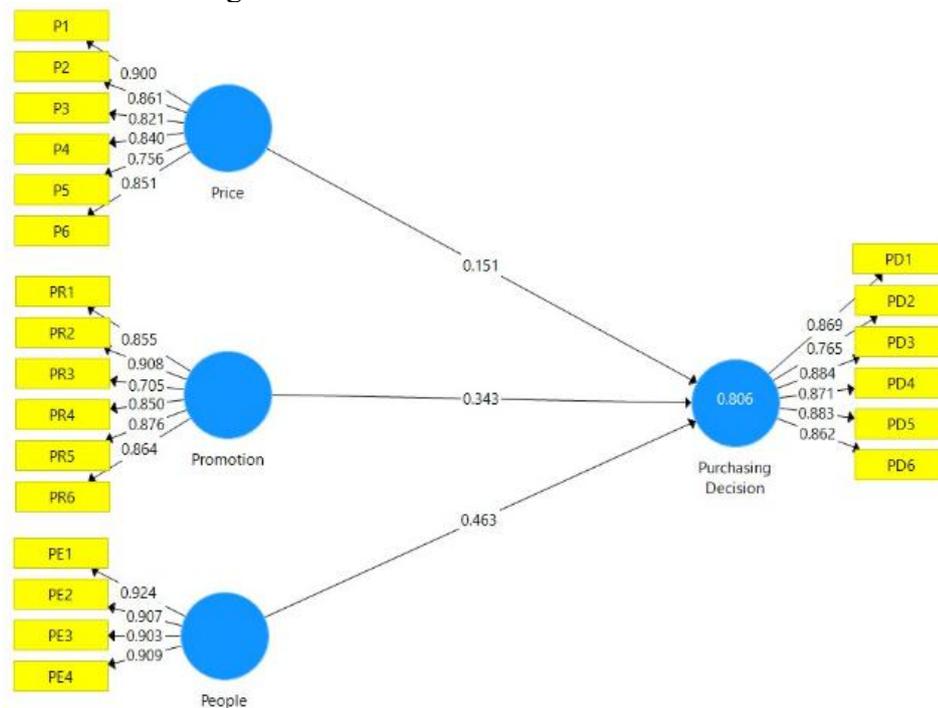
The results of composite reliability and convergent validity indicate that all constructs meet the recommended criteria. The Composite Reliability values range from 0.935 to 0.951, exceeding the minimum threshold of 0.70, which confirms strong internal consistency among the indicators. In addition, the Average Variance Extracted (AVE) values for all constructs are above 0.50, ranging from 0.705 to 0.830, indicating that each construct explains more than half of the variance of its indicators. Specifically, the People construct shows the highest AVE, reflecting excellent convergent validity, while Price, Promotion, and Purchasing Decision also demonstrate satisfactory levels. Overall, these findings confirm that the measurement model is both valid and reliable, supporting its suitability for further structural model analysis.

Inner Model

Hypothesis Testing

In this study, hypothesis testing within the PLS-SEM framework was conducted to examine whether the proposed relationships among variables were empirically supported. The evaluation was based on t-statistic values obtained from the bootstrapping procedure using SmartPLS. At a significance level of 0.05 with a two-tailed test (critical t-value = 1.96), a hypothesis was considered supported when the p-value was below 0.05 or when the t-statistic exceeded 1.96, and rejected otherwise. The results, as summarized in Figure 3 and Table 3, provide empirical evidence to assess the extent to which the structural model is consistent with the observed data.

Figure 3. Inner Model Framework



Source: Data processed with SmartPLS 3.2.9, (2026)

Table 3. Bootstrapping Analysis

	Coefficient	T Statistics	P Values	Information	F-Square	R-Square
Price -> Purchasing Decision	0.151	2.379	0.018	Accepted	0.037	
Promotion -> Purchasing Decision	0.343	3.797	0.000	Accepted	0.107	0.806
People -> Purchasing Decision	0.463	6.722	0.000	Accepted	0.319	

Data processed with SmartPLS 3.2.9, (2026)

The bootstrapping results presented in Table 3 demonstrate that all proposed hypotheses are empirically supported. Price has a positive and significant effect on Purchasing Decision ($\beta = 0.151$; $t = 2.379 > 1.96$; $p = 0.018$), indicating that price considerations contribute to consumers' purchase decisions, although with a relatively small effect size ($f^2 = 0.037$). Promotion also shows a positive and significant influence on Purchasing Decision ($\beta = 0.343$; $t = 3.797$; $p < 0.001$), with a moderate effect size ($f^2 = 0.107$), suggesting that promotional activities play an important role in shaping purchasing behavior. Meanwhile, People exerts the strongest positive and significant effect on Purchasing Decision ($\beta = 0.463$; $t = 6.722$; $p < 0.001$), supported by a large effect size ($f^2 = 0.319$), highlighting the critical role of human factors in influencing consumers' decisions. The model explains a substantial proportion of variance in Purchasing Decision ($R^2 = 0.806$), indicating strong explanatory power of the structural model.

Discussion

The effect of Price on Purchasing Decision

The results indicate that price has a positive and significant effect on purchasing decisions for Toyota hybrid vehicles at PT Astrido Jaya Mobilindo Karawang. This finding reflects a shift in the role of price in consumer decision-making, particularly for high-technology and sustainability oriented products. Rather than being perceived solely as a financial burden, price acts as a signal of value and quality, representing advanced technology, energy efficiency, reliability, and environmental commitment. From the perspective of the Stimulus Organism Response (SOR) theory, price functions as an external stimulus that is cognitively evaluated by consumers through perceptions of value for money, long-term benefits, and cost-benefit considerations. Consumers assess not only the initial price but also potential fuel savings, lower maintenance costs, and future value, which strengthens positive purchase responses. These findings are consistent with prior studies (Arif & Siregar, 2021; Fakhrudin, 2022; Gunarsih et al., 2021; Siatama et al., 2023; Siregar & Nurmahdi, 2021; Syahidah & Nurmahdi, 2023; Ummat & Hayuningtias, 2022) confirming that price positively and significantly influences purchasing decisions.

The effect of Promotion on Purchasing Decision

The results show that promotion has a positive and significant effect on purchasing decisions for Toyota hybrid vehicles at PT Astrido Jaya Mobilindo Karawang; therefore, the second hypothesis is accepted. This finding indicates that effective, informative, and persuasive promotional activities increase consumers' likelihood of making purchase decisions. Promotion plays a strategic role not only in delivering product information but also in shaping consumers' perceptions of value, technological superiority, and environmental benefits associated with Toyota hybrid vehicles. From the perspective of the Stimulus Organism Response (SOR) theory, promotion functions as an external stimulus that triggers consumers' cognitive and affective evaluations, such as increased product knowledge, perceived value, and positive attitudes. Clear and consistent promotional messages help reduce uncertainty, build trust, and strengthen consumers' confidence, which ultimately leads to favorable purchasing decisions. These findings are consistent with previous studies (Dwijantoro et al., 2022; Lestari et al., 2023; Marlius & Jovanka, 2023; Siatama et al., 2023; Tonda et al., 2024) which confirm that promotion positively and significantly influences purchasing decisions.

The effect of People on Purchasing Decision

The results indicate that people have a positive and significant effect on purchasing decisions for Toyota hybrid vehicles at PT Astrido Jaya Mobilindo Karawang; therefore, the third hypothesis is accepted. This finding highlights the strategic role of human resources particularly salespeople and frontline employees in influencing consumer purchase decisions. Competent, professional, and responsive sales staff are able to build trust, provide clear product explanations, and educate consumers about the benefits of Toyota hybrid technology, including fuel efficiency, long-term cost savings, and environmental sustainability. Such high quality interpersonal interactions create a positive service experience, strengthen consumer confidence, and ultimately encourage purchase decisions. From the perspective of the Stimulus Organism Response (SOR) theory, people act as a social stimulus that shapes consumers' perceptions and attitudes, leading to favorable behavioral responses. These findings are consistent with previous studies (Nugroho et al., 2023; Ridwan, 2022; Rivaldo & Amang, 2022; Sharma, 2021; Zameer & Yasmeen, 2022) which confirm that people positively and significantly influence purchasing decisions.

CONCLUSION

The findings demonstrate that price, promotion, and people each have a positive and significant effect on purchasing decisions, with the people variable showing the strongest influence, followed by promotion and price. These results indicate that consumers do not evaluate hybrid vehicles solely based on cost considerations, but rather on perceived value, effective marketing communication, and the quality of interpersonal interactions with sales personnel. Price is perceived as a signal of quality and long-term value, promotion functions as an informative and persuasive stimulus that reduces uncertainty, and people play a crucial role in building trust and confidence through professional and consultative service interactions.

The implications of these findings are both theoretical and practical. Theoretically, this study reinforces the relevance of the Stimulus Organism Response (SOR) framework in explaining consumer behavior toward high-technology and sustainable products. Practically, the results suggest that automotive companies should adopt value-based pricing strategies, strengthen educational and sustainability oriented promotional activities, and continuously improve the competence of frontline employees to enhance consumer purchase decisions.

To address the research problem, the key solution lies in an integrated marketing strategy that aligns competitive pricing with clear promotional communication and high-quality human interaction. Companies should emphasize long term economic and environmental benefits while ensuring that sales personnel are capable of educating and guiding consumers throughout the decision-making process.

For future research, it is recommended to expand the model by incorporating additional variables such as brand image, perceived risk, government incentives, or environmental concern, as well as to apply comparative or longitudinal approaches across different regions or automotive brands. Such extensions would provide a deeper understanding of consumer behavior toward sustainable vehicles and support broader generalization of the findings.

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