THE INFLUENCE OF MARKETING MIX ON VEHICLE PURCHASE DECISIONS MODERATED BY GOVERNMENT POLICIES

Hendra Ditama[1], PM. Budi Haryono[2], Saparso[3]

[1,2,3]FacultyFaculty of Economic and Business, Krida Wacana Christian University, Jakarta
E-mail: [1]hendra.ditama@ukrida.ac.id

Abstract—**Marketers agree that systems can work very well when there are minimal laws governing the business. In Indonesia, the government regulates policies as rules and economic stimulus. During the COVID-19 pandemic, the Indonesian economy was in a bad state. The automotive industry experienced a drastic decline in motor vehicle sales by 95% in May 2020. PT. Maybank Indonesia Finance, which is a motor vehicle financing company, also experienced a drastic decline in sales. In the face of unfavourable economic conditions, the government issued various policies as a stimulus for economic improvement. Companies must be able to explore the role of government policies that moderate marketing strategies within the company. In this study, the marketing mix is used as an independent variable moderated by Government Policy. This quantitative research took a study at PT. Maybank Indonesia Finance, with 100 respondents who are debtors throughout Indonesia using WarpPLS data processing. The result of the research shows that Government Policy related to Price and Promotion influences the Purchase Decision.**

Keywords— *Marketing Mix, Government Policy, Purchase Decision.*

1. Introduction

Running a business in the midst of the COVID-19 pandemic is not easy. A company needs to improve its marketing strategy in order to survive and survive in the crisis. PT. Maybank Indonesia Finance experienced a motor vehicle sales crisis due to declining economic conditions in all sectors of life during the COVID-19 pandemic. The marketing strategy that has been carried out using conventional marketing approaches such as door-to-door selling / directly to the target audience is no longer appropriate when the COVID-19 pandemic occurs. Credit Marketing Officer who previously only worked in conventional marketing even faced a drastic decline in sales.

Data Annual Report Published PT. Maybank Indonesia Finance showed a decrease in the number of sales and credit financing as shown in the table below.

Table 1. Unit Car Sales & Amount Financing PT. Maybank Indonesia Finance

	31-Des-19	**31-Des-20**
UNIT CAR SALES	45.765 unit	24.283 unit
AMOUNT FINANCING	Rp. 9610 (Miliar)	Rp. 5504 (Miliar)

Source: Annual Report Published PT. Maybank Indonesia Finance

In line with the decline that occurred at PT. Maybank Finance, GAIKINDO even released similar data where the data condition of the Motor Vehicle Industry in Indonesia also experienced a drastic decline in motor vehicle sales by 95% in May 2021 (CNBCIndonesia 15 June 2020). The Automotive Trading Sector during the COVID-19 pandemic is known to experience a decrease in total domestic car sales reaching 532,027 car units in 2020 or a decrease of 48.4% from car sales of 1,020,126 units in 2019 (dataindustri.com, 1 February 2021, pg. Industry Category).
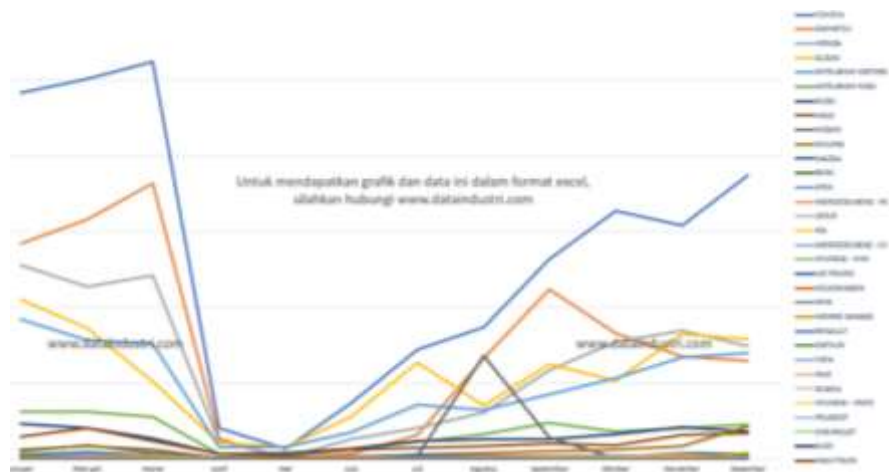
Figure 1. Car Sales Chart January 2020 – December 2020 By Brand
Source: dataindustri.com (1 February 2021)

In response to the above, the government issued several stimuli in the automotive trade industry within a few months after the pandemic occurred. The following are government policies that regulate the provision of stimulus to encourage an increase in the trend of car buying:

1. The Financial Services Authority (OJK) assesses that there is a potential for disruption to the performance of Non-Bank Financial Services Institutions, financial system stability, and economic growth. Therefore, the Financial Services Authority (OJK) issued a countercyclical policy No. 14/POJK.05/2020 which includes the insurance industry, pension funds, and financing. It explains that finance companies can restructure debtors affected by the spread of COVID-19 (Copy of POJK RI No. 14, 30 March 2020).

2. The Ministry of Finance issued an economic stimulus to the Sales Tax on Luxury Goods (PPnBM) as stated in PMK No. 20/PMK.010/21. It explains that the tax discount ranges from 100% to 25% in three stages and is valid for 10 months from March 2021 to December 2021. This relaxation applies based on the vehicle segment with the most expensive price of 200 million for LCGC vehicles and segments based on engine capacity, for this type of vehicle. cars under 1,500cc PPnBm DTP relaxation 100%, 1,500cc up to 2,500cc 4x2 axle 50% PPnBm relaxation, above 1500cc PPnBm DTP relaxation 25% 4x4 axle. Subsequently, the regulation was extended until September 2022 with the relaxation being reduced gradually until the transition of improvements due to this incentive returned to a normal situation without incentives (Regulation of the Minister of Finance of the Republic of Indonesia No. 20, February 26, 2020).

Based on the phenomenon of an increase after a sharp decline in the COVID-19 pandemic which was then followed by government policies issued by the government, both related to improving conditions during COVID-19, and other policies related to the automotive sector that had been given by the government to stimulate the automotive sector. Based on the description of the background, the formulation of the problem in the study is does government policy moderate the effect of price on car buying decisions?; do government policies moderate the influence of products on car buying decisions?; does government policy moderate the effect of promotion on car buying decisions? And does government policy moderate the influence of location on car buying decisions?

2. Literature Review

Marketing Mix

The marketing mix is a set of marketing tools that are integrated within the company to produce the desired response in the target market (Kotler and Armstrong, 2014). A good marketing mix strategy will certainly be able to attract consumers to make purchases of products and services (Wahyoedi et al., 2021). Kotler and Keller (2016: 47) explain that there are four variables in marketing mix activities, with the following components:

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Figure 2. *The Four P Components of The Marketing Mix*
Source: Kotler dan Keller (2016 : 47)

Purchase Decision

Kotler and Keller (2016) in their book explain that purchasing decisions have dimensions, namely product selection, brand selection (brand), dealer selection, number of purchases, time of purchase, payment method.

Government Policy

Government policies or rules made by the government according to Kotler & Keller are supporting stimuli, where most free market economic actors also agree that the system can work very well if there are laws that regulate business even though they are minimal. Marketers' decisions are strongly influenced by developments in the political environment such as the laws of government bodies, NGO groups that influence or constrain various organizations and individuals within a given society (Kotler & Armstrong, 2018: 100).

Research Framework

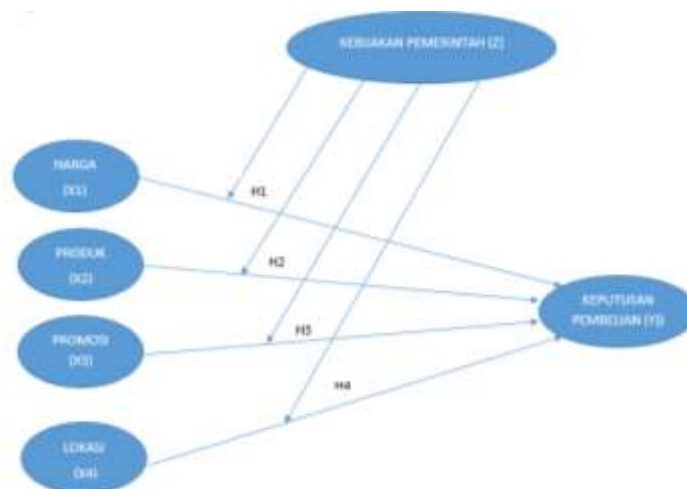Based on the description of the literature review above, the researchers designed the following framework:

Figure 3. Research Model Concept

H1 : Prices positively influence purchasing decisions moderated by Government policy.
H2 : Products positively influence purchasing decisions moderated by Government policy.
H3 : Promotion positively influences Purchase Decision moderated by Government policy.
H4 : Location positively influences Purchase Decision moderated by Government policy.

3. Method

The subject of this research is PT. Maybank Indonesia Finance. While the object in this study is the Purchase Decision (Y) is influenced by Price (X1), Product (X2), Promotion (X3), Location (X4), and Government Policy as Moderation. The population in this study were financing debtors during the COVID-19 pandemic at PT. Maybank Indonesia Finance at branch offices throughout Indonesia. The population used in this study was taken from customers in 2019 and 2020, namely 70,048 customers, assuming these customers understand the conditions before and after the occurrence of COVID-19 and can assess the situation before and after government policies are set. The sample size in this study was calculated using the Yamane Formula (3.1). The sample range taken from the Yamane formula in this study is an error tolerance of 10% due to the large population of debtors throughout Indonesia. The following is the calculation of the Yamane formula used to determine the sample / respondent of this study:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{70.048}{1 + 70.048(0.1)^2} , n = 99{,}85$$

So the number of samples in this study amounted to at least 100 people, which were proportionally divided throughout the Branch Offices of PT. Maybank Indonesia Finance so that the sample is expected to be representative. The sampling method or sampling technique in this study is probability sampling with a simple random sampling technique. Probability sampling is a sampling technique that provides equal opportunities for each member of the population to be selected as a member of the sample. It is said to be simple random sampling (simple) because the sampling of members of the population is done randomly without considering the strata that exist in the population. This method is carried out if members of the population are considered homogeneous (Sugiyono, 2019: 129). In this study, there are 3 types of variables studied, namely dependent variable, independent variable, and moderating variable. The following are the independent variables in this study between Price (X1), Product (X2), Promotion (X3), Location (X4). While the dependent variable in this study is Purchase Decision (Y) and the moderating variable is Government Policy (Z).

In this study, primary data sources are used as the main source to obtain answers to the research proposed in this study, where the research data sources are obtained directly from original sources, namely respondents (Debtors of PT. Maybank Indonesia Finance during the pandemic) and not through intermediaries. The research instrument used is a questionnaire (questionnaire), where respondents will be given a written statement and answer it according to the available answer choices using a Likert Scale 1-5 measurement scale. Descriptive statistical analysis is used to provide an overview or description of the characteristics of respondents based on gender, age, occupation, and whether they are enjoying credit facilities at PT. Maybank Indonesia Finance. Data Analyze use Structural Equation Model (SEM) with Part Lease Square (PLS) support by WARP-PLS Program.

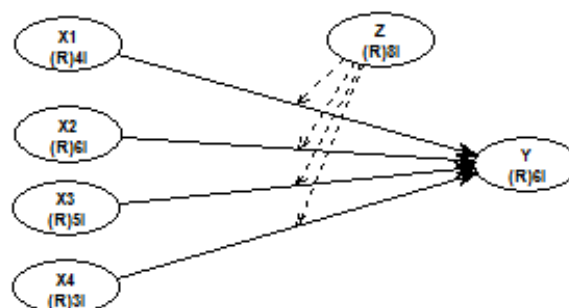## 4. Result And Discussion

Outer Model Analysis

Figure 4. Research Model
Source: *Software WarpPLS*

Validity test
Convergent Validity

To measure Convergent Validity, it can be done by looking at the parameters, namely loading factor > 0.7 (Ghozali, 2021: 68). The results of the measurement of convergent validity there are 5 indicators that are not valid because the value is below 0.7, namely Z6, Z7, Z8, Y5, Y6 so it is necessary to drop these variables. The following is a summary of the loading factor results that have met the convergent validity parameters, and explains that the constructs measured are said to be highly correlated:

Table 4. *Loading Factor*

Variable	Indicator	Laoding Factor	Covergent Validity
Price	X1.1	0,930	Valid
	X1.2	0,942	Valid
	X1.3	0,799	Valid
	X1.4	0,808	Valid
Product	X2.1	0,934	Valid
	X2.2	0,929	Valid
	X2.3	0,925	Valid
	X2.4	0,753	Valid
	X2.5	0,754	Valid
	X2.6	0,782	Valid
Promotion	X3.1	0,927	Valid
	X3.2	0,929	Valid
	X3.3	0,894	Valid
	X3.4	0,868	Valid
	X3.5	0,816	Valid
Location	X4.1	0,966	Valid
	X4.2	0,962	Valid
	X4.3	0,789	Valid
Government Policy	Z.1	0,842	Valid
	Z.2	0,901	Valid
	Z.3	0,884	Valid
	Z.4	0,895	Valid
	Z.5	0,870	Valid
Purchase Decisions	Y.1	0,987	Valid
	Y.2	0,988	Valid
	Y.3	0,991	Valid
	Y.4	0,906	Valid

Source: *Software WarpPLS*

The second parameter measurement in the Convergent Validity test is to calculate the AVE (Average Variance Extracted) value, if the Average Variance Extracted value is > 0.5 then the evaluation shows a highly correlated construct. The following is a summary of the Average Variance Extracted values accompanied by the results of Convergent Validity:

Table 5. *Average Variance Extracted*

Variable	AVE (*Average Variance Extracted*)	*Convergent Validity*
Price	0,872	Valid
Product	0,850	Valid
Promotion	0,888	Valid
Location	0,910	Valid
Government Policy	0,879	Valid
Purchase Decisions	0,969	Valid

Souce: *Software WarpPLS*

Based on the table above, it shows that the AVE (Average Variance Extracted) value for all constructs has a value > 0.50. Because the two parameters in Convergent Validity, namely the loading factor and Average Variance Extracted, are met, there is no Convergent Validity problem in the model being tested.

Discriminant Validity

Table 6. *Cross Loading*

	Price	Product	Promotion	Location	Government Policy	Purchase Decision
X1.1	0,930	0,093	0,146	0,016	0,108	0,014
X1.2	0,942	0,114	0,101	0,039	0,086	0,007
X1.3	0,799	0,100	0,157	0,112	0,091	0,013
X1.4	0,808	0,141	0,130	0,047	0,135	0,021
X2.1	0,037	0,934	0,013	0,089	0,005	0,316
X2.2	0,020	0,929	0,022	0,057	0,010	0,322
X2.3	0,008	0,925	0,059	0,055	0,020	0,205
X2.4	0,098	0,753	0,033	0,236	0,011	0,526
X2.5	0,088	0,754	0,296	0,348	0,173	0,313
X2.6	0,048	0,782	0,194	0,324	0,135	0,193
X3.1	0,011	0,024	0,927	0,100	0,008	0,202
X3.2	0,034	0,035	0,929	0,095	0,017	0,234
X3.3	0,114	0,042	0,894	0,075	0,008	0,184
X3.4	0,055	0,097	0,868	0,096	0,002	0,239
X3.5	0,014	0,081	0,816	0,039	0,018	0,040
X4.1	0,001	0,118	0,094	0,966	0,057	0,017
X4.2	0,016	0,120	0,128	0,962	0,062	0,035
X4.3	0,021	0,291	0,271	0,789	0,146	0,064
Z.1	0,008	0,258	0,169	0,043	0,842	0,110
Z.2	0,064	0,075	0,116	0,000	0,901	0,089
Z.3	0,119	0,078	0,147	0,246	0,884	0,062
Z.4	0,190	0,010	0,045	0,105	0,895	0,064
Z.5	0,149	0,258	0,152	0,100	0,870	0,070
Y.1	0,004	0,017	0,028	0,064	0,000	0,987
Y.2	0,004	0,026	0,014	0,026	0,003	0,988
Y.3	0,003	0,010	0,003	0,060	0,002	0,991
Y.4	0,005	0,021	0,013	0,164	0,000	0,906

Source: *Software WarpPLS*

From the table above, it is shown that the Cross Loading value is greater than 0.70 for each variable, so the correlation of the construct with the indicator is higher than the correlation of the indicator with other constructs, or it can indicate that the latent construct predicts the indicator better than other indicators to the construct. It was concluded that the evaluation results had met the criteria for Discriminant Validity.

Uji Reliabilitas
Cronbach Alpha

Table 7. *Cronbach's Alpha*

	Cronbach's Alpha	*Reliability*
Price	0, 893	*Reliable*
Product	0,921	*Reliable*
Promotion	0,932	*Reliable*
Location	0,892	*Reliable*
Government Policy	0,926	*Reliable*
Purchase Decisions	0,978	*Reliable*

Source: *Software WarpPLS*

Based on the table above, it can be seen that the Cronbach's Alpha value of each research variable is > 0.7. These results indicate that each research variable has met the parameters of Cronbach's Alpha Value, so it can be concluded that all variables have a high level of reliability.

Table 8. *Composite Reliability*

	Composite Reliability	*Reliability*
Price	0,927	*Reliable*
Product	0,939	*Reliable*
Promotion	0,949	*Reliable*
Location	0,935	*Reliable*
Government Policy	0,944	*Reliable*
Purchase Decisions	0,984	*Reliable*

Source: *Software WarpPLS*

A construct is declared reliable if the Composite Reliability value is > 0.7. According to Hair et al. in Ghazali (2021) the Composite Reliability coefficient must be greater than 0.7 even though the value of 0.6 is still acceptable. In the table above, it can be seen that all variables have a Composite Reliability value > 0.7, which means that the variables used in the model meet the reliable requirements. It also means that the measurement tool in the form of a tested questionnaire is reliable because the respondent's answers are consistent or stable from time to time to the statements given. The conclusion that can be made after analyzing the Outer Model with several tests including Validity Test and Reliability Test is that all indicators and variables in this study have met the rules of validity and reliability.

Structural Model Analysis (Inner Model)
Model Fit Indicator

Table 9. *Model Fit Indicator*

Model Fit Indicator	Value	Fit Criteria
APC	0,156, *p-value = 0,027*	*p-value < 0,05*
ARS	0,807, *p-value < 0,001*	*p-value < 0,05*
AVIF	2,351	AVIF < 5

Source: *Software WarpPLS*

The purpose of doing the Model Fit Indicator is to test the suitability of this research model whether it is feasible to use or not. From the table above, it can be stated that the APC, ARS, and AVIF values meet the criteria or it can be said that the model is feasible.

R-Square

The R-Square value is used to see the predictive power of the structural model of each endogenous latent variable. The value of the coefficient of determination (R-Square) is expected to be between 0 and 1 and if there is an R-Square value close to 1, this indicates that the exogenous construct provides almost all the information needed to predict variations in endogenous constructs. R-Squares values of 0.67, 0.33, and 0.19 can be concluded that the model is strong, moderate, weak (Chin, 1998). The following is a summary of the R-Square values:

Table 10. *R-Square*

	R-Square	Results
Purchase Decision	0,749	Kuat

Source: *Software WarpPLS*

By using the R Square parameter from Chin (1998) where values above 0.67 the model is declared strong, values 0.67 to 0.33 the model is declared moderate, and values below 0.19 the model is declared weak, the results of this study are the construct of Purchase Decision 74 ,9%, which means that the distribution of the dependent variable can be explained by the independent variable by 74.9% and the remaining 25.1% is not explained by the independent variable / explained by variables outside the independent.

Prediction Relevance Test (Q-Square)

The value of Q2 predictive relevance > 0 indicates that the model has predictive relevance. This means that the model is able to predict the measurement of observations for each endogenous latent variable or construct. (Ghozali, 2021: 74). Based on the calculation of the Q2 value through the WarpPLS software, it

can be explained that 79.6% Q2 predictive relevance > 0 indicates that the model has predictive relevance or the model is able to predict the research hypothesis.

The conclusion that can be made after analyzing the Inner Model with several tests including the Fit Indicator Model, R-Square Test, and Prediction Relevance Test (Q-Square) is that all exogenous latent variables have an influence on endogenous latent variables. Even based on the three test parameters above, it shows that the percentage of the research model is able to predict hypotheses, so this model will be used for analysis of research hypotheses.

Hypothesis test
Direct Effect

The Direct Effect test aims to determine whether the exogenous latent variable has a direct effect on the endogenous latent variable without passing through other variables. Testing this hypothesis is the result of the influence between exogenous variables and endogenous variables, which can be seen through the path coefficient and p-value. This study has a moderating variable, namely Government Policy (Z), the moderating effect is carried out by multiplying the two exogenous variables with the moderating variable. The moderating variable connects the independent variable (independent variable) with the dependent variable (dependent variable). The following are the results of hypothesis testing in this study:

Table 11. Hypothesis Test

	Path Coefficient	*p-value*
Price – Purchase Decision	0,218	0,011
Product – Purchase Decision	0,188	0,025
Promosi – Purchase Decision	0,253	0,004
Location – Purchase Decision	0,296	0,000
Moderation Effect - Price	0,008	0,468
Moderation Effect – Prodct	-0,024	0,404
Moderation Effect - Promotion	0,171	0,039
Moderation Effect - Location	-0,074	0,226

Source: *Software WarpPLS*

The four hypotheses in this study need to see the effect directly, including:

1. **First Hypothesis Test:**

   H0 : Price is moderated Government policy is negative / does not affect Purchase Decision

   H1 : Prices are moderated. Government policies positively influence purchasing decisions

   It is known that the effect of price moderated by government policy on purchasing decisions is Path Coeficient 0.008 and has a p-value of 0.468 > 0.05. Then H0 is rejected and H1 is accepted where the price moderated by Government Policy has a positive effect on purchasing decisions but not significantly.

   Discussion: Before being tested with a moderating effect, price is proven to have an influence on purchasing decisions, where product selling prices, discounts, appropriate credit patterns, payment terms, represent price variables that influence purchasing decisions. In this hypothesis, Government Policy is used as a moderator, based on the literature review which explains that marketers' decisions are strongly influenced by developments in the political environment such as the laws of government agencies, NGO groups that influence or limit various organizations and individuals in a particular society. Most proponents of a free market economy also agree that the system can work very well if there are minimal laws governing business (Kotler & Armstrong, 2018: 100). When this research was conducted, there was a COVID-19 pandemic, so the government issued laws and regulations in various sectors as an economic stimulus. When motor vehicle loans experience an increase in NPL due to the reduced ability of debtors to pay installments, the government issues a countercyclical policy in the form of credit relaxation/restructuring. The results of this study which show the moderating effect of government policies related to prices on purchasing decisions, are in line with government records where the financing restructuring policy carried out by Financing Companies until December 2021 shows a total restructuring of 218.95 T with the number of contracts approved for the application contract as many as 5.22 million contracts. . POJK even extended the stimulus for restructuring the KKB, which originally ended on April 17, 2022, was extended to 2023 with the issuance of POJK 30/POJK.05/2021 (finance.detik.com, January 7, 2022). However, the insignificant effect in this study could occur because there are restructuring restrictions on countercyclical policies that cannot be utilized by all consumers.

2. **Second Hypothesis Test:**
   H0 : The product is moderated by negative government policies / does not affect purchasing decisions
   H1 : Products are moderated. Government policies positively influence purchasing decisions
   It is known that the effect of the product being moderated by government policy on purchasing decisions is Path Coeficient -0.024 and has a p-value of 0.404 > 0.05. Then H0 is accepted and H1 is rejected where the Product is moderated by Government Policy which is negative or does not affect the Purchase Decision.
   Discussion: Testing the hypothesis above shows that the Moderation of Government Policy regarding Products does not affect the Purchase Decision. However, before being tested with a moderating effect, the product is proven to have an influence on purchasing decisions, where vehicle type, vehicle performance quality, brand, vehicle design, vehicle reliability, and vehicle warranty represent product variables that influence purchasing decisions. The WarpPLS calculation shows that the components of the Product affect the Purchase Decision.
   Furthermore, in this study, the moderating effect of government policies related to products is added to the purchasing decisions, the results show that there is no moderating effect of government policies related to products on purchasing decisions. Government policies regulated by the government related to products are policies from the Ministry of Industry regarding spare parts assembly in Indonesia and component manufacturing in Indonesia, also related to the encouragement to innovate in producing environmentally friendly LCGC vehicles in order to increase sales of domestic vehicle industry production.
   However, in this study, hypothesis testing shows that there is no moderating effect of government policies related to products on purchasing decisions. The results in this study were tested on consumers/debtors of motorized vehicles PT. Maybank Indonesia Finance, shows that there is no direct influence of the laws and regulations on consumers. Product-related policies are more appropriate to be felt directly by car manufacturers so that they are able to produce or innovate in their products. However, consumers do not directly feel the influence of government policies related to these products so it does not affect their decision to buy a vehicle.

3. **Third Hypothesis Test:**
   H0 : Promotion is moderated Government policy is negative / does not affect Purchase Decision
   H1 : Promotion is moderated. Government policy positively influences purchasing decisions
   It is known that the effect of promotion moderated by government policy on purchasing decisions is Path Coeficient 0.171 and has a p-value of 0.039 <0.05. Then H0 is rejected and H1 is accepted where the Promotion is moderated by Government Policy which is positive or significantly influences the Purchase Decision.
   Discussion: Before being tested with a moderating effect, promotion is proven to have an influence on purchasing decisions, where sales promotion, advertising, public relations, personal selling, and online marketing represent promotion variables that influence purchasing decisions. Furthermore, after adding the moderating effect of Government Policies on Promotions on Purchase Decisions, the results show that there is a positive effect of moderating Government Policies on Promotions on Purchase Decisions. The related government policy is the effect of the Large-Scale Social Restrictions (PSBB) set by the government to deal with the Corona Virus Disease 2019 (Covid-19) pandemic in a number of provinces. This regulation causes physical distancing behavior to be recommended, so that the activities of all Indonesian people change from offline to online. Consumers prefer to view products online, and use online promotional facilities, such as company websites that contain detailed product information, rather than having to come directly to dealers. Consumers prefer to communicate with sales marketing online to ask for product information rather than face to face because of the unavoidable COVID-19 pandemic. So in this hypothesis, the debtor of PT. Maybank Indonesia Finance explained that the Moderation of Government Policy regarding Promotions significantly influences Purchase Decisions.

4. **Fourth Hypothesis Test:**
   H0 : Location is moderated Government policy is negative / does not affect Purchase Decision
   H1 : Location is moderated. Government policy positively influences purchasing decisions
   It is known that the effect of location moderated by government policy on purchasing decisions is Path Coeficient -0.074 and has a p-value of 0.226 > 0.05. Then H0 is accepted and H1 is rejected where the location is moderated by Government Policy is negative or does not affect the Purchase Decision.

Discussion: Before being tested with a moderating effect, location is proven to have an influence on purchasing decisions, where good dealer recommendations, strategic dealer locations, dealers in collaboration with finance companies represent location variables that influence purchasing decisions. These results are in line with the research of Shige et al. (2020) which explains the importance of choosing a location where to set up a business. The right and strategic selection will greatly affect the level of sales of the company. Locations that are easy to access and not far from the center of the crowd will make it easier for consumers to reach the company. However, after adding the moderating effect of Government Policy on Location on Purchase Decisions, the results show that there is no moderating effect of Government Policy on Promotion on Purchase Decisions. The government policy related to this is the regulation concerning the Guidelines for the Prevention and Control of Covid-19 in the Office and Industrial Workplaces in Supporting Business Continuity in a Pandemic Situation, where the workplace must facilitate a safe and healthy work environment, carry out physical distancing in all work activities and comply with protocols. health. The results in this study have no moderating effect of Government Policy on Location on Purchase Decisions. Regulations that require a maximum number of people in the room, the obligation to wear masks, the rules for sitting in the room, checking the temperature before entering the room, scanning the care and protection application at the sales location has no effect on purchasing decisions, this can happen because the rules from the government are felt to limit the space for movement. consumers and consumers choose to avoid coming directly to the location due to the current COVID-19 pandemic.

5. Conclusion

Based on the research conducted, the conclusions obtained are there is an influence of the Moderated Price of Government Policy on the Decision to Purchase Motor Vehicles. So it can be concluded that the PPNBM DTP policy or tax incentives borne by the government can increase the enthusiasm of PT. Maybank Indonesia Finance on the decision to purchase motor vehicles, coupled with the Countercyclical stimulus provided during the COVID-19 pandemic in the form of credit relaxation, gave consumers higher confidence in government support being able to moderate the decision to purchase motor vehicles; there is no effect of the Moderated Product of Government Policy on the Decision to Purchase Motor Vehicles. So it can be concluded that the consumer / debtor of motorized vehicles PT. Maybank Indonesia Finance, shows that there is no direct influence of the laws and regulations on consumers. Product-related policies are more appropriate to be felt directly by car manufacturers so that they are able to produce or innovate in their products; there is a moderated effect of Government Policy on the Motor Vehicle Purchase Decision. So it can be concluded that consumer behavior has changed due to the COVID-19 pandemic, online marketing is considered more preferred by consumers. Even to meet with sales promotions can be done online; There is no influence of Location moderated by Government Policy on Motor Vehicle Purchase Decisions. So it can be concluded that government regulations that regulate service hours during the COVID-19 period, regulate the maximum number of people in the room, indoor seating rules, check temperatures, and scan care for protection applications are deemed to limit consumer movement and Marketers' decisions are strongly influenced by developments in the political environment, the laws governing business must be considered for managing marketing strategies because all marketing activities are subject to a number of laws and regulations. The following are suggestions given based on the research that has been done, namely the results of this study are further developed to determine other factors that can affect purchasing decisions; for further researchers who are interested in researching marketing strategies, they can develop moderating government policies related to the marketing mix in managing marketing strategies. this research was conducted during the COVID-19 pandemic so that the distribution of questionnaires was carried out via google form but it would be difficult for respondents to ask questions related to the questionnaire, so suggestions for further researchers are to collect data face-to-face; for PT. Maybank Indonesia Finance, in order to educate consumers regarding government policy stimulus that can now be enjoyed by consumers, so as to be able to improve motor vehicle purchasing decisions; for PT. Maybank Indonesia Finance, to continue to adapt government policies to its marketing strategy, both in pricing, promotional strategies adapted to post-COVID-19 conditions, and customer service strategies in locations where the COVID-19 pandemic is transitioning to endemic conditions.

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