



**INFLUENCE OF PRODUCT INNOVATION, PRODUCT QUALITY,
PRICE AND PROMOTION ON BRAND AWARENESS
PT. WULING KUMALA TOMOHON**

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ABSTRACT

Currently newcomer car products are not only colored with brands from Japan, Korea, Germany or America. Now the Chinese state is releasing car products that cannot be underestimated by its competitors. The Wuling brand car, which was present in Indonesia for the first time in 2015, only took 3 years to become one of the 10 best-selling car brands in Indonesia according to GAKAINDO data. In 2017 Wuling dealers were present in Manado city and in 2018 Wuling dealers opened a branch in Tomohon city for market penetration in North Sulawesi Province. As a newcomer car, Brand Awareness must be able to appear in every product owned by a Wuling brand car. So that people can easily recognize and identify each product that is produced by the Wuling brand. This study discusses the effect of product innovation, product quality, price and promotion on Brand Awareness of PT. Wuling Kumala Tomohon, where there are still consumers who cannot distinguish Wuling car brands from other car brands and know about Wuling

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car brands. The purpose of this research is to see how product innovation, product quality, price and promotion affect Brand Awareness. The analytical method used was validity, reliability, classical assumptions and multiple regression using the SPSS Version 25 application. The results showed that partially each variable of product innovation, product quality, price and promotion had a positive and significant effect on the Wuling brand PT. Kumala Tomohon. Likewise simultaneously product innovation, product quality, prices and promotions have a positive and significant effect on the Brand Awareness of PT. Wuling Kumala Tomohon

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INTRODUCTION

Currently the automotive industry in Indonesia has experienced significant development in recent years. This is supported by the statement of Gaikindo (Automotive Vehicle Industry Association) which on its website stated that the growth of the national automotive industry in 2021 will reach an increase after being affected by the Covid-19 pandemic in the last 2 years. According to Gaikindo data for 2019 - 2021, it is noted that the first and second positions of vehicles that are often purchased by Indonesians are cars from Japan, namely Toyota and Daihatsu. It is undeniable that Japanese-made cars such as Toyota and Daihatsu are well known for the quality of their products and the toughness of the product itself. So it has built *brand awareness* good for Indonesian society.

Currently newcomer car products are not only colored with brands from Japan, Korea, Germany or America. Now the Chinese state is releasing car products that cannot be underestimated by its competitors. The Wuling brand car, which was present in Indonesia for the first time in 2015, only took 3 years to become one of the 10 best-selling car brands in Indonesia according to Gaikindo data.

Product innovations offered by Wuling cars include various kinds of luxurious and attractive interiors, there are also cars that are equipped with internet of vehicle features where with a connection between smartphones and Wuling cars can operate almost all vehicle devices starting from vehicle engines, air conditioners, doors, windows up to sunroofs. Even the smartphone's home display can be mirrored on the entertainment screen. So that you can operate your smartphone, starting from picking up the phone, replying to short messages, to playing songs from the music player application with just voice commands, which provides many conveniences for car drivers. This innovation is able to provide trust and have a positive response from buyers.

Product quality is a consideration for consumers in buying a product. In previous research, Jokhu and Kawilarang (2019) stated that product quality has a positive effect on *brand awareness*. In his book Wahdiyati (2021:121-122) states product quality means a product that fulfills customer desires and leads to customer satisfaction. Indonesian people generally think that the quality of products originating from China are imitation goods which are of low quality and do not last long. So it has the benefit of short usage. So that Wuling must be able to present product quality that is comparable or even better than other competing products. As proof, now Wuling cars come with several types of vehicle models with

American standard quality car parts which are expected to be able to compete and outperform their competitors.

In previous research according to Apriliani and Kusumastuti (2019) in his journal stated that promotion has an effect on brand awareness and in the influence consumer promotion also must be conducted as stated by Arfah (2022:11) the activities carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities according to needs. One example of the promotion carried out by PT. Wuling Kumala Tomohon is a vehicle Trade In, where consumers can exchange old cars of any brand with Wuling cars. Wuling cars also have a factory in Indonesia, which means that Wuling's current cars are CKD (domestic assembled) and are not imported cars.

The existence of brand awareness means the ability of consumers to recognize and remember the brand in any situation. According to Rachmawati (2021:33) *brand awareness* or brand awareness is the ability of consumers or customers to recognize or recall a brand and associate it with a certain category. So that as a newcomer car then *brand awareness* must be able to appear in every product owned by a Wuling brand car. So that people can easily recognize and identify each product that is produced by the Wuling brand.

In 2018 Wuling dealers opened a branch in the city of Tomohon for market penetration in North Sulawesi Province. When present in North Sulawesi, Wuling made a new breakthrough in the automotive market in North Sulawesi. The sales data for Wuling Kumala Tomohon Cars in the last 2 years.

Table 1. Wuling Car Sales 2020 - July 2022

Month	Year		
	2020	2021	2022
January	14	10	13
February	14	9	8
March	9	9	7
April	1	9	6
May	5	9	8
June	2	10	4
July	1	10	6
August	2	15	8
September	6	15	6
October	5	8	2
November	5	13	5
December	7	15	
Total	71	132	73

Source: PT. Wuling Kumala Tomohon, 2022

In the sales data table it can be seen that sales of Wuling cars in 2020 were only 71 units of cars but in 2021 sales of Wuling cars increased by almost 100% compared to the previous year and managed to

sell 132 units of cars. Whereas in 2022 Wuling car sales can still be said to decrease compared to 2021.

The existence of a level of brand awareness on a product is one indicator that is able to show the success of a brand in attracting the attention of potential consumers. For this reason, an appropriate way is needed so that information about these products can be conveyed optimally. In this case product innovation, product quality, price and promotions may be part of *brand awareness* for PT. Wuling Kumala Tomohon in gaining competitive advantage points with other brand competitors. With a role *brand awareness* later expected to be able to get a purchase decision on prospective buyers.

Thus it is necessary to analyze the influence of product innovation, product quality, price and promotion on *brand awareness* PT. Wuling Kumala Tomohon.

Research purposes

The purpose of this research is to:

1. To analyze the effect of product innovation on *brand awareness* PT. Wuling Kumala Tomohon.
2. To analyze the effect of product quality on *brand awareness* PT. Wuling Kumala Tomohon.
3. To analyze the effect of price on brand awareness of PT. Wuling Kumala Tomohon.
4. To analyze the influence of promotion on brand awareness of PT. Wuling Kumala Tomohon.
5. To analyze the effect of product innovation, product quality, price and promotion simultaneously on *brand awareness* PT. Wuling Kumala Tomohon.

LITERATURE REVIEW

Marketing

In the current era of globalization, marketing is one of the important things in running a business in order to get a profit. Where marketing must know and estimate what the needs and wants of consumers. According to Ismanto (2020: 13) Marketing (marketing) is a human activity that addresses needs and desires through an exchange process. Furthermore, Philip Kotler explained that marketing or called marketing is a social and management process in which people and groups get what they need and want by creating a variety of products and values. Meanwhile, according to Kotler and Keller in Ismanto (2020: 13) states that marketing is a comprehensive system designed for business planning, pricing, promotion and distribution, meeting market and company objectives.

Brand Awareness Definition of Brand Awareness

According to Rachmawati (2021: 33) *brand awareness* or brand awareness is the ability of consumers or customers to recognize or recall a brand and associate it with a certain category. *Brand awareness* This is related to the strength of the presence of a brand or brand in the minds of consumers, for example with a name, image, logo or slogan. Awareness of this brand has several levels, starting from not knowing or not knowing, then the level of being able to recall with several tools (aided recall test), to the consumer's ability to spontaneously about a brand because it is already in the consumer's memory (top of mind level).).

Brand Awareness Factors

There are various dimensions used to measure brand awareness put forward by Kotler et al (2019) in Sitorus et al (2022: 111-116), namely as follows:

1. *Brand Recalls*, namely how strong the consumer's memory is when asking questions about what brands they remember where the brand is the first to be the first question regarding the product.
2. *Brand Recognition*, namely how strong the consumer's memory is in recognizing brands in a particular category by providing assistance related to submitting brand questions while mentioning the characteristics of the company's products for company brand recognition.
3. *Purchasing Decision*, namely how strong the consumer's memory is to enter the company's products into their alternative shopping cart choices when they are going to buy a product or service.
4. *Consumption*, namely consumers buy the company's product brand because the brand has become top of mind in the minds of consumers.

Product Innovation

Innovation is something related to all new things starting from science, and can provide benefits in life. Afriansyah et al (2022:2). In his book, Musfar (2021: 76-77) states that innovation is not the concept of a new idea, a new invention, nor is it a development from a new market, but innovation is an illustration of all these processes. The existence of product innovation by the company, is expected to increase purchasing decisions.

According to Musfar (2021: 81) successful product innovation is simple and focused. Innovation must be specific, clear and have a workable design. So that product innovation is an important thing for companies to do continuously. The following are the reasons for product innovation:

1. Innovation can inspire creativity. When a company doesn't innovate, it turns out that consumers aren't the only ones who feel bored. The people in the company, of course, also feel bored and bored with the business being run.
2. Innovation can attract more consumers After innovating on business products, companies will have a greater opportunity to attract more consumers than before.
3. The company will know new things. Efforts to innovate in business are a learning step for business owners to continue to understand how to develop a business. If innovation comes with new ideas and products, in the future business owners may have several thriving businesses.

Product quality

According to Moko (2021: 121-122) in the American Society for Quality states that product quality is an inherent characteristic or distinguishes the degree or level of excellence of a product. W. Edwards Deming defines product quality as the degree of uniformity and predictability of dependability with quality standards appropriate to the customer. According to Juran (1989) in Moko (2021:121-122), product quality means a product that fulfills customer desires and leads to customer satisfaction. Kotler et al. (2002) defines quality as the totality of features and characteristics of goods or services that result in the ability to satisfy the desires expressed by the performance. From these various definitions it can be concluded that product quality is a combination of features that have the capacity to meet consumer

desires (desires) and provide satisfaction to customers in accordance with the function of the product and free from any defects. Meanwhile, according to Astuti and Matondang (2020: 5) product quality is a factor of the product that can be measured by the values of the product whether it is below standard, above standard, or according to standard.

Price

Price is a value that is created to obtain the value of an item or service. According to Kotler and Armstrong, (2018: 450), price is the amount of money charged for a particular product. Meanwhile, according to Anggana F. R, and Idris (2017) in their research stated that price is something that is very sensitive to consumers. Usually consumers will choose the price of an item or service according to their abilities. In addition, consumers also choose services at reasonable prices according to the facilities and also what quality consumers will get after spending a certain amount of money to buy a service. According to Sisca et al (2021:95) there are several factors that influence pricing, namely:

1. Internal factors, which consist of: company marketing objectives, organizational considerations, cost marketing objectives and marketing mix strategy.
2. External factors, which consist of: market situation and demand, competition, intermediary expectations, and environmental factors such as socio-economic conditions, government policies and regulations, culture and politics.

Promotion

Promotion is a form of knowledge of the products we will offer. The following is the definition of promotion according to experts which is summarized in the book by Arfah Yenni (2022:11-13). According to Kotler and Armstrong (2014:76) in Arfah Yenni (2022:11-13) the definition of promotion is as follows, promotion refers to activities that communicate product superiority and persuade target customers to buy it. The definition states that promotion refers to two-minute product communication activities and convince target customers to buyers. Rambat Lupiyoadi (2013: 92) in Arfah (2022:11-13) defines the notion of promotion as an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to needs. In contrast to the notion of promotion according to Kotler and Armstrong (2018: 79) states that promotion means activities that communicate product superiority and persuade target customers to buy it. Based on the existing understanding, it can be concluded that promotion is an attempt to offer products with the aim of attracting potential consumers to buy or consume them. With the promotion of producers or distributors who expect sales figures.

RESEARCH METHODS

In this study the authors use explanatory quantitative. Explanatory research is research that can explain how the relationship between two variables for situations and phenomena that occur (Darwin: 9). The reason the authors use explanatory quantitative methods to find out how the influence of product innovation, product quality, price and promotion of the formation *brand awareness* PT. Wuling Kumala

Tomohon.

Location and Research Object

The research location chosen by the researcher was at the Tomohon Wuling dealer, on the Tomohon main road, Kaskasen I Village, North Tomohon District, Tomohon City. The object of research is Wuling car buyers who live in the Tomohon area and Minahasa Regency

Population and Research Sample

The population in this study is all customers who buy Wuling cars at PT. Wuling Kumala Tomohon from 2020 to November 2022 with a total of 278 buyers. The sampling technique in this study used the slovin formula. With the level of margin of error set in the determination of the sample, namely 10%. After applying the slovin formula, a sample of 74 respondents was obtained.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Based on the results of data processing using the SPSS Version 25 application, the validity test results were obtained as follows:

Table 2. Validity Test Results

Variable	Statement	Pearson Correlation (r Count)	Sig	Alpha	Status
Product Innovation	X1.1	0.814	0.000	0.05	Valid
	X1.2	0.895	0.000	0.05	Valid
	X1.3	0.733	0.000	0.05	Valid
	X1.4	0.842	0.000	0.05	Valid
Product quality	X2.1	0.811	0.000	0.05	Valid
	X2.2	0.896	0.000	0.05	Valid
	X2.3	0.846	0.000	0.05	Valid
Price	X3.1	0.806	0.000	0.05	Valid
	X3.2	0.859	0.000	0.05	Valid
	X3.3	0.864	0.000	0.05	Valid
Promotion	X4.1	0.843	0.000	0.05	Valid
	X4.2	0.888	0.000	0.05	Valid
	X4.3	0.828	0.000	0.05	Valid
<i>Brand Awareness</i>	Y1	0.787	0.000	0.05	Valid
	Y2	0.827	0.000	0.05	Valid
	Y3	0.848	0.000	0.05	Valid
	Y4	0.753	0.000	0.05	Valid

Source: Data Processing (2022)

Based on the table above, the results obtained for all statements are said to be valid because the probability (sig) value for all statements is less than 0.05 (alpha) and all the coefficient values of r count (Pearson Correlation) for all statements are greater than r table 0.225.

Based on data processing using the SPSS V.25 application, the reliability test results are obtained as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Status	N
X1	0.840	Reliable	4
X2	0.807	Reliable	3
X3	0.793	Reliable	3
X4	0.809	Reliable	3
Y	0.774	Reliable	4
TOTAL	0.926	Reliable	17

Source: Data Processing (2022)

Based on the table above, it can be seen that each variable used is reliable, by showing that the Cronbach's Alpha of each variable has a value above 0.60.

Results of data analysis of the Classical Assumption Test

The classic assumption test uses the SPSS V.25 application with the following results:

Normality test

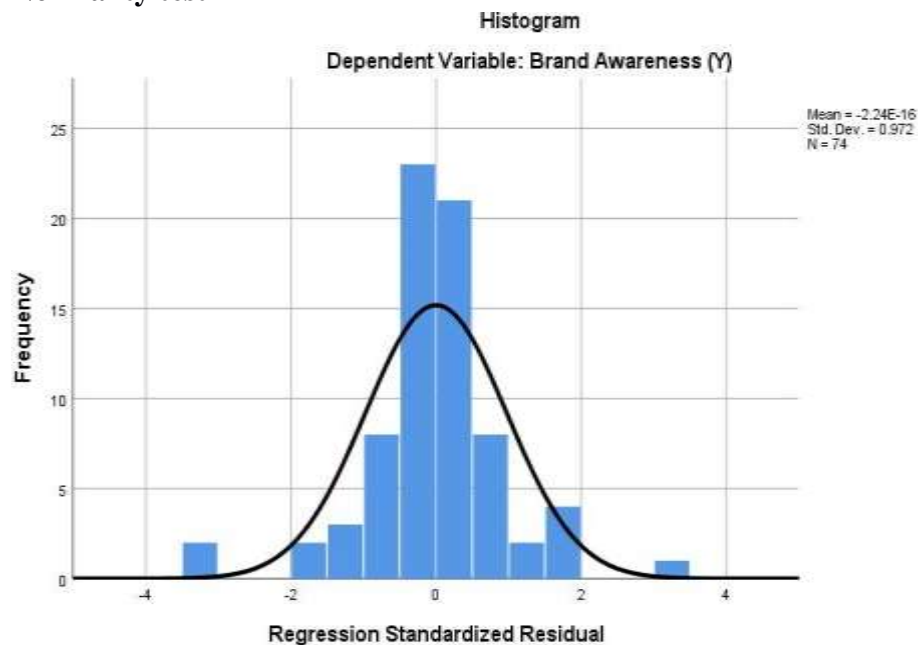


Figure 1. Histogram Regression

Source: Data Processing (2022)

In the picture above the normal curve in the histogram above, it can be said that the distribution model is normal, because it forms a bell. Another way to determine whether the distribution model is normal or not is by looking at the P-Plot Regression Standardized. This can be seen in the Normal PP Plot image:

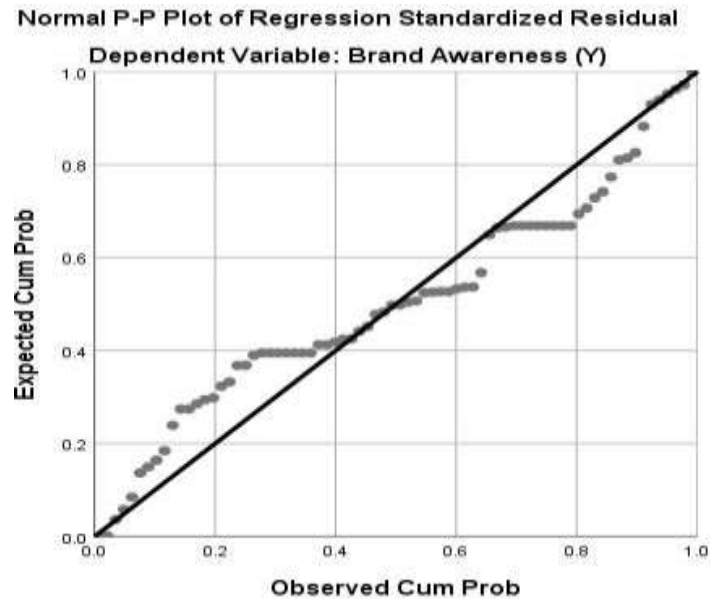


Figure 2. Normal PP Plot

Source: Data Processing (2022)

The data in the picture above, the Normal PP Plot of Regression Standardized Residual illustrates the spread of data around the diagonal line area and the spread follows the direction of the diagonal line on the graph. In other words, the existence of points around the linear line indicates a normally distributed model.

Multicollinearity Test

The multicollinearity test is tested by calculating the VIF (Variance Inflation Factor) value and the Tolerance value. If the VIF value is less than 10, multicollinearity will not occur. If the Tolerance value is greater than 0.1 then Multicollinearity does not occur. The test results are displayed in the Multicollinearity Test table.

Table 4. Multicollinearity Test

Variable	VIF	tolerance	Information
Product Innovation (X1)	1,648	0.607	Non Multicolonearity
Product Quality (X2)	2.132	0.469	Non Multicolonearity

Price (X3)	2,377	0.421	Non Multicolonearity
Promotion (X4)	1,724	0.580	Non Multicolonearity

Source: Data Processing (2022)

In the table above, the tolerance values for all independent variables such as Product Innovation, Product Quality, Price and Promotion is worth more than 0.1 while the VIF value of all independent variables is worth less than 10, so it can be said that in this study there was no correlation between the independent variables or no multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test in this study are shown in the figure below:

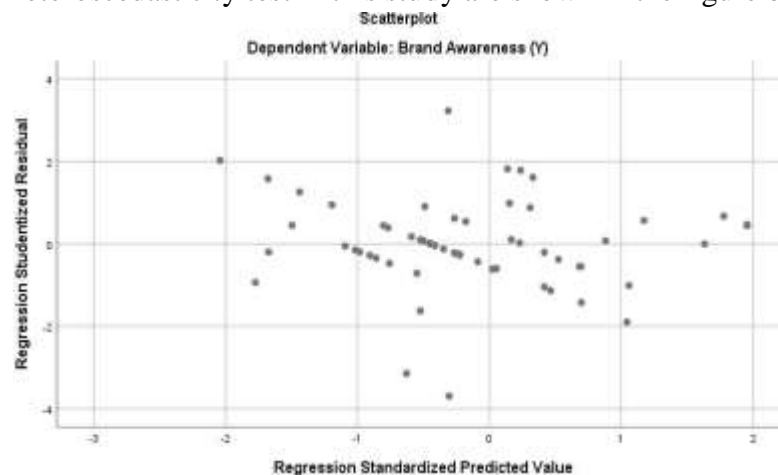


Figure 3. Scatterplots

Source: Data Processing (2022)

If seen from the picture above, the scatterplot graph shown in the picture is a heteroscedasticity test which displays points that spread randomly and do not have a clear pattern in the distribution of these points spread below and above the number 0 on the Y axis. This indicates no heteroscedasticity occurs in the regression model, so that many regression models are suitable for predicting Brand Awareness (Y) variables.

Multiple linear regression

On the results of the data regression that has been processed using the SPSS V.25 application, the following data are obtained:

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1	(Constant)	3,709	1,319	2,812	.006

Product Innovation (X1)	.201	.088	.222	2,283	.026
Product Quality (X2)	.210	.109	.215	1938	.057
Price (X3)	.316	.139	.266	2,273	.026
Promotion (X4)	.256	.107	.238	2,387	.020
a. Dependent Variable: Brand Awareness (Y)					

Source: Data Processing (2022)

Based on the results of the table above, it can be seen that the regression equation formed is:

$$Y = 3.709 + 0.201X_1 + 0.210X_2 + 0.316X_3 + 0.256X_4$$

1. The constant value of 3.709 gives the understanding that if the product innovation, product quality, price and promotion factors are not carried out or equal to zero (0), then the amount of Brand Awareness PT. Wuling Kumala Tomohon of 3,709.

2. The coefficient value of Product Innovation (X1) gives a positive value of 0.201, meaning that every 1% change (X1) will affect efforts to increase Brand Awareness (Y) of 0.201 assuming other variables remain the same, so the influence on Brand Awareness PT. Wuling Kumala Tomohon will experience an increase.

3. The coefficient value of Product Quality (X2) gives a positive value of 0.210 where every 1% change in X2 will affect efforts to increase Brand Awareness by 0.210 assuming other variables are constant, so the influence on Brand Awareness will increase.

4. Price coefficient value (X3) gives a positive value of 0.316 where every 1% change in X3 will affect efforts to increase Brand Awareness of 0.316 assuming other variables are constant, the influence on Brand Awareness will increase.

5. Promotion coefficient value (X4) gives a positive value of 0.256 where every 1% change in X4 will affect efforts to increase Brand Awareness of 0.256 assuming other variables are constant, the influence on Brand Awareness will increase.

Correlation Coefficient and Determination Results

Table 6. Correlation Coefficient and Determination Results

Summary models				
l mode	R	R Square	adjustedR Square	std. Error of the Estimate
1	.777 ^a	.603	.580	1,206
a. Predictors: (Constant), Promotion (X4), Product Innovation (X1), Product Quality (X2), Price (X3)				

Source: Data Processing (2022)

Based on the results of the table above, it can be seen that the relationship between Product Innovation (X1), Product Quality (X2), Price (X3) and Promotion (X4) to Brand Awareness (Y), can be seen through the correlation coefficient. The result of the correlation coefficient or R is 0.777, meaning that the relationship between the variables Product Innovation (X1), Product Quality (X2), Price (X3) and Promotion (X4) on Brand AwarenessPT. Wuling Kumala Tomohon has a relationship of 77% and it can be seen that the value of the coefficient of determination is found in the Adjusted R square value of 0.580. This means that the ability of the independent variable to explain the dependent variable is 58.0% and the rest is explained by other variables not discussed in this study. It can also be seen that the results of the Coefficient of Determination or R square are 0.580 which indicates that 58.0% of Brand Awareness of PT.

Hypothesis Testing Results

The results of simultaneous hypothesis testing (Test F) can be seen in the table below:

Table 7. Hypothesis Testing Results (Test F)

ANOVAa						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	152,589	4	38,147	26,249	.000b
	residual	100,276	69	1,453		
	Total	252,865	73			
a. Dependent Variables: <i>Brand Awareness</i> (Y)						
b. Predictors: (Constant), Promotion (X4), Product Innovation (X1), Product Quality (X2), Price (X3)						

Source: Data Processing (2022)

Based on the test results in the table above, it can be seen that the effect of X1, X2, X3, and X4 simultaneously on Y on the Fcount of 26,249 with a Ftable value of 5.68 so that Fcount > Ftable or 26,249 > 5.68 and a significant level of 0.000 < 0.05, it can be concluded that variable Product Innovation (X1), Product Quality (X2), Price (X3) and Promotion (X4) simultaneously or simultaneously affect *Brand Awareness*PT. Wuling Kumala Tomohon (Y). The results of hypothesis testing (t test) partially can be seen in the table below:

Table 8. Hypothesis Testing Results (t test)

Coefficientsa					
Model	Unstandardized Coefficients		standardized	t	Sig.
	B	std. Error	Coefficient's		

		Beta				
1	(Constant)	3,709	1,319		2,812	006
	Product Innovation (X1)	.201	088	.222	2,283	.026
	Product Quality (X2)	.210	.109	.215	1938	057
	Price (X3)	.316	.139	.266	2,273	.026
	Promotion (X4)	.256	.107	.238	2,387	.020
a. Dependent Variable: Brand Awareness (Y)						

Source: Data Processing (2022)

Based on the table above, data is obtained with a significance value for Product Innovation, Product Quality, Price and Promotion greater than 0.05 and the tcount value is greater than ttable so it can be concluded that each variable has a positive and significant effect on Brand Awareness.

Discussion

Influence Product Innovation for Brand Awareness PT. Wuling Kumala Tomohon

The influence of product innovation on Brand Awareness of PT. Wuling Kumala Tomohon has a significance value of 0.026, which means it is less than 0.05, so it can be concluded that H1 is accepted or has an effect on Brand Awareness of PT. Wuling Kumala Tomohon. This is supported by the Wuling product which has various types of cars where the innovations offered have been tested for feasibility. The Wuling brand also provides new innovations that have attractive features that make it easier to drive a Wuling brand vehicle.

Effect of Product Quality on Brand Awareness of PT. Wuling Kumala Tomohon Influence

X2 variable namely Product Quality has tcount 0.05 which is the same as ttable has a significance value of 0.05 which means the same, for a tcount value of 1,938 < ttable 1,668 so that it can be concluded that H2 is accepted or has a significant positive effect on Brand Awareness PT. Wuling Kumala Tomohon.

This is supported by previous research by Mutia's conscience (2020) stated that the variable quality of the product has a significant effect on *Brand Awareness*. Product quality is one of the keys to competition in promoting a brand. Where if the product has good quality it will be in great demand by consumers. The Wuling brand provides stable and fuel-efficient engine quality, is stable in speed and provides comfort in driving, making this brand better known to many people.

Prices for Brand Awareness PT. Wuling Kumala Tomohon

Based on the results of testing the variable (X3), price has a significance value of 0.026 or less than 0.05, indicating that price has a positive and significant influence on brand awareness, meaning that the price list offered to consumers is very clear and easy to remember. These results are the same as previous research conducted by Jokhu and Kawilarang (2020) conclude that price influences *Brand Awareness* in the purchasing decision-making process. This shows that the more affordable or ergonomic a product value is offered to consumers, the more consumers will recognize and remember this product.

Wuling cars are here as an alternative choice in every type of car at a low price in its class. Where competitors offer cars at higher prices. As an alternative car product, Wuling offers very attractive prices to grab the attention of the public and potential customers. The features and quality presented are also very complete for a car at a relatively low price. So it can be concluded that price is one of the increasing factors *Brand Awareness* PT. Wuling Kumala Tomohon. Consumers are more likely to know the brand or brand with the price of the item.

The Effect of Promotion on Brand Awareness PT. Wuling Kumala Tomohon

Based on the results of testing the variable (X4) Promotion has a significant value of 0.020 or less than 0.05 indicating that promotion has a positive and significant influence on Brand Awareness of PT. Wuling Kumala Tomohon.

These results are also the same as previous research conducted by Apriliani and Kusumastuti (2019) in their journal concluded that *Brand Awareness* mediate full connection Among promotion with decision purchase. PT. Wuling Kumala makes many promotional activities that are very effective in growing or increasing brand awareness of products (Wuling cars). Almost all businesses in marketing their products carry out promotions with the aim that these products are remembered by consumers. Giving gifts or bonuses to car buyers is also one of the strategies offered by PT. Wuling Kumala Tomohon in order to satisfy every customer. So it can be concluded that promotion has a very positive effect on Brand Awareness of PT. Wuling Kumala Tomohon. Therefore, promotional activities continue to be carried out in order to grow PT Brand Awareness. Wuling Kumala Tomohon.

Effect of Product Innovation, Product Quality, Price and Promotion on Brand Awareness of PT. Wuling Kumala Tomohon

Based on the results of simultaneous testing, namely $F_{count} (26,249) > F_{table} (5.68)$ and a significant value of $0.000 < 0.05$ indicates that simultaneously Product Innovation, Product Quality, Price and Promotion have a positive and significant influence on Brand Awareness PT. Wuling Kumala Tomohon. Based on statistical tests, it can be seen that product innovation, product quality, price and promotion affect Brand Awareness, although this model indicates the influence of other variables not examined in this study. So it can be concluded that product innovation, product quality, price and promotion have a positive impact on Wuling brand recognition by consumers. So that PT. Wuling Kumala Tomohon must be able to increase education regarding Product Innovation, Product Quality,

Research Limitations and Recommendations

The limitations in this study aim to limit the differences in the subject matter. This study has limitations such as discussing only existing variables and indicators. The scope of this research is the people who live in the Tomohon area and the Minahasa Regency. The community sample was taken because the sales area of PT. Wuling Kumala Tomohon is the area of Tomohon and Minahasa Regency, so researchers are interested in developing the Wuling brand so that researchers focus more on variables that can be seen the effect on Brand Awareness.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusions in this study are as follows:

1. Partially product innovation has a positive and significant influence on Brand Awareness of PT. Wuling Kumala Tomohon
2. Partially product quality has a positive and significant influence on Brand Awareness of PT. Wuling Kumala Tomohon
3. Partially the price has a positive and significant influence on the Brand Awareness of PT. Wuling Kumala Tomohon
4. Partially promotion has a positive and significant influence on the Brand Awareness of PT. Wuling Kumala Tomohon
5. Simultaneously product innovation, product quality, price and promotion have a positive and significant effect on Brand Awareness of PT. Wuling Kumala Tomohon

Suggestion

Based on the conclusions obtained in this study, suggestions are proposed as a complement, namely:

1. For PT. Wuling Kumala Tomohon must maintain and increase promotional activities so that more consumers know about Wuling products, hold more exhibitions or fairs so that consumers know about price, innovation and product quality offered by PT. Wuling can be attractive so that many consumers know and know about Wuling products.
2. For future researchers, it is hoped that they can examine other variables that can influence Brand Awareness and increase the number of respondents so that the data obtained is more accurate.

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