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The STP Marketing Strategy of Toyota Agya and the Influence of Brand Image on Consumer Purchase Decisions in Jambi City

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Abstract: Brand image plays a significant role in influencing consumer purchasing decisions. This study aims to describe the relationship between brand image, purchasing decisions, and the STP (Segmentation, Targeting, and Positioning) marketing strategy of Toyota Agya in Jambi City. This study uses a quantitative descriptive method, with data analyzed using SPSS through a simple linear regression model. The results show that brand image has a significant positive effect on consumer purchasing decisions in Jambi City. Furthermore, based on the STP analysis, segmentation focuses on urban middle-income consumers seeking affordable, fuel-efficient, and compact vehicles. The targeting strategy emphasizes young professionals, small families, and first-time car buyers who value practicality and cost efficiency. Meanwhile, the positioning strategy presents the product as an economical city car that offers reliability, safety, and a modern design supported by a strong brand reputation. Overall, the results of the study indicate that an effective STP marketing strategy, combined with a strong brand image, significantly influences consumer purchasing decisions.

Keyword: Brand Image, Purchase Decision, STP.

INTRODUCTION

The increasingly modern era has brought significant changes to the business world, including the increasingly competitive automotive industry. Fierce competition between companies demands continuous innovation to maintain and expand market share. In this environment, companies are required to develop appropriate marketing strategies to adapt to changing consumer tastes and needs. One common approach to achieving competitive advantage is the implementation of the STP (Segmentation, Targeting, and Positioning) marketing strategy, which helps companies identify market characteristics and effectively position their products in the minds of consumers (Jamira, 2017).

The demand for four-wheeled vehicles has now become an essential part of the modern lifestyle. High mobility has made cars a primary need, no longer a luxury. This shift has encouraged automotive manufacturers to compete by offering a variety of products with attractive designs, modern features, affordable prices, and a strong brand image. In Indonesia,

vehicles in the Energy-Efficient Car (LCGC) segment, such as the Toyota Agya, Daihatsu Ayla, and Honda Brio, have gained popularity, especially among middle-income consumers seeking economical and practical transportation. The increasing number of passenger car owners in Jambi City illustrates the growing demand that automotive companies must respond to (Jamira and Yandi, 2019).

Data from Jambi in Figures 2024 shows that the number of passenger cars increased sharply from 121,435 units in 2022 to 187,527 units in 2023, and to 210,271 units in 2024 in Jambi Province. Jambi City is the largest contributor to passenger car users, with 68,011 units in 2022, 122,504 units in 2023, and 130,940 units in 2024 (Jambi.bps.go.id, 2025).

This reflects a surge in consumer preference for private vehicles. This significant growth indicates that urban residents increasingly prefer fuel-efficient, compact, and affordable cars, characteristics commonly associated with the LCGC category, including the Toyota Agya.

Amidst this development, brand image plays a crucial role in influencing consumer purchasing decisions. Brands perceived positively by the public tend to be more successful in attracting potential buyers. The Toyota Agya has built a reputation as a practical, reliable, and economical vehicle suited to the needs of urban consumers. However, with similar products offered by competing brands, Toyota must continue to strengthen how the Agya is perceived to maintain consumer interest and achieve better sales performance.

Increasing competition among LCGC products requires the company to better understand shifting consumer expectations. Toyota, in particular, needs to strengthen the Agya's appeal to various consumer groups, such as young professionals, new families, and budget-conscious buyers. As the number of private cars continues to increase in Jambi, consumers are becoming more discerning, making precise brand image and market targeting increasingly crucial.

Therefore, implementing a STP strategy for the Toyota Agya is crucial in addressing this challenge. Effective segmentation allows the company to categorize consumers based on lifestyle, needs, and purchasing power. Targeting allows Toyota to focus on the most promising segments, while positioning helps create a unique and memorable impression of the Agya in the minds of consumers. With the rapid growth of passenger car ownership in Jambi, aligning this strategy with local market conditions becomes increasingly important.

Based on this background, this study aims to analyze the implementation of the STP marketing strategy for the Toyota Agya and examine the influence of brand image on consumer purchasing decisions in Jambi City. The findings of this study are expected to provide deeper insights into marketing management and provide useful input for automotive companies in designing more effective strategies to increase competitiveness in the market.

In everyday life, management is inseparable from human experience. As Handoko (2015) defines management as a series of structured activities useful for achieving organizational goals, whether through planning, organizing, directing, or supervising available resources and organizational members. Meanwhile, management can be defined (Usman, 2019) as the ability to achieve goals by utilizing others to carry out assigned tasks and work, or the art of working through others. This art, in this case, is a leader's ability to influence, organize, direct, coordinate, communicate, motivate, and empower members to work effectively and efficiently to achieve a common goal. In short, management is a series of activities involving planning, organizing, directing, implementing, and supervising work to achieve common goals effectively and efficiently through the assistance or intermediary of others.

Marketing is one of the primary activities undertaken by entrepreneurs to ensure the survival, growth, and profitability of their businesses (Basu Swasta and Irawan, 2018). Meanwhile, marketing is defined (Basu Swasta and Irawan., 2018) (Handoko, 2014) as a system that includes various business activities to plan, set prices, promote, and distribute goods and services to meet and satisfy the needs of existing buyers and potential buyers (potential buyers). Marketing can be interpreted as the process of meeting customer needs while achieving profits

for the Company (Kotler, and Armstrong, 2019). In short, marketing is an important activity for entrepreneurs to achieve business success by meeting customer needs and achieving profits through various activities such as planning, pricing, promotion, and product distribution.

The marketing mix, as proposed by P. Kotler (2012), refers to a set of strategic and integrated marketing tools used by a company to achieve its marketing objectives in a target market. This marketing mix encompasses various interrelated elements that work together to create added value for customers and improve the company's marketing performance. Thus, the marketing mix is a crucial foundation for developing an effective and efficient marketing strategy. The marketing mix, according to Kotler (2018), encompasses various strategies a company can employ to influence product demand. These strategies can be categorized into four main variables, commonly known as the 4Ps: Product, Price, Place, and Promotion.

According to P. Kotler (2012), a product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a customer's wants or needs. This definition encompasses various forms of products, such as physical objects, services, people, places, organizations, and ideas. Thus, products are not limited to tangible goods but also encompass more abstract and intangible offerings, such as services and concepts. This broad product concept allows companies to offer added value to customers in various forms and ways. Products are a key element in the marketing mix, with each product possessing a unique identity through branding that differentiates it from competitors.

A brand is a unique identity consisting of a name, term, symbol, or design that distinguishes a company's products or services from those of its competitors and builds a brand's image and reputation among consumers (P. Kotler, 2012). Similarly, the definition put forward by the American Marketing Association, as cited by Philip Kotler & Keller (2009), defines a brand as an identity consisting of a name, symbol, or design used to identify a company's products or services and differentiate them from those of competitors. A brand is a unique identity consisting of a name, symbol, design, and other attributes that distinguishes one product from others and creates a distinctive impression in the eyes of consumers (Tjiptono, 2014). In short, a brand is an identity that distinguishes a product or service from competitors and shapes its image in the eyes of consumers. In other words, a brand is the "face" of a product, making it unique and recognizable. The indicators used to measure brand image, according to Aaker, as translated by (Ananda, 2013), are as follows: (1) Recognition; (2) Reputation; (3) Affinity; and (4) Domain.

Sheth & Mitral, as cited by (Tjiptono, 2015), define consumer behavior as the mental and physical activities undertaken by individual consumers and businesses to make decisions about purchasing, paying for, and using certain products or services. Meanwhile, Hawkins, Best & Coney, as cited by (Tjiptono, 2015), defines consumer behavior as the study of how individuals, groups, or organizations select, use, and discontinue products or services to meet their needs, as well as their impact on consumers and society. In other words, consumer behavior includes a complex decision process, from choosing to using a product or service, and affects consumers and society as a whole.

According to (Winardi, 2013), a purchasing decision is the end result of a consumer's search and evaluation process. Meanwhile, according to (Peter, J. Paul, and Jerry C. Olson, 2016), a consumer purchasing decision is the process of combining information to evaluate several options and select the most appropriate one. In short, a consumer purchasing decision is a complex process involving the assessment and selection of products or services that best meet consumer needs and preferences. According to (Setiadi, 2013), the consumer purchasing process consists of several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The indicators used to measure purchasing decisions according to (Kotler, P., and Armstrong, 2016): (1) product selection; (2) brand selection; (3) distribution location selection; (4) purchase amount or quantity; (5) purchase time; and (6) payment method.

A company can increase its profits by implementing a marketing strategy. The Segmenting, Targeting, and Positioning (STP) strategy is a commonly used approach to understanding target markets (Rismawati et al., 2019). Companies can segment potential buyers based on this approach to establish the right brand positioning in the eyes of their consumers, thus ensuring long-term competitiveness. Products with a competitive advantage are those perceived as unique and important by consumers based on their perceptions (Sani & Aslami, 2022).

Market segmentation is the process of dividing a market into distinct consumer groups based on their characteristics, needs, and behaviors. By analyzing segments, companies can identify customer groups with similar needs and preferences, making it easier to develop more targeted and effective marketing strategies. The next step is selecting the most promising segments to become primary markets through the targeting process.

In the targeting process, companies consider factors such as segment size, growth potential, profitability, and suitability with the company's resources and capabilities. Once the target market is determined, the company then positions the product or brand in the minds of consumers. Positioning is defined as the process of creating a specific image or impression of a product or brand in the minds of potential buyers, distinguishing it from competitors and creating an emotional bond. This STP marketing strategy can provide numerous benefits, including enabling companies to discover new markets, utilize resources more effectively and efficiently, and improve marketing campaign results. Strong positioning can help companies build a positive brand image, increasing consumer awareness, and ultimately influencing purchasing decisions (Handayani et al., 2023).

METHOD

This study used a mixed methods approach. According to Johnson and Cristensen (in Azhari et al., 2023), mixed methods research is a research approach that combines qualitative and quantitative methods to obtain more comprehensive, accurate, and objective data. Quantitative data were collected through a questionnaire involving 100 respondents selected using quota sampling. They were then processed using regression analysis and the STP strategy.

Qualitative research methods are used to discover new things through exploration without measurement, producing findings in the form of descriptions, classifications, and relationships between categories. This method is suitable for identifying what is already known or unknown. Qualitative researchers view objects as integrated and interrelated systems, where each element plays a vital role within the overall system. The focus of qualitative research is on the context, which includes the setting, the individuals involved, and the activities undertaken.

This research employed a case study approach to describe the situation in detail and depth, with the aim of providing a comprehensive picture of the subjects studied, including individuals, groups, and institutions. This case study focuses on the current conditions and interactions of the subjects with their environment, with an emphasis on analyzing broad variables within a limited sample (Azhari et al., 2023).

This research utilized both primary and secondary data. Primary data was obtained directly from questionnaires, survey, and observation. Secondary data in this study were obtained from literature relevant to research object. Secondary data is pre-existing information used to support research, including data on the company's history and profile, branding, and marketing strategies such as product development, pricing, distribution, and promotion.

Table 1. Operational Variables

Variable Name	Variable Concept
	Segmenting is a process of grouping a heterogeneous overall market into groups or segments that share similarities in needs, desires, behaviors, and/or responses to specific marketing programs.
	Targeting is the process of evaluating the attractiveness of market segments and selecting appropriate target markets that align with company objectives.
	Positioning is determining the desired position (how a product, brand, or organization, or company, is perceived relative to its competitors by customers and consumers).

Source: Jamira (2017)

Operationalization of variables is the process of defining specific and measurable concepts in research, so that the variables can be clearly observed, analyzed, and understood. The goal is to facilitate data collection, ensure data aligns with research objectives, and increase the accuracy and reliability of research results.

The operationalization table above explains the STP (Segmenting, Targeting, Positioning) concept used in this research to formulate a marketing strategy. Segmentation encompasses market segmentation based on characteristics, targeting encompasses the evaluation and selection of target segments, and positioning encompasses the formation of a product's image and identity in the minds of consumers. With this approach, research can concretely measure and evaluate the implementation of marketing strategies not only within the company but also within the industry.

RESULTS AND DISCUSSION

In this study, simple linear regression was used to enter data into a regression equation model and to demonstrate a significant influence between the independent variable, brand image, and the dependent variable, purchase decision. The results of the simple linear regression analysis showed the following model: $Y = 0.381 + 0.849 X + e$. The regression coefficient of the independent variable X (brand image) was 0.849, a positive value, indicating that brand image had a positive influence on purchase decisions. Furthermore, the results of the summary model test showed the R² value of 0.682. This figure indicates that the brand image variable (X) contributed 68.2% to the purchase decision variable (Y). The remaining 31.8% is influenced by other variables not examined in this study.

The Toyota Agya targets the lower-middle-class market segment, which requires an economical, efficient, and practical vehicle. The Toyota Agya's market segmentation can be seen from several aspects, including demographics, geography, psychographics, and behavior. Demographics: 20–40 years old, both men and women, with middle incomes. Geographics: urban and suburban areas with high mobility, such as Jambi City. Psychographics: consumers with a simple, rational lifestyle, and who consider fuel efficiency and maintenance costs. Behavioral: consumers buying a car for the first time or looking for an additional vehicle, considering both functionality and economic value.

Based on this segmentation, the Toyota Agya targets young consumers and small families who need a daily vehicle with low operating costs. This target market includes office workers, housewives, students, and young couples starting a family. The Toyota Agya is positioned as a car that is easy to drive, fuel efficient, and has a stable resale value, making it suitable for rational, efficiency-conscious consumers.

The Toyota Agya positions itself as an environmentally friendly, economical, and modern car capable of meeting the needs of urban communities. With its affordable price and attractive design, the Toyota Agya is positioned as an ideal vehicle for young drivers and small families. This positioning is supported by the reliability of the Toyota brand, which is widely recognized, and a strong after-sales service network.

This positioning successfully creates the perception that the Toyota Agya is not only an affordable vehicle but also one that boasts reliable quality and image. This aligns with research findings showing that a strong brand image significantly drives purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that brand image plays a significant role in influencing the purchase decision for the Toyota Agya in Jambi City. Consumers have a positive perception of the Toyota Agya as a fuel-efficient, practical vehicle with a trusted brand reputation. Purchase decisions for the Toyota Agya are high, driven by its affordable price, good product quality, variety of models and colors, and satisfactory after-sales service.

The analysis shows that brand image significantly influences purchase decisions. The better Toyota's brand image in the eyes of consumers, the greater their likelihood of purchasing the Toyota Agya. Furthermore, the STP (Segmenting, Targeting, Positioning) analysis shows that the Toyota Agya's marketing strategy is well-targeted, targeting the lower-middle-class consumer segment, particularly small families and young consumers who prioritize efficiency and practicality.

Overall, this study confirms that the combination of a strong brand image and the effective implementation of the STP strategy significantly contributed to strengthening the Toyota Agya's position in the market and improving consumer purchasing decisions.

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