The Influence of Car Rental Product Quality, Prices, and Complaint Handling System on Decisions to Use Car Rental Services at Botana Transport Rent Car & Tour Travel

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Abstract*. The aim of this research is to determine the influence of product service quality, price, rental car complaint handling system on the decision to use car rental services at Botana Transport Rent Cars & Tours travel. This research was conducted at Botana Transport Rent Cars & Tours travel located on Jl. Raya Kemang, Cilegon City. The sample in this study consisted of 100 respondents using Accidental Sampling. The data analysis used is multiple linear regression. The results of the research are that product quality and the complaint handling system have a positive influence, while price has a negative influence on the decision to use a rental car at Botana Transport Rent. Cars & Tours travel. Simultaneously or at the same time, product quality, price and car rental handling system at Botana Transport Rent Cars & Tours travel. Meanwhile, the R Square value explains the decision to use car rental services at Botana Transport Rent Cars & Tours Travel is influenced by product quality, price and complaint handling system by 44.2% while the remaining 55.8% is influenced by other variables not used in this research.*

Keywords*: Product_Quality, Price, Complaint_Handling_System, Purchasing_Decisions, Rent_car*

1.   INTRODUCTION

Increasingly tight competition in the business world requires every company to design and implement various appropriate strategies. This is one of the efforts so that the company has a competitive advantage in the hope that the company will be able to survive and even be able to win the competition from existing competitors. One of the benchmarks that consumers decide to consider in the service business sector is the quality of the services offered. Thus, the process of continuous improvement and improvement of service quality is very necessary for the company. Botana Transport Rent Cars & Tours travel is a business that operates in the service sector, namely car rental in Cilegon. This business certainly has its own marketing strategy which is considered to have potential for business development. The differences in characteristics of goods and services businesses, of course, greatly influence the determination of a company's marketing strategy. In service companies, the output produced has the characteristics of intangibility, heterogeneity, inseparability, and non-durability.

The rental pricing strategy in the car rental business is one of the things that entrepreneurs must consider, because each price determination will result in different levels of demand from consumers. Decisions about prices are good if they are able to reflect all the interests of the company, therefore the company must fully understand the factors that will directly influence the price level that will be determined. These factors include costs, business size, competition, legal and ethical, demand and offering, product characteristics, market nature, marketing mix, economic conditions, and company objectives.

Cars are a means of transportation that is widely used in everyday life. Cars are used as a means of transportation, but not everyone can buy cars which are quite expensive. Therefore, companies have emerged that offer car rental services, which are usually called car rentals. Rental is a business sector in the service sector where the business activity contains an element, namely leasing which contains an agreement or arrangement where the renter must pay or provide compensation or benefits from objects or goods owned by the owner of the goods.

The car rental business is now being widely used by the public, regardless of their background, now everyone can take a car anywhere and at any time to carry out their activities, both business activities and activities for personal needs. Therefore, the car rental business continues to grow and Botana Transport Rent Cars & Tours Travel is taking advantage of this situation to compete in the car rental service business in Cilegon City and surrounding Banten. Botana Transport Rent Cars & Tours Travel is a business operating in the transportation sector in Cilegon which provides various transportation solutions including car rental, tour packages, drop offs or other events. Linetrip Rentcar was founded in 2013 and currently has a fleet of more than 25 units with service coverage for the Banten area. Almost every day there is car ordering activity at Botana Transport Rent Cars & Tours Travel is what made the author interested in researching this car rental business. To provide satisfaction to each customer, the fleet or unit provided is always in prime condition, because routine maintenance must be carried out to ensure consumer safety and comfort while using the rental vehicle. The fleet that is owned is a maximum of 4 years old and regularly adds new fleets for rejuvenation and to provide a solution to consumer needs for quality cars with a wide choice of new brands and types of cars.

The car rental business cannot be separated from driver services who work as additional services for consumers who want to use driver services. Drivers who work are drivers who are reliable, behave politely, are professional, have experience in their field, especially how to drive well so that they can provide a sense of security and comfort to consumers and of course are officially licensed in driving permits. Based on the author's analysis in the field at the

research location, there are 2 reasons someone uses a rental car service, the first is for personal needs and the second is for business purposes to ensure smooth business operations such as a conversation contract rental system. There are 2 car usage systems, the first is to use the car directly by the consumer (remove the key) and the second is to use a default driver from the rental place. If you use a driver there will be additional costs for consumers and different rental prices. The quality of product services that the author wants to examine here is the quality of the car product being rented, which quality here is product quality, product features, product reliability, product suitability, power product durability, product aesthetics, product quality accuracy

Pricing is a critical decision that supports the successful operations of both profit and non-profit organizations. Price is the only element of the marketing mix that provides income for the organization. Price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place. The term price is used to assign financial value to a product or service. Therefore, what we want to examine here is the rental price paid by service tenants to service providers. The rental price is the nominal set by the service provider to the service user. The service rental price is determined according to the quality of the service product obtained. The rental price charged in this rental car service business can be said to be relative, depending on how long the car is used, and what type of car is used. This is what makes the difference in prices in the car rental business. The rental prices set at this car rental are divided into three types: Car rental price per day, Car rental price per month (contract system), Car rental price per package on certain holidays. Not only that, in this service business there are several costs that consumers will incur if this happens. that is, there are additional costs 1). If the car is not returned at the time specified in the agreement letter that has been previously agreed between the two parties, there will be an additional fee of 10% of the rental price multiplied by the amount of time the car is late in returning 2). If it is not returned in clean condition, a washing fee of IDR 50,000 will be charged. 3) If problems or damage occurs while the vehicle is being used by the renter, the costs of the damage will be borne by the renter.

In the car rental service business at Botana Transport Rent Cars & Tours This travel company uses a complaint handling system that is fast and responsive to customers or consumers in order to provide a good service effect in the eyes of consumers by receiving all complaints and input suggestions from consumers and recording these complaints in order to improve the business so that complaints do not occur again. The media used so that consumers can submit their complaints is by coming directly to the office or submitting via e- mail to the

company and calling the telephone number listed, so that the company can find out about consumer complaints.

Complaints for those who use drivers are that drivers are not good at driving, making consumers uncomfortable in the car. Complaints from service providers are that consumers do not return the car on time, and the car is not clean when it is returned and the most serious complaint is that the car is embezzled or pawned and the problem is how the car rental business owner handles complaints from consumers. Consumer dissatisfaction can be caused by various things and will later give rise to complaints to the company. So this is what the researchers want to examine here, namely how the complaint handling system is provided by service providers to service tenants. Complaint handling is a strategy used by companies to resolve and learn from service failures in order to regain trust in the eyes of customers.

A good service company is obliged to handle these complaints well so that consumers feel that there is improvement in consumer dissatisfaction with the services provided so that by handling these complaints satisfaction and loyalty can arise from consumers. Effective complaint handling provides an opportunity to change customers who were initially dissatisfied into being satisfied with the company's products or services or even becoming lasting customers.

According to Budi Istiyanto, C. Hendratmoko, Hestin Mutmainah in the title of his research, namely Analysis of the Influence of Price, Promotion, and Service on Purchasing Decisions for Car Rental Services in Surakarta, stated from the results of his research that Among Price, Promotion, and Service, the dominant variables influence rental purchasing decisions. Car Service in Surakarta is very influential on purchasing decisions. The research results show that: (1) Variable prices, promotions and services significantly and simultaneously have a significant effect on purchasing decisions. (2) Variable service has a dominant influence compared to variable prices and promotions on purchasing decisions. (3) The coefficient of determination is 61.1 percent. This means that variations in prices, promotions, and services can explain variations in purchasing decisions.

Based on the description above, the author feels interested in conducting research related to consumer decisions in using rental car services with the title adopted by the author, namely: "The Influence of Quality of Rental Car Products, Prices, Complaint Handling Systems on The Decision to Use Car Rental Services at Botana Transport Rent Car & Tour Travel".

2. LITERATURE REVIEW

Quality Of Services

The definition of a product according to Kotler (2009: 129) is anything that can be offered to the market for attention, purchase, use or consumption that can satisfy a want or need. Conceptually, a product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals through consumer fulfillment and activities, in accordance with the organization's competence and capacity as well as market purchasing power. Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs (Kotler and Armstrong, 2008;286) whereas according to (Kotler and Keller 2009:266) product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. Product quality is the ability to satisfy customer needs or desires (Cannon et al., 2008; 286). According to (Kotler and Armstrong 2009:266) a product is something that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or wholeness.

According to Kotler and Keller (2009) in (Bahar & Sjaharuddin, 2015), product quality indicators include: Performance, Features, Reliability, Conformance. specifications), Durability, Aesthetics, Perceived quality quality).

In this research the author wants to examine the quality of the product, namely cars that are rented. Focusing on car quality to provide comfort to service users (consumers). At the research location there are various types and types of cars available which will of course provide different qualities to each user.

Price

According to Kotler and Armstrong (2018: 308), price is the amount of money charged for a product or service, or the amount of value that customers exchange for having benefits or using a product or service. Tjiptono (2019:209), defines price simply as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a service.

According to Situmorang and Mardhiyah (2022:227) Price is something that every consumer considers, so price is also a component to grow customer loyalty. Price has a position that is necessary to increase buyer loyalty, a cheap price for a product or service can increase consumer loyalty, but an affordable price cannot be a guarantee that the product or offer is really good, excessive prices can also create customer loyalty, If possible, there are better superior products and better prices. According to Alma in Indrasari (Sihombing and

Mardhiyah, 2023:71), price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services.

In the context of service marketing, in simple terms the term price can be interpreted as the amount of money (monetary unit) containing certain utilities/uses that are treated to obtain a service. Utility is an attribute or factor that has the potential to satisfy certain needs and desires. The definition of price according to (Kotler 2008;6) price is the amount of money that customers must pay to obtain a product. For consumers, price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Hasan, 2013: 521). To differentiate its offerings from competitors, setting prices is one way that companies can do this. According to Kotler and Armstrong (2008:345) Price is defined as the amount of money that must be paid by consumers to obtain or acquire a product. Consumers will consider the price before deciding to purchase, consumers will compare the prices of their product choices, then evaluate the suitability of the price with the value of the product and the amount of money spent. Traditionally the main determinant of buyer choice is price (Kotler and Keller, 2007:79).

Price indicators are as follows: Price affordability, Price suitability to product quality, Price competitiveness, Price suitability to product benefits These are aspects of price determination carried out by producers or sellers that are in accordance with the benefits that consumers can obtain from the products purchased. The rental price is the nominal set by the service provider to the service user. The service rental price is determined according to the quality of the service product obtained. The rental price charged in this rental car service business can be said to be relative, depending on how long the car is used, and what type of car is used. This is what makes the difference in prices in the car rental business. The rental prices set at this car rental are divided into three types: Car rental price per day, Car rental price per month (contract system), Car rental price per package on certain holidays. Not only that, in this service business there are several costs that consumers will incur if this happens. namely, there is an additional fee: If the car is not returned at the time specified in the agreement letter that has been previously agreed between the two parties, there will be an additional fee of 30 10% of the rental price multiplied by the amount of time late in returning the car. If the car is not returned in clean condition, a washing fee of IDR 50,000 will be charged. If problems or damage occurs while the vehicle is being used by the renter, the costs of the damage will be borne by the renter. The things explained above are the indicators that will be examined by the author, namely rental price per day, rental price per contract, rental price per package, late fees

for returning the car, car wash fees, driver fees and damage costs if the car is damaged in the process. use.

Complaint Handling System

According to Kurniawati (2021:50), complaints are an expression of dissatisfied customers' thoughts and feelings in response to the service received. Complaints are a signal that customer expectations are not met or there is a gap between customer expectations and what they feel. According to Fatihudin and Firmansyah (2019:221), the definition of a complaint is a statement or expression of dissatisfaction with a product or service, either verbally or in writing, from internal or external customers. The opinion of Tjiptono and Chandra (2019:318) is that handling complaints well and effectively certainly provides an opportunity to turn a dissatisfied customer into a satisfied customer or even into a loyal customer. Then, according to Khoiri and Adityawarman (2021:16), handling complaints is a form of the company's strategic and tactical advantages in facing competitors. Budiarti (Hidayanti et al 2020:2), defines complaint handling as part of the company's service quality and a benchmark for measuring company performance.

Complaints are something that consumers usually convey or express after they experience discrepancies in the services provided. Complaints are one part of negative expressions that result from a discrepancy between reality and someone's desires (James, 2006:20). According to (Putri, 2016:64), complaints are expressions that arise due to differences between customer perceptions (what is seen) and expectations (what is expected) of customers. Consumer complaint behavior is a term that includes all different consumer actions when they feel they are not satisfied with a purchase or service (Sunarto, 2006:25). According to Kau and Loh, quoted by Adi Krismanto (2009), handling complaints is a manifestation of the company's strategy and tactics in dealing with competitors' superior strategies and tactics. Handling complaints can be used as an important instrument in controlling conflicts between companies and customers regarding dissatisfaction. According to Tjiptono (2005), the meaning of complaints is. In simple terms, complaints can be interpreted as an expression of dissatisfaction or disappointment.

According to Lovelock, there are 3 options that customers experience when receiving unsatisfactory service: Do nothing, complain to the service company, Take action through a third party (consumer advocacy group, consumer affairs or regulatory agency, civil or criminal court), Switch suppliers and prevent others from using the original service company (through negative word of mouth). The dimensions used in measuring the complaint handling construct

referring to McCole (2004) and Kotler (1997) in Adi Krismanto's (2009) research are as follows: Speed of Complaint Handling, Satisfactory Problem Resolution, Ease of Filing Complaints. When a customer has a problem or is even a little disappointed, the company can quickly show its true identity. Service recovery can also be handled best when it is viewed as an opportunity rather than a difficult choice. Customer complaints are an opportunity to strengthen relationships. Handling complaints includes: Receiving complaints with full understanding and seriousness, recording any complaints, Involving top leaders to listen and help resolve customer complaints, Apologizing and correcting what customers have complained about. Based on the complaint handling indicators explained above, it can be concluded that the complaint handling indicators according to McCole (2004) and Kotler (1997) in Adi Krismono's (2009) research consist of three interrelated characteristics. In this research Botana Transport Rent Cars & Tours Travel uses these three characteristics as standards for measuring complaint handling, consisting of speed of alertness, ease of filing complaints, resolving problems, and receiving complaints, recording complaints, top management, and apologizing.

Service Use Decisions

The theoretical basis for usage decision variables in this research is equated with the theory regarding purchasing decisions. According to Irwansyah et.al (2021:13), purchasing decisions are a process of making consumer decisions regarding purchases that combine knowledge to choose two or more alternative products available which are influenced by several factors, including quality, price, location, convenience, service, and others. According to Swastha and Handoko (Soraya and Siregar, 2021:407) purchasing decisions can be considered as a process in real purchasing, the decision as to whether to buy or not.

Consumer purchasing decisions are the final selection of products on the market by consumers which are related to the preceding stages or processes. The consumer purchasing decision process is an important stage in decision making. Therefore, companies must know consumer behavior in determining their purchasing decisions. In the evaluation stage, consumers form preferences for the brands in the choice set and intend to purchase the most preferred products. However, two general factors can intervene between purchase intent and purchase decision.

The first factor is the attitude of other people. The extent to which other people's attitudes influence a person's preferred alternative will depend on two things, namely: (1) the intensity of other people's negative attitudes towards the consumer's preferred alternative, and (2) the

consumer's motivation to obey other people. The second factor is unanticipated situational factors that can arise and change purchase intentions. Consumers' decisions to modify, delay, or avoid purchasing decisions are strongly influenced by perceived risk. Consumers can assess many types of risk in purchasing and consuming a product, namely: functional risk, physical risk, financial risk, social risk, psychological risk and time risk (Kotler and Keller, 2009: 189). Consumers may experience conflict because they see certain concerning features or hear favorable things about other brands and are wary of information that supports their decisions. Service quality of A Rental Car product should supply the confidence and evaluation that strengthens the consumer's choice and helps him feel good about the brand. Therefore, the marketer's task does not end with the purchase, but marketers must observe post-purchase satisfaction, post-purchase actions and post-purchase product use (Kotler and Keller, 2009: 190).

3.   METHODS

This research was conducted at Botana Transport Rent Cars & Tours travel which is on Jalan Kemang Raya Cilegon City. This research was conducted in October 2019 – February 2020. The type of data used was Qualitative data and Qualitative data, and the data sources were primary and secondary data. techniques for obtaining data by observing information and data, questionnaires and interviews. The population in this study are consumers who have used the Botana Transport Rent car rental service Cars & Tours travel in January 2023-May 2024 totaling 1850 consumers. The number of consumer populations who use Botana Transport Rent car rental services Cars & Tours travel in January 2023-May 2024 amounted to 1,850 consumers. The sampling technique used in this research is the Accidental sampling technique. In this research, sampling was carried out using the Slovin Formula, so a total of 95 respondents were obtained. However, because there was an element of rounding and to make calculations easier, the researcher took a sample of 100 respondents. The measurement scale in this study uses a Likert scale. The data analysis technique in this research is a quantitative data analysis technique with statistics. Data quality tests using validity, reliability, classical assumption tests are also used for this research as well as multiple regression tests, hypothesis tests, determination tests.

RESULTS

The validity test aims to determine whether this questionnaire is valid or invalid. By observing the results of Sig. (2-tailed) each variable obtained must be smaller than 0.05. Furthermore, the value of Rcount is > Rtable. The measurement of the validity test of the statement on each of the r-calculated indicators of Rental Car Product Service Quality, Price, and Complaint Handling System is > 0.195. As a result of testing the validity of this research, it is known that each statement on each variable indicator of Rental Car Product Service Quality, Price, and Complaint Handling System regarding Decisions to Use Car Rental Services meets the criteria for valid data results. Reliability testing was carried out using Cronbach alpha. The aim is to find out the reliability of the statements of the entire research questionnaire. A variable can be said to be reliable if the reliability coefficient results are at least 0.60 (Sugiyono, 2018). Reliability test results with Cronbach results the alpha obtained for the Decision to Use Car Rental Services variable was 0.609. The Rental Car Product Service Quality variable is 0.803 and the price is 0.723 and the Complaint Handling System is 0.603. Every time the Cronbach alpha value is ≥0.600, a response is accepted on the questionnaire statement. It is said to be consistent so it can be concluded that it meets Cronbach's credibility alpha is declared reliable.

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Normality test was carried out in this study. Research to test data normality through One- Sample Kolmogorov-Smirnov Test to determine normal distribution, known prob. asymp.sig is greater than 0.05 (Hutabarat, 2022). Significant level of normality test results shows that the value of Asymp. Sig. (2-tailed) namely 0.146. The test result is > 0.05, so this research data is normally distributed and worthy of statistical testing. Multicollinearity test to test data which aims to determine the relationship between the regression models contained in the research, if VIF < 10 and tolerance value > 0.1 then multicollinearity does not occur (Hutabarat, et al., 2023). This multicollinearity test found a tolerance value for Rental Car Product Service Quality of 0.853 followed by a VIF of 1.173. Meanwhile, the price tolerance

value is 0.794 followed by a VIF of 1.260. The tolerance value of the Complaint Handling System is 0.819 with a VIF of 1.221. The results are known for each variable, the tolerance value is > 0.10 and VIF < 10.00. In the regression model of this research, there is no multicollinearity in the Rental Car Product Service Quality, price and Complaint Handling System. The heteroscedasticity test analyzes statistics using the Glejser test Breusch-Pagan with the stipulation that if the probability of significance is > 0.05 then the regression model does not contain heteroscedasticity. The heteroscedasticity test aims to test the regression model so that it is known that there is discomfort in a variant of one observation with another observation (Hutabarat, et al., 2023). The probability of research significance is greater than 0.05. This research obtained a Sig value. Quality of Rental Car Product Services is 0.962 and price is 0.530 and the Complaint Handling System is 0.118 so there is no heteroscedasticity.

Multiple Linear Regression Test

Table 1. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6,345	2,295	
	Quality of Rental Car Product Services	,363	.102	,296
	Price	,163	,043	,324
	Complaint Handling System	,230	.073	,267

Source: data processed by SPSS.25, 2024

The results of table 4 for the regression equation for this research show the decision to use car rental services, as a function of the quality of the rental car product service, price, and the complaint handling system. Formulated in the following equation: KepP = 6.345+ 0.363K+ 0.163H+ 0.230SPK+ e. Based on the results of multiple linear regression analysis, a constant value of 6.345 means that if the quality of rental car product services, prices and the complaint handling system do not change simultaneously, then the size of the decision to use car rental services is 6.345. The Complaint Handling System variable has a dominant influence on the decision to use car rental services with a regression coefficient value of 0.230. The price variable has a regression coefficient value of 0.163 and is followed by the Rental Car Product Service Quality variable with a regression coefficient value of 0.363.

Determination Test (R2)

In knowing the relationship between the influence of Rental Car Product Service Quality, price and Complaint Handling System on the Decision to Use Car Rental Services, the correlation coefficient (R) value was obtained at 0.665. This shows that the relationship between the independent variables in this study and the dependent variable is known, namely 0.665 or 66.5%, meaning that the decision to use car rental services in the city of Cilegon has a rather strong relationship with the variables Quality of Rental Car Product Services (X1), Price (X2) and Complaint Handling System (X3). Adjusted R Square is known to be 0.424. Meanwhile, the coefficient of determination (R Square) of 0.442 means that 44.2% of every change in the decision to use car rental services can be explained by the quality of the rental car product service, price and the complaint handling system. the remaining 55.8% will be explained by other variables, such as Web E- Commerce, promotions, and others

t test

The t test aims to determine the level of significance of each independent variable on the dependent variable. This can be seen in table 3 below.

Table 2. T test

Model	Model	t	Sig
1	(Constant)	2,765	,007
	Quality of Rental Car Product Services	3,579	,001
	Price	3,780	,000
	Complaint Handling System	3,166	,002

Source: data processed by SPSS.25, 2024

Based on the results of the t test table to show partial test results. The calculated t value for Rental Car Product Service Quality was 3.579 and a significant value of 0.001. So the variable Quality of Rental Car Product Services partially has a positive and significant effect on the Decision to Use Car Rental Services in the city of Cilegon. The right quality of Rental Car Product Services will have an impact on the Decision to Use Car Rental Services when receiving information according to the required requirements. The results of this research are in accordance with (Herlina & Mulyeni, 2023), (Herwanto, 2020), and (Susiladewi, 2020). The calculated price value is 3.780 and the significant value is 0.000. Price has a positive and significant effect on the decision to use car rental services. The results of this test are supported by previous research by (Mahe et al., 2023), (Sandro et al., 2022), (Handoko, 2017) and (Herwanto, 2020). The calculated t value for the Complaint Handling System is 3.166 with a

significance of 0.002. The Complaint Handling System partially has a positive and significant effect on the Decision to Use Car Rental Services. If consumers are satisfied with quality service, they will feel interested in using the service again in the future. The test results of this research are in accordance with (Apriliani et al., 2023), (Mahe et al., 2023), (Putranto et al., 2021), and (Sofyan et al., 2019), as well as (Lestari, 2018).

F test

The F test stage is to determine the results of research carried out simultaneously. Testing was carried out to determine the effect of independent variables simultaneously on the dependent variable (Hutabarat, et al., 2023). Evidence for this research uses One Way ANOVA. The significance test for this regression line was carried out using the F test. The F test obtained was 25,318 with Sig $\alpha = 0.000 < 0.05$. So that the variables of Rental Car Product Service Quality, price and Complaint Handling System are simultaneously proven to have a positive and significant influence on the Decision to Use Car Rental Services.

Discussion

Research shows that product quality, service quality and price have a significant influence on consumer purchasing decisions for vehicles and related services. Various studies have found that product quality has a positive and significant effect on car purchasing decisions, including certain models such as Daihatsu Luxio and Honda Mobilio (Handayani & Rahayu, 2021; Muharam & Soliha, 2017). Service quality also plays an important role in consumer decision making, both for car purchases and related services such as delivery (Handayani & Rahayu, 2021; Nurlina et al., 2019). Price perception is another important factor that influences purchasing decisions (Muharam & Soliha, 2017; Kodu, 2013). In addition, brand image contributes to consumer choices when choosing a vehicle (Muharam & Soliha, 2017). For service-oriented businesses, location also has an impact on consumer decisions (Nurlina et al., 2019). These factors collectively explain most of the variance in consumer decision making, and one study reported that service quality, price, and location accounted for 51.1% of the variance in service usage decisions (Nurlina et al., 2019).

Research on car rental services and related industries shows that price has a significant influence on purchasing decisions (Budi Istiyanto et al., 2015; A. Octasylva et al., 2021; Nurlina et al., 2019). However, a study found that price is not significant in the context of sound system and party equipment rental (Lovania, 2022). Service quality consistently appears as an important factor influencing purchasing decisions in various service industries (Budi Istiyanto

et al., 2015; A. Octasylva et al., 2021; Nurlina et al., 2019; Lovania, 2022). Promotion also plays an important role in influencing consumer choices (Budi Istiyanto et al., 2015; A. Octasylva et al., 2021). Additional factors such as location (Nurlina et al., 2019) and word of mouth (Lovania, 2022) have been shown to influence purchasing decisions in certain contexts. These studies emphasize the importance of competitive pricing, effective promotions, and high-quality service in shaping consumer behavior and suggest that businesses must prioritize these factors to maintain a competitive advantage in the service industry.

Recent research focuses on developing information systems to improve car rental services. This system aims to overcome challenges in manual bookkeeping, customer data management, and vehicle selection (Rifaldi Zulkarnaen & Dudih Gustian, 2022; Febrian Bambang Saputro et al., 2020). Various approaches have been used by researchers, including fuzzy logic for decision support (Rifaldi Zulkarnaen & Dudih Gustian, 2022) and the Waterfall model for system development (Febrian Bambang Saputro et al., 2020; A. Rahmawati et al., 2015). Java and MySQL have been used to create desktop applications for faster and more accurate data processing (A. Rahmawati et al., 2015). Web-based systems using PHP, MySQL, and frameworks such as CodeIgniter have also been developed to facilitate online orders and transactions (Naufal & Eviyanti, 2022). This system aims to simplify operations, reduce human error, and improve customer service in the competitive car rental market (Naufal & Eviyanti, 2022; Febrian Bambang Saputro et al., 2020).

Research consistently shows that product quality, price, and service quality have a significant influence on vehicle purchasing decisions and related services. Kodu (2013) found that price, product quality, and the Complaint Handling System all had a significant influence on the decision to purchase the Toyota Avanza. Likewise, Muharam & Soliha (2017) showed the positive influence of product quality, brand image and price perception on purchasing a Honda Mobilio. For car rental services, Nurlina et al. (2019) revealed that the Complaint Handling System, price and location have a significant influence on customers' decisions to use delivery services. Purnomo (2023) further emphasized the strong influence of product quality and price on the decision to purchase a Suzuki vehicle. These studies collectively emphasize the importance of maintaining high product quality, competitive pricing, and excellent service quality to positively influence consumer purchasing decisions in the automotive and related services industry.

5.   CONCLUSION

Based on the results of the research that has been carried out, the conclusions in this research are as follows: Product quality has a positive influence on consumer decisions to use car rental services at Botana Transport Rent Cars & Tours travel. This is because the better the product provided, the higher the consumer's desire to use it. Price has a negative influence on consumers' decisions to use car rental services at Botana Transport Rent Cars & Tours travel. Higher prices can reduce consumers' desire to use goods or services that meet their needs. The complaint handling system has a positive influence on consumers' decisions to use car rental services on Botana Transport Rent Cars & Tours travel. The better the company handles complaints, the more it will influence the decision to use car rental services for the services offered. Simultaneously, product quality, price and the complaint handling system influence consumer decisions to use car rental services at Botana Transport Rent Cars & Tours travel.

6.   LIMITATIONS

Based on the conclusions, the limitations that the author can provide according to the results of this research are as follows: It is recommended to the management of Botana Transport Rent Cars & Tours travel to pay more attention to and improve the quality of the fleet both in terms of engines and fleet comfort and safety during the process of the car being used by consumers. We recommend Botana Transport Rent Cars & Tours Travel is readjusting the price offers offered, one of which is providing discounts so that this can attract consumer interest. Recommended to Botana Transport Rent Cars & Tours travel to be able to improve the quality of handling complaints from consumers, by speeding up every perceived complaint process by providing the best solutions and providing means for consumers to submit complaints. Future researchers should further develop research on factors that can influence purchasing decision variables by using different data analysis and increasing the number of other variables so as to produce better research.

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