



# The Effect of Country of Origin and Perceived Quality on Buying Interest (Study on Consumers of Honda Motorcycles in Majalengka Regency)

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## ABSTRACT

This study aims to determine how the effect of country of origin and perceived quality on consumer buying interest in Honda motorcycles in Majalengka Regency, either partially or simultaneously. The research method uses a survey method with a descriptive and verification approach. The total population in this study is the people in Majalengka Regency. The sample used in this study were 100 respondents, the test instrument used in this study was the validity test and the reliability test. Analysis of the data used in this study is the classical assumption test, multiple regression analysis, coefficient of determination, and hypothesis testing. For the partial test using the t test and for the simultaneous test using the F test. The results show that the country of origin has a positive and significant effect on buying interest. This means that the better the country of origin, the higher the buying interest in Honda motorcycle consumers. Perceived quality has a positive and significant effect on buying interest. This means that the better the perceived quality, the higher the buying interest in Honda motorcycle consumers. Country of origin and perceived quality have a positive and significant effect on buying interest. This means that the better the country of origin and perceived quality, the higher the buying interest in Honda motorcycle consumers.

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## 1. INTRODUCTION

The current era of globalization is an era where transportation is a secondary and even primary need for society. Motorcycles are the choice because they are an efficient, effective and economical means of transportation, both in terms of operational costs, fuel use, maintenance costs and prices that are affordable by most Indonesians.

In Indonesia, the automotive business, especially motorcycles, along with technological developments and public demand is experiencing a very rapid increase. The increasingly stringent economic development requires companies to have their own uniqueness that can attract consumers to maintain or seize existing market share. Consumers today are very critical in choosing a product to the decision to buy the product.

The current product offerings are very diverse and motorcycles with various brands, models, types, colors and other specifications are no exception. This increasing number of choices makes consumers able to determine their choice of a product that can attract and make consumers buy the product.

According to Kotler and Keller (2018) explaining that smart companies will try to fully understand the customer's decision-making process, all their experiences in learning, choosing, using that in disposing of products. Among the alternative processes and decision making, there is consumer buying interest. Buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented.

Before deciding which product to buy, some consumers will look at where the product came from, which is commonly referred to as the country of origin. Country of origin according to Yassin et al in Maulidah Pertami (2019:3) "The perception of the country of origin is defined as a general consumer assessment of the country of origin based on information received from various sources, which is formed from 3 dimensions including belief in the State, belief in people people in that State and the desire to interact with that State".

One of the other factors that can influence buying interest is perceived quality. According to Garvin in Donni Juni Priansa (2017 : 260) perceived quality is the consumer's perception that is obtained through the performance of a product, reputation, brand, price, or its intrinsic attributes. In other words, the perception of quality is the perception or perception of consumers about a product that is seen through the physical goods or the consumer's own psyche. A good perception of product quality will provide a good stimulus for consumers to make purchases.

PT. Astra Honda Motor is able to attract consumer buying interest and has taken related things to increase consumer perceptions. This can be seen from PT. Astra Honda Motor is able to maintain the advantages of Honda motorcycles that are already very legendary, such as the sophistication of the technology used, innovative, agile, and efficient use of fuel as well as good after-sales service. Honda is able to develop technology that is able to answer customer needs, namely "resilient" and fuel efficient engines, thus making it a pioneer of economical two-wheeled vehicles.

In addition, the technological superiority of Honda motorcycles is recognized throughout the world and has been proven on various occasions, both on roads and motorcycle racing tracks, both nationally and internationally. Various innovations in the kitchen runway Honda motorcycles also provide power and durability that need not be doubted. For the problem of fuel technology Honda is still at the top. To provide convenience to consumers or customers, Honda has also opened many official workshops. This can be proven from the number of official Honda workshops scattered throughout Indonesia. In addition, along with the times, Honda motorcycle designs are getting cooler and able to compete with other motorcycle brands. It is proven by the emergence of attractive and fashionable Honda motorcycles for the current era. So that with good quality, it will be easier for Honda motorcycles to influence and attract consumer interest.

Based on the results of the description of the background above, the researchers are interested in researching "The Influence of Country of Origin and Perceived Quality on Buying Interest (Study on Consumers of Honda Motorcycles in Majalengka Regency)".

## 2. RESEARCH METHOD

The research method uses a survey method with a descriptive and verification approach. The total population in this study are consumers who have an interest in buying Honda motorcycles in Majalengka Regency. The sample used in this study were 100 respondents. The test instruments used in this study were validity and reliability tests. Analysis of the data used in this study is the classical assumption test, multiple regression analysis,

coefficient of determination, and hypothesis testing. For the partial test using the t test and for the simultaneous test using the F test.

The Country of origin dimension in this study is based on the opinion of Yassin et al, in Maulidah Pertami (2019: 19) where there are 7 dimensions:

- a. The country of origin of the product is known as an innovative manufacturing country.
- b. The country of origin of the product is known as a good country in design.
- c. The workforce from which the product country originates is known as a creative workforce.
- d. The workforce where the country of the product originates is known as a qualified workforce.
- e. Products from the country of origin are prestigious products
- f. Image The country of origin of the product is seen as a developed country. The indicators are: Developed countries.
- g. The level of technological progress The country of origin of the product

The perceived quality dimension is based on the opinion of Garvin in Donni Juni Priansa (2017:261) which consists of seven dimensions, namely:

- a. Performance
- b. Service
2. Endurance
3. Reliability
4. Characteristic
5. Compliance with specifications
6. Results

Dimensions of buying interest based on the opinion of Tjetjep Djantnika in Gun Gun Gumelar (2018:36) which consists of:

- a. Attention: The stage where consumers pay attention to goods and services.
- b. Interest: The stage where consumers are interested in knowing more about the features of a product or service.
- c. Desire: The stage where consumers desire / are interested because the goods or services offered are in accordance with their needs.
- d. Action: The stage where consumers make decisions and actions to buy.

### 3. RESULTS AND DISCUSSIONS

#### Result

Respondents in this study are consumers and people who have an interest in buying Honda motorcycles in Majalengka Regency with a sample of 100 respondents with the following results:

Table 1. Description of Respondents

Description		Total	(%)
Gender	Male	44 People	44 %
	Female	56 People	56 %
	Total	100 People	100 %
Age	< 21 years	7 People	7 %
	21 – 30 years	59 People	59 %
	> 30 years	34 People	34 %
	Total	100 People	100 %
Profession	Student	24 People	24 %

	Private Employees	27 People	27 %
	Civil Servant/TNI/Police	6 People	6 %
	Entrepreneur	22 People	22 %
	Other	21 People	21 %
	Total	100 People	100 %
	SD	12 People	12 %
	SMP	14 People	14 %
	SMA/SMK	65 People	65 %
Education	Diploma	0 People	0 %
	S1	9 People	9 %
	S2	0 People	0 %
	S3	0 People	0 %
	Total	100 People	100 %

### Testing Research Instruments The

results of the validity test for each variable are described in the following table:

Table 2. Validity Test Results for Country of Origin, Perceived Quality and Buying Interest

No. Statement	$r_{hitung}$ Country of Origin	$r_{hitung}$ Perceived Quality	$r_{hitung}$ Buying Interest	$r_{tabel}$ ( $\alpha = 5\%$ )	Description
Statement 1	0,399	0,472	0,466	0,196	Valid
Statement 2	0,493	0,477	0,472	0,196	Valid
Statement 3	0,641	0,629	0,533	0,196	Valid
Statement 4	0,643	0,585	0,484	0,196	Valid
Statement 5	0,544	0,465	0,421	0,196	Valid
Statement 6	0,416	0,562	0,411	0,196	Valid
Statement 7	0,513	0,346	0,550	0,196	Valid
Statement 8			0,524	0,196	Valid

Based on the validity test for all Country of Origin, Perceived Quality and Buying Interest variables, it shows that  $r_{count}$  is greater than  $r_{table}$  at the 5% significance level, which is 0.196. So it can be concluded that all the items of the statement of the variables studied are valid.

The results of the reliability test in this study can be seen in the following table:

Table 3. Reliability Test Results

Variable	Total Items Statement	Score Cronbach's Alpha	Critical value	Description
Country of Origin	7	0,808	0,60	Reliable
Perceived Quality	7	0,796	0,60	Reliable
Buying Interest	8	0,795	0,60	Reliable

Based on the data from the questionnaire for the variables Country of origin and Perceived Quality, the criteria are very good. And the buying interest variable is in the high category.

### Descriptive Analysis Descriptive

results of respondents' responses to Country of Origin, Perceived Quality and Purchase Interest, can be seen in the table below:

Table 4. Interpretation of Respondents' Answers About Country of Origin

No.	Variable	Skor	Interval	Criteria
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1.	Country of Origin	3.001	2.947 – 3.500	Very Good
2.	Perceived Quality	3.020	2.947 – 3.500	Very Good
3.	Buying Interest	3.271	1.823 – 2.384	High

Based on the data from the questionnaire for the variables Country of origin and Perceived Quality, it is in the criteria very good. And the buying interest variable is in the high category.

#### Verificative Analysis

#### of Classical Assumption Test The

results of the normality test of the data in this study can be seen in the following table:

Table 5. Normality Test Results

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.	3.74190774
Most Extreme Differences	Deviation	.089
Kolmogorov-Smirnov Z	Absolute	.089
Asymp. Sig. (2-tailed)	Positive	-.074
	Negative	.885
		.414

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, it can be seen that the KS is 0.885 with a significant level (Asymp. Sig.) is 0.414 indicating a significance greater than  $= 0.05$ . So it can be concluded that the data in the study were normally distributed.

#### Multicollinearity Test

The results of the multicollinearity test can be seen in the table below:

Table 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
	(Constant)	13.111	3.084					4.251
1. Country of Origin	.246	.104	.226		2.356	.020	.998	1.002
Perceived Quality	.271	.110	.236		2.462	.016	.998	1.002

the table above, it is known that the country of origin has a VIF value of  $1.002 < 10$  and the calculation result of a tolerance value is  $0.998 > 0.10$ , the perceived quality of the VIF value is  $1.002 < 10$  and the calculation result of the tolerance value is  $0.998 > 0.10$ . So it can be concluded that there is no multicollinearity between independent variables in the regression model, so the variables can be used in research.

#### Heteroscedasticity Test

The results of the heteroscedasticity statistical test obtained in this study are as follows :

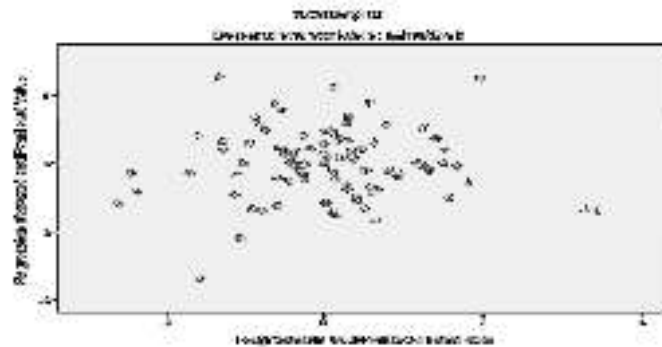


Figure 4. Scatterplot Graph

Based on the scatterplot graph shows that the points spread randomly, and are spread both above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity occurs in the regression model, so it is feasible to use it to predict buying interest based on the input of the independent variable country of origin and perceived quality.

#### Multiple Linear Regression Analysis

The results of multiple regression analysis can be seen in the following table:

Table 7. Test Results of Multiple Linear Regression Analysis

Model	Coefficients <sup>a</sup>					Correlations		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part
	B	Std. Error	Beta					
(Constant)	13.111	3.084		4.251	.000			
Country of Origin	.246	.104	.226	2.356	.020	.237	.233	.225
Perceived Quality	.271	.110	.236	2.462	.016	.247	.243	.236

a. Dependent Variable: Minat Beli

Based on the table above, the equation of the multiple linear regression model is obtained as follows:

$$Y = 13,111 + 0,246X_1 + 0,271X_2 + \epsilon$$

From these equations it can be interpreted that:

- The constant value is 13.111 and is positive. This means that if the country of origin and perceived quality are 0 (none), then the value of buying interest is 13.111.
- The value of the country of origin regression coefficient is 0.246 and is positive. This means that the better the country of origin, the higher the buying interest in Honda motorcycle consumers.
- The perceived quality regression coefficient value is 0.271 and is positive. This means that if the perceived quality is better, the buying interest in Honda motorcycle consumers will be higher.
- The residual value ( $\epsilon$ ) means an error that there is an error in predicting the sample data made by the researcher.

### Coefficient of Determination Analysis

To calculate the contribution of the influence of country of origin on buying interest, the KD formula is used, as follows:

- Based on the calculation, it can be seen that the contribution of the country of origin affects the buying interest, which is 5.61% ( $KD = (0.237)^2 \times 100\%$ ).
- Based on the calculations that have been done, it can be seen that perceived quality affects buying interest, which is 6.10%. ( $KD = (0.247)^2 \times 100\%$ ).
- To calculate the contribution of the influence of country of origin and perceived quality, it can be seen in the following table:

Table 8. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 <sup>a</sup>	.112	.093	3.78029

Based on the calculations that have been carried out, it can be seen that the magnitude of the influence of country of origin and perceived quality affects the buying interest of consumers and the community of Honda motorcycles in Majalengka Regency, which is 11.15% ( $KD = (0.334)^2 \times 100\%$ ) and the remaining 88.85% ( $100\% - 11.15\%$ ) is influenced by other factors not examined in this study.

### Hypothesis

#### Testing Partial Testing

- First Hypothesis (The Effect of Country of Origin on Buying Interest)**  
From the test results, it is obtained ttable of 1.984. with a significance level of 0.000, because the tcount is 2.356 > ttable 1.984 and the significance value is 0.000 < 0.05, then Ho is rejected, so the second hypothesis which states that there is a significant effect between country of origin on buying interest can be proven true.
- Second Hypothesis (The Effect of Perceived Quality on Buying Interest)**  
From the test results, it is obtained ttable of 1.984. with a significance level of 0.000, because the tcount value is 2.462 > ttable 1.984 and the significance value is 0.000 < 0.05, then Ho is rejected, so the second hypothesis which states that there is a significant influence between perceived quality on buying interest can be proven true.

### Simultaneous Testing The

results of hypothesis testing can be seen in the table below:

Table 9. Simultaneous Test Results

ANOVA <sup>a</sup>						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	174.279	2	87.140	6.098	.003 <sup>b</sup>
	Residual	1386.185	97	14.291		
	Total	1560.465	99			

From the above calculation, it is obtained Ftable of 3.09 with a significance level of 0.05, because Fcount 6.098 > Ftable = 3.09 then Ho is rejected, so the third hypothesis which states that there is a significant effect between country of origin and perceived quality on Buying Interest can be verified.

### Discussion

#### **The Effect of Country of Origin on Buying Interest in Consumers of Honda Motorcycles.**

So that the first hypothesis which states that the country of origin has a positive and significant effect on buying interest can be proven true. This means that the country of origin is a driving factor for buying interest. Then from the results of the study, it was found that the country of origin was less likely to increase buying interest compared to perceived quality. If the country of origin is not considered as the country of origin of the product, it will reduce buying interest. In this study it was found that the better the country of origin, the higher the buying interest.

Based on the results of empirical research shows that consumers regarding the country of origin variable which are dominated by women with an age range of 21-30 years and are dominated by private employees with the last education of SMA/SMK, feel that Honda motorcycles come from Japan which is a developed country. innovative, and Japan has advanced technology in producing motorcycles.

The results of this study are in line with the theory according to Chandra and Gregory in Atika Suri (2018: 2) evaluations made by consumers of a particular product are not only based on attractiveness and characteristics, but also based on the country that produces it. This further proves that the country of origin of a product is also a consideration for consumers in buying a product. Besides that, the country of origin must be a developed, innovative country, and a country that can produce prestigious (impressive) products. In this study it was found that the better the country of origin, the higher the buying interest.

#### **The Effect of Perceived Quality on Buying Interest in Honda Motorcycle Consumers.**

Based on the results of the verification analysis, it was found that perceived quality has a positive and significant effect on buying interest. So the second hypothesis which states that perceived quality has a positive and significant effect on buying interest can be proven true. This means that perceived quality is a driving factor for buying interest. Then from the results of the study, it was found that perceived quality was greater in increasing buying interest compared to country of origin. If the perceived quality is not considered properly, it will reduce buying interest. In this study, it was found that the better the perceived quality, the higher the buying interest.

The results of this study are in line with the theory according to Chapman and Wahlers in Ida M. Manullang (2015:73) perceived quality (perception of quality) perceived by consumers affects the willingness of consumers to buy a product, this means that the higher the value perceived by consumers, the higher the value perceived by consumers will be. the higher the consumer's willingness to finally buy.

#### **The Effect of Country of Origin and Perceived Quality on Buying Interest of Honda Motorcycle Consumers.**

So that the third hypothesis which states that country of origin and perceived quality has a positive and significant effect on buying interest can be proven true. This means that the country of origin and perceived quality are the driving factors for increasing buying interest. Then from the results of the study obtained the results that perceived quality is greater or more dominant than the country of origin on buying interest. This result means that when the perceived quality is good in the eyes of consumers, the country of origin will indirectly appear by itself so that it will encourage the emergence of buying interest.

The results of this study are in line with the theory according to Chu et al in Kadek Pratita Yanthi (2015: 3853) that the country of origin of a product will cause perceived quality to be good or bad for a product, the role of the country of origin is very important in influencing and evaluating a product. This tends to influence consumers to pay attention to the country of origin and perceived quality as a consideration to attract consumers to buy the product.

#### **4. CONCLUSION**

Based on the results of research that has been conducted on consumers of Honda motorcycles in Majalengka City regarding country of origin and perceived quality of buying interest, the researchers draw the following conclusions: a) Country of origin has a positive and significant effect on buying interest. b) Perceived quality has a positive and significant effect on buying interest. c) Country of origin and perceived quality have a positive and significant effect on buying interest.

Based on the conclusions from the results of the research and discussion, the researchers provide suggestions to be used as input and consideration for various interested parties, namely as follows: 1) Researchers suggest to always make a characteristic for each product produced, such as making a sign or symbol from the country of origin on the product that marks the identity of the product, so that consumers are easier to distinguish the product from other products, so as to be able to produce more prestigious products. impressive) compared to other countries so that consumers are more interested in Japanese products. 2) Official Honda motorcycle workshops are provided in remote places such as villages far from big cities so that it is easy for consumers to service or purchase Honda motorcycles and can be further developed such as adding new, more sophisticated features to each Honda motorcycle product so that consumers more interested in Honda motorcycles than other brands of motorcycles. 3) Promotional programs for Honda motorcycles are intensified, such as being more productive in making advertisements on TV or social media so that consumers can be more interested in Honda motorcycles so that the available information about Honda motorcycles is more complete and interesting and maintains good quality so that consumers can desire to find and get Honda motorcycles.

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