



The influence of price, brand image and product quality on purchasing decisions for honda vario motorbikes (case study on Pelita Bangsa University management study program students)

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ABSTRACT

The purpose of this study was to determine the effect of price, brand image and product quality on purchasing decisions for Honda Vario motorbikes for Pelita Bangsa University management study program students. There are several factors that generally underlie consumer considerations in buying a product or service, namely price, brand image and product quality. In this study, the research subjects are students of the Pelita Bangsa University Management Study Program, the majority of whom ride motorbikes compared to cars, and not a few have Honda Vario motorbikes. The research method used in this research is quantitative research. The population used in this study were Pelita Bangsa University students. The sampling method used by the author in this study is a non-probability sampling method with purposive sampling technique, where the sample is Pelita Bangsa University management study program students with a total of 90. The data collection method used in this study is primary data. Primary data taken is data from the answers of respondents totaling 90 respondents. The results of this study indicate that price has an impact on purchasing decisions for Honda Vario motorbikes for Pelita Bangsa University Management study program students as evidenced by the $t_{count} > t_{table}$ value or $(2.575 > 1.987)$. This is also reinforced by the Sig value. < 0.05 or $(0.012 < 0.05)$. Brand image has no effect on purchasing decisions for Honda Vario motorbikes for Pelita Bangsa University Management study program students as evidenced by the t_{count} value $< t_{table}$ or $(1.232 < 1.987)$. This is also reinforced by the Sig value. > 0.05 or $(0.221 > 0.05)$. Product quality has an impact on purchasing decisions for Honda Vario motorbikes for Pelita Bangsa University Management study program students as evidenced by the $t_{count} > t_{table}$ value or $(4.715 > 1.987)$. This is also reinforced by the Sig value. < 0.05 or $(0.000 < 0.05)$.

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1. INTRODUCTION

Everything moves so fast and develops in this era of globalization, the economic industry sector is also growing. This is indicated by the increasing number of products available to consumers. One of the other ways that companies can increase customer satisfaction by minimizing unpleasant experiences from customers (Tarbiyah et al., 2021).

One of the rapid business competition today is the need for transportation due to the increasing human population and along with the high movement of people. The need for transportation has become a primary need for the community, especially transportation that has efficiency (Setyawati, 2021) Compared to using public transportation, people prefer to use private transportation, especially motorcycles, which can make it easier to carry out activities.

Based on data from the Indonesian Motorcycle Industry Association (AISI), domestic motorcycle sales in January 2023 reached 608,244 units, an increase of 25.86% from sales in December 2022 (Databoks, 2022). The data proves that there are more and more motorcycle enthusiasts in Indonesia, especially scooter or metric type motorcycles. Honda motorcycles are the most sold brand throughout 2021 with sales of 3,928,788 units. This proves that the Honda brand has dominated the motorcycle market share in Indonesia. Motorcycles won the motorcycle sales in 2021 with a market share of 87.58%. The rest, occupied by duck motorcycles at 6.30% and sports motorcycles at 6.12%. The results of the top brand index for the type of automatic motorcycle from 2020-2022 show that the Honda brand motorcycle dominates the top brand award. However, even though it has dominated the top brand award for the last three years, the Top Brand Index (TBI) percentage has always decreased every year. Especially on Honda Vario motorbikes which experienced a fairly drastic decline ranging from 24.5%, 21.9% to 20.8%. At Pelita Bangsa University, the majority of students use motorcycle-type transportation vehicles. Quite a lot of Pelita Bangsa University students use Honda Vario brand motorbikes for transportation.

Purchasing decisions are a process where consumers find out product or brand information to recognize and evaluate properly to lead to purchasing decisions (Montolalu et al. . 2021). Purchasing decisions according to Fetrisen and Aziz in (Al Ghani et al., 2021) are the nature of consumers if they ensure a product to get the satisfaction they want, this is usually a problem that occurs such as, seeking information to compare alternative purchases, decisions to make purchases, and actions after purchase. By understanding purchasing decision patterns, companies can evaluate and develop product innovations (Hesty & Puspitasari, 2019). There are 4 indicators of purchasing decisions according to Kotler 2012 in (Maiza et al., 2022) namely stability in a product, habit of buying products, giving recommendations to others and making repeat purchases.

There are several stages of consumers when buying a particular product, namely according to their needs or desires, then at the introduction stage or looking for information related to the product, getting information available by the factory or company (Hanifah et al., 2019)

The price factor is often the main reason considered before consumers buy motorcycle products, usually differentiating the prices of various motorbikes. Price is the amount of value that consumers exchange to be able to benefit from the ownership and use of a product or service Kotler and Armstrong in (Tholok et al. , 2021).According to Oentoro in Sudaryono in (Krisna Marpaung et al., 2021), price is an exchange rate that can be equated with money or services for a person or group at a certain time and place. Consumers will feel satisfied if the price of the product matches the expected quality. So that if the company sets a higher price, but provides the best quality, it will not reduce consumer satisfaction (Fadhli & Pratiwi, 2021). Based on the results of research (Sari et al., 2020) which states that price has a significant effect on purchasing decisions, price

compatibility with the benefits obtained will have a positive effect on purchasing the product. There are 4 price indicators according to Kotler and Armstrong 2012: 278 in (Tua et al., 2022), namely price affordability, price compatibility with quality, price competitiveness and price compatibility with benefits.

Brand image is the reason after price consideration because it is a picture related to consumer associations and beliefs about a particular brand. A strong brand creates a well-known business image. If consumers can recognize or remember the brand more quickly, it means that the brand has a high value. Through a strong brand image, customers will have positive assumptions about the products offered by the company so that consumers will not hesitate to buy these products (Apriany & Gendalasari, 2022). Kotler and Keller (2016) in (Ghofur, 2021) state that brand image is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds. According to Aaker in (Aini et al., 2022) Brand image is a unique unit in the world of commerce that marketers want to maintain or improve. Brand image is a set of consumer beliefs about a particular brand based on past performance (Kotler and Armstrong 2008: 266) in (Prayitno & Widyawati, 2019). Based on the results of research (Dicki Agusani, 2020) states that brand image has a significant positive effect on purchasing decisions. With service and providing a quality product that is needed and can also support a lifestyle, brand image will increase consumer purchasing decisions. There are 5 indicators of brand image according to Kotler & Keller (2016) in (Azhari & Fachry, 2020), namely brand identity, brand personality, brand association, brand attitude & behavior and brand benefit & competence.

According to Kotler and Armstrong (2012) in (Pasaribu, 2022) product quality is the ability of a product which is determined by how well the product can perform its function, this includes factors such as product production time, reliability, convenience, ease of use and maintenance, and other factors. Kotler & Keller (2016: 156) in (Dwijantoro et al., 2021) state that product quality is all the characteristics of the ability of a good or service as a fulfillment of user needs with implications and its expression is a gift of consumer satisfaction. Companies that have the best product quality will be able to grow rapidly in the long term so that they can beat similar competitors (Oktavenia & Ardani, 2019). Based on the results of research (Tannia & Yulianthini, 2021), it states that product quality has a positive and significant effect on purchasing decisions on the PCX brand Honda motorcycle. These results indicate that the better the product quality set for the product, the more it will increase motorcycle purchasing decisions. There are 6 indicators of product quality according to Kotler and Armstrong (2012) in (Pasaribu, 2022), namely performance, additional features, conformity to specifications, reliability, durability and aesthetics.

2. RESEARCH METHOD

2.1 Type of Research

The type of research used in this scientific work uses a causal associative method using a quantitative descriptive approach using a survey method, which is carried out by obtaining information directly from the research subject through filling out a questionnaire by the respondent as the subject in this study. According to Sugiyono in (Merlianti & Lelawati, 2021), quantitative methods are data collection survey tools, to examine data on certain populations or samples. The analysis is quantitative or statistical and aims to test previously established hypotheses.

2.2 Data Analysis Technique

This data analysis technique is to interpret and draw conclusions from the amount of data collected. The data obtained from distributing the questionnaires will be analyzed

in accordance with using the SPSS 25 program so that it can provide benefits and can be used as one of the considerations in decision making.

2.3 Classical Assumption Test

The normality test is carried out to determine whether in the regression model, the independent and dependent variables are normally distributed or not (Ghazali: 2018) in (Trimulyani & Herlina, 2022). For statistical tests using Kolmogorov-Smirnov. Data is said to be normal if the Significant value (Sig) is greater than 0.05. Multicollinearity test is conducted to determine whether the regression model found a correlation between the independent variables (Ghozali: 2018) in (Trimulyani & Herlina, 2022). Heteroscedasticity test is conducted to determine whether in a regression model there is an inequality of variance from the residuals of one observation to another (Ghozali: 2018) in (Trimulyani & Herlina, 2022).

2.4 Quantitative Test

Quantitative tests in this study used Multiple Linear Regression Analysis.

2.5 Hypothesis Testing

Hypothesis testing is done with the Partial Hypothesis Test (t test).

3. RESULTS AND DISCUSSIONS

3.1 Data Description

In this study, data was obtained by distributing questionnaires to respondents who were students of the Pelita Bangsa University Management study program totaling 90 respondents. The questionnaire contains 38 statements which are divided into 4 variables. In this study, a description of the data is presented according to the characteristics of the respondents and the answers to the questionnaire

3.2 Characteristics of Respondents

The characteristics of respondents in this study are divided into 4 categories which include gender, age, occupation and monthly income.

3.3 Characteristics of Respondents Based on Gender

The following are the results of the characteristics of respondents based on gender:

No	Gender	Frequency	Percentage
1.	Male	25	28%
2.	female	65	72%
	Total	90	100%

Source : Processed research data, 2023

Based on the data in the table above, respondents who are male are 25 people or 28%, while those who are female are 65 people or 72%.

3.4 Characteristics of Respondents by Age

The following are the results of the characteristics of respondents based on age :

No	Age	Frequency	Percentage
1.	< 20 years	4	4,5%
2.	20 - 22 years	63	70%
3.	23 - 25 years	19	21%
4.	> 25 years	4	4,5%

Total	90	100
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Source : Processed research data, 2023

Based on the data in the table above, respondents aged <20 years were 4.5% or 4 people, respondents aged 20-22 years were 70% or 63 people, respondents aged 23-25 years were 21% or 19 people and respondents aged > 25 years were 4.5% or 4 people.

3.5 Characteristics of Respondents Based on Occupation

The following are the results of the characteristics of respondents based on work :

Table 3. Characteristics of Respondents Based on Occupation

No	Occupation	Frequency	Percentage
1.	Student	56	62%
2.	Private Employee	17	19%
3.	Self-employed/entrepreneur	1	1%
4.	And Other	16	18%
	Total	90	100

Source : Processed research data, 2023

Based on the data in the table above, respondents who work as students are 62% or 56 people, then respondents who work as private employees with a percentage of 19% or 17 people, while for the self-employed / entrepreneurial profession with a percentage of 1% or 1 person and for other professions with a percentage of 18% or 16 people.

3.6 Characteristics of Respondents Based on Monthly Income

The following are the results of the characteristics of respondents based on monthly income:

Table 4. Characteristics of Respondents Based on Monthly Income

No	Monthly Income	Frequency	Percentage
1.	Rp. 0 - Rp. 500.000	43	48%
2.	Rp. 500.000 - Rp. 2.500.000	14	15,5%
3.	Rp. 2.500.000 - Rp. 5.000.000	19	21%
4.	> Rp. 5.000.000	14	15,5%
	Total	90	100

Source : Processed research data, 2023

Based on the data in the table above, respondents whose income ranges between Rp.0 - Rp.500,000 with a percentage of 48% or 43 people, at an income of Rp.500,000 - Rp.2,500,00 have a percentage of 15.5% or 14 people, then at an income of Rp.2,500,000-Rp.5,000,000 have a percentage of 21% or 19 people and at an income of > Rp.5,000,000 have a percentage of 15.5% or 14 people.

3.7 Data Instrument Test

The data instrument test is carried out to determine that the variables under study have a function as a means of proof including validity and reliability tests.

3.8 Validity Test

The validity test is used to determine whether the questionnaire is valid or not Ghozali (2009) (Trimulyani & Herlina, 2022). The results of the validity test (n = 90 people) or df = n-2 obtained n (sample) 90-2 = 88 with a significance of 0.05, then obtained r table = 0.2072. Decision-making criteria in the validity test in this study: If r count > r table with a level of 5% or Sig value < 0.05 then the instrument item is declared valid; If r count < r table with a level of 5% or Sig value > 0.05 then the instrument item is declared invalid.

3.9 Reliability Test

Reliability test is a test used to measure how close the measurement results using the same object will produce the same data Sugiyono (2017: 130) in (Trimulyani & Herlina, 2022). To measure reliability in this study using the Cronbach Alpha technique with testing criteria if the alpha value > 0.60 then indicates that the statement is reliable, and vice versa if the alpha value < 0.60 then indicates that the statement is not reliable.

3.10 Classical Assumption Test

a. Normality Test

The normality test is carried out to determine whether in the regression model, the independent and dependent variables are normally distributed or not (Ghazali: 2018) in (Trimulyani & Herlina, 2022). For statistical tests using Kolmogorov-Smirnov. Data is said to be normal if the Significant value (Sig) is greater than 0.05.

Table 5. Normality Test Results (K-S)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.00840910
Most Extreme Differences	Absolute	.081
	Positive	.045
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.198 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : SPSS output processed, 2023

Based on the table above, the Kolmogorov-Smirnov test results show a sig value of 0.198 > 0.05. It can be concluded that the data is normally distributed.

b. Multicollinearity Test

This multicollinearity test is used to test whether or not in the regression model found there is a correlation between the independent variables. The multicollinearity test is seen from the tolerance value and Variance Inflation Factor (VIF). If the VIF value is < 10, it means there is no multicollinearity. Conversely, if the VIF value > 10 then there is multicollinearity in the data.

Table 6. Multicollinearity Test Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.095	2.388		.458	.648		
Harga	.282	.110	.253	2.575	.012	.385	2.600
Citra Merek	.131	.106	.144	1.232	.221	.271	3.695
Kualitas Produk	.335	.071	.497	4.715	.000	.334	2.993

a. Dependent Variable: Keputusan Pembelian

Source : SPSS output processed, 2023

Based on the table above, it shows that the results of multicollinearity testing of the three independent variables have a VIF value of the Price variable (X1) 2,600, Brand Image (X2) 3,695 and Product Quality (X3) 2,993 which means less than 10. Then for the

tolerance value of the Price variable (0.385), Brand Image (0.271) and Product Quality (0.334) which means more than 0.1. So it can be concluded that there is no multicollinearity in the independent variables of this study.

c. Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether in a regression model there is an inequality of variance from the residuals of one observation to another (Ghozali: 2018) in (Trimulyani & Herlina, 2022).

The test in this study uses the Glejser test method and the scatter plot graph. In the glejser test, it is said that heteroscedasticity does not occur if the significance value is ≥ 0.05 , otherwise if the significance value is ≤ 0.05 , it can be concluded that heteroscedasticity problems occur. The results of the glejser heteroscedasticity test are as follows:

Table 7. Glejser Heteroscedasticity Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.959	1.400		-1.399	.165
Harga	-.027	.064	-.071	-.426	.671
Citra Merek	.061	.062	.195	.985	.328
Kualitas Produk	.038	.042	.163	.915	.363

a. Dependent Variable: RES2

Source : SPSS output processed, 2023

Based on the table above, it can be seen that the significance results of the Price variable are $0.671 > 0.05$, the Brand Image variable is $0.328 > 0.05$ and the Product Quality variable is $0.363 > 0.05$. It can be concluded that there are no symptoms of heteroscedasticity.

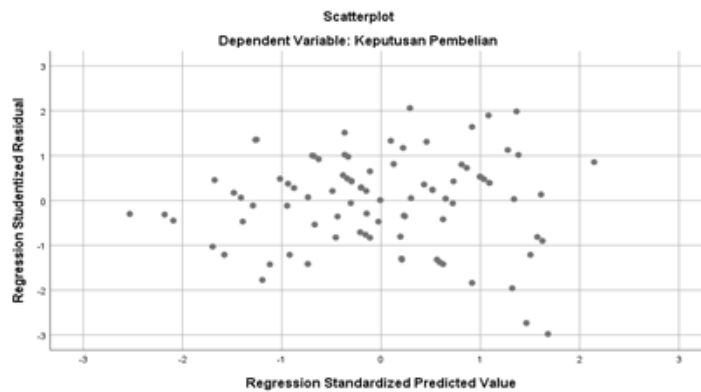


Image 2. Heteroscedasticity Test Results Scatterplot

Source : SPSS output processed, 2023

Based on the picture above, it can be seen from the scatterplot test results that the points spread randomly, do not form a clear or regular pattern, and are scattered above and below the number 0, it can be concluded that there are no symptoms of heteroscedasticity with this scatterplot test.

d. Multiple Linear Regression Analysis Test

Multiple linear regression tests are used to determine whether or not there is an influence between the independent variables on the dependent variable. This analysis test aims to determine the direction of the relationship (positive or negative) between each independent variable, namely price, brand image and product quality on the dependent

variable, namely purchasing decisions. The results of multiple linear regression processing can be seen in the following table:

Table 8. Multiple Linear Regression Analysis Test Results

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.095	2.388		.458
	Harga	.282	.110	.253	2.575
	Citra Merek	.131	.106	.144	1.232
	Kualitas Produk	.335	.071	.497	4.715
					.648
					.012
					.221
					.000

a. Dependent Variable: Keputusan Pembelian

Source : SPSS output processed, 2023

3.11 Hypothesis Testing

a. T test

The t test was conducted to test the effect of each independent variable on the dependent variable Ghozali (2018) in (Trimulyani & Herlina, 2022). With a significant value (α) of 5% or 0.5 if the significance value < 0.05 then partially the independent variable has a significant effect on the dependent variable. Then if $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted, meaning that the independent variable affects the dependent variable, otherwise if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected, meaning that the independent variable does not affect the dependent variable. It is known that the number of samples studied (n) = 90, the significant level (α) = 0.05 and the degree of freedom (degree of freedom) $df = n - k - 1 = 90 - 3 - 1 = 86$. By using the t distribution table and a significance level of 0.05, the t table value is 1.987.

Table 9. T Test Results (Partial)

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.095	2.388		.458
	Harga	.282	.110	.253	2.575
	Citra Merek	.131	.106	.144	1.232
	Kualitas Produk	.335	.071	.497	4.715
					.648
					.012
					.221
					.000

a. Dependent Variable: Keputusan Pembelian

Source : SPSS output processed, 2023

Based on the results of data processing above, the price variable has a t value $> t_{table}$ ($2.575 > 1.987$) and a significant value of $0.012 < 0.05$. So the price is stated to have a significant effect on purchasing decisions. Brand image has a t value $< t_{table}$ ($1.232 < 1.987$) and a significant value of $0.221 > 0.05$. So partially brand image is stated to have no effect on purchasing decisions. Product quality has a t value $> t_{table}$ ($4.715 > 1.987$) and a significant value of $0.000 < 0.05$. So product quality is stated to have a significant effect on purchasing decisions.

4. CONCLUSION

This research was conducted with the aim of knowing the effect of price, brand image and product quality on purchasing decisions for Honda Vario motorbikes. Based on the results of the questionnaire data distributed to 90 respondents and then tested using SPSS version 25 as a tool for processing data, the following conclusions can be drawn: Price Variable (X1) based on the results of the tests that have been carried out, it can be concluded that there is a positive influence between price on purchasing decisions for

Honda Vario bicycles at Pelita Bangsa University, and there is a significant influence between price and purchasing decisions for Honda Vario motorbikes at Pelita Bangsa University. Brand Image Variable (X2) based on the test results that have been carried out, it can be concluded that there is no influence between brand image on purchasing decisions for Honda Vario bicycles at Pelita Bangsa University, and there is no significant influence between brand image on purchasing decisions for Honda Vario motorbikes at Pelita Bangsa University. Product Quality Variable (X3) based on the test results that have been carried out, it can be concluded that there is a positive influence between product quality on purchasing decisions for Honda Vario bicycles at Pelita Bangsa University, and there is a significant influence between product quality on purchasing decisions for Honda Vario motorbikes at Pelita Bangsa University.

Based on the results of the research discussion and conclusions, there are several suggestions, namely that the company is expected to maintain prices that are in accordance with the quality of the products provided and can compete in the market. If the price set by the company is right and in accordance with the purchasing power of consumers, consumers will not hesitate to choose this product. Improve the brand image for Honda Vario motorbikes so that they can be trusted and easily recognized by the public so that they can further increase purchases. The better the brand image attached to the product, the more interested consumers will be in buying the product. Maintain product quality that has been trusted by consumers or improve product quality even better, because product quality is one of the most important considerations for improving purchasing decisions. For future researchers, if they are going to do the same research, it is hoped that it will be further improved in everything that has not been maximized in this study, can use other research methods, then can look for other variables that influence purchasing decisions, for example, promotion, product design trust and others.

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