



The Effect Of Consumer Motivation, Quality Perception, And Consumer Attitude To The Decision Of Purchase Of Honda Brand Motorcycle IN Lamongan district

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ABSTRACT

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This study aims at how much community interest in Honda products in the city of Lamongan so that it can be formulated that attract consumers' interest in making motorcycle purchasing decisions amid increasingly fierce competition phenomena based on consumer motivation, perceived quality, and consumer attitudes. The purpose of this study was to analyze the influence of consumer motivation, perceived quality, and consumer attitudes towards motorcycle purchasing decisions. This research uses quantitative methods. Data collected by questionnaire and interview techniques. Respondents in this study were 100 people who met one of five criteria; initiator, influencer, decider, buyer, user of Honda motorbikes in Lamongan City Three hypotheses were formulated and tested using Regression Analysis. While qualitative analysis is taken from the interpretation of data by providing information and explanations. The results showed that consumer motivation, perceived quality, and consumer attitudes had a significant relationship with purchasing decisions. Consumer motivation also has a higher influence on purchasing decisions than consumers' perceived quality and attitudes.

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1. Introduction

The development of business today has been characterized by various kinds of competition in all fields. One of them is increasingly fierce business competition that results in changes in consumer behavior in making the decision to buy a product. Given the increasingly dynamic technological developments, humans are required to act quickly and accurately to avoid losing competition. Seeing these conditions causes business people to be increasingly required to have the right strategy in meeting sales volume targets. Thus, every company must understand consumer behavior in its target market because the survival of the company as an organization that seeks to meet the needs and desires of consumers is very dependent on consumer behavior.

In increasing competition, each company must be able to win the competition by displaying the best products and be able to meet the ever-changing and changing consumer tastes. Along with the changing times and the increasing need for transportation equipment brings fresh air to automotive companies, especially in the field of motorcycles, which are needed by many people in addition to being affordable and easy to maintain. Increasing competition occurs in the automotive world, especially motorcycle products because this product is the most dominant means of land transportation owned and needed by the community. It is not easy to be the best besides having to provide the best quality there are also factors in consumer behavior patterns that are not easily guessed especially in Indonesia which consists of many islands, so that they have a variety of different patterns of behavior.

Consumer behavior (consumer behavior) is the actions of individuals who are directly involved in obtaining, consuming, and consuming products and services, including the decision making process that precedes and follows these actions from that understanding, it can be seen that understanding consumer behavior is not work which is easy, but quite difficult and complex, specifically due to the many variables that influence and those variables interact with each other. However, if this can be done, the company concerned will be able to achieve far greater profits than its competitors, because by understanding consumer behavior, the company can provide better satisfaction to consumers.



In the decision to buy consumer goods there are often more than two parties involved in the exchange or purchase process. Generally there are five types of roles that a person can perform. There are times when these five roles are held by one person. However, these roles are often carried out by several people. Understanding of each of these roles is very useful in order to satisfy the needs of consumers' needs and desires of consumers. The five roles include, the initiator (initiator), the giver influence (influencer), decision making (decider), buyers (buyers), users (users).

The purpose of this study is to determine whether the variables of consumer motivation, perceived quality and consumer attitudes partially influence purchasing decisions, to find out whether consumer motivation variables, perceived quality and consumer attitudes simultaneously influence purchasing decisions and to find out which variable is the most dominant among consumer motivations, perceived quality & consumer attitudes towards purchasing decisions.

According to Schiffman and Kanuk (2000) "Motivation can be described as the driving force within individuals that impels them to action". This means that motivation is the driving force in a person that forces him to take an action. Whereas Handoko (2001) said that motivation is a condition in the person that encourages individual desires to do certain desires in order to achieve goals. Besides the underlying motivation for someone to make a purchase decision will also be influenced by their perception of what is desired.

Perception of quality can be defined as the customer's perception of the overall quality or excellence of a product or service that is related to what is expected by the customer (Zeithaml in Muafi and Effendi, 2001: 22). Meanwhile according to Durianto, et al. (2004) discussion of customer perceived quality of the product and / or attributes of the product (the interests of each customer are different). Furthermore, Cleland and Bruno in Simamora (2002: 27) put forward three principles about the perception of quality, namely:

1. The quality perceived by consumers of a product includes three main aspects, namely product, price, and non-product.
2. Quality exists if it can be perceived by consumers.
3. Perceived quality is measured relative to competitors.

In addition to the perception there will also appear a person's attitude in assessing an object that will be of interest and to have. Attitude as a comprehensive evaluation and allows someone to respond in a way that is beneficial or not to the object being assessed. Attitudes are statements or evaluative judgments relating to objects, people or events (Robbins, 2006: 169). According to the tricomponent attitude model (Schiffman and Kanuk, 2000 and Engel et al., 1994), attitude consists of three components: cognitive, affective, and conative.

2. Research Methods

The type of research used is quantitative research methods based on positive philosophy, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim to test hypotheses that are has been established (Sugiyono, 2015: 8).

According to Sugiyono (2017: 11) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Based on these qualities and characteristics, the population can be understood as a group of individuals or objects of observation that have at least one common characteristic. The population in this study were all Honda motorcycle consumers in Lamongan City.

The sample is a portion of the population that has relatively the same characteristics and is considered to be representative of the population. According to Hasan (2002: 61) the sample is part of the population taken through certain ways that also have certain characteristics, clear and complete that are considered to represent the population. The sampling technique used in this study is through a non probability sampling approach, namely purposive sampling. The sample requirements in this study were samples domiciled or residents of Lamongan City. The sample criteria in this study are consumers who meet one of the five criteria; the initiator, the influencer, the decider, the buyer, the user, the Honda motorcycle. The samples taken are those researchers met in the field without any prior meeting planning. Determination of the number of samples is determined by using several methods including using the following formula (Widiyanto, 2008). If the population is large and the amount is unknown then the formula is used:

$$n = \frac{Z^2}{4 (Moe)^2}$$



$$n = \frac{1,98^2}{4(0,1)^2}$$

= 98,01 ≈ 98 (or rounded up 100)

Where :

n: Number of samples

Z: The level of confidence needed in determining the sample is 95%

In this determination Z at $\alpha = 0.5$ is 1.98

Moe: Margin of Error, which is the maximum error rate that can be delayed, is determined at 10%. From the sample calculation above, the number of samples in this study were 100 respondents.

3. Results And Discussion

3.1. Data analysis

Tabel 1
Simple Linear Regression

Variabel	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
Konstanta	0,865	1,637		0,599
Tot_mk	0,447	0,103	0,403	0,000
Tot_pk	0,216	0,094	0,228	0,024
Tot_sk	0,305	0,086	0,283	0,001

Source: Primary Data (SPSS) processed

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0,865 + 0,447 X_1 + 0,216 X_2 + 0,305 X_3$$

From the multiple linear regression equation above, it can be interpreted as follows:

$a = 0.865$, meaning that the value of a constant that states if consumer motivation, perceived quality and consumer attitudes are considered constant (X_1, X_2 , and $X_3 = 0$) then the purchasing decision will rise or increase by 0.865; $b_1 = 0.447$, meaning that if consumer motivation (X_1) is increased by one unit, the purchasing decision will increase or increase by 0.447 assuming other variables that influence are considered constant (a, X_2 and $X_3 = 0$); $b_2 = 0.216$, meaning that if the perception of quality (X_2) is increased by one unit, the purchasing decision will increase or increase by 0.216 assuming other variables that influence are considered constant (a, X_1 and $X_3 = 0$); $b_3 = 0.305$, meaning that if the consumer's attitude (X_3) is raised by one unit, the purchasing decision will increase or increase by 0.305 assuming other variables that influence are considered constant (a, X_1 and $X_2 = 0$)

Tabel 2
Koefisien Determinasi (Nilai R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,791 ^a	0,625	0,614	1,715

Source: Primary Data (SPSS) processed

Based on the table above shows the SPSS model summary output display the amount of Adjusted R Square is 0.614. This means that only 64.1% of the purchase decision variation (Y) can be explained by the independent variables above. While the remaining 38.6% ($100\% - 61.4\% = 38.6\%$) is explained by other causes outside the model.

Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-,865	1,637		-,528	,599		
Tot_mk	0,447	0,103	0,403	4,355	0,000	0,456	2,195
Tot_pk	0,216	0,094	0,228	2,300	0,024	0,398	2,513
Tot_sk	0,305	0,086	0,283	3,561	0,001	0,620	1,614

Source: Primary Data (SPSS) processed

The results of the t test analysis are as follows:

The results of the t test analysis are as follows: The calculated t value on the Consumer Motivation variable (X1) is 4.355 with a significance level of 0.000. Because $4.355 > 1.985$ and $0.000 < 0.05$, the variable of consumer motivation has a positive and partially significant effect on purchasing decisions. The t value for the Quality Perception (X2) variable was 2,300 with a significance level of 0.024. Because $2,300 > 1,985$ and $0,024 < 0,05$, the perceived quality variable has a positive and partially significant effect on purchasing decisions. The t value of the Consumer Attitude variable (X3) is 3.561 with a significance level of 0.001. Because $3.561 > 1.985$ and $0.001 < 0.05$ the variable of consumer attitude has a positive and partially significant effect on purchasing decisions.

Uji F

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	471,459	3	157,153	53,427	0,000 ^b
	Residual	282,381	96	2,941		
	Total	753,840	99			

Based on the ANOVA or F test results in Table 5.16, the F count was 53.427 with a significance level of 0.000. Because $F_{\text{arithmic}} > F_{\text{table}}$ (53.427 is greater than 2.70) and a significance level of $0.000 < 0.05$, it can be stated that the independent variables include consumer motivation (X1), perceived quality (X2), and consumer attitudes (X3) simultaneous or jointly influencing the purchase decision variable (Y).

4. Conclusion

Based on the results of the analysis and discussion carried out, the following conclusions can be drawn:

- a. Consumer motivation variables have the greatest influence on consumer purchasing decisions among the other independent variables studied. Then the other biggest influence is the consumer attitude variable and the perceived quality variable
- b. Consumer motivation has a positive effect on purchasing decisions for Honda motorcycles in Lamongan City, proven to be true. This positive effect is apparent in the majority of Honda motorcycle consumer statements stating that Honda motorcycles are not perishable or durable, fuel efficient, quality of parts is guaranteed, and after sales are high.
- c. The perception of consumer quality has a positive effect on purchasing decisions for Honda motorcycles in Lamongan City is proven true. Consumers believe that based on their evaluation of quality will be able to help in considering which product they will buy. This positive influence is apparent in the majority of Honda motorcycle consumer statements stating that they chose to buy Honda motorcycles because according to them Honda has superior quality both in terms of model, design, engine, and parts.



- d. The attitude of consumers positively influences the decision to purchase a Honda motorcycle in the City of Lamongan is proven true. This means that consumer attitude is one of the factors that can encourage consumers to buy Honda motorcycle products. This positive influence is apparent in the majority of Honda motorcycle consumer statements which state that almost all Honda motorcycle models and variants can be well received by the public, colors and strips that suit consumers' tastes, and efficient use of fuel.
- e. Variations in purchasing decisions are explained by variables of consumer motivation, perceived quality, and attitudes of consumers while the rest are explained by variables or other aspects outside the model.

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