

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE PURCHASE DECISION OF HONDA BEAT MOTORCYCLES

Faif Yusuf¹, Syamsudin²

^{1,2}Universitas Bina Sarana Informatika.

e-mail: ¹faif.fys@bsi.ac.id, ²syamsudin.sam@bsi.ac.id

Abstract - *The type of research used in this research is quantitative. The population in this study are all consumers who use Honda Beat Motors on purchasing decisions for Honda Beat Motors. The sample in this study amounted to 67 people. Sampling used non-probability sampling, with the type of accidental sampling method. The data collection technique used a questionnaire with a Likert scale, each of which has been tested and has met the validity and reliability requirements. The data analysis technique used in this research is multiple linear regression. The results of multiple linear regression analysis show that the variable quality and price of Motor Bear simultaneously have a positive influence on consumer purchasing decisions at Dealer Honda Bintang Motor Bekasi. This can be proven from the F-count $15.167 > 3.24$ with a significance value (sig) of $0.002 < 0.05$ ($\alpha = 5\%$). Based on the results of the t-test (Partial Test) not all variables have a positive and significant effect on consumer purchasing decisions at Dealer Honda Bintang Motor Bekasi. This can be proven by the t-count value of the quality variable of $3.930 > 1.999$ and the significance value (sig) is $0.000 < 0.05$ ($\alpha = 5\%$) and the t-count value of the product price variable is $-1.245 < 1.999$ and the significance value (sig) is of $0.218 > 0.05$ ($\alpha = 5\%$), meaning that quality has a positive and significant effect on consumer purchasing decisions at Dealer Honda Bintang Motor Bekasi while product prices have no positive and significant effect on consumer purchasing decisions.*

Keywords: *Product Quality, Price, Purchase Decision*

1. INTRODUCTION

Along with current technological advances, developments in the automotive sector are increasingly sophisticated and modern, especially in the motorcycle industry. In entering the global market today, competition between companies is getting sharper, especially in this case, it can be shown by competitive price competition and competition in launching new products with equally good quality which will indirectly confuse consumers in making choices. to buy the product. In Indonesia, a company engaged in the manufacture of motorcycles, namely PT. Honda, PT. Yamaha, PT. Kawasaki, PT. Suzuki from Japan. The level of business competition that occurs today is very competitive so every motorcycle company tries hard with all its tips and policies to attract and win the sympathy of potential consumers to buy a certain brand of motorcycle. Therefore, to attract consumers, motorcycle companies need to determine the positioning and selection of the right market segments, so that it is easier for companies to implement marketing strategies and reduce increasingly sharp competition in an industry.



Consumer perceptions of product quality will shape preferences and attitudes which will ultimately influence the decision to buy or not. In addition to product quality, this also affects purchasing decisions, namely price. Price is one of the factors that shape consumer purchasing decisions, the purpose of setting a price is to achieve company targets, earn profits from sales, increase and develop product production and expand targets. Product quality affects consumers in buying a smartphone product, consumers will pay attention to product quality by accessing information quickly. The products offered by the company start from designing, holding production and operating systems, creating marketing programs, distribution systems, advertising, and being offered to the market to meet consumer needs (Revita & Frimayasa, 2018).

One of the two-wheeled vehicles that are listed as the best-selling scooter in Indonesia and have been chosen by consumers since it first appeared in 2008 is the Honda Beat where this product was developed by taking into account size, style, and features so that in the following years this product will be able to compete with other brands. other means of transportation until 2022.

2. LITERATURE REVIEW

Buying Decision

According to (Sutisna, 2002), decision-making by consumers to purchase a product begins with an awareness of the fulfillment of needs and desires. After consumers are aware of their needs and desires, they will then follow up to fulfill those needs and desires. According to (Kotler and Gary Armstrong, 2016), purchasing decisions are actions of consumers to want to buy or not the product. Of the various factors that influence consumers in making purchases of a product or service, usually, consumers always consider the quality, price, and products that are already known by the public. According to (P. and KLK Kotler, nd) the decision-making process is a problem-adjusting approach consisting of five stages carried out by consumers, the five stages are problem recognition, information search, alternative evaluation, decision making, and post-purchase behavior.

According to (Buchari Alma, 2016) that the purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. To form attitudes in consumers to process all information and draw conclusions in the form of responses that appear what products to buy. (Tjiptono, 2016) defines consumer purchasing decisions as a process where consumers recognize the problem, and seek information about a particular product or brand. consumer purchasing decision-making is a process of selecting one of several alternative problems solving with real follow-up (Revita & Frimayasa, 2018). The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are an approach to solving problems in human activities to buy goods or services to fulfill their wants and needs (Frimayasa & Nasution, 2022).

Product Quality

Product or service that depends on its ability to satisfy stated or implied customer needs. Product quality reflects the product's ability to carry out its duties which include durability, reliability or progress, strength, ease of packaging and product repair, and other characteristics. Quality is a condition of an item based on an assessment of its suitability with a predetermined measuring standard (Revita & Frimayasa, 2018).



Product quality is an important thing that every company must strive for if they want their products to compete in the market. Nowadays, due to the economic capacity and level of education of the people tend to increase, some people are increasingly critical of consuming a product. Consumers always want to get quality products according to the price paid. Although some people think that an expensive product is a quality product.

To achieve the desired product quality, a quality standard is needed. This method is intended to ensure that the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question. Marketers who do not pay attention to the quality of the products offered will bear the disloyalty of consumers so that their product sales will tend to decline. If marketers pay attention to quality, even strengthened by advertising and reasonable prices, consumers will not think long about buying the product.

According to (Philip Kotler, 2012) product quality is anything that can be offered to the market for attention, purchase, use or consumption that can satisfy a want or need. Product quality is the first driver of customer satisfaction and product quality is a global dimension. Product quality is an important thing in determining the selection of a product by consumers. The product offered must be a product that is well tested for its quality. Because for consumers the priority is the quality of the product itself. Consumers will prefer and choose products that have better quality when compared to other similar products that can meet their needs and desires.

Price

Price is the only element of the marketing mix that generates revenue or income for the company because the price is a component that has a direct effect on company profits (Tjiptono, 2016). According to (Henry Simamora, 2012), price is the amount of money charged or charged for a product or service. Meanwhile, according to (Kotler dan Gary Armstrong, 2016), price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service.

The price of a product and service is a major determinant of market demand. (Engel, J. F., Blacwell, R. D., & Miniard, 2014) defines price as the amount of money (plus some products) required to obtain several combinations of products and services. According to (Stanton, 2012) the market price of a product affects wages, rent, interest, and profits. That is, the price of the product affects the costs of the factors of production (labor, land, capital, and entrepreneurship). So the definition of price is the basic measuring tool of an economic system because prices affect the allocation of factors of production. And the price can also be defined as the amount of money needed to obtain some combination of a product and the accompanying service.

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Price is a determining factor that affects purchasing choices, this is still a reality in third world countries, among poor social groups, as well as in daily staples (Tjiptono, 2016). Factors other than price have become relatively more important in the buying process. Price can show the brand quality of a product, where consumers have the assumption that high prices usually have good quality.

In general, the price has a positive effect on quality, the higher the price, the higher the quality. Consumers have the assumption that there is a positive relationship between the price and quality of a product, then they will compare one product with another, and then consumers decide to buy a product.

3. RESEARCH METHODS

This type of research is quantitative research, which can be interpreted as research based on the philosophy of positivism, used for research on certain populations or samples. Data collection uses quantitative/statistical data analysis, to test the established hypothesis. The location of this research is Dealer Honda Bintang Motor Bekasi. While the time of the study began in December 2021 to May 2022. The sample in this study amounted to 67 people. Sampling used non-probability sampling, with the type of accidental sampling method. The data collection technique used a questionnaire with a Likert scale, each of which has been tested and has met the validity and reliability requirements (Suherman & Yusuf, 2021). The data analysis technique used in this research is multiple linear regression (Sugiyono, 2016).

4. RESEARCH RESULT

Validity Test

The validity test was used to test each variable used whether or not the statement used the SPSS for Windows version 26 computer program. The criteria used to determine whether the statement used in this study was valid or not were:

- a. Degrees of freedom (df) = $n - 2 = 67 - 2 = 25$, obtained r-table = 0.240
- b. If r-count > r-table and r are positive, then the statement or indicator item is said to be valid.

Based on the analysis that has been done, the test results can be shown in the table below:

Table 1. Validity Test Results

Variable	Items	r-count	r- table	Information
Quality (X1)	X1.1	0.715	0.240	Valid
	X1.2	0.758	0.240	Valid
	X1.3	0.715	0.240	Valid
	X1.4	0.758	0.240	Valid
	X1.5	0.715	0.240	Valid
Price Product (X2)	X2.1	0.502	0.240	Valid
	X2.2	0.872	0.240	Valid
	X2.3	0.355	0.240	Valid
	X2.4	0.405	0.240	Valid
	X2.5	0.872	0.240	Valid
Decision Purchase (Y)	Y1	0.652	0.240	Valid
	Y2	0.845	0.240	Valid
	Y3	0.275	0.240	Valid
	Y4	0.652	0.240	Valid
	Y5	0.845	0.240	Valid

Based on the table above, the results of the validity test above, it is known that all items statement used in a study have a correlation coefficient which is greater than $r_{table} = 0.240$ so that all items statement the said valid.

Test Reliability

Reliability test is used to measure the consistency of the constructor research variable. If the *Cronbach Alpha value* is > 0.60 then the questionnaire items are said to be reliable. The results of the reliability test in this research could be seen in the table under this :

Product Quality Variable Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,764	5

Price Variable Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,632	5

Purchase Decision Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,761	6

Based on the Reliability table above results test reliability, is known that the value of the *alpha* coefficient of the variables studied shows mixed and variable results resulting in higher Cronbach *Alpha* greater than 0.60. So it can be concluded that all the variables that were used in the study this is reliable.

Analysis Linear Regression Multiple

This study uses multiple linear regression analysis to quantitatively measure the effect of quality and price variables

Table 2. Results Analysis Regression linear multiple

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,550	2,271		4,645	,000
	Product quality	,690	,176	,754	3,930	,000
	Price	,245	,197	,239	1,245	,002

a. Dependent Variable: Purchase Decision

Based on the table of results of multiple linear regression analysis above with the use of help program computer SPSS version 26 so obtained regression equation linear multiple as follows:

$$Y = 10,550 + 0.690X_1 + 0.245X_2$$

Equality regression in on could be explained as follows :

- The constant value of 10.550 indicates that if the quality variable and the price of Honda Bear are equal to zero then the decision purchase consumer on Dealer Honda Bintang Motor is 10,550.
- Coefficient regression quality as big as 0.690 shows that if quality experience enhancement is as big as one - unit, the decision to purchase Honda Beat at Honda Bintang Motor dealers will increase as big as 0.690.
- Coefficient regression price product as big as 0.245 shows that if price product experience enhancement one - unit, so decision Purchases of Honda Beat Motors at Honda Bintang Motor Dealers will increase as big as 0.245.

Based on the description above, it can be concluded that if the quality and price of the product are improved, the level of purchasing decisions for Honda Beat Motors will experience enhancement.

Hypothesis test

Simultaneous Test

Test f has been done to know the influence of variable quality and price product together - same (simultaneous) to variable consumer purchasing decisions. With $\alpha = 5\%$ (0.05) and $F_{table} = F(k;nk) = F(2;65) = 3.24$. F test results through the help of the SPSS version of the program 16 could be seen on the table following :

Table 3. F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101,996	2	50,998	15,167	,000 ^b
	Residual	215,198	64	3,362		
	Total	317,194	66			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Product Quality

Based on the results of the simultaneous test (f test) from table 4.10 above, it is known that The calculated F is 15.167 with a significance value of 0.002 while the F_{table} value is in the distribution table with an error rate of 5% is 3.24. Thing this means that $F_{count} > F_{table}$ (15,167 > 3.24) with mark significance $0.002 < 0.05$. So it can be concluded that the variable X_1 and variable X_2 there is a positive simultaneous effect on the variable Y, which means that the quality and price of the product have a simultaneous effect which positive to the decision purchase consumer.

Partial Test (Test t)

A T-test was conducted to determine the effect of each (partial) independent variable, namely the quality and price of the product on the variable consumer purchasing decisions. With $\alpha = 5\%$ (0.05) and $t_{table} = t(\alpha/2; nk-1) = t(0.025; 64) = 1.999$. T-test results through program assistance SPSS version 16 could be seen on the table following :

Table 4. Results Test T

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	10,550	2,271		4,645	,000
	Product quality	,690	,176	,754	3,930	,000
	Price	,245	,197	,239	3,245	,002

a. Dependent Variable: Purchase Decision

Test each - each variable by Partial in on could describe as follows:

1) Variable Quality (X_1)

Based on table *coefficients* obtained t_{count} 3,930 with a significance of 0.000. T_{table} value for this regression model is 1.999. Results test the show that mark significance is $0.000 < 0.05$ and the value of t_{count} $3,930 > 1.999$. So that it can be concluded that variable quality is influential positive and significant to decision purchase consumers.

2) Product Price Variable (X_2)

Based on table *coefficients* obtained t_{count} 3,245 _ with a significance of 0.02. T_{table} value for this regression model is 1.999. Results test the show that mark significance is $0.002 < 0.05$ and the value of t_{count} $3,245 > 1.999$. So that it can be concluded that the product price variable has no positive effect and is significant to the decision purchase consumer.

Coefficient Determination (R^2)

Coefficient determination (R^2) from results regression linear multiple shows how big the dependent variable is the purchase decision consumers are influenced by the independent variables of product quality and price. Test results coefficient determination (R^2) could be seen on table following.

Table 5. Coefficient Result Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	,567 ^a	,722	,300	1,834

a. Predictors: (Constant), Price, Product Quality

Based on the table above, the results of the calculation of the coefficient of determination (R^2) above, then the coefficient of determination (R^2) is 0.567 This means that there is a positive relationship between product quality and price in consumer purchasing decisions and has a correlation of 56.7%, the remaining 43.3% is influenced by other factors. From these results the value of coefficient determination (R^2) is as big as 0, 722 Thing this means that variable quality (X_1), and product price (X_2) have a joint contribution equal to 0.722 % of the consumer purchasing decision variable (Y). While the rest which is equal to 0.278 % is influenced by the variables other which no researched in a study.

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