The Influence of Product Quality, Brand Image, and Price Perception on The Purchase Decision of Honda Vario Motorcycles in Depok

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Abstract.
This study has several objectives, namely to analyze the influence of the independent variables of this study in the form of product quality, product image, and price perception on the dependent variables of this study in the form of purchasing decisions for Honda Vario motorcycles. The method used is descriptive-quantitative with a group of respondents or specifically with consumers of Honda Vario motorcycles. There are (four) variables including three independent variables in the form of product quality (X₁), brand image (X₂), price perception (X₃), and variables bound to this study in the form of purchasing decisions (Y). The sample of respondents to the study amounted to 100 people with purposive sampling techniques. When purposive sampling techniques are used, it is expected that the sample meets the requirements or criteria needed in this study. The data used were primary, dividing the questionnaire with a model test in the form of linear regression processed with SPSS 25. The results of this study after analysis using data processing concluded that product quality, brand image, and price perception have a positive and significant influence on purchasing decisions.

Keywords: Product Quality, Price Perception, Sales Promotion, Purchase Decision.

1. Introduction
Honda brand motorcycles occupy the highest market share because, in terms of quality, Honda never disappoints. Both in terms of engine quality, spare parts, to performance. The most interesting thing about the Honda brand is that all the latest motorcycles have been designed using PGM-FI (Programmed Fuel Injection) fuel inventory components. The Honda brand is the most widely mentioned consumer brand, and until now the Honda brand is still the main part of society in Indonesia. Amid such high competition due to the many new
motorcycle brands, Honda motorcycles that have long been in Indonesia still dominate the market with their technological advantages. PT. Honda Beji Motor Depok Branch is engaged in the distribution and after-sales service of Honda brand motorcycle units. This company also always prioritizes quality and affordable prices for its consumers. So far PT. Honda Beji Motor Depok Branch has made its best efforts to prioritize product quality for its consumers. However, the existence of fierce competition from competitors and new entrants who release products that have increasingly sophisticated features makes sales of Honda Vario motorcycles decrease.

The decline that occurred in the Honda Vario motorcycle was caused by the many manufacturers engaged in the automotive sector, especially the production and sale of motorcycle units, making competition in the market more competitive in terms of quality, price, and features offered. One of them is PT. Honda Beji Motor is located on Jl. Nusantara Raya No. 47-48, Beji, Beji District, Depok City. Hereinafter referred to as PT. Honda Beji Motor Depok Branch. It can be seen from the motorcycle sales data at PT. Honda Beji Motor Depok Motor Branch Honda Vario experienced a decline, with total sales from 2019 as many as 200 units, 2020 as many as 180 units, until 2021 only 160 units of motorcycles. From the table above, it can be seen that there are problems with this Purchasing Decision influenced by Product Quality, Brand Image, and Price Perception. Seeing these conditions, PT. Honda Beji Motor strives to further improve the selling power of Vario motorcycles by paying attention to product quality and other supporting aspects to improve the decision process for purchasing this type of motorcycle.

Purchasing decisions are actions to overcome existing problems that will be faced or steps to achieve goals as quickly as possible in the most cost-effective (Arianty, 2016). Purchasing decisions are things that cannot be ignored because they are considered to determine the next marketing strategy that the company will use. Purchasing decision is the consumer's decision-making process whereby he is convinced of the various alternatives available. The purchase decision is an important thing to pay attention to because it is something that will be tried by the company next. The success of a company in influencing consumer purchasing decisions is strongly supported by efforts to create relationships with consumers using brands for consumers through marketing strategies. Buyers buy a product when it feels suitable, so the product must be adjusted to the wishes and needs of buyers so that the product is successfully marketed. Product quality is the perception that the products offered by sellers have a higher selling value than competing products. Therefore, the industry seeks to focus on product quality and compare it with products offered by competing industries. However, a product that looks best, or even looks better, is not the best quality product if it does not match the needs and desires of the market.

Brand image is positively and significantly influenced by product quality, so good product quality can improve brand image and citizens want to remember the product in the future (Gircela and Wati, 2019). Product quality has a positive and significant influence on brand image. continue to be the great quality of the products used, until it continues to be both the image of the product and the expertise of the product to create unchanged results or performance desired by customers. Price perception According to (Noviyanti et al., 2021) the acquisition of a certain combination of goods or services (and possibly several goods). Price is
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also a consideration in determining the price of products sold to consumers. Price is a determining factor in how much profit a company gets by selling its products as goods or services, if the price is too high it will reduce sales, if the price is too low it will reduce the profits obtained by the company. Corporate Company.

Based on this description and existing problems, researchers are interested in conducting research based on the assumption that there is a relationship between product quality, brand image, and price perception. Based on the background of these problems, this research is entitled "The Influence of Product Quality, Brand Image and Price Perception on Honda Vario Motorcycle Purchase Decisions in Depok".

2. Research Methods

The object of this study is the purchase decision of Honda Vario motorcycles which is influenced by product quality, brand image, and price perception. While the subject in this study is PT. Honda Beji Motor Depok Branch. The data source used in this study uses direct data collection through the distribution of questionnaires with a list of statements that must be answered by respondents, namely consumers of PT. Honda Beji Motor Depok Branch. This type of research data is primary data. According (Sugiyono, 2018) explained that primary data is a data source that directly provides data to data collectors. In this study, the population is Honda Vario motorcycle users in Depok.

The research sample is a part that provides a general picture of the population (Riyanto & Hatmawan, 2020). The sampling technique used by researchers is probability sampling. According to (Sudaryono, 2016) Probability sampling is a sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample. For this sampling technique Simple Random Sampling, namely taking sample members from a population that is carried out randomly without paying attention to the strata in that population (Sudaryono, 2016). From the calculation of the number of samples, 96.4 were rounded to 100, so this study had to take data from a sample of 100 respondents. This research method uses questionnaire data collection conducted at PT. Honda Beji Motor Depok Branch is a data collection of consumers who have purchased Honda motorcycles. The object used is consumer behavior, especially the behavior of using and purchasing Honda Vario motorcycles.

The data collection technique that the researchers used in this study was by questionnaire. According to (Sugiyono, 2017), the questionnaire is a data collection method carried out by compiling notes of closed questions and respondents are required to fill in by choosing numbers from a scale of one to five for one answer. In this study, variables in the questionnaire utilized Likert scale measurements.

According (Sugiyono, 2017) explained that descriptive analysis is a statistical analysis used in reviewing data by describing the data that has been collected, without the aim of making a generally applicable summary. In this study, researchers will examine data related to product quality, price, and sales promotion on purchasing decisions. Descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make generalized conclusions or generalizations using the Likert scale. Hypothesis testing or T-test is useful in finding whether some independent variables have a significant influence or not will be dependent variables (Priyatno, 2016). Testing the
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Effect of Product Quality, Brand Image and Price Perception on Purchasing Decisions uses a significance degree of 0.05 ($\alpha=0.5\%$). Conditions for approval and rejection of the hypothesis include: (1) If t count is at a significance level < 0.05 then the independent variable individually affects the dependent variable; and (2) If t count is at a significance level > 0.05 then the independent variable individually does not affect the dependent variable.

3. Results and Discussion

The results of descriptive statistical tests for data analysis are carried out by making calculations based on respondents' answers.

**Product Quality ($X_1$)**

The average value of each indicator in the Product Quality variable ($X_1$) can be seen in the table as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Honda Vario motorcycle products have good quality</td>
<td>4.29</td>
</tr>
<tr>
<td>2</td>
<td>Honda Vario motorcycle products are easy to recognize</td>
<td>4.39</td>
</tr>
<tr>
<td>3</td>
<td>The design of the Honda Vario motorcycle is very interesting</td>
<td>4.10</td>
</tr>
<tr>
<td>4</td>
<td>Honda Vario bikes are by the standards and quality Offered</td>
<td>4.28</td>
</tr>
<tr>
<td></td>
<td><strong>Total Average Product Quality Mean</strong></td>
<td>4.26</td>
</tr>
</tbody>
</table>

Based on table 1, shows that of the 100 respondents studied, the mean score obtained from the variable Product Quality ($X_1$) in general was 4.26. This shows that every variable indicator of product quality asked respondents mostly stated affirmative answers. The highest average mean value is found in the second statement with a value of 4.39 and the lowest average mean value is found in the third statement with a value of 4.10

**Brand Image ($X_2$)**

The average value of each indicator in the Brand Image variable ($X_2$) can be seen in the table as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Honda Vario brand has a good image in the community</td>
<td>4.32</td>
</tr>
<tr>
<td>2</td>
<td>The Honda Vario brand was developed in a technological factory tall</td>
<td>4.27</td>
</tr>
<tr>
<td>3</td>
<td>Honda Vario brand can provide comfort Drive to the maximum</td>
<td>4.19</td>
</tr>
<tr>
<td>4</td>
<td>Honda Vario products have an attractive motorcycle body attention</td>
<td>4.25</td>
</tr>
<tr>
<td>5</td>
<td>Stability for high speeds on the Honda Vario bike is sufficient Convince</td>
<td>4.25</td>
</tr>
<tr>
<td></td>
<td><strong>Total Average Mean Brand Trust</strong></td>
<td>4.25</td>
</tr>
</tbody>
</table>

Based on table 2, shows that of the 100 respondents studied, the mean score obtained from the Brand Image variable ($X_2$) in general was 4.25. This shows that every variable indicator of brand trust asked respondents mostly expressed affirmative answers. The highest average mean value is found in the first statement with a value of 4.32 and the lowest average mean value is found in the third statement with a value of 4.19.

**Price Perception ($X_3$)**

The average value of each indicator in the Price Perception variable ($X_3$) can be seen in the table as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Honda Vario motorcycle price by existing quality</td>
<td>4.31</td>
</tr>
<tr>
<td>2</td>
<td>Honda Vario motorcycle price can compete with other products</td>
<td>4.36</td>
</tr>
</tbody>
</table>
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3. The Honda Vario motorcycle price is very affordable 4,14
4. Honda Vario motorcycle price according to the desired results 4,40
Total Flat – Flat Mean Price Perception 4,30

Based on table 3, it shows that of the 100 respondents studied, the score obtained by the mean of the Price Perception variable (X3) in general is 4.30. This shows that every indicator of price perception variables asked of respondents mostly expressed affirmative answers. The highest average mean value is found in the fourth statement with a value of 4.40 and the lowest average mean value is found in the first statement with a value of 4.30.

Purchase Results (Y)
The average value of each indicator in the Purchase Decision variable (Y) can be seen in the table as follows:

Table 4. Descriptive Analysis of Purchasing Decisions (Y)

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I decided to buy a Honda Vario motorcycle because As I expected</td>
<td>4,33</td>
</tr>
<tr>
<td>2</td>
<td>I am interested in owning a Honda Vario bike</td>
<td>4,22</td>
</tr>
<tr>
<td>3</td>
<td>My need for Honda Vario bikes is high</td>
<td>4,06</td>
</tr>
<tr>
<td>4</td>
<td>I am willing to recommend the Honda Vario bike to Others</td>
<td>4,44</td>
</tr>
<tr>
<td></td>
<td>Total Flat – Flat Mean Purchase Results</td>
<td>4,26</td>
</tr>
</tbody>
</table>

Based on table 4, shows that of the 100 respondents studied, the mean score obtained from the Purchase Decision variable (Y) in general was 4.26. This shows that every variable indicator of purchase decision asked of respondents mostly expressed affirmative answers. The highest average mean value is found in the fourth statement with a value of 4.44 and the lowest average mean value is found in the third statement with a value of 4.06.

Hypothesis Testing Results
The hypothesis test (t-test) is used to determine whether there is an influence of independent variables, namely product quality, brand image, and price perception on the dependent variable, namely purchasing decisions. The test uses a significance level of 0.05 with the following exam results:

Table 5. Test t output

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Say.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.622</td>
<td>1,705</td>
<td>.654</td>
</tr>
<tr>
<td></td>
<td>Product Quality</td>
<td>.225</td>
<td>.074</td>
<td>.194</td>
</tr>
<tr>
<td></td>
<td>Brand Image</td>
<td>.368</td>
<td>.050</td>
<td>.212</td>
</tr>
<tr>
<td></td>
<td>Price Perception</td>
<td>.241</td>
<td>.097</td>
<td>.304</td>
</tr>
</tbody>
</table>

Product Quality Hypothesis Testing (X1) against Purchasing Decision (Y)
Based on the test results in the table above, show that the calculated value in the product quality variable (X1) is 2.125 with a significant value of 0.023, the t-table value (α = 0.05) must be found to be 1.98397 because the calculated value (2.125 > 1.98472) with a significant level (0.023 < 0.05). This means that the product quality variable (X1) positively and significantly affects the purchase decision (Y) of Honda Vario Motorcycles in Depok.

Brand Image Hypothesis Testing (X2) against Purchase Decision (Y)
Based on the test results in the table above, show that the calculated value of the brand image variable (X2) is 4.472 with a significant value of 0.000, the t-table value (α = 0.05) must be found to be 1.98397 because the calculated value (4.250 > 1.98472) with a significant level
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(0.000 < 0.05). This means that the brand image variable (X2) positively and significantly affects the purchase decision (Y) of Honda Vario Motorcycles in Depok.

**Testing the Price Perception Hypothesis (X1) against Purchasing Decisions (Y)**

Based on the test results in the table above, show that the calculated value of the price perception variable (X3) is 4.298 with a significant value of 0.000, the t-table value (α = 0.05) must be found to be 1.98397 because the calculated value (4.298 > 1.98472) with a significant level (0.000 < 0.05). This means that the price perception variable (X3) positively and significantly affects the purchase decision (Y) of Honda Vario Motorcycles in Depok.

**3.2 Discussion**

**The Effect of Product Quality (X1) on Purchasing Decisions (Y)**

Based on the results of the research conducted, it was found that product quality variables had a positive and significant effect. This is evidenced by the results of the t-test of product quality variables on purchasing decisions showing a tcount of 2.136 and a significant value of 0.023. This positive influence means that the higher the quality of the products provided by the company, the higher the decision to purchase Honda Vario motorcycles in Depok. The results of this research are in line with previous research by (Kuengo et al., 2022) stating that there is a positive and significant influence on product quality on the purchase decision of Honda Brio cars in the city of Gorontalo. The research means that good product quality can have a significant influence on purchasing decisions because different brands will be more easily communicated efficiently and effectively to consumers.

**The influence of brand image (X2) on purchasing decisions (Y)**

Based on the results of the research conducted, it was found that the brand image variable had a positive and significant effect on the purchase decision of Honda Vario motorcycles in Depok. This is evidenced by the results of the brand image variable t-test test on purchasing decisions showing a tcount of 4.472 and a significant value of 0.000 which is smaller than 0.05. This positive influence means that the higher the brand image given by the company, the higher the purchase decision of Honda Vario motorcycles in Depok. The results of this research are in line with previous research by (A. E. Wibowo & Gunawan, 2022) stating that there is a positive and significant influence of brand image on the purchase decision of a simple restaurant Harbour Bay Batam. The research means that a company needs to maintain the good name of the brand so that it can provide a brand image to consumers.

**Influence of Price Perception (x3) On Purchase Decisions (Y)**

Based on the results of the research conducted, it was found that the price perception variable had a positive and significant effect on the purchase decision of Honda Vario motorcycles in Depok. This is evidenced by the results of the marketing strategy variable t-test test on purchasing decisions showing a tcount of 4.298 and a significant value of 0.000 which is smaller than 0.05. This positive influence means that the higher the price perception given by the company, the higher the decision to purchase Honda Vario motorcycles in Depok. The results of this research are in line with previous research by (Prabowo et al., 2021) stating that there is a positive and significant influence on price perception on purchasing decisions at PT Sarana Bandar Logistik. The research means that a good price perception is one of the consumer factors to be able to improve purchasing decisions.
4. Conclusion

Based on the results of data processing and analysis, as well as discussions accompanied by theories and concepts that support this research entitled The Influence of Product Quality, Brand Image, and Price Perception on the Purchase Decision of Honda Vario motorcycles in Depok, in this study, it can be concluded that product quality has a positive and significant effect on the purchase decision of Honda Vario motorcycles. This shows that the better the quality of Honda motorcycle products, the more Honda motorcycle purchase decisions will increase. Brand Image has a positive and significant influence on the purchase decision of Honda Vario motorcycles. This shows that a good brand image will improve the purchase decision of Honda motorcycles. Price perception has a positive and significant effect on the purchase decision of Honda Vario motorcycles. This shows that the more relative the perception of Honda motorcycle prices, the more Honda motorcycle purchase decisions will increase.

References


