

Analysis of Factors Affecting Consumer Intention to Buy Honda Genio Motorcycles

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Abstract: This study aims to determine what factors influence consumer intentions to buy Honda Genio motorcycles. The author uses various sources, both research journals and from various books. This study using an explanatory research design, this design is also called an exploratory design. This study concludes that consumers' purchase intentions are influenced by two main factors, namely product quality and brand image. Product quality is a consideration for consumers in making purchases because if consumers feel that they are suitable for Honda Genio and the product can meet their needs, then consumers decide to buy Honda Genio. Meanwhile, brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase.

Keywords: *product quality, purchase intention, consumer behavior, motorcycles, brand image*

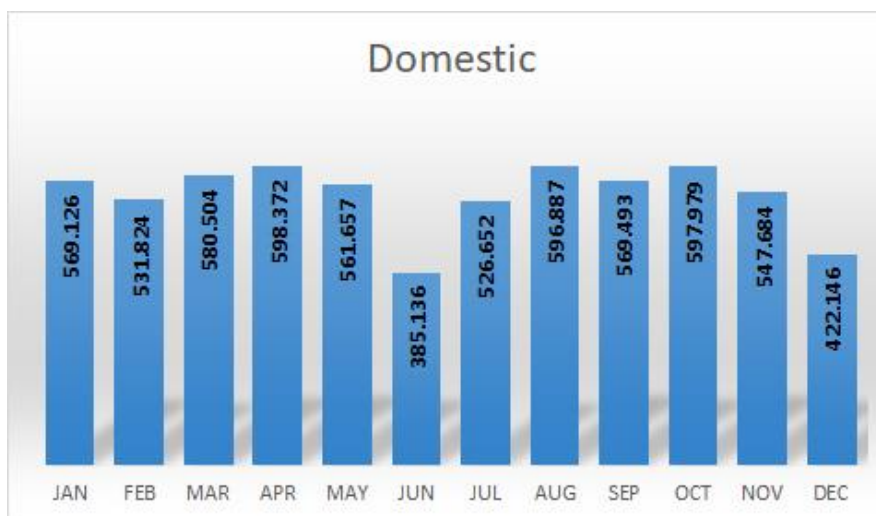
1. Introduction

Individuals with each other tend to have different needs in their lives (Syahbuddin, 2018). In the current era, transportation has become a very important need to support all activities of each individual (Walone, 2016). Individual needs for means of transportation have increased along with the rapid economic growth, this has resulted in the need for vehicles to increase (Wardani, 2010). Almost everyone has a personal vehicle, namely cars and motorbikes, but because of frequent traffic jams, drivers prefer motorbikes as a means of transportation that is not easily trapped in traffic, more efficient to use, and lower gasoline consumption (Walone, 2016).

Transportation is defined as the transfer of goods and people from the place of origin to the destination (Nasution, 1996). In this connection, the following three things can be seen, namely that there is a load being transported, a vehicle is available as a means of transportation and there is a road that can be passed. The transportation process is a movement from the place of origin, from where the transportation activity begins, to the destination, where the transportation activity ends. The use of transportation is intended to move people in carrying out their daily activities.

Motorized transportation is a mode of transportation that uses motorized vehicles as operating facilities that move on the highway (Nasution, 1996). A motorcycle is a two-wheeled motor vehicle with or without houses and with or without a side carriage or a three-wheeled motorized vehicle without houses. Is a type of vehicle that is very affordable in terms of

budget because the price is cheap compared to other types of vehicles. Not only that, the operating budget and engine maintenance are also relatively cheap. In Indonesia, sales of



motorized vehicles specifically for motorcycles have decreased. Throughout January-December 2020, domestic sales fell 43.57 percent from 2019 which recorded 6,487,460 units. This decline is mostly due to the Covid-19 pandemic that has hit Indonesia since the beginning of 2020 (Satria, 2021).

Figure 1.1 Motorcycle Sales DataIndonesia in 2019

Source : (AISI, 2020)

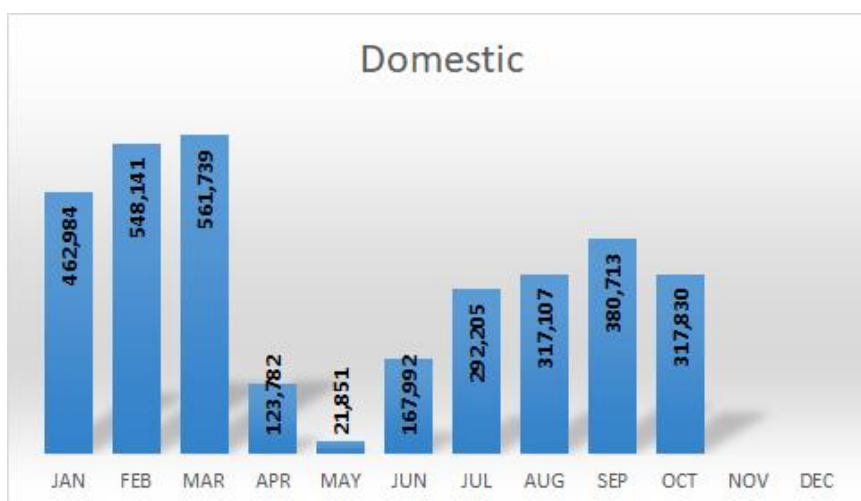


Figure 1.2 Motorcycle Sales Data Indonesia in 2020

Source : (AISI, 2020)

From the data above, it can be concluded that motorcycle sales in Indonesia have decreased when compared to sales in the previous year. If in October 2019 motorcycle sales amounted to 597,979, then in the same month in 2020 motorcycle sales were only 317,830. This of course causes anxiety for business people, especially in the automotive or motor vehicle sector.

Purchase intention is one phase of the decision-making process that arises after an individual feels a need (Kotler, P., & Keller, 2009). Stimulation of individual needs can arise both from within and outside the individual. Hunger and thirst are examples of internal

stimuli, while admiration for a product, being interested in a product is an example of external stimuli.

Consumer behavior (Engel, James F., 1994) is an act directly involved in obtaining, consuming, and spending both goods and services, including the decision processes that initiate and end these actions.

Purchase intention is a behavior in which consumers have a desire to buy or choose a product based on experience in choosing, using, and consuming, as well as binding a product. Intention is a tendency to take any action that immediately initiates actual buying behavior. The driver of purchase intention is the desire of a consumer to buy on a basis of need. After the alternative assessment process, the purchase intention appears, then buying behavior occurs (Kotler, P., & Keller, 2009).

Purchase intention is found in the consumer's pre-purchase evaluation process (Engel, Blackwell, 2012). In the assessment process by consumers, consumers collect information about the product for further evaluation based on the criteria and desires of consumers. This assessment is subjective, consumers consider the product to be good if it is in accordance with the criteria and desires of consumers. Henceforth, it will generate product purchase intentions.

2. Research Method

This study using an explanatory research design, this design is also called an exploratory design. Looking for latent dimensions that represent the variables, the factor analysis carried out is called exploratory factor analysis (Simamora, 2017). The study was conducted in the city of Surabaya with the consideration that in Surabaya many millennial youths have a casual fashionable style.

In factor analysis, what is analyzed is a linear combination between variables. The status of all variables is the same, there is no independent variable that is a predictor for the dependent variable, as found in independence methods, such as regression. Factor analysis is classified as an interdependence method, as is cluster analysis and multidimensional scaling (Simamora, 2017). The variables used in this study are:

- a. "What is your reason for buying a Honda Genio motorcycle?"
- b. "What is your reason for choosing the Honda Genio brand?"

In this research, in collecting data using a questionnaire distributed to respondents online. A questionnaire or questionnaire is a structured technique to obtain data consisting of a series of questions, written, or verbal, which the respondents answered (Malhotra, 2009). The number of samples is an indication of the number of elements that will be included in the research sample. (Malhotra, 2009). In this study, the sample obtained was 75 respondents.

3. Results and Discussion

3.1. Results

Table of Total Variance Explained describes the number of factors that may be formed. Seeing the number of factors formed must first pay attention to the eigenvalues. A factor is said to be formed if the eigenvalue > 1 . The number of eigenvalues is always sorted from the largest to the smallest (Santoso, 2015).

Based on the research, it can be seen that from the 12 indicators analyzed, only two

components (factors) were formed. The variance that can be explained by component (factor) 1 is $7.312/12 \times 100\% = 60.933\%$, component (factor) 2 is $1.054/12 \times 100\% = 8.783\%$. The total of the two factors will explain the indicators by $60.933\% + 8.783\% = 69.716\%$ of the 12 indicators. The sum of the eigenvalues for the 12 indicators is equal to the total variance of the 12 indicators, or $7.312 + 1.054 + 0.874 + 0.560 + 0.470 + 0.447 + 0.305 + 0.273 + 0.236 + 0.186 + 0.145 + 0.139 = 12$. The conclusion is that there are only two factors formed because both these factors have eigenvalues of 7.312 and 1.054 (>1). More in table 1.

Table 1.
Total Variance Explained

Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.312	60.930	60.930	7.312	60.930	60.930	4.341	36.171	36.171
2	1.054	8.784	69.713	1.054	8.784	69.713	4.025	33.542	69.713
3	0.874	7.287	77.001						
4	0.560	4.669	81.670						
5	0.470	3.920	85.590						
6	0.447	3.726	89.316						
7	0.305	2.540	91.856						
8	0.273	2.272	94.128						
9	0.236	1.963	96.091						
10	0.186	1.547	97.638						
11	0.145	1.208	98.846						
12	0.139	1.154	100.000						

Extraction Method: Principal Component Analysis.

Source of data processed in SPSS

The ability of indicators to explain factors can be seen from the value of Communalities. According to (Santoso, 2015), the greater the value of Communalities, the higher the role of indicators in explaining the formed factors.

Table 2.
Communalities

	Initial	Extraction
The price of the Honda Genio motorcycle is affordable for all people	1.000	.676
Efficient fuel consumption	1.000	.751
Secure key shutter parking becomes more secure	1.000	.511
Can be used in any terrain	1.000	.654
Wide choice of colors	1.000	.596
Durable for a long time	1.000	.717
Easy to get spare parts	1.000	.675
The visual design of the Honda Genio motorcycle is attractive	1.000	.770
The quality of the Honda Genio motorcycle engine is rarely problematic	1.000	.697
Honda Genio motorcycle has a good popularity	1.000	.840
Looks modern and stylish when used	1.000	.850
Easy to recognize and remember	1.000	.627

Extraction Method: Principal Component Analysis.

Source of data processed in SPSS

Determination of indicators informing factors can be seen from the comparison of the magnitude of the correlation value in each row (Santoso, 2015), the explanation is in table 3.

Table 3.
Component Matrix

	Component	
	1	2
The price of the Honda Genio motorcycle is affordable for all people	0.800	0.189
Efficient fuel consumption	0.718	0.486

Secure key shutter parking becomes more secure	0.704	0.127
Can be used in any terrain	0.796	-0.141
Wide choice of colors	0.768	0.083
Durable for a long time	0.819	0.215
Easy to get spare parts	0.739	0.360
The visual design of the Honda Genio motorcycle is attractive	0.808	-0.342
The quality of the Honda Genio motorcycle engine is rarely problematic	0.822	0.148
Honda Genio motorcycle has a good popularity	0.770	-0.496
Looks modern and stylish when used	0.898	-0.211
Easy to recognize and remember	0.702	-0.366

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Source of data processed in SPSS

Table 3 shows the correlation values of all indicators to the factors that have been formed. The price of a Honda Genio motorcycle is affordable for all: Fact 1 correlation 0.800; Factor 2 correlation 0.189. Economical fuel consumption : Factor 1 correlation 0.718; Factor 2 correlation 0.486 and so on until Easy to recognize and remember: Factor 1 correlation; 0.702; Factor 2 correlation -0.366.

The process of forming factors by forming indicators can be seen from the Component Matrix test. The indicator is declared to play a role as forming factor indicating the highest loading factor value. The results of the study show that the price indicator for Honda Genio motorcycles is affordable for all, economical fuel consumption, safer parking shutter keys, a variety of color choices, durable for a long time, easy to get spare parts, quality Honda Genio motorcycle engine rarely problematic and looks modern and stylish when used in shaping factor 1. Can be used in all terrains, attractive visual appearance design of Honda Genio motorcycles, Honda Genio motorcycles have good popularity, looks modern and stylish when used and Easy to recognize and remember has the highest factor loading value in factor 2, more details in table 4.

Table 4
Rotated Component Matrix

	Component	
	1	2
The price of the Honda Genio motorcycle is affordable for all people	0.710	0.414
Efficient fuel consumption	0.855	0.142
Secure key shutter parking becomes more secure	0.598	0.393
Can be used in any terrain	0.480	0.651
Wide choice of colors	0.614	0.469
Durable for a long time	0.742	0.409
Easy to get spare parts	0.784	0.248
The visual design of the Honda Genio motorcycle is attractive	0.351	0.805
The quality of the Honda Genio motorcycle engine is rarely problematic	0.697	0.459
Honda Genio motorcycle has a good popularity	0.216	0.890
Looks modern and stylish when used	0.505	0.771
Easy to recognize and remember	0.257	0.749

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Source of data processed in SPSS

The Component Transformation Matrix serves to prove the magnitude of the correlation value of the formed factors (Santoso, 2015). For details, see table 5.

Table 5
Component Transformation Matrix

Component	1	2
1	.725	.689
2	.689	-.725

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source of data processed in SPSS

In table 5 it can be seen that the correlation value of each factor formed is > 0.5 (0.725 and 0.689). The minus sign on the factor only shows the direction of the correlation, it is still considered to be able to summarize the indicator. It can be concluded that the two factors formed are appropriate in summarizing the 12 indicators.

In the process of naming the formed factors, two approaches can be used, namely the surrogate variable approach and the meaning analysis approach. The approach used in this research is the meaning analysis approach by drawing the meaning contained in each variable from the formed factors.

The first factor is named: Product Quality Factor

The second factor is named: Brand Image Factor

3.2. Discussion

Quality has a direct impact on the performance of a product or service; therefore, quality is closely related to value and customer satisfaction (Kotler, 2008). If consumers feel comfortable with Honda Genio and the product can meet their needs, then consumers decide to buy Honda Genio. If the quality of Honda Genio is improved, consumer behavior to make purchases will also increase. The results of this study are in accordance with the results of research conducted by (Mauliansyah, 2015).

Brand image is related to attitudes in the form of beliefs and preferences towards a brand. According to (Sangadji Etta Mamang dan Sopiah, 2013) brand image is a unique set of associations that marketers want to create or maintain.

Consumers who have a positive image of a brand are more likely to make a purchase. Companies need to create a brand image by prioritizing color trends, the use of the latest technology designs that are in accordance with market segment preferences, efficiency factors both in terms of fuel to ease of maintenance, and easy-to-get spare parts, so that the company's image is getting better in the eyes of consumers. The results of this study are in accordance with the results of research conducted by (Citra Kunia Putri dan Trisna Insan Noor, 2013) that brand image affects consumers' intentions to buy Honda motorcycles.

4. Conclusion

Consumer buying intention is influenced by two main factors, namely product quality and brand image. Product quality is a consideration for consumers in making purchases because if consumers feel that they are suitable for Honda Genio and the product can meet their needs, then consumers decide to buy Honda Genio. Meanwhile, brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase.

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