
Analysis of Influencing Factors Consumers in Decision to Purchase Honda PCX Motorcycle

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Abstract

This research aims to find out the effect of product quality, price, and promotion on honda PCX purchasing decisions on Gresik Motorcycle MPM Dealers/ in this study using the type of descriptive research and population used by Honda PCX motorcycle users whose samples can be conflated using calculations into 96 rounded into 100 samples. Sampling techniques in this study are purposive sampling which has criteria on the respondents of this study and the analytical tools used are intrusion test, normality test, multiple linear regression test and hypothesis test where the results of this study are a cauldron of products, prices, and promotions have a significant and simultaneous positive influence on honda PCX purchase decisions at Gresik Motor MPM Dealers.

Keywords: *Product Quality, Price, Promotion, and Purchase Decision*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian Honda PCX pada Dealer MPM Motor Gresik pada penelitian ini menggunakan jenis penelitian deskriptif kuantitatif dan populasi yang digunakan pengguna sepeda motor Honda PCX yang dimana sampelnya dapat dikerucutkan melali perhitungan menjadi 96 yang dibulatkan menjadi 100 sampel. Teknik pengambilan sampling pada penelitian ini adalah purposive sampling yang dimana memiliki kriteria pada responden penelitian ini dan alat analisis yang digunakan adalah uji intrumen, uji normalitas, uji regresi linier berganda dan uji hipotesis yang dimana hasil penelitian ini adalah kualitas produk, harga, dan promosi memiliki pengaruh positif secara signifikan dan simultan terhadap keputusan pembelian Honda PCX pada Dealer MPM Motor Gresik.

Kata Kunci: *Kualitas Produk, Harga, Promosi, dan Keputusan Pembelian*

INTRODUCTION

Honda's product marketing strategy used a marketing mix. According to (Chavalchakul, 2016) considers that product, price, promotion, and placement in the marketing mix must be balanced. In this study only uses 3 dimensions, namely product, price and promotion, where each dimension will be related to each other. This is supported by research by Rawung et al., (2015) which uses 3 dimensions

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in his research. In implementing sales development, it can be adjusted to consumer tastes, with the hope that consumers are satisfied with the products and services that have been provided or traded. In the Top Brand Index data throughout Indonesia, which is included in the Top category is the highest Honda Beat with a percentage of 35.8% and followed by Honda Vario with a percentage of 24.5%, Yamaha Mio is also in the Top category with a percentage of 13.6%. Based on the results of the top 3 data, Honda PCX products are far behind in terms of percentage so that these products cannot be categorized as Top products because they have a low percentage.

This is a phenomenon that needs to be researched because two Honda products have a high percentage while the Honda Pcx products have a low percentage in the Top Brand Index data throughout Indonesia. The management needs to analyze what factors cause their sales products to have a low percentage, while other Honda products have the TOP category because they have a good percentage. Foresight marketers here are required to be able to identify the purchasing factor for the product being marketed. The ability of marketers in this case will greatly help the company to be able to increase sales of its products. Researchers are interested in the Honda PCX object because based on the above phenomenon, Honda PCX is not included in the Top Brand Index list, so researchers find out what causes Honda PCX not to be included in the Top Brand Index list. Based on the sales data available at the Gresik motorbike MPM Dealer, it has decreased sales, especially in the sales of Honda PCX products, so that researchers are interested in examining the object of research at the Honda Gresik MPM Dealer which in the last 5 months has experienced a decline in sales. Researchers are interested in conducting research to determine the factors that influence consumers in purchasing decisions Honda PCX at a Gresik motorbike MPM Dealer. Therefore, the researcher chose the title "Analysis of Factors Affecting Consumers in Purchasing Decisions of Honda PCX Motorcycles (Case Study of Purchasing Motorcycles at MPM Motor Gresik Dealers)".

LITERATURE REVIEW

According to Kotler & Armstrong, (2008), a purchase decision is an action from consumers to want to buy or not to buy a product. Of the various factors that influence consumers to purchase a product or service, usually consumers always consider the quality, price and products that are well known to the public. The purchase decision is a purchase decision made by consumers which is a collection of a number of decision stages.

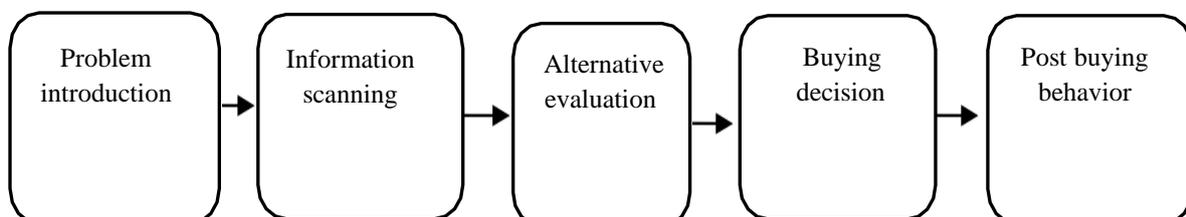


Figure 1. Decision Stage (Kotler, 2018)

According to Kotler & Armstrong, (2008) regarding the definition of a product, "A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need."(Laksmiadewi *et al.*, 2014), "a product set of attributes, both tangible and intangible, including the problem of color, price, good name of the company and the services provided by the company".

In the business world, price is one of the most important parts, because price is a medium of exchange in transactions. Price is one of the competitive factors in marketing the product. According to Kotler & Armstrong, (2008) "Price is the amount of money customers must pay to obtain the product" In line with what was stated by (Laksmitadewi et al., 2014) who stated that price is the value of an item expressed in money. Meanwhile, according to (Susilo, 2017), price is a component that generates income while others generate costs. Promotion is one way that companies can do in addition to communicating products, as well as to attract potential customers to buy the products offered, either in the form of goods or services. Promotion is also carried out by companies to offer and inform the products they have. According to Kotler & Armstrong, (2008) states, "Promotion. Developing and spreading persuasive communications about an offer. A conceptual framework or framework is a framework for the relationship of concepts to be observed and measured through the research to be studied. The conceptual framework of this study explains that the influence of product quality, price and promotion on purchasing decisions. The research framework is as follows:

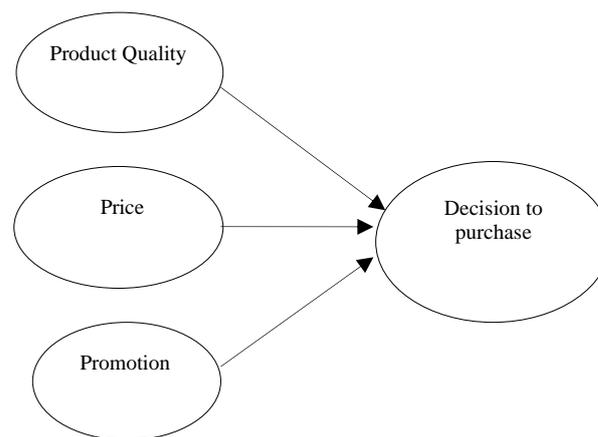


Figure 2. Conceptual Framework

RESEARCH METHOD

Research location at MPM Motor Gresik Dealer on Jl. Dr. Wahidin S.H. No. 69 a, Putat Luar, Kec. Kebomas, Gresik Regency, East Java. This type of research is carried out by using the Explanatory Research research method. Population is an object or subject in the area regarding generalizations that have certain characteristics and qualities in accordance with the wishes of the researcher to be studied further and draw conclusions (Ghozali, 2013). The population used in this study were all consumers of Honda PCX MPM Motor Dealers in Gresik. The use of multiple regression analysis models must use a number of classic and valid assumptions. The assumption test must be met or valid so that the regression equation can be used properly.

RESULT AND DISCUSSION

Based on the results of table 1.1 the indicators below show valid if $r_{count} > r_{table}$ at a significance value of 5%. On the contrary, if the variable indicator is said to be invalid if the price of $r_{count} < r_{table}$ at a significance value of 5%. The results of the validity test in this study can be seen in table 1.1: Based on Table 1.1 above, all statements show the value of $r_{count} > r_{table}$ at the alpha significance value of 5%. Based on the data, it can be explained that all indicators in this research

questionnaire are valid and can be used as a research instrument

Table 1. Validity test

No.	Indicator	Sig.	R -count	R-table	Note
Product quality (X ₁)					
Variabel (X)	X _{1.1}	0,05	0,729	0,195	Valid
	X _{1.2}	0,05	0,822	0,195	Valid
	X _{1.3}	0,05	0,813	0,195	Valid
	X _{1.4}	0,05	0,748	0,195	Valid
Price (X ₂)					
	X _{2.1}	0,05	0,735	0,195	Valid
	X _{2.2}	0,05	0,823	0,195	Valid
	X _{2.3}	0,05	0,833	0,195	Valid
	X _{2.4}	0,05	0,726	0,195	Valid
Promotion (X ₃)					
	X _{3.1}	0,05	0,753	0,195	Valid
	X _{3.2}	0,05	0,831	0,195	Valid
	X _{3.3}	0,05	0,789	0,195	Valid
	X _{3.4}	0,05	0,754	0,195	Valid
Decision of purchase (Y)	Y ₁	0,05	0,740	0,195	Valid
	Y ₂	0,05	0,785	0,195	Valid
	Y ₃	0,05	0,783	0,195	Valid
	Y ₄	0,05	0,655	0,195	Valid

Table 1.2 shows that the independent variables consisting of product quality, price and promotion have a cronbach's alpha value (0.7828), (0.7844), (0.7882) and the purchasing decision variable has a higher cronbach's alpha (0.7281) value. is greater than 0.60 so that it can be stated that all variables used in this study have been able to meet the requirements of data consistency and reliability.

Table 2. Reliability test

No	Variables	<i>Cronbach's Alpha</i>	Note
1	Product quality (X)	0,7828	Reliable
2	Price (X)	0,7844	Reliable
3	Promotion (X)	0,7882	Reliable
4	Decision of purchase (Y)	0,7281	Reliable

Table 3. T-test

Model	<i>Unstandardized Coefficients</i>		Standardized Coefficients		Sig.
	B	<i>Std. Error</i>	Beta	t	
(Constant)	0.764	0.505		1.513	0.134

Model	<i>Unstandardized Coefficients</i>		Standardized Coefficients		Sig.
	B	<i>Std. Error</i>	Beta	t	
X1	0.342	0.134	0.357	2.546	0,012
X2	0.320	0.052	0.346	6.206	0.000
X3	0.281	0.129	0.293	2.176	0.032

Based on the explanation above, it can be concluded that from the partial test results obtained in table 1.3, which obtained a significant t value from the product quality variable = 0.01, price = 0.00, and promotion = 0.03, it can be concluded that partially. The independent variable has an effect on the dependent variable because the value is less than (<) 0.05. Based on the results obtained, the product quality variable that gets a greater response from the respondents in the answers to the answers to table shows that the highest index on the indicator of buying Honda PCX products because it has good engine durability is 82.6 (X1.3). In this case, it explains that consumers prefer or buy a Honda PCX product that has good engine resistance to make purchase decisions. The second highest index value in the second indicator is Buying a Honda PCX product because it has an ISS (Idling Stop System) engine product feature, namely 82.4 (X1.2). This shows that the respondent bought a Honda PCX motorcycle product based on the ISS (Idling Stop System) engine product feature for the respondent's comfort in driving. On the indicators of buying a Honda PCX product because it has an ABS (Anti-lock Brakin System) system. The third highest value is 78 (X1.4) on the fourth indicator. This shows that respondents prefer motorcycle products that have an ABS (Anti-lock Brakin System) system by having an ABS system providing comfort and safety for consumers themselves. The last indicator in this variable is buying a Honda PCX product because it has convenience in product features (X1.1) with a value of 76.8.

In this study, it shows that the price variable has a positive and significant effect on purchasing decisions for Honda PCX MPM Motor Gresik. The results of the analysis show t-count (0.000) <Level of Significance (0.05), it can be concluded that the price has a significant effect on the Purchase Decision of Honda PCX at MPM Motor Gresik Dealer. This also means that if the price variable increases, the decision to buy a Honda PCX at a Gresik MPM Motor Dealer will increase. The results of this study are in accordance with previous research by Rawung *et al.*, (2015) which shows that there is a significant effect of price on motorcycle purchasing decisions. Research conducted by Achidah & Hasiolan, (2016) (Juliayana & Aulia, 2020) shows that the price affects the purchasing decision of the Mio GT Motorcycle

This study shows that the promotion variable has a positive and significant effect on purchasing decisions for Honda PCX MPM Motor Gresik. The analysis results show t-count (0.032) <Level of Significance (0.05), it means that promotion has a significant effect on the Purchase Decision of Honda PCX at MPM Motor Gresik Dealer. This also explains that, if the promotional variable increases, the Purchase Decision of a Honda PCX at a Gresik MPM Motor Dealer will increase. The results of this study are in accordance with previous research by Ferdinand, (2014) showing that there is a significant price effect on the decision to purchase a Toyota Avanza in Kartasura District, Sukoharjo. Research conducted by Achidah & Hasiolan, (2016) shows that the price affects the purchasing decision of the Mio GT Motorcycle.

CONCLUSION

Based on the analysis and discussion of the Analysis of the Influence of Factors that influence

consumers in purchasing decisions for Honda PCX motorbikes at the Gresik MPM Motor Dealer, the following conclusions can be drawn. There is a significant influence between the variables of product quality, price and promotion on the effect of consumer purchasing decisions. The variables of product quality, price, and promotion have a positive and significant effect simultaneously on purchasing decisions for a Honda PCX motorbike: Variables of Product Quality, Price, and Promotion have a positive effect simultaneously on Purchasing Decisions of Honda PCX at Honda MPM Motor Gresik Dealers. This shows that companies must improve in terms of product quality, price offered, convenience in transactions and promotions offered to consumers so that consumers are interested in making a decision to buy a Honda PCX at a Honda Gresik MPM Motor Dealer

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