



Analysis of Effect of Price And Quality Products Buying Decision Against Honda Motorcycle At PT. xyz

Suci Lestari Siregar

Sekolah Tinggi Ilmu Ekonomi LMII, Jln. Kolam Nomor 39 Medan Estate, Sumatera Utara, 20371, Indonesia

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E-mail:

sucilestari23@gmail.com

ABSTRACT

This study aims to determine the "Effect of Price and Quality of Products on purchasing decisions at PT Honda motorcycles. Rotella Mandiri Persada Lubukpakam". The sample used in this study is that consumers PT. Rotella Lubukpakam Mandiri Persada. The number of samples is calculated using the theory suparmono and hariyanto then didapatkan total sample of 80 people. The results showed that the independent variables, namely haraga (X1) a negative effect on purchasing decisions motorcycle Honda (Y) it can be seen from the t-test value of -0.420 with a significance value of 0.675 is greater than 0.05 and product quality (X2) has positive and significant influence on purchasing decisions at PT Honda motorcycles. Rotella Lubukpakam Mandiri Persada.

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1. Intruduction

Intense competition in the business world requires every company to take steps as well as a good strategy to win the competition with its competitors in order to maintain the existence of which is owned and must maintain and even increase profits or profit generated. Currently, the population growth is quite rapid and variety of work activities each person allows all these activities must be done quickly and the necessary means of support as a means of transportation. Environmental changes that constantly occur in the process of development of an area, either directly or indirectly affects the lives and economic governance. Consumer tastes and behavior also indicates a change, in line with economic growth in the industrial world is growing more widespread, complex,

One of the industry development is very rapid and the competition is intense is the automotive industry especially motorcycle. Some people prefer to use private transportation tool especially motorcycles than public transportation. Ease of motorcycle loans and behavior consumptive society that tends to also increase the number of motorcyclists from time to time. Various motorcycle manufacturers competing to create various types of motorcycle variants with different features and advanced technology. Brand motorcycle honda motorcycle is one that seeks to meet the needs or lifestyle of the community by creating a model or form highly favored by society that emphasizes reliability and technology.

Table 1. Sales of Motorcycles Year 2018-2019

Brand	2018 - 2019 Unit	%
Honda	4,759,202 units	74.6%
Yamaha	1,455,088 Units	22.8%
Suzuki	89 508 Units	1.4%
Kawasaki	78 982 Units	1.2%
TVS	331 units	0.01%
amount	6,383,111 Units	(100%)

Source: AISI (Indonesian Motorcycle Industry Association), 2018-2019.

According to the table 1 motorcycle production in Indonesia is dominated by the Honda brand. It can be seen from the market share of Honda with the greatest value among the other brands of motorcycles. Honda first rank at 74.6% ahead of the competitors weigh Yamaha by 22.8%, amounting to 1.4% of Suzuki, Kawasaki 1.2% TVS 0.01%. Along with the changing times and technology, motorcycle manufacturers continue to innovate until finally born motorcycle type automatic transmission that became known as skuteromatik. Skuteromatik motor type is most in demand by the people of Indonesia. Skuteromatik in the market cursory look similar to each other;

Motorcycle manufacturers must not only focus on the quality of the resulting product will be in connection with efforts to dominate the market, but also take into account the price that will be determined, whether the price stipulated can compete and make consumers feel the price set in accordance with what he got. One more not less importantly, the introduction of the consumer will be the image or brand image. Society tends to be more interested in the products whose brand has a good image and has been widely recognized in the market, it may be made public as a reference in selecting the products to be chosen.

Not to be outdone by other manufacturers amid competition motorcycle products automatic transmission, Honda issued a product with segment skuteromatik to satisfy consumers yaiu Honda Vario which prioritizes practicality and technologically equipped in terms of security, in addition to the Vario has a fuel consumption of efficient and model / forms bike a motor that has a wide range of complementary product types and attributes. Based on data from AISI, can be seen selling Vario november year 2018- March 2019, namely:



Table 2. Matic Vario Motorcycle Sales November 2018 - March 2019
Source: AISI

Type Skutik	November	December	January	February	March	Total
All Honda Vario 125	41 712 Units	53 142 Units	42 054 Units	44 113 Units	55 492 Units	236.513
All Honda Vario 150	41 908 Units	51 856 Units	42 497 Units	45 289 Units	52 067 Units	233.617

Based on the above table it can be seen that the sales of Honda All Vario 125 and All Honda vario 150 experienced Fluctuations. Sales of Honda Vario Honda Vario 125 and 150 in November-December increase, but in January - February last declined in March rose from the previous month. This shows that the purchasing decisions of consumers against Honda Vario experienced ups and downs.

Table 3. List Price Motorcycles Honda Vario PT. Rotella Mandiri Persada Lubukpakam

Type	Price
110 Vario CBS	USD 17.91 million
110 Vario CBS ADVANCE	USD 18.01 million
110 Vario CBS ISS	USD 18.87 million
ISS CBS Vario 110 ADVANCE	USD 18.97 million
ISS 125 Vario 125	USD 21.3 million
Vario 150 ISS	USD 23.8 million

Source: PT. Rotella Mandiri Persada Lubukpakam

Table 4. List Price Motorcycles Yamaha
PT. Alpha Scorpii Tanjung Morawa

Type	Price
MIO Z	Rp. 17.566 million
MIO M3 SP	Rp 16.925 million
LEXI ABS VVA SSS	USD 27.19 million
LEXI VVA SSS	Rp 21.795 million
VVA 155 Aerox	Rp 26.285 million
N-MAX 155	Rp 29.181 million

Source: PT. Alpha Scorpii Tanjung Morawa

Table 5. List Price Motorcycles Suzuki

Type	Price
Suzuki Adress F1	Rp 15,350,000
Suzuki Adress Playful	USD 15.7 million
Suzuki Nex II	USD 13.95 million

Based on the above table can be seen lists of product prices honda motorcycle with its competitors. The prices listed above is also one reason consumers choose a product. Are the prices given in accordance with the income of the community itself. It can be seen that the prices provided by Honda cheaper and unaffordable. Honda motorcycle also has a fuel is very economical compared to other brands.

Some of the factors that cause consumers make purchasing decisions Honda Vario products such as brand image, product attributes, and product prices

2. Research Methods

The method used in this research is descriptive quantitative method that is by looking for information about existing symptoms, with clearly defined objectives to be achieved. The research variables studied in this research is the effect of price, quality products to the purchasing decision Honda motorcycle at. Rotella Lubukpakam Mandiri Persada.

This research was conducted at PT. Rotella Lubukpakam Mandiri Persada which is located on the highway Medan - High Cliff Ringroad No. 29, Tj Garbus One, Lubukpakam, Deli Serdang, North Sumatra. The population to be used as research is that consumers of Honda motorcycles in PT. Rotella Lubukpakam Mandiri Persada. Overall population of altogether 100 people. In this sampling technique the author uses saturated sampling technique. the number of samples taken in this study amounted to 80 people. Data collection techniques in this study using a questionnaire. The questionnaire consists of the question open and closed questions. Open-ended questions are questions relating to the identity of respondents, closed questions are questions that ask respondents to choose one of the answers provided.

Inquiries made in the form of a questionnaire using a Likert scale of 1-5 which respectively represent the views of the respondents. The scale is as follows:

- a. Strongly agree : Scores / Weight 5
- b. Agree : Scores / Weight 4
- c. Neutral : Scores / Weight 3
- d. Disagree : Scores / Weight 2
- e. Strongly Disagree : Scores / Weight 1

3. Research Result

PT Astra Honda Motor (AHM) is the pioneer of the motorcycle industry in Indonesia. Established on June 11, 1971 with the initial name PT Federal Motor. At that time, PT Federal Motor only assemble, whereas components imported from Japan in the form of CKD (Completely Knock Down). Type first motorcycle produced by Honda are the type of business, S 90 Z 4-stroke engine with a capacity of 90 cc. Total production in the first year for one year only 1500 units, but jumped about 30 thousand and continues to grow today. Motorcycles continues to grow and become one of the mainstay mode of transportation in Indonesia. Testing the validity of using the method of correlation analysis. Calculations were performed



with SPSS. Significance value is below 0.05 indicates a valid item. Validity testing can be seen in Table 6 below:

Table 6. Validity testing

No Question	r-count	r-table	Conclusion
X1.1	0,296	.1852	valid
X1.2	0.582	.1852	valid
X1.3	0.454	.1852	valid
X1.4	0.285	.1852	valid
x1.5	0,199	.1852	valid
X1.6	0,302	.1852	valid
X2.1	.472	.1852	valid
X2.2	0.43	.1852	valid
X2.3	0,302	.1852	valid
X2.4	.553	.1852	valid
X2.5	0.191	.1852	valid
Y1	0.38	.1852	valid
Y2	0.254	.1852	valid
Y3	0.206	.1852	valid
Y4	.193	.1852	valid
Y5	0.195	.1852	valid
Y6	0.465	.1852	valid
Y7	0.385	.1852	valid
Y8	0.351	.1852	valid
Y9	0,339	.1852	valid
Y10	0.239	.1852	valid
Y11	0.263	.1852	valid

Based on the test results in the table above CFA note that all items have grouped according to the indicator and based on the above in mind that all items be valid statement.

Table 7. CFA

variables	Alpha	Information
Price	0.755	reliable
Product quality	.766	reliable
Buying decision	.684	reliable

Reliability test results in the table above shows that all items on the statement of three variables studied is reliable because it has a value cronbach alpha > 0.60. so that the grains in the entire research statement said to be reliable, and can be used for further research. Hypothesis testing is done to determine the effect of the price and quality of products on purchase decisions at PT Honda motorcycles. Rotella Lubukpakam Mandiri Persada. Multiple regression analysis was chosen to analyze the submission of the hypothesis in this study. Here are the results of multiple regression analyzes were performed with SPSS 22 for Windows.

Table 8. Summary of Multiple Linear Regression Analysis

		Coefficients ^a		standardized Coefficients	t	Sig.
Model		Coefficients unstandardized	Std. Error			
		B		beta		
1	(Constant)	37.738	5.598		6.742	,000
	Total price	-,067	,160	-,046	-,420	,675
	Total_Kualitas	,479	,186	,281	2.572	,012

a. Dependent Variable: Total_Keputusan

From the results of multiple linear regression can be seen multiple linear regression equation as follows:

$$Y = 37.738 - 0,067X_1 + 0,479X_2 + e$$

Based on these equations is known that the price regression coefficient (b1) has a regression coefficient is negative, it indicates that prices affect the purchase decision is negative and the quality of the product (b2) has a positive coefficient regesi. It shows that the quality of the product a positive effect on purchasing decisions. Furthermore, to determine whether the test of the hypothesis is accepted or rejected then conducted test of the hypothesis with T test and F test the hypothesis test results are described as follows:

1) Test T (Partial)

T test is a test to demonstrate the significance of the influence of individual variables present in the model of the dependent variable. It is intended to determine how far the influence of the independent variables explain the variation of the dependent variable. If the significance value less than 0.05 grama (sig < 0.05), it can be concluded that the independent variable partially significant effect on the dependent variable. Explanation of the t test results for each independent variable is as follows:

a) Price (X1)

The results of the t test for price variable obtained t value of -0.420 with a significance value of 0,675 greater than 0.05. And the regression coefficients have a value of -0.067; the hypothesis states that "the price of a negative influence on purchasing decisions honda motorcycle at. Rotella Mandiri Persada Lubukpakam ". this means that H1 is rejected and H0.



b) Product Quality

Statistical results of the t test for product quality variable t value of 2.572 with a significance value of 0,012 less than 0.05. And the regression coefficient has a value of 0,479; then the hypothesis which states that "the quality of products has positive influence on purchase decisions at PT Honda motorcycles. Rotella Mandiri Persada Lubukpakam". This means that H1 is accepted and H0 is rejected.

2) Test F (Simultaneous)

Multiple regression analysis using the f test aims to determine the significant influence of all the variables include which include price and product quality together on purchasing decisions at PT Honda motorcycles. Rotella Lubukpakam Mandiri Persada. If the significance value less than 0.05 then the regression model statistical significance. From the test results obtained value f calculated at 3.356 with a significance of 0,040b, because the significance value less than 0.05, it can be concluded that the hypothesis stating "price and quality of the product does not have positive influence jointly on purchasing decisions honda motorcycle at. Rotella Mandiri Persada Lubukpakam". The coefficient of determination is a tool for measuring the influence of independent variables on the dependent variable. The magnitude of the coefficient of determination ranged numbers from 0 to 1, great determination coefficient close to 1, the greater the influence of independent variables on the dependent variable. Adjusted R test results in this study was obtained for 0.056. This shows that purchasing decisions are influenced by the variable price and quality of products.

4. Conclusion

Based on the results of research and discussion, then a number of conclusions as follows:

- 1) Prices negatively affect the purchasing decisions of Honda motorcycles in PT. Rotella Lubukpakam Mandiri Persada. It can be seen from the t value of -0.420 with a significance value of 0.675 is greater than 0.05 and a regression coefficient of -0.067.
- 2) The product quality has a positive effect on purchase decisions at PT Honda motorcycles. Rotella Lubukpakam Mandiri Persada. It can be seen from the t value of 2.572 with 0.012 significance value of less than 0.05. And the regression coefficient has a value of 0.479.

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- [13] <http://mahasiswa.dinus.ac.id> Chapter IV of research and discussion