

Influence of Brand Image, Price and Product Quality on Honda Product Purchasing Decisions Vario motorbike in Tangerang City

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ABSTRACT

This research aims to analyze the influence of information, prices and purchasing decisions. The method used is multiple linear regression with the dependent variable being Purchase Decision and the independent variables being Brand Image, Price and Product Quality. The results of this research show that price and purchasing decisions have a significant effect on purchasing decisions

1. INTRODUCTION

The increasingly fierce competition makes companies have to further advance the products they produce in order to compete with existing products on the market. One of the company strategies that must be carried out is to retain existing consumers, by continuing to retain consumers so that they continue to be loyal to the company or product. that we put out, because if there are consumers who still trust the products that we put out, the potential for going out of business will be reduced, therefore companies need to attract potential consumers by instilling the mindset that our product is superior to any other product, because the better the brand image (brand image) that we have, the easier it is for consumers to be attracted to using the products that we distribute on the market

One of the rapidly growing business competitions is two-wheeled vehicles or motorbikes, which makes many motorbike manufacturers compete in maintaining their products with a variety of different brands. Brands have become a determining factor in the business industry. Consumers before buying a product will definitely look at the brand they are going to buy and the benefits the product provides. Nowadays, many consumers are very selective in choosing a product, this is due to the rampant competition from competing brands on the market in the same product category. A brand in a product is a feature and characteristic of a good or service that influences purchasing decisions to choose which product to use.

Table 1. Top Brand Indeks Sepeda Motor Matic Honda Year 2020 - 2022

Merek	TBI Year 2020	TBI Year 2021	TBI Year 2022
Honda Scoopy	8,90%	12,10%	9,90%
Honda PCX	5,10%	5,20%	8,30%
Honda Vario	24,50%	21,90%	20,80%

Source: Top Brand Award

One of the surveys in Indonesia which is used as an indicator of the performance of a brand in Indonesia is Top Brand Indonesia. There are several concepts regarding Top Brand Indonesia in assessing the brand of a product. Based on the TBI data above, it shows that the Honda Vario motorbike

has experienced a decline. This shows that brand image, price and product quality influence purchasing decisions. PT Astra Honda Motor (AHM) is a synergy of technological excellence and marketing networks in Indonesia, a collaborative development between Honda Motor Company Limited, Japan, and PT Astra International Tbk, Indonesia. Honda Motor's technological superiority is recognized throughout the world and has been proven in various situations, both on the road and on the race track. Honda has also developed technology that is able to answer customer needs, namely "stubborn" and fuel efficient engines, thus making it a pioneer of economical two-wheeled vehicles and much in demand by the public.

Based on the data and facts that have been explained above, the author is very interested in researching the Honda Vario brand motorbike which has quite high sales in Indonesia, so based on the interesting things that have been explained above the author is interested in researching, and this research is entitled "The Influence of Brand Image, Price and Product Quality on Purchasing Decisions for Honda Vario Products in Tangerang City"

Keller (2021) defines brand image as "consumers' perceptions of a brand and its influence on brand evaluations, consumer behavior, and purchasing decisions." Khan, Rahman, and Islam (2020) stated that brand image includes aspects such as product quality, brand reputation, customer service, price, packaging design, and customer experience, and can influence customer loyalty and purchasing decisions. It can be concluded that brand image is customer perceptions and opinions about a brand, which includes visual and non-visual aspects of the brand and influences brand evaluation, consumer behavior and purchasing decisions.

According to Indrasari (2019), states that: "Price is the value of a good or service which is measured by the amount of money spent by the buyer to obtain a combination of goods or services." According to (firmansyah 2018) "price is the amount of money that must be paid for get the right to use goods, sometimes the size of the price represents the quality of an item" It is concluded that price is the amount of money that must be paid to get the product you want to buy, the price value often reflects the quality of a product, the higher the price, the higher the value of a product, and vice versa, the lower the price of the product, the more doubtful people are about the product.

According to Daga (2017), product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. According to Tjiptono (2017), product quality is quality that includes efforts to meet or exceed customer expectations, quality that includes products, services, people, processes and the environment with conditions that are always changing. Therefore, companies need to pay attention to and ensure the quality of the products offered in order to meet customer needs and satisfaction and maintain a good brand image.

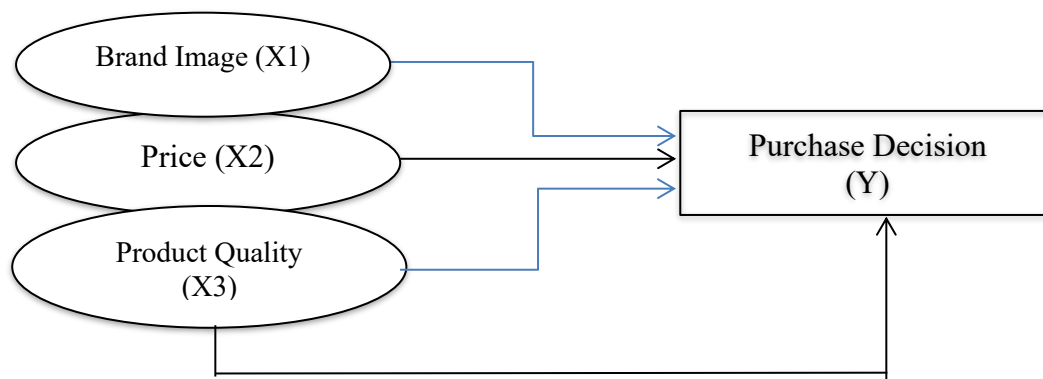
According to Irwansyah, et al. (2021) "purchasing decisions are thoughts where individuals evaluate various options and decide on various choices of a product from among the many choices." According to Tjiptono in Rahayu (2018), purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision. From the definitions of the experts above, a purchasing decision is the process by which a consumer determines the product of choice he wants to buy. After comparing the product with similar products

Intense competition in the two-wheeled motor vehicle business means that consumers have many alternative choices to choose the type and model that suits their tastes. Each vehicle released usually has advantages and disadvantages, it just depends on how consumers make this choice. Many factors can influence a person's purchasing decision, but in research, they are measured through product quality, price and brand image. Product quality is a form of assessment of the product to be purchased, whether it meets what consumers expect.

If companies want to develop, let alone make a profit, they no longer have a choice but to adopt the concept of quality. This shows that quality has an influence on consumers. Consumers certainly will not buy products that cannot meet their expectations. The higher the quality of a product, the higher the consumer's decision to make a purchase. Price can be the amount of money (possibly plus several items)

needed to obtain several combinations of a product and accompanying services. Nowadays, with the purchasing power of the majority of consumers getting lower, setting prices is very important because consumers are increasingly critical and selective in spending money. Pricing decisions influence the number of sales made by the company and how much revenue it earns. The price consumers want is a competitive and affordable price.

Based on the thoughts above, a framework of thought can be described as in the picture:



Picture 1. Research Framework

In accordance with the research framework, the following hypothesis was formed: H1: There is a positive influence between Brand Image on Purchasing Decisions, H2: There is a positive influence between Price on Purchasing Decisions, H3: There is a positive influence between Product Quality on Purchasing Decisions, H4: Overall There is a positive influence between Brand Image, Price and Product Quality on Purchasing Decisions.

2. METHOD

There are three independent variables and one dependent variable in the research. The independent variables consist of Brand Image, Price and Product Quality, while the dependent variable is Purchase Decision. The population of this study is some Vario motorbike users in the city of Tangerang. Sample selection uses the accidental sampling method which is determined based on chance, anyone who meets by chance or incident can be used as a sample (Sugiyono, 2017).

This research uses primary data, the data collection technique used in this research is a survey using a questionnaire technique by giving a set of questions or written statements to respondents to answer. This research media uses an SPSS-based application. Data analysis can be tested using instrument tests, validity tests, reliability tests, Likert scales, classical assumption tests, multiple linear regression analysis tests, coefficient of determination tests, t tests and f tests.

Sugiono (2018:137), Explains the sample in terms of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, this is done to save energy and time, the researcher can use an unknown sample from that population. The sample in this study were some Honda Vario motorbike users in Tangerang City. In this study, the population size is unknown so Paul Leedy's formula is used as follows:

$$n = \left(\frac{Z}{e}\right)^2 (P) \left(1 - \frac{1}{p}\right)$$

Information:

n = Sample size p = Unknown population size, with a precision of 50% or 0.5 e = Error rate (tern error) 10% or 0.1 Z = Standard error set at 1.96

3. RESULTS AND DISCUSSION

Respondent characteristics are based on research results obtained by respondent data regarding gender, age and latest education. The data obtained regarding the profile of respondents who were used as research objects are as follows:

Table 2. Respondent Characteristics

Sex	frek	%	Age	Frek	%	Education	frek	%
Male	27	27%	18-25	50	50%	SMA	47	47%
Female	73	73%	26-35	40	40%	Diploma	14	14%
			>35	10	10%	S1	39	39%
Amount	100	100%		100	100%		100	100%

Source : processed SPSS

Respondent characteristics in the table above show that the gender of the respondents is mostly male, the age of the respondents is dominated by the 18-25 age group and the majority have a high school/equivalent education.

Descriptive Analysis

The analysis used is seen from the results of the questionnaire distributed to respondents. This questionnaire has its own value for each answer according to the scale used, namely the Likert scale. The aim is to make it easier to see the influence of each variable.

Table 3. Skor Indikator masing-masing variable

Variabel	Rata-Rata Skor	Indikator
Brand Image	3,9	Good
Price	3,9	Good
Product quality	4,0	Good
Purchase Decision	3,9	Good

Source: processed SPSS

Validity test

This validity test is carried out using the SPSS application and the results will be known from the SPSS output by looking at the corrected item-Amount correlation or r count and comparing it with the r table. The results of the validity of each variable can be seen in the following tables:

Table 4. Uji Validitas

Variabel	Corected item-Amount Correlation	Information
Brand Image	< 0,1996	Valid
Price	< 0,1996	Valid
Product quality	< 0,1996	Valid
Purchase Decision	< 0,1996	Valid

Source: processed SPSS

Reliability Test

According to Sekaran in Prayitno (2016:60) a reliability measurement result of less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good. The reliability test results are presented in the table below:

Table 5. Uji Reliabilitas

Variabel	Cronbach's Alpha
Brand Image	,797
Price	,804
Product quality	,785
Purchase Decision	,818

Source : processed SPSS

Based on the table above, the Cronbach's Alpha value for each variable is more than 0.6. So it can be said that all the indicators used in the questionnaire are reliable and suitable for further use

Classic assumption test

Testing classical assumptions is a prerequisite in multiple regression analysis. According to Basuki and Prawoto (2017), the classical assumption tests used in linear regression include the normality test, autocorrelation test, multicollinearity test and heteroscedasticity test.

Table 6. Uji Asumsi Klasik

Assumption	Criteria	Result	Information
Normalitas	The residual value is close to the average value	The distribution of points is relatively close to a straight line or spreads around a diagonal line	Free
Multikolinearitas	VIF value < 10, tolerance value > 0.01	X ₁ : Tol 0,477 > 0,01 VIF 2,097 < 10 X ₂ : Tol 0,171 > 0,01 VIF 5,836 < 10 X ₃ : Tol 0,163 > 0,01 VIF 6,153 < 10	Free
Autokorelasi	DW -2 to +2 = no autocorrelation	DW value 1.888	Free
Heteroskedastisitas	There is no pattern such as widening or narrowing.	The dots are spread out and do not form a particular pattern	Free

Source: Data processed

The results of table 6 prove that the results have been free from the classical assumption test, so they can be continued with further tests.

Table 7 Multiple Linear Regression Test

Model	Unstandardized B	Coefficients Std. Error
1 Constant	,593	1,173
Brand Image	,085	,071
Price	,297	,135

Product quality	,577	,144
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Source: Data processed

$$Y = a + bX_1 + bX_2 + bX_3$$

$$Y = 0,593 + 0,085X_1 + 0,0297X_2 - 0,577X_3 + e_i$$

Table 8 Coefficient of Determination Test, T Test and F Test

	Result	Conclusion
Adjusted R Square	0,733	73% of the variation in variable Y can be explained by variations in variable X. While the remaining 27% is explained by other variables outside the research
Brand Image	Sig. 0,235	No effect
Price	Sig. 0,030	Influential
Product quality	Sig. 0,001	Influential
Anova	Sig. 0,001	0,001 < 0,05 influence together

In the table above it can be seen that partially product price and quality influence purchasing decisions, brand image has no influence on purchasing decisions. Meanwhile, brand image, price and product quality simultaneously influence purchasing decisions

The Influence of Price on Purchasing Decisions

The results obtained from the research show that price has a positive influence on purchasing decisions. This is proven by the analysis results that Price has a regression coefficient of 0.297 and a significance value of 0.030. This significance value is less than the error tolerance, namely $\alpha = 0.05$, so it can be concluded that price has a positive and significant effect on purchasing decisions.

This means that the higher the price, the greater the opportunity for consumers to purchase the product. If consumers are better aware of the price of Honda Vario products, they will be more likely to decide to make repeat purchases. If Honda prices become more affordable, consumers will decide to purchase Honda Vario products at a higher rate. Respondents rated this statement positively, because respondents understood the importance of product price in their purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

The results obtained from the research show that product quality has a positive influence on purchasing decisions. This is proven by the results of the analysis that Product Quality has a regression coefficient of 0.577 and a significance value of 0.001. This significance value is less than the error tolerance, namely $\alpha = 0.05$, so it can be concluded that Product Quality has a positive and significant effect on Purchasing Decisions.

From the results of this research, product quality has a positive influence on purchasing decisions. Which means that the higher the quality of the product, the greater the opportunity for consumers to purchase the product. If the quality of the products made by Honda Vario manufacturers is getting better, consumers will get to know Honda Vario products and will decide to buy Honda Vario products.

The Influence of Brand Image, Price and Product Quality on Purchasing Decisions

Based on the results of the F test which has been carried out on the influence of Brand Image, Price and Product Quality together on Purchasing Decisions with a significance value of $0.001 < 0.05$, this means that it can be concluded that Brand Image, Price and Product Quality simultaneously

influence Purchasing Decisions The results of this research are the same as previous research, namely Nurul Laila (2003) that price and product quality influence purchasing decisions.

4. CONCLUSION

Brand image does not partially have a significant effect on purchasing decisions for Honda Vario products. Price partially has a significant influence on purchasing decisions for Honda Vario products, product quality partially has a significant influence on purchasing decisions for Honda Vario products, brand image, price and product quality simultaneously have a significant influence on purchasing decisions.

The results of this research show that the price and product quality variables have a significant influence on purchasing decisions for Honda Vario products. Therefore, companies must implement more affordable prices to improve purchasing decisions and better quality products to improve the brand image of Honda products. Companies must improve their good brand image so that people's purchasing power increases and is not less competitive with other products.

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