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INFLUENCE OF PRODUCT QUALITY, PRICE, ADVERTISING ATTRACTIVENESS AND BRAND IMAGE ON PURCHASE DECISIONS ON HONDA BEAT MOTORIZED VEHICLE

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ABSTRACT

Honda Beat Motorcycle is the most popular by most people, both young people and parents because of its stylish and simple design. This can be proven based on the results of the Top Brand Award survey which is ranked first in the Top Brand Index category as shown below. Consumers who have a positive perception of a brand, meaning that the brand has a strong impression compared to other brands. This study aims to determine the effect of Product Quality, Price, Advertising Attractiveness and Brand Image on Purchasing Decisions for Honda Beat Motorbikes. The data used in this study are primary data obtained through a questionnaire. This reseach using 97 sample who who have already used Honda beat. The analysis method used is multiple linear regression analysis. The results of the analysis show that Product Quality, Price, Advertising Attractiveness and Brand Image have a positive effect on Purchasing Decisions for Honda Beat Motorbikes.

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Kata Kunci :
Keputusan pembelian
Produk kualitas
Harga
Iklan daya tarik
Brand gambar

ABSTRAK

Sepeda Motor Honda Beat paling digemari oleh sebagian besar kalangan, baik kalangan muda maupun orang tua karena desainnya yang stylish dan simpel. Hal ini terbukti berdasarkan hasil survei Top Brand Award yang menduduki peringkat pertama kategori Top Brand Index seperti gambar di bawah ini. Konsumen yang mempunyai persepsi positif terhadap suatu merek, artinya merek tersebut mempunyai kesan yang kuat dibandingkan dengan merek lainnya. Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk, Harga, Daya Tarik Iklan dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Beat. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui kuesioner. Penelitian ini menggunakan 97 sampel yang sudah pernah menggunakan Honda Beat. Metode analisis yang digunakan adalah analisis regresi linier berganda. Hasil analisis menunjukkan Kualitas Produk, Harga, Daya Tarik Iklan dan Citra Merek berpengaruh positif terhadap Keputusan Pembelian Sepeda Motor Honda Beat.

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INTRODUCTION

In this modern era, more and more people are using motorcycle vehicles to facilitate their daily activities. This is because motorbikes are a means of transportation that is practical and easy to operate, making motorbikes a very important means of transportation for the community. Then seen from the relatively low income level and infrastructure that is still inadequate, many people are interested in using motorbikes. The business in the automotive sector has good prospects, as seen from the intense competition between motorcycle manufacturers in an effort to attract consumers to buy the products offered. By seeing the increasing use of motorbikes, this makes an

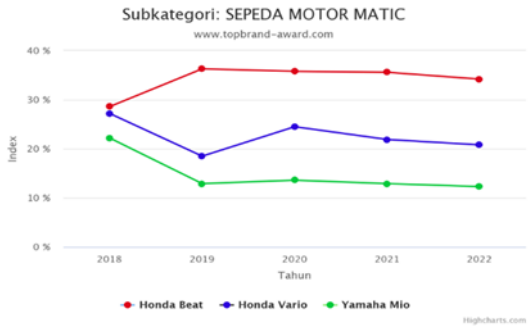
opportunity for producers to create new innovations both in terms of models and technology in order to get the attention of consumers. Meanwhile, the market compensates by carrying out its marketing program, among others, through promotions to offer new innovations from its products, about the advantages of its models and technology, so that it is expected to increase sales volume.

Today's increasingly fierce competition requires companies to offer quality products and have more value, so that they are different from their competitors' products, product quality is one of the considerations for consumers before buying a product. Product quality is determined by its durability, function and usefulness, with good product quality it can make consumers always remember the product. Honda Beat is a matic scooter type motorcycle which in each launch is able to attract consumers because this Honda Beat has good engine quality and a stylish design. Apart from product quality, the effect of the price of a product is also very or very important. With a low product price, the demand for the product offered increases. Then if the price of the product is high, the demand for the product offered is lower.

Good and appropriate pricing can provide great attention from consumers. The company sets the price based on various considerations, where the pricing is adjusted to the quality of the products offered. Apart from product quality and pricing, the company's ability to promote products to consumers through advertising is also very important. Promotion through advertising is an activity carried out by companies to show the advantages of the products they offer and persuade consumers to buy. Advertising strategy is a factor that companies must pay attention to in order to communicate with consumers and other people who can ultimately influence purchasing decisions.

Then in addition to product quality, price and advertising, brand image is also very important. According to Hawa (2022) states that brand image is an association that is active in memory when someone thinks about a particular brand. Brand image consists of consumer knowledge and beliefs about the brand. Consumers who have a positive perception of a brand, means that the brand has a strong impression compared to other brands. If a brand is perceived well by consumers, then consumers are increasingly confident in purchasing products from that brand.

Honda Beat Motorcycle is the most popular by most people, both young people and parents because of its stylish and simple design. This can be proven based on the results of the Top Brand Award survey which is ranked first in the Top Brand Index category as shown below.



This research is based on previous research. Previous research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016), they concluded that product quality, price and advertising appeal affect purchasing decisions for Honda Scoopy Motorbikes, but have not examined brand image on purchasing decisions.

Then research conducted by Heru Noor Rokhmawati, Heru Kuncorowati, and Lalu Supardin (2022), concluded that price, advertising and brand image affect purchasing decisions for Honda Scoopy Motorbikes in Yogyakarta.

Research Questions

Do product quality, price, advertising attractiveness and brand image have a positive effect on purchasing decisions?

LITERATURE REVIEW

Purchase Decision

Purchasing decisions according to Schiffman and Kanuk (2011: 112) are the selection of two or more alternative purchasing decision options, meaning that a person can make decisions with various alternative choices. Then according to Kolter and Armstrong (2018) purchasing decisions are a number of steps taken by consumers before making a decision to buy a product. The more mature the purchasing decision, the more confident consumers will be to buy a product. According to Harmani (2008: 41) the indicators used to measure purchasing decisions include:

1. Decision on available products
2. Decision on the price given
3. Decisions about the services provided

Product Quality

Product quality according to Kotler and Armstrong (2010: 273) is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. Product quality is the overall combination of product characteristics resulting from marketing, engineering,

production and maintenance that make the product usable to meet customer or consumer expectations (Wijaya, 2011: 11). The better the quality of a product, the more confident consumers will be in deciding to buy the product. According to Akbar (2012: 6), the indicators used to measure product quality include:

1. Ease of use
2. Durability
3. Clarity of function
4. Diversity of product size

Price

According to Kotler and Keller (2011: 340) state that price is the amount of money billed for a product or service, more broadly the price is the amount of value that consumers exchange for the benefits of owning or using a product or service. According to Tjiptono (2007: 151) states that price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a good or service. The more appropriate the pricing of a product or service, the more attention it can get from consumers so that consumers are more confident in buying the product or service. According to Fure (2013: 276), the indicators used to measure prices include:

1. Prices that match the benefits
2. Perception of price and benefits
3. Price competition
4. Affordable price of goods
5. Price match with the quality

Ad Attractiveness

According to Tjiptono (2012: 78) states that advertising is an indirect persuasion process, which is based on information about the advantages of a product that is arranged in such a way as to create a pleasant feeling that will change people's minds to take action or purchase. According to Wang, Cheng and Chu (2012) say that the purpose of advertising attractiveness is to persuade or influence consumer attitudes to take specific actions towards certain products. The more attractive the advertisement made by the company, it will influence consumers to buy the advertised product. According to Amandeep (2018), the indicators for measuring advertising attractiveness are as follows:

1. Interest when watching ads
2. The uniqueness of the ad
3. Informative ad
4. Clarity of the ad
5. Desire to buy the product displayed

Brand Image

According to Freddy Rangkuti (2009: 90) states that brand image is a brand perception associated with brand associations that are embedded in the minds or memories of consumers. Brand image consists of consumer knowledge and beliefs about the brand. Consumers who have a positive perception of a brand, meaning that the brand has a strong impression compared to other brands. If a brand is perceived positively by consumers, consumers are more confident to make purchases of products or services from that brand (Heru Noor Rahmawati, Heru Kuncorowati, Lalu Supardin, 2022). According to Setiyawati (2021) the indicators used to measure brand image include:

1. User image
2. Image of manufacture
3. Product image

HYPOTHESIS

Based on the literature review and the results of previous studies, the research hypothesis is as follows:
H1 : Product quality has a positive effect on purchasing decisions, in line with research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016), the results of which product quality affects purchasing decisions.
H2 : Price has a positive effect on purchasing decisions, in line with research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016), the results of which price affects purchasing decisions.
H3 : Advertising Attractiveness has a positive effect on purchasing decisions, in line with research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016), the results of which advertising attractiveness affects purchasing decisions.
H4 : Brand Image has a positive effect on purchasing decisions, in line with research conducted by Heru Noor Rokhmawati, Heru Kuncorowati, and Lalu Supardin (2022), the results of which brand image influences purchasing decisions.

RESEACH METHOD

Type of Research

This research is quantitative research. According to Sugiyono (2009: 14) explains that quantitative research is a research method based on the philosophy of positivism, which is used to examine certain populations or samples, which are generally randomly sampled, and data is collected using research instruments, then analyzed quantitatively or statistically with the aim of testing predetermined hypotheses.
Place and Time of Research

This research was conducted in Indonesia, in December 2022.

Population

The population of this study are all consumers who use Honda Beat motorbikes whose numbers are unknown.

Sample

The sample in this study were 97 consumers who used Honda Beat motorbikes, using the sample calculation formula whose population was unknown.

n=⟦1,96/(4(0,1))⟧^2
= 96,4
= 97

Multiple Linear Regression Analysis

Multiple linear regression analysis to test the hypothesis through the t test. According to Sugiyono (2018: 223), states that the t test is a temporary answer to the problem formulation, which asks about the relationship between two or more variables. According to Ghozali (2018: 88) the t test is used to test the effect of each independent variable used in this study on the dependent variable partially.

RESULT AND DISCUSSION

This discussion aims to determine the effect of product quality, price, advertising, and brand image on purchasing decisions for Honda Beat motorcycle products. This study results in that the hypotheses proposed are all accepted.

Table 1. Hypotheses Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.721	.917		.799	.431
	Product Quality	.017	.040	.087	2.852	.015
	Price	.010	.046	.049	4.514	.009
	Ad Attractiveness	0.14	.051	.059	4.862	.017
	Brand Image	.015	.047	.059	6.462	.018

a. Dependent Variable: Purchase Decision

The following are the results of the discussion of the influence of each variable in this study:

The Effect of Product Quality on Purchasing Decisions

Based on the results of statistical tests, the value of tcount = 2.852> ttable = 1.985 and a significance level of 0.015 <0.05, it is known that the perceived product quality variable has a positive effect on purchasing decisions for Honda Beat motorcycle products. Respondents think that if the perception of product quality implemented by the company is felt to be good and maximized, it will increase the confidence to decide to buy a Honda Beat motorcycle product. The results of this study support previous research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016) in a study entitled "The Effect of Product Quality, Price, and Advertising Attractiveness on Purchasing Decisions for Honda Scoopy Motorbikes at PT. DAYA ADICIPTA WISEA". This study uses quantitative methods. The results of the discussion regarding product quality have a positive and significant effect on purchasing decisions.

Basically, the better the perception of the quality of a product in the minds of consumers, the more confident consumers will be in deciding to buy. This is evidenced by the results of the discussion in this study that the perception of product quality has a positive effect on purchasing decisions for Honda Beat motorcycle products.

The Effect of Product Price on Purchasing Decisions

Based on the statistical test results, the tcount value = 4.514> ttable = 1.985 and the significance level of 0.009 <0.05, it is known that the product price perception variable has a positive effect on purchasing decisions for Honda Beat motorcycle products. Respondents think that if the perception of the product price applied by the company is felt to be good and maximum, it will increase the confidence to decide to buy a Honda Beat motorcycle product. The results of this study support previous research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016) in a study entitled "The Effect of Product Quality, Price, and Advertising Attractiveness on Purchasing Decisions for Honda Scoopy Motorbikes at PT. DAYA ADICIPTA WISEA". This study uses quantitative methods. The results of the discussion regarding product prices have a positive and significant effect on purchasing decisions.

Basically, the better the price perception of a product in the minds of consumers, the more confident consumers will be in deciding to buy. This is evidenced by the results of the discussion in this study that the perception of product prices has a positive effect on purchasing decisions for Honda Beat motorcycle products.

The Effect of Advertising on Purchasing Decisions

Based on the results of statistical tests, the value of tcount = 4.862> ttable = 1.985 and a significance level of 0.017 <0.05, it is known that the advertising perception variable has a positive effect on purchasing decisions for Honda Beat motorcycle products. Respondents think that if the perception of advertising implemented by the company is felt to be good and maximized, it will increase the confidence to decide to buy Honda Beat motorcycle products. The results of this study support previous research conducted by Daniel Tampi, Agus Supandi S, and Jacky S.B (2016) in a study entitled "The Effect of Product Quality, Price, and Advertising Attractiveness on Purchasing Decisions for Honda Scoopy Motorbikes at PT. DAYA ADICIPTA WISEA". This study uses quantitative methods. The results of the discussion regarding advertising have a positive and significant effect on purchasing decisions.

Basically, the better the perception of advertising in the minds of consumers, the more confident consumers will be in deciding to buy. This is evidenced by the results of the discussion in this study that the perception of advertising has a positive effect on purchasing decisions for Honda Beat motorcycle products.

The Effect of Brand Image on Purchasing Decisions

Based on the results of statistical tests, the tcount value = 6.462> ttable = 1.985 and a significance level of 0.018 <0.05, it is known that the brand image perception variable has a positive effect on purchasing decisions for Honda Beat motorcycle products. Respondents think that if the perception of the brand image applied by the company is felt to be good and maximized, it will increase the confidence to decide to buy Honda Beat motorcycle products. The results of this study support previous research conducted by Heru Noor Rokhmawati, Heru Kuncorowati, and Lalu Supardin (2022), in a study entitled "The Effect of Price, Advertising and Brand Image on Buying Interest in Honda Scoopy in Yogyakarta". This research uses quantitative methods. The results of the discussion regarding brand image have a positive and significant effect on purchasing decisions.

Basically, the better the perception of brand image in the minds of consumers, the more confident consumers will be in deciding to buy. This is evidenced by the results of the discussion in this study that the perception of brand image has a positive effect on purchasing decisions for Honda Beat motorcycle products.

CONCLUSION

This study aims to determine the effect of product quality, price, advertising and brand image on purchasing decisions for Honda Beat motorcycle products. Based on the data that has been collected, the following conclusions are obtained:

1. Product quality has a positive effect on purchasing decisions for Honda Beat motorcycle products. This shows that the better the product quality the company does, the higher the level of purchasing decisions for Honda Beat motorcycle products.
2. Price has a positive effect on purchasing decisions for Honda Beat motorcycle products. This shows that the better the price set by the company, the higher the level of consumer purchasing decisions for Honda Beat motorcycle products.
3. Advertising has a positive effect on purchasing decisions for Honda Beat motorcycle products. This shows that the better the advertising carried out by the company, the higher the level of purchasing decisions for Honda Beat motorcycle products.
4. Brand image has a positive effect on purchasing decisions for Honda Beat motorcycle products. This shows that the better the brand image the company does, the higher the level of purchasing decisions for Honda Beat motorcycle products.

SUGESSTION

Based on the results of the discussion and conclusions obtained, several suggestions are proposed including the following:

1. For Honda Beat motorcycle manufacturers

a. From the variable product quality has a positive effect on purchasing decisions, the Honda Beat motorcycle manufacturer must pay more attention to the quality of the products produced and also improve product quality by innovating the Honda Beat motorcycle model so that it will increase consumer purchasing decisions.

b. From the variable price has a positive effect on purchasing decisions, the Honda Beat motorcycle manufacturer must maintain the best price so that it can compete with other products and provide discounts so that consumers feel satisfied in making purchases and will make sustainable purchases.

c. From the advertising variable, it has a positive effect on purchasing decisions, so Honda Beat motorcycle manufacturers must aggressively advertise through television media or through existing platforms so that potential customers see the advantages of the Honda Beat motorcycle so that those who were not interested are interested in purchasing a Honda Beat motorcycle.

d. From the brand image variable, it has a positive effect on purchasing decisions, so Honda Beat motorcycle manufacturers must pay more attention

and also improve Honda's image so that Honda Beat motorbikes are more favored by consumers.

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