

**ANALYSIS OF INFLUENCE ON PRICE, PRODUCT QUALITY
AND PROMOTION TO PURCHASE DECISIONS ON HONDA VARIO
150 CC MOTORCYCLES
(Study on Consumers of PT. Honda Motor Pegambiran Branch)**

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Abstract - *This study aims to determine the Influence of Price, Product Quality and Promotion on the Purchase Decision of Honda Vario 150 CC Motorcycle (Study on Consumers of PT. Honda Motor Pegambiran Branch).*

The strategy used is a quantitative associative strategy. The method used in this research is survey research method. The sample in this study was 110 customers who made a motorcycle purchase in the period August to December 2019. The data used in this study were primary data. The data collection method uses a questionnaire by giving a set of written statements to the respondents to be answered. Data processing in this study uses SPSS version 25.0.

The results showed that the price variable had a positive and significant influence on purchasing decisions. Product quality variables have a positive and significant influence on purchasing decisions. And promotion variables have a positive and significant influence on purchasing decisions. The value of determination (R^2) was 74.5% while the remaining 25.5% was influenced by other variables that were not in the regression model. From this study it can be concluded that price, product quality and promotion positively and significantly influence the purchasing decision.

Keywords: *Price, Product Quality, Promotion, Purchasing Decisions*

Abstrak– Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, Kualitas Produk dan Promosi terhadap Keputusan Pembelian Sepeda Motor Honda Vario 150 CC (Studi pada Konsumen PT. Honda Motor Cabang Pegambiran).

Strategi yang digunakan adalah strategi asosiatif kuantitatif. Metode yang digunakan dalam penelitian ini adalah metode penelitian survei. Sampel dalam penelitian ini adalah 110 pelanggan yang melakukan pembelian sepeda motor periode Agustus hingga Desember 2019. Data yang digunakan dalam penelitian ini berupa data primer. Metode pengumpulan data menggunakan kuesioner dengan cara memberi seperangkat pernyataan tertulis kepada responden untuk dijawab. Pengolahan data dalam penelitian ini menggunakan SPSS versi 25.0

Hasil penelitian menunjukkan bahwa variabel harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel kualitas produk berpengaruh positif dan signifikan terhadap

keputusan pembelian. Dan variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai determinasi (R^2) sebesar 74,5% sedangkan sisanya 25,5% dipengaruhi oleh variabel lain yang tidak ada didalam model regresi. Dari penelitian ini dapat disimpulkan bahwa harga, kualitas produk dan promosi secara positif dan signifikan berpengaruh terhadap keputusan pembelian

Kata kunci : *Harga, Kualitas Produk, Promosi, Keputusan Pembelian*

I. PRELIMINARY

In Indonesia, the use of Honda motorized vehicles is a need with multiple priorities, starting as primary needs, secondary needs (complementary), and even tertiary needs (luxury goods). The increase in the number of people who have purchasing power and the increase in purchasing power per individual can encourage a shift in the level of motorcycle use from a complementary level to a more prioritized level, thereby encouraging growth in the use of Honda motorcycles.

Table 1.1. Top Brand Index

TOP BRAND INDEX MATIC MOTORCYCLE 2018		
BRAND	TBI	TOP
Honda Beat	28.6%	TOP
Honda Vario	27.2%	TOP
Yamaha Mio	22.2%	TOP
Honda Scoopy	7.6%	
Yamaha NMax	1.9%	
TOP BRAND INDEX MOTORCYCLE MATIC 2017		
BRAND	TBI	TOP
Yamaha Mio	32.1%	TOP
Honda Beat	29.9%	TOP
Honda Vario	21.8%	TOP
Honda Scoopy	4.3%	

Source: <http://www.topbrandaward.com/topbrandsurvey/surveyresult/topbrandindex>

Based on Table 1.1. Above, we can see the comparison of the percentage of the motorcycle market share between the Yamaha and Honda brands, which shows that Honda motorbikes are more significant than Yamaha motorcycles. Honda has the advantage in terms of production quality so that its fuel emissions are more environmentally friendly. In 2018 the percentage of Honda's motorcycle market share reached 63.4%, while the Yamaha motorcycle market share was 24.1%. Comparing with the previous year's percentage share of the motorcycle market between Honda and Yamaha, shows an indication of an increase in the percentage share of Honda's motorcycle market share and a decrease in Yamaha. In 2017 Honda got 51.7% while Yamaha 36.4%.

Based on the background of the above problems, this study focuses on the analysis of the effect of price, product quality and promotion on purchasing decisions for Honda Vario 150 CC Motorcycles at PT. Honda Motor Pegambiran Branch..

1.1. Formulation of the problem

Based on the research problems above, the main research problems are formulated as follows:

1. How much influence does the price have on the purchase decision of a Honda Vario150 CC motorcycle at PT. Honda Motor Pegambiran Branch?
2. How much influence does product quality have on purchasing decisions for a Honda Vario 150 CC motorcycle at PT. Honda Motor Pegambiran Branch?

**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

3. How much influence does promotion have on purchasing decisions for a Honda Vario150 CC motorcycle at PT. Honda Motor Pegambiran Branch?
4. How much influence does price, product quality and promotion have on purchasing decisions for a Honda Vario 150 CC motorcycle at PT. Honda Motor Pegambiran Branch?

1.2. Research purposes

The purpose of this research is to find out:

1. The magnitude of the price influence on the purchase decision of a Honda Vario150 CC motorcycle at PT. Honda Motor Pegambiran Branch.
2. The magnitude of the influence of product quality on the purchase decision of a Honda Vario 150 CC motorcycle at PT. Honda Motor Pegambiran Branch.
3. The magnitude of the influence of promotion on the decision to purchase a Honda Vario150 CC motorcycle at PT. Honda Motor Pegambiran Branch.
4. The magnitude of the effect of price, product quality and promotion on purchasing decisions for a Honda Vario 150 CC motorcycle at PT. Honda Motor Pegambiran Branch.

II. LITERATURE REVIEW

2.1. Marketing and Marketing Management

According to Hasan (2013: 4), marketing is the process of identifying, creating and communicating value and maintaining satisfying customer relationships to maximize company profits. According to Mullins and Walker (2013: 5), marketing is a social process that involves activities that are required to enable individuals and organizations to get what they need and want through exchanging with others and developing sustainable exchange relationships.

2.2. Price

Price is the amount of value exchanged by customers who take advantage of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or set by the seller for the same price for all buyers (Umar, 2013: 32).

2.3. Product quality

Prawirosentono (2012: 302) expresses his opinion that product quality is a condition of the nature and usefulness of an item that can provide consumer satisfaction physically and psychologically, according to the value of money spent. According to Kotler and Keller (2013: 221), products are a key element in the overall market offering. In addition, products can also be defined as consumer perceptions described by producers through their production (Tjiptono, 2012: 21).

2.4. Promotion

Swastha (2013: 25) defines promotion as an activity to inform and influence customers / consumers of products / services produced by the company. Promotion is one important aspect because promotion can lead to the next series of activities of the company. Promotion is not only informative, but also persuading or influencing consumers, especially potential consumers by stating that one product is better than other products.

2.5. Buying decision

Alma (2014: 96) argues that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude towards consumers to process everything, information and draw conclusions in the form of a

response that appears what products to buy. According to Kotler and Keller in Tjiptono (2012: 193), a purchase decision is a decision stage where consumers actually purchase a product.

2.6. Relationship between Research Variables

The independent variable is a variable that affects or causes changes or the emergence of the dependent variable (dependent). The independent variable in this study is Price (X1) Product Quality (X2) Promotion (X3). The dependent variable is the variable that is affected or which is the result of the independent variable. The dependent variable in this study is the Purchase Decision (Y). The relationship between variables can be seen in Figure 2.1. following:

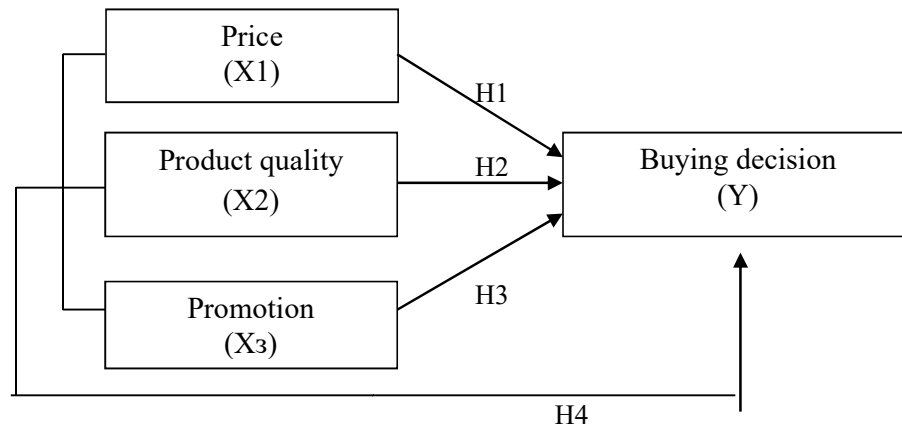


Figure 2.1. *Variable Conceptual Framework*

2.6.1. The effect of price on purchasing decisions

Research journal Nuradin and Diyan Lestari (2019) which concluded that price has a positive and significant effect on purchasing decisions for Yamaha Motorbikes at Rezeki New Source Dealers. The same thing was stated in the research journal Nur Achidah (2016) which concluded that price had a significant positive effect on the purchase decision of a Yamaha Mio GT Motorcycle.

2.6.2. Effect of product quality on purchasing decisions

Consumers who feel compatible with a product and the product can meet their needs, then consumers will make the decision to buy the product. The research journal conducted by Melita Yesi Agustin (2016) concluded that product quality partially has a positive and significant effect on purchasing decisions on a Honda Vario motorbike. The same thing is also stated in the research journal Nuradin and Diyan Lestari (2019 which concluded that product quality has a positive and significant effect on purchasing decisions for Yamaha Motorbikes at Rezeki New Source Dealers.

2.6.3. The effect of promotion on purchasing decisions

Companies need to promote their products, to influence consumers to make purchases. Research journal conducted by Melita Yesi Agustin (2016) concluded that promotion partially has a positive and significant effect on purchasing decisions on a Honda Vario motorbike. The same thing was stated in the research journal Nur Achidah (2016)

which concluded that promotion had a significant positive effect on the purchase decision of a Yamaha Mio GT Motorcycle.

2.6.4. The effect of price, product quality and promotion on purchasing decisions

Decision making can be interpreted as a process of appraising and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. Prices and quality of products owned by producers as well as promotions that attract interest are believed to influence consumer decisions to buy these products. The research journal conducted by Melita Yesi Agustin (2016) concluded that product quality, image and promotion simultaneously had a positive and significant effect on purchasing decisions on a Honda Vario motorbike.

2.7. Hypothesis Development

The hypothesis in this study is formulated as follows:

1. It is suspected that the price has a significant influence on the purchase decision of a Honda Vario 150 cc motorcycle at PT. Honda Motor Pegambiran Branch.
2. It is suspected that product quality has a significant influence on the purchasing decision of a Honda Vario 150 cc motorcycle at PT. Honda Motor Pegambiran Branch.
3. It is suspected that promotion has a significant influence on purchasing decisions for a Honda Vario 150 cc motorcycle at PT. Honda Motor Pegambiran Branch.
4. It is suspected that the price, product quality and promotion simultaneously have a significant influence on the purchasing decision of a Honda Vario 150 cc motorcycle at PT. Honda Motor Pegambiran Branch.

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this research is a research strategy associative quantitative, namely explaining or knowing the relationship Amongtwo or more variables (Sugiyono, 2016: 292). This study aims to provide an explanation of how the influence of the independent variables, namely Price (X1), Product Quality (X2), Promotion (X3), and Purchase Decision (Y) which are the dependent variable.

3.2. Population and Sample Research

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiono, 2016: 80). The general population in this study are consumers who buy a Honda Vario 150 cc motorcycle. The target of the population used as the data source in this study were consumers in the Honda Pegambiran showroom from August 2019 to December 2019, totaling 438 consumers.

The criteria used are that consumers are willing to fill out a questionnaire and visit the Honda Motor Showroom Pegambiran Branch of 110 respondents. This is because not all consumers who visit the showroom are willing to fill out a questionnaire where all respondents in this study are consumers who carry out regular service Honda Vario 150 CC.

3.3. Data and Data Collection Methods

3.3.1. Research data

In this study, the types of data collected are primary data and secondary data, both qualitative and quantitative.

1. Primary data is data obtained directly from respondents in the form of answers to questions directly or through questionnaires.

2. Secondary data is data obtained through data that has been researched and collected by other parties related to this research, such as collecting data or reports issued by PT. Honda Motor reads and studies books, texts, journals and data from the internet.

3.6. Data Analysis Methods

3.6.1. Data processing methods

Data processing in this study used the Statistical Product and Service Solutions (SPSS) version 25.0 program. This is done in order to make it easier to process statistical data more quickly and accurately.

3.6.2. Method of presenting data

In this study, the presentation of data using tables. The use of tables aims to make it easier to understand the data so that it can provide a more precise interpretation.

Table 3.3. Price Variable Indicator (X1), Product Quality (X2), Promotion (X3), Purchase Decision (Y)

Variable	Indicator	Sub Indicator	No. Item
Price (X ₁)	Affordable prices	The price offered is affordable by all levels of consumers compared to other products.	1
		Honda motorbike prices are relatively cheap during the down payment process.	2
	Competitive price	The customer agreed on the price of the item and was able to buy.	3
	Price according to quality	Customers are satisfied because they feel the match between the price and the quality of the goods. (using the unit of measurement)	4
	Price according to benefits	Costs incurred to buy and products offered are in accordance with the benefits provided.	5
Promotion (X ₂)	Advertising (Advertising)	Customers can find out the superior products offered by the company through brochures and so on.	1
	Private Selling (<i>Personal Selling</i>)	Customers can interact directly with the seller to find out more about the products offered.	2
	Selling Promotion	Company promotion programs can increase sales.	3
	Publicity (Publicity / Public Relations)	Providing information through good communication to customers can attract attention.	4
	Direct Marketing	Symbols, logos, and discounts have attracted consumers to buy a Honda Vario 150 cc motorcycle	5
Product Quality (X ₃)	<i>Performance</i> (performance)	The acceleration of the Honda Vario 150 CC motorbike is very fast compared to other motorbikes in its class	1
	<i>Realibility</i> (reliability)	Ease of finding genuine spare parts is easy to get at the nearest authorized dealer / repair shop	2
	<i>Confirmance to specifications</i> (conforms to specifications)	Honda Vario 150 CC motorbikes are very comfortable to use in driving in and out of town	3
	<i>Durability</i> (durability)	Engine durability of Honda Vario 150 products is good	4

**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

Lupiyoadi (2013: 108)	<i>Perceived Quality</i> (perceived quality)	The product quality of the Honda Vario 150 CC is very convincing in accordance with Honda's reputation which is known in the market	5
Purchase Decision (Y) Source: Kotler and Keller in Tjiptono (2012: 184)	Product Options	Purchase decisions based on product prices	1
		Purchase decisions based on product variants	2
	Choice of Brands	Purchase decisions based on product quality	3
		Purchase decisions based on preferences for the product	4
	Reseller Choice	Purchase decisions based on need	5
		Purchase decisions based on product availability	6
	Purchase Time	Purchase decisions based on the time of purchase of the product	7
		Purchase decisions are based on the timing of product output	8

3.6.3. Statistical analysis of data

3.5.3.1 Coefficient of Determination

According to Ghozali (2016: 95), the Coefficient of Determination (r^2) essentially measures how far the model's ability to apply variations in the dependent variable. The correlation coefficient of determination is zero and one. The small r^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

The coefficient of determination serves to determine the percentage of the influence of the independent variable on the dependent variable. In use, the coefficient of determination (KD) is expressed (%).

$$KD = r^2 \times 100\% \dots\dots\dots (3.1)$$

1. Partial KD price of X_1 on the purchase decision Y where (product quality X_2 and promotion X_3 constant)

$$KD1.23 = r_{Y1.23}^2 \times 100\% \dots\dots\dots (3.2)$$

2. Partial KD of product quality X_2 on the purchase decision Y where (price X_1 and promotion X_3 constant)

$$KD2.13 = r_{Y2.13}^2 \times 100\% \dots\dots\dots (3.3)$$

3. Promotion partial KD X_3 on the purchase decision Y where (price X_1 and product quality X_2 constant)

$$KD3.12 = r_{Y3.12}^2 \times 100\% \dots\dots\dots (3.4)$$

4. KD doubled X_1 price, X_2 product quality, and X_3 promotion of purchase decision Y

$$KD123 = r_{Y123}^2 \times 100 \dots\dots\dots (3.5)$$

3.5.3.2 Hypothesis test

In statistical hypothesis testing, there is no hypothesis testing on KD. Therefore, in this case the hypothesis testing is carried out on the correlation coefficient (ρ) which is the main element of KD formation. The hypotheses tested in this study are:

1. Partial testing
 - a. X_1 against Y
 $H_{01}: Y1..23 = 0\rho$ (partially the price is not significant to the purchase decision)
 $H_{a1}: Y1..23 \neq 0\rho$ (partially the price is significant to the purchase decision)
 - b. X_2 against Y

- Ho2: $.Y2.13 = 0\rho$ (partially product quality is not significant to purchasing decisions)
Ha2: $.Y2.13 \neq 0\rho$ (partially significant product quality on purchasing decisions)
- c. X3 against Y
Ho3: $Y3.12 = 0\rho$ (partially promotion is not significant to purchasing decisions)
Ha3: $Y3.12 \neq 0\rho$ (partially significant promotion on purchasing decisions)

To make a conclusion the value of significance t is compared with the real level α ($5\% = 0.05$) with the following criteria:

- Ho is rejected, if significance $t < \alpha$, and Ha is accepted
- Ho is accepted, if significance $t \geq \alpha$, and Ha is rejected

2. Simultaneous Testing

- Ho: $Y123 = 0, \rho$ Simultaneously price, product quality and promotion are not significant between the purchasing decisions.
Ho: $Y12,3 \neq 0, \rho$ Simultaneously price, product quality and promotion are significant between purchasing decisions.

To make a conclusion the value of the significance of F is compared with the real level α ($5\% = 0.05$) with the following criteria:

- Ho is rejected, if significance $F < \alpha$, and Ha is accepted
- Ho is accepted, if the significance $F \geq \alpha$, and Ha is rejected

If the results of testing the hypothesis either partially are able to simultaneously conclude that Ho is rejected so that Ha is accepted, it means that the value of KD (coefficient of determination) can be used to explain the effect of the independent variable (free) on the dependent variable (bound).

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

PT Astra Honda Motor (AHM) is a pioneer of the motorcycle industry in Indonesia. It was founded on June 11, 1971 with the initial name PT Federal Motor, whose shares were majority owned by PT Astra International at that time. Motorbikes continue to develop and become one of the mainstay modes of transportation in Indonesia. AHM's activities include being the sole agent for brand holders (ATPM), manufacturing, assembling, and distributor of Honda motorcycles. AHM has comprehensive knowledge of the needs of motorbike users in Indonesia, with its extensive marketing network and experience. AHM is also able to facilitate purchases and provide after-sales services in such a way that the Honda brand is increasingly superior. PT Astra Honda Motor will continue to work to produce fun two-wheeled transportation facilities,

4.2. Description of Respondent Characteristics

4.2.1 Characteristics of respondents based on gender

This study uses primary data by distributing a questionnaire with a total of 110 respondents who is a customer of PT. Honda Motor Pegambiran Branch. Characteristics customers of PT. Honda Motor Pegambiran Branch based on gender can be seen in the table below.

Table 4.1. Customers by Gender

No.	Gender	Number of Respondents (person)	Percentage (%)
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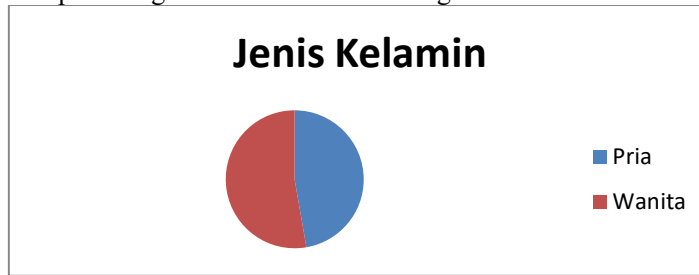
**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

1.	Men	52	47.3
2.	Woman	58	52.7
Total		110	100.0

Source: Data processed (2019)

Based on Table 4.1. above, it is known that most of the customers of PT. The Honda Motor Pegambiran Branch has 58 female customers, while the remaining 52 customers are male, which means that the Honda Vario 150 CC is not only in demand by men, even the majority of women choose the Honda Vario 150 CC. This is because the modern era, women are no longer only served in the house. Increasingly, the majority of women began to choose activities outside the home. The increasing activity of women outside the home has increased the need to support working outside the home for women, one of which is motorbikes. The increasing need for women for motorbikes has made motorcycle factories start designing motorbikes that are suitable and safe for women to use. A slim and light form is a criterion that many women are looking for, because it will make it easier for women to control the motorbike that he drives. The Honda Vario 150 CC is designed to be comfortable to drive both men and women.

The percentage of customers based on gender can be seen in the following figure:



Source: Data processed (2019)

Figure 4.1. Customer Characteristics Diagram by Gender (Data processed, 2019)

Based on the picture above, it can be seen that male customers have a percentage of 47.3% and female customers have a percentage of 52.7%.

4.2.2 Characteristics of customers by age

The results of the research that has been done obtained the results of the customer questionnaire PT. Honda Motor Pegambiran Branch based on age for the following 110 customers:

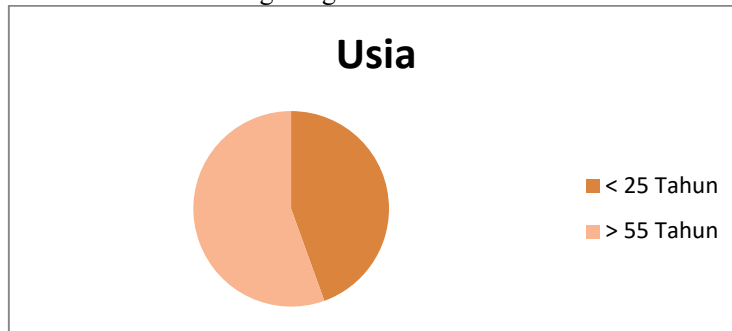
Table 4.2. Customers by Age

No.	Age	Number of Respondents (person)	Percentage (%)
1.	<25 years	49	44.5
2.	> 25 years	61	55.5
Total		110	100.0

Source: Data processed (2019)

Based on Table 4.2. above, customers of PT. Honda Motor Branch Pegambiran is dominated by customers aged > 25 years with a total of 61 customers, while the remaining 49 customers aged <25 years, which means the Honda Vario 150 CC is easy to drive for young people. The shape of the motorbike is sleek and light, and the size is not too big, making it easy for the rider to drive the Honda Vario 150 CC because it does not require a large amount of power. Customers tend to look for a motorbike with a suitable size so that it is comfortable to use so that the Honda Vario 150 CC is very suitable for use by young people, even older people who need driving activities outside the home are often used.

The percentage of customers of PT. Honda Motor Pegambiran Branch based on age can be seen in the following image:



Source: Data processed (2019)

Figure 4.2. Customer Characteristics Diagram by Age (Data processed, 2019)

Based on the picture above, it can be seen that customers of PT. Honda Motor Pegambiran Branch aged <25 years has a percentage of 44.5% and customers of PT. Honda Motor Pegambiran Branch aged > 25 years has a percentage of 55.5%.

4.4. Research Instrument Testing

4.4.1. Validity test

The validity test is conducted to find out how valid the statements given through the questionnaire are to ensure that each question has a correlation value. Testing the validity of the study was carried out by comparing the value of rcount (correlated item-total correlation) with the value of rtable (Pearson product moment) at a significance of 0.05. Degree of Freedom (df) = n-2. The magnitude of the df value in the study can be calculated as 110-2 or df = 108 with an alpha of 0.05 (5%) and the r table value is 0.187 (Appendix 11). The rcount value in the study is presented in the following table:

Table 4.7. Instrument Validity Test Results

Variable	Statement Items	rhitung	r table
Buying decision (Y)	KPN. 1	0.634	0.187
	KPN. 2	0.759	0.187
	KPN. 3	0.613	0.187
	KPN. 4	0.630	0.187
	KPN. 5	0.772	0.187
	KPN. 6	0.768	0.187
	KPN. 7	0.794	0.187
	KPN. 8	0.554	0.187
Price (X1)	H.1	0.771	0.187
	H.2	0.550	0.187
	H.3	0.698	0.187
	H.4	0.461	0.187
	H.5	0.580	0.187
Product quality	KP.1	0.481	0.187

**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

(X2)	KP. 2	0.545	0.187
	KP. 3	0.590	0.187
	KP.4	0.701	0.187
	KP.5	0.508	0.187
Variable	Statement Items	r hitung	r table
Promotion (X3)	P.1	0.742	0.187
	P.2	0.680	0.187
	P.3	0.396	0.187
	P.4	0.433	0.187
	P.5	0.624	0.187

Source: Data processed (2019)

Table 4.7. above shows that each question item has a value of $r_{count} > r_{table}$ (equal to 0.187), so it can be concluded that the statement items on each of the dependent and independent variables are declared valid.

4.4.2 Reliability Test

Reliability test is a measuring tool that has consistent and reliable results where if the results of the measuring instrument are relatively the same or consistent, the measuring instrument can be said to be reliable. The criterion is that a variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 . The results of reliability testing are presented in the following table:

Table 4.8. Instrument Reliability Test Results

Variable	Reliability Coefficient	Cronbach Alpha	Alpha Value	Information
Purchase Decision (Y)	8 statements	0.898	0.60	Reliable
Price (X1)	5 statements	0.757	0.60	Reliable
Product Quality (X2)	5 statements	0.735	0.60	Reliable
Promotion (X3)	5 statements	0.711	0.60	Reliable

Source: Data processed (2019)

The test results above indicate that the purchasing decision variable has value *cronbach alpha* amounting to $0.898 > 0.60$ so that the purchasing decision variable is declared reliable. Independent variable influence price, product quality and promotion has a cronbach alpha value of 0.757, 0.735 and 0.711 > 0.60 respectively, which indicates that the three independent variables the declared reliable.

4.5. Statistical Analysis of Data

4.5.1. Analysis of the coefficient of determination

The Coefficient of Determination (R^2) in essence, it measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination (R^2) ranges from $0 < R^2 < 1$. A small coefficient of determination means that the ability of the independent variables to explain the dependent variable is very limited.

1. Analysis the coefficient of determination of partial prices on purchasing decisions

The correlation coefficient of the independent variable price on the purchasing decision variable can be seen in the following table:

Table 4.9. Correlation Coefficient X1 to Y

Control Variables			Correlations	
			Harga	Keputusan Pembelian
Kualitas Produk & Promosi	Harga	Correlation	1,000	,418
		Significance (2-tailed)	.	,000
		df	0	106
	Keputusan Pembelian	Correlation	,418	1,000
		Significance (2-tailed)	,000	.
		df	106	0

Source: Data processed (2019)

The results of the correlation coefficient test above show that the correlation value between the independent variable price and the purchase decision is 0.418, so the coefficient of determination of the variable price influence on purchasing decisions is $(0.418)^2 \times 100\% = 17.47\%$. The effect of price on purchasing decisions partially is 17.47 percent. This illustrates that some of the customers of PT. Honda Motor Pegambiran Branch considers price in purchasing decisions, so that if the price offered is cheaper and more affordable than its competitors, then customers of PT. Honda Motor Pegambiran Branch will decide to buy PT. Honda Motor Pegambiran Branch.

2. Analysis of the coefficient of partial determination of product quality on purchasing decisions

The correlation coefficient of the independent variable product quality on the purchasing decision variable can be seen in the following table:

Table 4.10. Correlation Coefficient X2 to Y

Control Variables			Correlations	
			Kualitas Produk	Keputusan Pembelian
Harga & Promosi	Kualitas Produk	Correlation	1,000	,505
		Significance (2-tailed)	.	,000
		df	0	106
	Keputusan Pembelian	Correlation	,505	1,000
		Significance (2-tailed)	,000	.
		df	106	0

Source: Data processed (2019)

The results of the correlation coefficient test above show the correlation value between the independent variables of product quality on the purchasing decisions of customers of PT. Honda Motor Pegambiran Branch is 0.505, then the coefficient of determination of the product quality variable on purchasing decisions is $(0.505)^2 \times 100\% = 25.50\%$. The effect of product quality on purchasing decisions is partially equal to 25.50 percent. This illustrates that some of the customers of PT. Honda Motor Pegambiran Branch really considers product quality in purchasing decisions, so that if the quality of the product offered is better and better quality than its competitors, then

ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES (STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)

some customers of PT. Honda Motor Pegambiran Branch will decide to buy PT. Honda Motor Pegambiran Branch.

3. Analysis of the coefficient of determination of partial promotion of purchasing decisions

The correlation coefficient for the independent variable promotion on the purchasing decision variable can be seen in the following table:

Table 4.11. Correlation Coefficient X3 to Y

Correlations			Promosi	Keputusan Pembelian
Control Variables	Harga & Kualitas Produk	Promosi	Correlation	1,000
			Significance (2-tailed)	,233
			df	106
	Keputusan Pembelian	Promosi	Correlation	,233
			Significance (2-tailed)	,015
			df	106

Source: Data processed (2019)

The results of the correlation coefficient test above show that the correlation value between the independent variable promotion and purchasing decisions is 0.233, so the coefficient of determination of the promotion variable on purchasing decisions is $(0.233)^2 \times 100\% = 5.43\%$. The effect of promotion on purchasing decisions partially is 5.43 percent. This illustrates that some of the customers of PT. Honda Motor Pegambiran Branch considers promotion in purchasing decisions, so that if the promotion offered is more attractive and profitable than its competitors, then customers of PT. Honda Motor Pegambiran Branch will decide to buy PT. Honda Motor Pegambiran Branch.

4. Analysis of the coefficient of determination of multiple prices, product quality and promotion on purchasing decisions

The results of the multiple determination coefficient of price, product quality and promotion on purchasing decisions are presented in the following table:

Table 4.12. Multiple Coefficient of Determination (r^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,863a	,745	,738	1.34991

a. Predictors: (Constant), Promotion, Product Quality, Price

Source: Data processed (2019)

The test results above show that the value obtained from the coefficient of determination (r^2) is 0.745, which indicates the effect of the independent variable on the dependent variable. The value of r^2 is 0.745, this shows that the proportion of the effect of the independent variable on price (X1), product quality (X2) and promotion (X3) on purchasing decisions (Y) customers of PT. Honda Motor Pegambiran Branch amounted to 74.5% while the remaining 25.5% ($100\% - 74.5\%$) was influenced by other variables not included in this study.

4.5.2. Hypothesis testing

4.5.2.1 Partial testing

1. Effect of X1 on Y

Based on the results of data processing (Table 4.9.), The significance value of the variable X1 to Y is 0.000. Significant $t < \text{real level (0.05)}$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant price effect on the purchase decision of a Honda Vario 150 CC Motorcycle to consumers of PT. Honda Motor Pegambiran Branch.

2. Effect of X2 on Y

Based on the results of data processing (Table 4.10.), The significance value of the variable X2 against Y is 0.000. Significant $t < \text{real level (0.05)}$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant effect on product quality on purchasing decisions for Honda Vario 150 CC Motorcycles to consumers of PT. Honda Motor Pegambiran Branch.

3. Effect of X3 on Y

Based on the results of data processing (Table 4.11.), The significance value of the variable X3 on Y is 0.015. Significant $t < \text{real level (0.05)}$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant effect of promotion on purchasing decisions for Honda Vario 150 CC Motorcycles to consumers of PT. Honda Motor Pegambiran Branch.

4.5.2.2 Simultaneous testing

Based on the results of data processing with SPSS 25.0, the following results were obtained:

Table 4.13. Simultaneous Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	564,114	3	188,038	103,190	, 000b
	Residual	193,159	106	1,822		
	Total	757,273	109			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Product Quality, Price

Source: Data processed (2019)

Based on Table 4.13. obtained the value of the significance F of the variables X1, X2 and X3 against Y of 0.000. Significant value $F < \text{real level (0.05)}$, then H_0 is rejected and H_a is accepted, which means that simultaneously there is a positive and significant effect on price, product quality and promotion on purchasing decisions for Honda Vario 150 CC Motorbikes to consumers of PT. Honda Motor Pegambiran Branch.

4.6. Research Findings

4.6.1. The effect of price on purchasing decisions

Based on the results of tests that have been done, it shows that the price has an effect on the customer purchasing decisions of PT. Honda Motor Pegambiran Branch. This is based on the results of the partial significant test which shows that the independent variable has the effect of price (X_1) has a sig value. amounting to 0,000 which is smaller than 0.05. This means that the price effect independent variable (X_1) has an effect on purchasing decisions. Price-independent variable correlation coefficient (X_1) amounting to 0.418 shows a positive sign. This shows that the price variable (X_1) has a positive

**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

relationship to the dependent variable of purchasing decisions. Price is a determining factor for the amount of product demanded in the market. In everyday life, product demand can be elastic or inelastic to price changes. Demand can be said to be price elastic if demand changes every time the price falls or even rises. Meanwhile, prices are said to be inelastic if demand does not change due to changes in the price itself. Purchasing decisions are actions taken by consumers to buy a product or service, one of the factors that influence the purchase decision is price. In making purchasing decisions, consumers first check the price of the goods to be purchased. For middle to lower class consumers, price is an important factor in buying a motorbike at PT. Honda Motor Pegambiran Branch, where if the price of the motorbike tends to be cheap, the purchase of the motorbike will increase.

The results of this study are in line with research conducted by Denny Kristian(2016) with the title "The Effect of Product Quality and Price on Purchasing Decisions of Honda Motorbikes on Campus 1 Students of Krida Christian University" which shows that price affects the decision to purchase a Honda motorcycle. This research is also in line with research conducted by Nuradin and Diyan Lestari (2019) which also states that prices influence and increase purchasing decisions.

4.6.2. Effect of product quality on purchasing decisions

Based on the results of tests that have been done, it states that product quality affects the purchasing decisions of customers of PT. Honda Motor Pegambiran Branch. This is based on the results of the partial significant test which shows that the independent variable of product quality (X2) has a sig value. of 0.000 which is smaller than 0.05, which means that the independent variable of product quality (X2) has an effect on purchasing decisions. Product quality independent variable correlation coefficient (X2) equal to 0.505 shows a positive sign. This shows that the product quality variable (X2) has a positive relationship with the dependent variable on purchasing decisions. Quality is a measure of the level of consumer decisions completely (full customer satisfaction). A product or service is said to be of quality if the company is able to provide and fulfill what consumers expect and want for a product or service, because quality has different meanings for everyone, the quality must have a standard set by the company. According to Kotler and Keller (2013) the product is a key element in the overall market offering. In addition, products can also be defined as consumer perceptions that are described by producers through their production (Tjiptono, 2012). Consumers always evaluate the performance of a product, this can be seen from the product's ability to create product quality with all its specifications so as to attract consumers to make purchases of the product. Based on the above discussion, it can be said that the quality given by a product can influence consumer purchasing decisions for the products being offered, where the better the quality of the products offered, the higher the purchase rate of the product.

The results of this study are in line with research conducted by Melita Yesi Agustin (2016) with the title "Analysis of Product Quality, Price and Promotion of Purchasing Decisions of Honda Vario Motorcycles (Case Study at Trijaya Motor Honda Authorized Dealer Girian-Bitung Branch)" Product quality partially has a significant effect on purchasing decisions. This research is also in line with the research conducted by Nur Achidah (2016) entitled "The Effect of Promotion, Price, and Design on Purchasing Decisions of Yamaha Mio GT Motorbikes" which also states that promotion has a significant positive effect on purchasing decisions for Yamaha Mio GT motorbikes.

4.6.3. The effect of promotion on purchasing decisions

Based on the results of the tests that have been done, it states that promotions have an effect on the purchasing decisions of customers of PT. Honda Motor Pegambiran Branch. This is based on the results of the partial significance test which shows that the promotion-free variable (X3) has a sig value. 0.015 which is smaller than 0.05, which

means the promotion-free variable (X3) has an effect on purchasing decisions. The correlation coefficient for the independent variable promotion (X3) of 0.233 shows a positive sign. This shows that the promotion variable (X3) has a positive relationship with the dependent variable on purchasing decisions. According to Gitosudarmo in Sunyoto (2014: 155) promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and buy the product. The tools that can be used to promote a product can be selected in various ways, namely, advertising, sales promotion, publicity, personal selling which is called the promotion mix. The purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. The higher the promotion carried out by the company, the more consumers will recognize their product, so that more consumers will like it and there will be a desire to buy the product, so that it will further increase consumer sales. personal selling which is called the promotion mix. The purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. The higher the promotion carried out by the company, the more consumers will recognize their product, so that more consumers will like it and there will be a desire to buy the product, so that it will further increase consumer sales. personal selling which is called the promotion mix. The purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. The higher the promotion carried out by the company, the more consumers will recognize their product, so that more consumers will like it and there will be a desire to buy the product, so that it will further increase consumer sales.

The results of this study are in line with research conducted by Melita Yesi Agustin (2016) with the title of research namely "Analysis of Product Quality, Price and Promotion of Purchasing Decisions of Honda Vario Motorcycles (Case Study at Trijaya Motor Honda Authorized Dealer Girian-Bitung Branch)". The results showed that promotion partially had a significant effect on purchasing decisions. This research is also in line with Nur Achidah's (2016) study entitled "The Effect of Promotion, Price, and Design on Purchasing Decisions of Yamaha Mio GT Motorbikes" which states that promotion is a very influential factor in purchasing decisions.

4.6.4. The effect of price, product quality and promotion on purchasing decisions

The results of the simultaneous significant test / F that have been carried out indicate that the independent variable has the effect of price (X1), product quality (X2) and promotion (X3) have a sig value. amounting to 0.000 which is smaller than 0.05, which means the price independent variable(X1), product quality (X2) and promotion (X3) simultaneously affect the purchasing decisions of customers at PT. Honda Motor Pegambiran Branch. The proportion of the effect of the independent variable on price(X1), product quality (X2) and promotion (X3) on the purchasing decision variable (Y) of 74.5 percent, which illustrates that most of the customers of PT. Honda Motor Pegambiran Branch considers price, product quality and promotions in purchasing decisions, so that if the price offered is cheap, the product quality is good and the quality and promotions offered are attractive / profitable compared to its competitors, then customers of PT. Honda Motor Pegambiran Branch will decide to buy PT. Honda Motor Pegambiran Branch.

The results of this study are in line with research conducted by Melita Yesi Agustin (2016) with the research title, "Analysis of Product Quality, Price and Promotion of Purchasing Decisions of Honda Vario Motorcycles (Case Study at Trijaya Motor Honda Authorized Dealer Girian-Bitung Branch)". The results showed that product quality, price and promotion simultaneously had a significant effect on purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

Based on the results of tests that have been done, it shows that price, product quality and promotion have an effect on customer purchasing decisions PT. Honda Motor Pegambiran Branch. So the conclusions obtained in this study are:

1. Price has a positive and significant effect on purchasing decisions with alpha (α) of 5%. Because price is a determining factor for the amount of demand for products in the market, consumers will first check the price of the goods to be purchased.
2. Product quality has a positive and significant effect on purchasing decisions with alpha (α) of 5%. This means that a product or service is said to be of quality if the company is able to provide and fulfill what consumers expect and want for a product or service, because quality has different meanings for everyone, the quality must have a standard set by the company.
3. Promotion has a positive and significant effect on purchasing decisions with alpha (α) of 5%. The purpose of a sales promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. The higher the promotion carried out by the company, the more consumers will recognize their product, so that more consumers will like it and there will be a desire to buy the product, so that it will further increase consumer sales.
4. Price, product quality and promotion simultaneously have a positive and significant effect on purchasing decisions with alpha (α) of 5%, which illustrates that most customers PT. Honda Motor Pegambiran Branch considering price, product quality and promotion within

5.2. Suggestion

Based on the results of the research and the conclusions described above, the suggestions that can be submitted and related to this research are as follows:

1. It is important for the company to maintain a positive price perception in the consumer's view so that Honda will remain the consumer's choice in the future.
2. A good assessment of the quality of Honda products must be maintained because the consumer's decision to buy a motorcycle is very much influenced by the assessment of the product's quality.
3. Promotion by the company is able to influence consumers to make purchases. So that the effectiveness of promotions carried out must continue to be done to win the competition with competitors

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**ANALYSIS OF THE INFLUENCE OF PRICES, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISIONS ON HONDA VARIO 150 CC MOTORCYCLES
(STUDY ON CONSUMERS OF PT. HONDA MOTOR BRANCH OF PEGAMBIRAN)**

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