THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON MOTORCYCLE PURCHASE DECISIONS

(A Case Study on Yamaha Motorcycle Customers at the Johar Baru Dealer Jakarta Center)

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Abstract - *This study aims to determine the effect of product quality, price, and brand image on purchasing decisions for Yamaha motorbikes (Case Study on Yamaha Motorbikes in Johar Baru).*

The research method used is a survey method, using a questionnaire as a data collection tool. The population in this study were 1,390 people. The sample used was 100 samples. The analysis used is SEM PLS research to test the inner model, outer model and hypothesis using the SmartPLS 3.0 software.

The results of the study stated: (1) Price has a negative and insignificant effect on purchasing decisions. (2) Product quality has a positive and significant effect on purchasing decisions (3) Brand image has a negative and insignificant effect on product decisions

Keywords: Keywords: product quality, price, brand image and purchasing decisions

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga,, dan citra merek terhadap keputusan pembelian sepeda motor Yamaha (Studi Kasus Pada Sepeda Motor Yamaha Di Johar Baru).

Metoda penelitian yang digunakan adalah metoda survei, dengan menggunakan kuesioner sebagai alat pengumpulan datanya. Populasi dalam penelitian ini adalah 1.390 orang. Sampel yang digunakan adalah 93 orang sampel. Analisis yang digunakan adalah SEM PLS penelitian menguji Inner model, outer model dan hipotesis dengan menggunakan software SmartPLS 3.0.

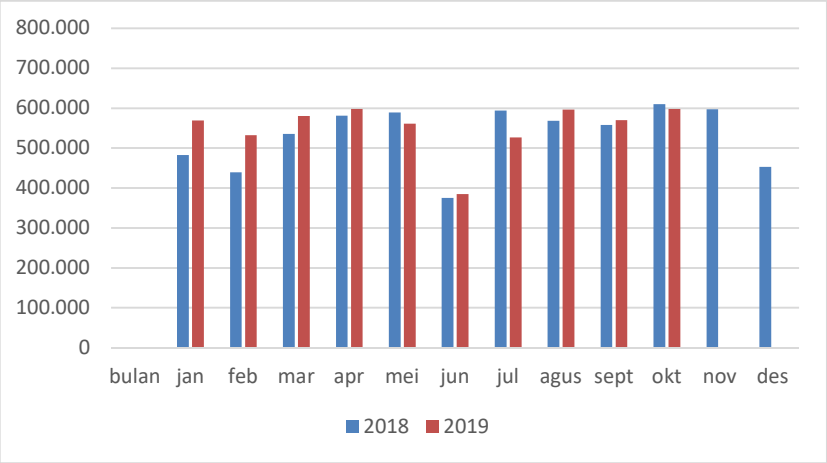
Hasil penelitian menyatakan: (1) Harga berpengaruh negatif dan tidak signfikan terhadap keputusan pembelian. (2) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian (3) Citra Merek berpengaruh negatif dan tidak signifikan terhadap keputusan produk

Kata kunci : Kualitas produk, Harga, Citra Merek dan Keputusan Pembelian

I. PRELIMINARY

In modern times like today, motorbikes are still the prima donna among Indonesian people. Various groups of people in Indonesia have motorbikes as private vehicles. So that's why many motorbike manufacturers have sprung up in Indonesia. In competition, producers are required to make a product that can be accepted and desired by customers. The number of competitors has sprung up to make many choices for customers to choose an expected product

Figure 1.1 Graph of Motorcycle Sales Data in Indonesia January 2018 - October 2019



Source: AISI.com: accessed April 20, 2020

Graph 1.1 shows that motorcycle sales in Indonesia have fluctuated. Where in June 2018 it experienced a significant decline, while as of August 2019 it had a very significant increase. Furthermore, it relates to the sale of Yamaha motorbikes in the 2015-2019 period. This is shown in table 1.2 as follows:

Table 1.1 Sales Data for Yamaha Motorcycles in Indonesia for the 2015 - 2019 period

Year	Sales
2015	228,229
2016	284,065
2017	431,187
2018	630,621
2019	810,188

Source: AISI.com: accessed April 20, 2020

Based on table 1.1 shows that Yamaha motorcycle sales have increased in 2015 - 2019 the data above shows that Yamaha motorcycle sales data in Indonesia.

From the descriptions above, the writer wants to know how much influence the product quality, price, and brand image have on purchasing decisions for Yamaha motorbikes at Johar Baru dealerships, both from each variable and simultaneously.

1.1. Formulation of the problem

Based on the research background above, the problems in this study can be formulated as follows:

1. Is there an influence between product quality on Yamaha motorcycle purchasing decisions?
2. Is there an influence between price on purchasing decisions for Yamaha motorbikes?
3. Is there any influence between brand image on Yamaha motorcycle purchase decisions?

1.2. Research purposes

Based on the formulation of the problems described above, this study aims:

1. To determine the effect of product quality on Yamaha motorcycle purchasing decisions.
2. To determine the effect of price on purchasing decisions for Yamaha motorbikes.

3. To determine the effect of brand image on purchasing decisions for Yamaha motorbikes.

II. LITERATURE REVIEW

2.1. Marketing Management

According to Kotler and Armstrong (2016: 14), marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company.

2.2. Product quality

According to Kotler and Keller (2016: 347) product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy produced by the product as a whole.Meanwhile, according to Kotler and Armstrong (2015: 27) Product quality is the ability of a products to carry out their functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes.

2.3. Price

Cockril and Goode (2014: 368) state that price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices. That's why price perception is the reason why someone makes a decision to buy

2.4. Buying decision

According to Kotler and Armstrong (2016: 177) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires.

2.5. Brand image

According to Kotler and Keller (2016: 330), suggest a definition of a brand image that describes the extrinsic nature of a product or service, including the ways in which the brand tries to meet the psychological or social needs of customers. This means explaining the extrinsic nature of the product or service including the way in which the brand tries to meet the psychological or social needs of the customer

2.6. The relationship between research variables

2.6.1. Effect of product quality on purchasing decisions

According to Kotler and Armstrong (2016: 80) Product quality is how the product has a value that can satisfy customers both physically and psychologically which refers to the attributes or properties contained in an item or result. 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 that it can attract consumers to make purchases of the product.

This is supported by research conducted by Harjuno (2018) that there is a positive influence on product quality on motorcycle purchasing decisions *matic* Honda Scoopy.

In general, every human being has different needs, but every human being has a different view of a product. Product quality is one of the considerations for a person in making purchasing decisions. When the quality of the product is deemed capable of meeting the needs of a customer, it is likely that the customer will buy the product. However, it is not only product quality that is the only consideration in deciding a purchase. There are still other factors to consider, such as price and brand image.

2.6.2. The effect of price on purchasing decisions

Kotler and Armstrong (2016: 151) state that in marketing a product or service it is necessary to understand the psychological aspects of price information which includes reference prices (*reference price*), price-quality inferences and price clues.

According to Kotler and Armstrong (2016: 52) in the price variable, there are several elements of the main price activities which include price lists, discounts, price discounts, and payment periods.

This is supported by research conducted by Kumar, Arimbawa, Damayanti (2019) that which has an affordable price or discount so that the customer makes a repurchase and is satisfied**.**

The purchasing power of each person is of course different, this is influenced by the level of income of the customers themselves. Therefore motorcycle manufacturers create products with different price variations. This aims to expand the market segmentation in order*profit* company or motorcycle manufacturer optimally every year.

Prices in accordance with the ability or purchasing power of the customer are an important factor in purchasing decisions. Therefore, every motorcycle manufacturer must understand the purchasing power of customers. Of course, it is not only price that is the only consideration in purchasing decisions, there are other factors that are considered in purchasing decisions, such as brand image and product quality.

2.6.3. The influence of brand image on purchasing decisions

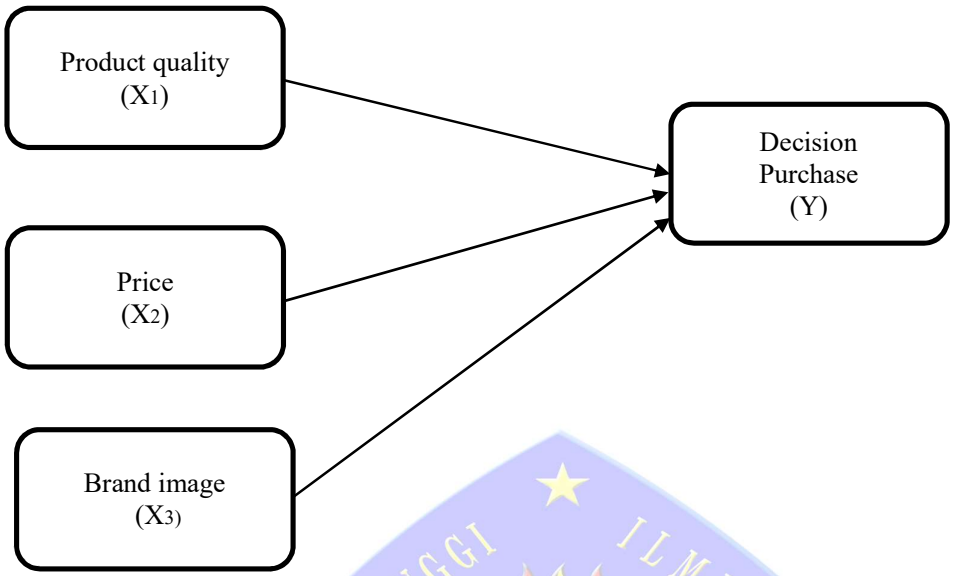
Kotler and Armstrong (2016: 275) also stated that *brand are more than just names, and symbols. They are a key element in the company's relationship with consumers*or a brand is more than just a name and a symbol, the brand is a key element in the relationship between the company and the customer

This is supported by research conducted by Jamaludin, Saputro, and Karlina (2019).There is a significant influence between trademarks on purchasing decisions for Honda motorbikes at PT Abadi Motor, Indonesia.

Every producer has a different brand image, therefore the trust of each consumer in a brand is different. The better the brand image of a product, the higher consumer confidence in the product. Therefore, every manufacturer is competing to improve their brand image. Various efforts have been made by each motorcycle manufacturer for the sake of enhancing the brand image in the eyes of the community, for example by improving product quality and providing promotional prices for some of their product sales. Ari in this explanation, it can be seen that the brand image is related to product quality and product prices so that these three things (product quality, price, and brand image) have an influence on purchasing decisions for Yamaha motorbikes.

2.7. Research Conceptual Framework

Figure 2.1 Framework



X1 : Product quality
X2 : Price
X3 : Brand image
Y : Buying decision
→ : Direction of influence

2.8. Research hypothesis

Based on the problem formulation above, the hypothesis of this study is:

H1 : That product quality has an effect on purchasing decisions
H2 : That the price affects the qualitysan purchases
H3 : That brand image influences purchasing decisions

III. RESEARCH METHOD

3.1. Research Strategy

In this study, the authors used a quantitative method with a type of survey method with descriptive and verification research approaches, because there were variables to be examined and the purpose was to present a description of the relationship between the variables studied.

According to Sugiyono (2015: 8) the research method is based on the philosophy of positivism, used to research on certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses

3.2. Population and Sample Research

Sugiyono (2015:117) states that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that the researcher determines to study and then draw conclusions. In order to obtain relevant and valid data, a sample was drawn from the population to be studied.

From the above definition, the general population is consumers who know or use Yamaha brand motorbikes. Meanwhile, the target population is all data on the purchase of Yamaha motorbikes in Johar Baru for 1,390 people in 2019. Source: AISI.com: accessed April 20, 2020

The sampling technique to determine the sample to be used in this study uses purposive sampling technique, which is a sampling method that limits the special characteristics of a person who provides the information needed because it fits the criteria required by the researcher.

3.3. Data analysis method

The data analysis method used in this research is the statistical analysis method using computer applications *Partial Least Square* (PLS) using the PLS software.This research uses multiple linear regression method. The analysis steps that will be used in this research are as follows:

3.3.1. MethodData processing

Processing data in this study using Partial Least Square (PLS) using PLS software. This is done because PLS is a soft modeling method of analysis because it does not assume that the data must be measured at a certain scale, which means that the data is normally distributed and the number of samples is small, namely 30-100 samples (Ghozali, 2016: 106).

3.3.2. Statistical Data Methods

Path analysis (*path analysis*) is part of a regression model that can be used to analyze the causal relationship between one variable and another. This causal relationship system involves two types of variables, namely independent variables or better known as exogenous variables which are usually symbolized by the letters X1, X2, X3, and the dependent variable or variables affected, which are known as endogenous variables which are usually symbolized by the letter Y In this study, data processing using the PLS program using the partial least square method was carried out in three stages: (1) Outer Model Analysis, (2) Inner Model Analysis, and (3) Hypothesis testing.

3.3.2.1. Outer Model Analysis

Evaluation of the measurement model or outer model is carried out to assess the validity or reliability of the model. Outer models with reflexive indicators are evaluated through convergent and discriminant validity of the latent construct-forming indicators and composite reliability and Cronbach alpha for the indicator block (Ghozali, 2016: 73). The tests carried out on the outer model are:

1. *Convergent Validity*: The value of convergent validity can be seen from the correlation between the score items or indicators with the construct. An indicator is considered reliable if it has a correlation value above 0.70, however, at the scale development stage research, the loading factor value of 0.5 - 0.6 is still acceptable.
2. *Discriminant Validity*: This value is the value of the cross loading factor which is useful for knowing whether the construct has sufficient discriminant by comparing the loading value of the intended construct must be greater than the loading value of other constructs.
3. *Average Variance Extracted* (AVE): Expected AVE value> 0.5.
4. *Composite Reliability*: the value of compsite reliability must be> 0.7 for confirmatory research and a value of 0.6 - 0.7 is still acceptable for exploratory research ..
5. *Cronbach Alpha*: The expected value is> 0.7 for all constructs, but for exploratory research> 0.6 is still acceptable.

3.3.2.2. Inner Model Analysis

Inner model analysis is also known as structural model analysis, which aims to predict the relationship between latent variables (Ghozali, 2016: 73). Inner model evaluation can be seen from several indicators which include:

1. Coefficient of Determination (R2)
   Used to determine how much influence exogenous variables affect the dependent variable. R2 value of 0.75 is good, 0.50 is moderate, while 0.25 is weak.
2. *Predictive Relevance* (Q2)
   Besides seeing the magnitude of the R-square value, evaluation of the results of the structural model can also be done by using Q2 predictive relevance. This technique can present the synthesis of the cross validation and the fitting function with the prediction of the observed variables and the estimation of the construct parameters using a blindfolding procedure. The value of Q2> 0 indicates that the model has predictive relevance, while Q2 <0 indicates that the model lacks predictive relevance. If the value obtained is 0.02 is considered small, 0.15 is considered moderate, and 0.35 is considered large. The closer to number 1, the better the predictive assessment is.
3. Goodness of Fit (GoF) Assessment
   Goodness of fit (GoF) is to evaluate measurement models and structural models, besides providing simple measurements for the entirety of the model predictions. If the value obtained is 0.1 is considered small, 0.25 is considered simple and 0.36 is considered large. For this reason the GoF index is calculated from the square root of the AVE and the square root of the R-square.

3.3.2.3. Hypothesis test

After conducting various evaluations, both the outer model and the inner model, the next step is to do hypothesis testing. Hypothesis testing is used to explain the direction of the relationship between endogenous and exogenous variables. Hypothesis testing is done by looking at the probability value and t-statistic. For the probability value, the p-value with an alpha of 5% is <0.05. The t-table value for 5% alpha is 1.96. So that the criterion for acceptance of the hypothesis is when the t-statistic> t-table (Ghozali, 2016: 42).

A hypothesis that can be accepted or must be rejected can be statistically calculated through its significance level. The level of significance used in this study was 5%. If the selected significance level is 5%, the significance level or the confidence level is 0.05 to reject a hypothesis. In this study there is a 5% chance of making the wrong decision and a 95% chance of making the right decision.

Based on previous results and rationalization of the relationship between variables in this study, the hypothesis proposed in this study are as follows:

1. Effect of price (X1) on purchasing decisions (Y).
   Determine H10 and H1a
   H0: $\beta = 0$ There is no positive and significant effect between price on the purchase decision of a Yamaha motorcycle.
   Ha: $\beta \neq 0$ There is a positive and significant influence between price on the purchase decision of a Yamaha motorcycle.
   Criteria:
   a. H0 is rejected or Ha is accepted if the significance is <0.05.
   b. H0 is accepted or Ha is rejected if the significance is 0.05.≥
2. Effect of product quality (X2) on purchasing decisions (Y).
   Determine H20 and H2a

H0: β = 0 There is no positive and significant effect between product quality against the purchase decision of a Yamaha motorcycle.

Ha: β ≠ 0 There is a positive and significant influence between product quality against the purchase decision of a Yamaha motorcycle.

Criteria:

a. H0 is rejected or Ha is accepted if the significance is <0.05.
b. H0 is accepted or Ha is rejected if the significance is 0.05.≥

3. Effect of brand image (X_3) on customer satisfaction (Y).

Determine H30 and H3a

H0: β = 0 There is no positive and significant influence between brand image on purchasing decisions for Yamaha motorbikes.

Ha: β ≠ 0 There is a positive and significant influence between brand image on purchasing decisions for Yamaha motorbikes.

Criteria:

a. H0 is rejected or Ha is accepted if the significance is <0.05.
b. H0 is accepted or Ha is rejected if the significance is 0.05.≥

4. Purchase Decision (X4) on customer satisfaction (Y).

Determine H40 and H4a

a) H0: β = 0 There is no positive and significant effect between servicescape on customer satisfaction on Yamaha motorbikes.
b) Ha: β ≠ 0 There is a positive and significant influence between servicescape on customer satisfaction on Yamaha motorbikes.

Criteria:

a. H0 is rejected or Ha is accepted if the significance is <0.05.
b. H0 is accepted or Ha is rejected if the significance is 0.05.≥

5. Effect of price, product quality, brand image on purchasing decisions.

Determine H50 and H5a

a) H0: β = 0 There is no positive and significant effect between price, product quality, brand image on a Yamaha motorcycle purchase decision.
b) Ha: β ≠ 0 There is a positive and significant influence between price, product quality, brand image on a Yamaha motorcycle purchase decision.

Criteria:

a. H0 is rejected or Ha is accepted if significant <0.05.
b. H0 is accepted or Ha is rejected if significant

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

The Yamaha company originated from the name of its founder, "Yamaha Tarakusu" in 1887. The first name of this company was Yamaha corp (Nippon gakki). Yamaha was first known as a company making musical instruments and organs, not after a while Yamaha was well known in the eyes of the world as the largest company making musical instruments in the world. On June 1, 1955, Yamaha Motor Corp was established, which was different from Yamaha corp but still in the same group. The first production motorbike was a single cylinder 2 stroke 125cc. The 125cc motorbike is known as the YA1 aka Atakombo (also known as Red DragonFly). This motorbike is quite successful and the next production uses a 175cc engine. The next production motorbike was the twin cylinder YDI in 1957, capable of producing 20 bHP of power and winning the Mount Asama race in Japan. Production is around 15,811 bikez and this number is still below Honda or Suzuki. Furthermore, Yamaha developed quite rapidly and in 1959 came out its first motor sport known as the YDSI with a 5 speed gearbox. In 1960, the production had increased 6 times to 138 thousand motorcycles. After the end of the Korean War, the economy of the United States of America was booming and this pushed Japanese exports, especially motorbikes,

to the United States. In 1962, Yamaha exports to the US as many as 12 thousand motorcycles. Then in 1962 it had reached 12 thousand units. Likewise for 1963, there were approximately 36 thousand units. And at its peak in 1964, exports reached 87 thousand units. In 1963, Yamaha made a 250cc motorbike, twin cylinder and air cooled. Since then, Yamaha has been well-known throughout Japan. 1965,

4.2. Respondent Description

This section will discuss the results of processing data that have been collected from the field, with the aim of providing a systematic description of the facts of a particular sample carefully based on the characteristics of the respondents as many as 100 people who were used as samples. Descriptive analysis of respondents consisted of tables and diagrams regarding gender, age, occupation and income using a Yamaha motorcycle. Characteristics of the data were processed based on the data recorded on the collected questionnaire sheets.

4.2.1. Respondent description based on gender.

From the results of questionnaires that have been distributed, the percentage of respondents' gender is as shown in the following table:

Table 4.1. Respondent description based on Gender.

Gender	total	Percent
Male	59	63%
Women	34	37%
Total	**93**	**100%**

Source: Data processed (2020)

Based on table 4.1, it can be explained that the descriptions of respondents according to the gender of the 93 respondents who were the object of the study showed that most of the gender of respondents on Yamaha motorbike users were male, amounting to 59 respondents.

4.2.2. Respondent description by age.

From the results of the questionnaires that have been distributed, the percentage of respondents' age is obtained as shown in the following table:

Table 4.2. Respondent description by age

Age	total	Percent
17 <35	72	77%
35> 60	21	23%
Total	**93**	**100%**

Source: Data processed (2020)

Based on Table 4.2 it can be explained and concluded that
The majority of Yamaha motorcycle users are 17 <35 years old
years as many as 72 respondents.

4.2.3. Respondent description based on type of work

From the results of the questionnaires that have been distributed, the percentage of work of the respondents is obtained as shown in the following table:

Table 4.3. Respondent description based on type of work

Profession	total	Percent
Student / Student	12	13%
Government employees	15	16%
Private employees	23	25%
entrepreneur	43	46%
Total	**93**	**100%**

Source: Data processed (2020)

Based on table 4.3, the descriptions of respondents according to the type of work of the 93 respondents who are the object of research are explained. It shows that most Yamaha motorbike users are entrepreneurs with 43 respondents.

4.2.4. Respondents' descriptions based on income

From the results of the distributed questionnaire, the percentage of respondents' income is obtained as shown in the following table:

Table 4.4 Characteristics of Respondents by Income

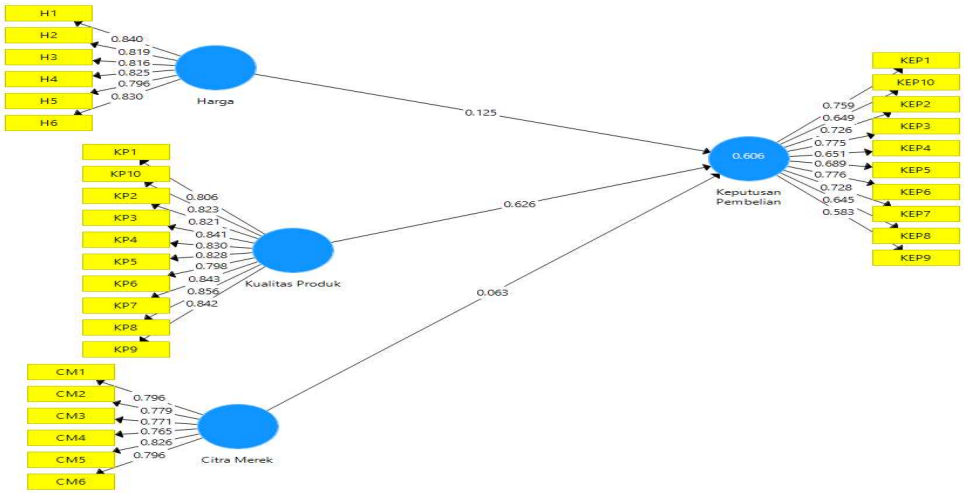
Income	Frequency	Percent
1,000,000 <3,000,000	8	8%
> 3,000,000	14	15%
> 5,000,000	47	51%
<10,000,000	24	26%
Total	**93**	**100%**

Source: Data processed (2020)

Based on table 4.4, it can be explained that the descriptions of respondents according to the income / month results of the 93 respondents who were the object of the study showed that most Yamaha motorbike users had an income of more than Rp. 5,000,000 with 47 respondents.

4.2. PLS analysis (Partial Least Square)

In this study, the influence of price, product quality, location and servicescape variables on customer satisfaction will be analyzed using PLS analysis. The stages in PLS analysis include the measurement model testing phase (outer model) and the structural model testing phase (inner model).



Source: Data processed (2020)

4.3.1. Evaluation of Measurement Model (Outer Model)

Model testing phase measurementincludes testing Convergent Validity, Discriminant Validity and Composite Reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity and composite reliability.

1. Convergent Validity

Convergent validity test is done by looking at the loading factor value of each indicator against the construct. An indicator is said to have good reliability if the outer loading value is above 0.70 (Sarwono, 2014: 44). Then the loading factor limit used to test the convergent validity of each indicator is 0.70. Here is the pengabaraannya.

Table 4.5. Validity of the instrument for the price variable (X1)

Question to-	Loading indicator	Decision
1	0.840	Valid
2	0.819	Valid
3	0.816	Valid
4	0.825	Valid
5	0.796	Valid
6	0.830	Valid

Source: Data processed (2020)

Table 4.5 illustrates that the price variable has a valid loading indicator.

Table 4.6. Validity of the instrument for product quality variables (X2)

Question to-	Loading indicator	Decision
1	0.806	Valid
2	0.823	Valid
3	0.821	Valid
4	0.841	Valid
5	0.830	Valid
6	0.828	Valid
7	0.798	Valid
8	0.843	Valid
9	0.856	Valid
10	0.842	Valid

Source: Data processed (2020)

Table 4.6 illustrates that the product quality variable has a valid loading indicator.

Table 4.7. The validity of the instrument for the brand image variable (X3)

Question to-	Loading indicator	Decision
1	0.796	Valid
2	0.779	Valid
3	0.771	Valid
4	0.765	Valid
5	0.826	Valid
6	0.796	Valid

Source: Data processed (2020)

Table 4.7 illustrates that the brand image variable has a valid indicator

Table 4.8. The validity of the instrument for the purchase decision variable (Y)

Question to-	Loading indicator	Decision
1	0.759	Valid
2	0.649	Valid
3	0.726	Valid
4	0.775	Valid
5	0.651	Valid
6	0.689	Valid
7	0.776	Valid
8	0.728	Valid
9	0.645	Valid
10	0.583	Valid

Source: Data processed (2020)

Table 4.8 illustrates that the purchasing decision variable has a valid loading indicator.

Apart from seeing the value *loading factor* For each indicator, the convergent validity test was also carried out by looking at the AVE value of each construct, the model was declared to have met the required convergent validity if each construct had an AVE value above 0.5.

Table 4.9. AVE value

Variable	Score
Price	0.674
Product quality	0.687
Brand image	0.623
Buying decision	0.491

Source: Data processed (2020)

The results of the analysis in table 4.9 above show that the construct price, product quality, brand image and purchase decision means that each construct has met good convergent validity.

2. Discriminant Validity

*Discriminant validity*done to ensure that each concept of each latent variable is different from other variables (Ghozali, 2014: 39). The model has good discriminant validity if the AVE square value of each exogenous construct exceeds the correlation between this construct and other constructs. The results of discriminant validity testing were obtained as follows:

Table 4.10. Discriminant Validity

	Brand image	Price	Decision Purchase	Quality Product
CM5	0826	0.506	0.540	0.569
CM6	0.796	0.452	0.473	0.530
CM1	0.796	0.591	0.451	0.569
CM3	0.771	0.498	0.367	0.489
CM4	0.765	0.424	0.420	0.475
H6	0.588	0830	0.588	0.728
H5	0.538	0.796	0.507	0.634
H1	0.568	0840	0.591	0.712

H2	0.521	0819	0.530	0.700
H3	0.513	0816	0.566	0.675
KEP8	0.513	0.365	0.645	0.500
KEP10	0.527	0.747	0.649	0.644
KEP9	0.452	0.722	0.583	0.614
KEP1	0.407	0.469	0.759	0.559
KEP3	0.397	0.432	0.775	0.531
KP9	0.622	0.718	0.685	0842
KP7	0.611	0.744	0.654	0843

Source: Data processed (2020)

The results of the discriminant validity test in table 4.10 show that all constructs have a square root value of AVE above the correlation value with other latent constructs so that it can be concluded that the model has met good discriminant validity.

3. Composite Reliability and Cronbach Alpha

The construct reliability can be assessed from the Crombach's alpha value and the composite reliability value of each construct. The construct is said to have high reliability if the Crombach's alpha value exceeds 0.7 and the composite reliability value exceeds 0.70. The crombach's alpha value and the composite reliability value can be seen in table 4:10.

Table 4.11. Reliability of the construct

	Cronbach Alpha	*Composite Reability*
Price	0.879	0.908
Product quality	0.949	0.925
Brand image	0.878	0.905
Buying decision	0.885	0.956

Source: Data processed (2020)

Based on the results of the reliability test in table 4:11 values *cronbach's alpha* and the composite reliability value of all constructs is considered reliable.

4.4.2 Structural Model Testing (Inner Model)

1. *Effect Size* (f2)

In PLS (Partial Least Square) analysis, the value of f square (f2) shows the size of the partial influence of each predictor variable on the endogenous variables. The value of f square (f2) obtained can then be categorized into the category of small effect (f2 = 0.02), medium effect (f2 = 0.15) and a large effect (f2 = 0.35). The following is the f2 value of each exogenous variable for endogenous variables:

Table 4.12. FSquare value

	Buying decision
Price	0.012
Product quality	0.261

Brand image	0.005

Source: Data processed (2019)

Based on table 4:12, there are several results that the servicescape is the variable that most influences customer satisfaction.

2. The coefficient of determination (R2)

The magnitude of the partial influence of exogenous variables on endogenous variables can be seen from the Rsquare value of the model. The RSquare value shows the influence of exogenous variables on endogenous variables. The following is the RSquare value and adjusted Rsquare research variable:

Table 4.13. RSquare value

Variable	Rsquare
Buying decision	0.606

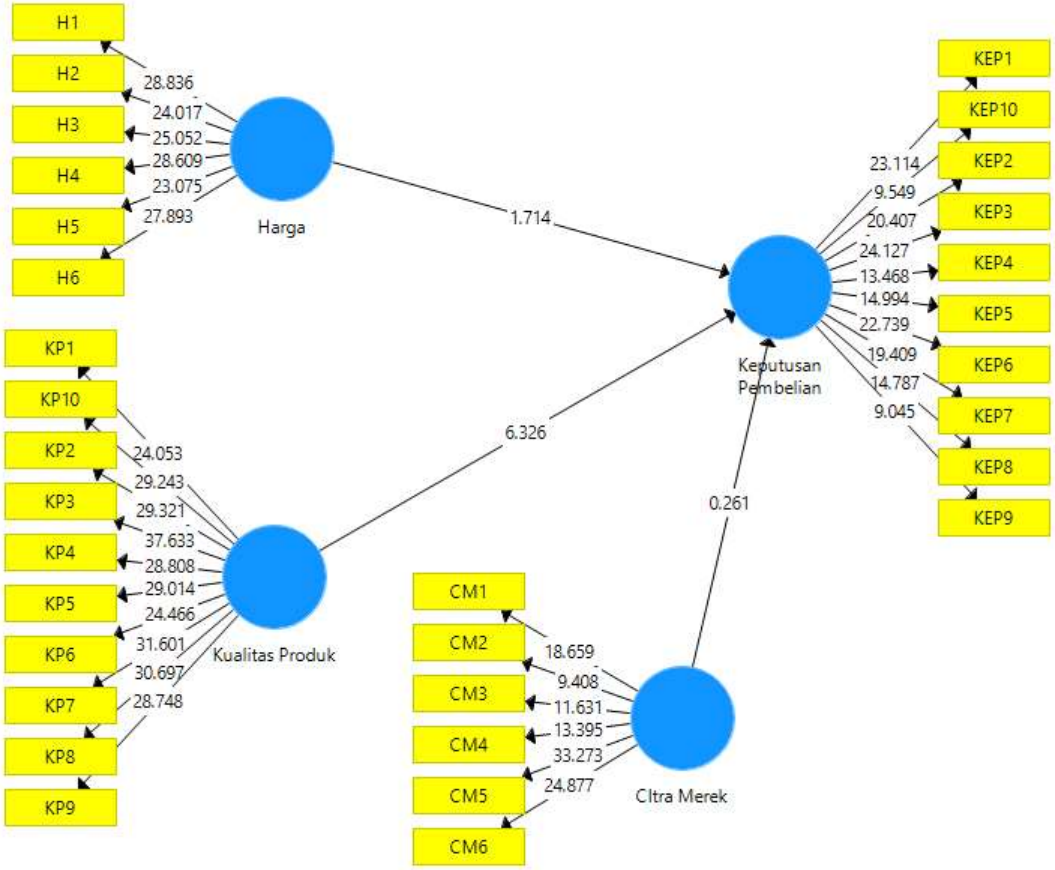
Source: Data processed (2020)

The influence of quality, price, and brand image variables on purchasing decision variables is seen from the value of the Rsquare model. Based on the results of the calculation of Rs quare in the table above, the R square value of the purchasing decision variable is 0.694, this indicates that the purchasing decision for a Yamaha motorcycle is influenced by the variable price, product quality, and brand image with a contribution of 69.4%, while the rest is as much as 69.4%. 30.6% is influenced by other factors outside the variables in this study.

4.4.3. Hypothesis test

Meanwhile, the calculation results can be seen based on the direct effect.

Table 4.14. Hypothesis test



Influence between variables	Coefficient	Don't count	PValue
Price → Buying decision	0.201	1,714	0.071
Product quality→ Buying decision	0.638	6,326	0,000
Brand image → Buying decision	0.019	0.261	0.793

Source: Data processed (2020)

Based on table 4.14. It can be seen the significance of the effect of each variable on product quality, price, and brand image with the following explanation:

1. The price variable has a negative and insignificant effect with a p value of 0.071 which is greater than 0.05. This means that the price offered by Yamaha motorbikes does not increase purchasing decisions, because consumer perceptions of prices are still considered reasonable, but on the other hand, the prices offered rarely get a lot of discounts, so the research results show that prices are not proven to influence consumer purchasing decisions.
2. Product quality variables have a positive and significant effect on consumer satisfaction on Yamaha motorbikes due to the acquisition of a p value of 0.000, meaning that 0.000 is smaller than 0.05. This means that if the quality of the products produced by the company can fulfill purchasing decisions, the company's products will always be in demand and sought by consumers.

3. The brand image variable has a negative and insignificant effect on Yamaha motorbikes because the acquisition of a p value of 0.793 means that 0.793 is greater than 0.05. These results illustrate that brand image is not one of the factors that influence purchasing decisions.

4.5. Research Findings

4.5.1. The effect of price on purchasing decisions

The t test result shows a significance result of 1.714 lower than the error tolerance t = 1.96. These results indicate that price does not have a significant effect on purchasing decisions.Thus, price is not a yardstick in influencing purchasing decisions.

This is supported by research Sagarawanti and Hidayat (2016) show that Product quality has a significant influence on purchasing decisions for Yamaha Mio motorbikes in Pemalang Regency.

That the price offered by the manufacturer is not only related to the product itself, but also to the attributes that complement the product. In making a purchase decision for a product, price is one of the factors behind this consumer behavior. Often, consumers choose products with the cheapest or affordable prices even though the quality or benefits obtained are not very satisfying, but it is not uncommon for consumers to choose products with high prices because of the quality and benefits factors that are satisfactory, loyalty to the product, and so on. other.

4.5.2 Effect of Product Quality on Purchasing Decisions

The t test results show that the significance value of 6.326 is greater than the error tolerance t = 1.96. These results indicate that product quality has a positive and significant effect on purchasing decisions.

This is supported by research conducted by Siregar (2019) showing that product quality has a positive and significant effect on purchasing decisions on PT Honda motorbikes. Rotella Lubukpakam MandiriPersada

Product quality is very much considered by consumers. Consumers want the best product quality in the products that have been purchased. Product quality is the characteristics and characteristics of a good or service that affects its ability to satisfy stated or implied needs. Quality has a direct impact on product or service performance, so quality is closely related to customer value and satisfaction. Good product quality will create a strong brand in the eyes of consumers. Products that have a strong brand tend to seize existing business opportunities more easily than companies without a strong brand.

4.5.3. The Influence of Brand Image on Purchasing Decisions

The t test results show that the significance value of 0.261 is smaller than the error tolerance t = 1.96. These results indicate that Brand Image has no significant effect on Purchasing Decisions. that the Brand Image is a sign or symbol that provides the identity of a certain good or service which can be in the form of words, pictures or a combination of both. Build*Brand Image* positive things can be achieved with a strong marketing program for these products, and what is unique is that it has the advantages that are highlighted, which differentiates it from other products (Kotler and Keller 2016: 275).

This is supported by research conducted by Harjuno (2018) shows that there is a significant influence between brands on the decision to purchase a Honda Scoppy motorbike, there is a positive influence on brand image on the decision to purchase a Honda Scoopy automatic motorbike.

That the brand is also the most important thing, because the brand will carry the image of a company, which is the name, term, sign or design, or a combination of these that shows the identity of the product or service of one seller or group of sellers and distinguishes that product from competing products (Kotler and Keller, 2016: 4).

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research that has been carried out and data analysis as described in the previous chapter, the following conclusions are presented from the research results as follows:

1. Product quality has a significant effect on purchasing decisions, this means that product quality is one of the factors that drives consumer purchasing decisions for Yamaha motorbikes.
2. Price has a significant effect on purchasing decisions, this means that price is one of the factors that drives consumer purchasing decisions for Yamaha motorbikes.
3. Brand image has a significant effect on purchasing decisions, this means that brand image is one of the factors that drives consumer purchasing decisions for Yamaha motorbikes.
4. So overall product quality, price and product image have a significant effect on purchasing decisions. This means that purchasing decisions encourage consumers to buy Yamaha motorcycle products.

5.2. Suggestion

Ber based on the conclusions above, the following suggestions can be proposed:

1. Should **Manufacturers increase the security of locks that are easily operated. This aims to provide a sense of security when customers park their vehicles both in public and private places.**
2. We recommend that manufacturers review the product prices on the market again. Prices that match people's purchasing power allow for increased purchasing decisions. In addition, stable or consistent prices are also its main attraction.
3. Manufacturers should not prioritize elegant product forms. However, it is customer satisfaction that must be prioritized, this can be realized by building products according to customer needs.
4. We recommend that the product be modified to be more friendly to the environment. With environmentally friendly products, it will reduce the level of air pollution.

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