

The Effect Of Product Quality, Price And Brand Image On The Purchase Decision Of Honda Scoopy Automatic Motorcycles In The City Of Bengkulu

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ABSTRACT

This study aims to analyze the influence of product quality, price, and brand image on purchasing decisions of Honda Scoopy automatic motorcycles among the people of Bengkulu City. The research employed a quantitative correlational method. A total of 110 respondents were selected using purposive sampling. The results show that product quality has a positive and significant effect on purchasing decisions ($t_{count} = 1.819 > t_{table} = 1.659$; $sig = 0.001 < 0.05$). Price also has a positive and significant effect ($t_{count} = 8.576 > t_{table} = 1.659$; $sig = 0.001 < 0.05$), as does brand image ($t_{count} = 3.147 > t_{table} = 1.659$; $sig = 0.001 < 0.05$). Simultaneously, product quality, price, and brand image significantly affect purchasing decisions ($F_{count} = 40.515 > F_{table} = 3.08$; $sig = 0.001 < 0.05$). The multiple regression equation obtained is $Y = 8.939 + 0.216(X_1) + 0.732(X_2) + 0.275(X_3) + e$, indicating that all three variables contribute positively to purchasing decisions. In conclusion, improving product quality, setting appropriate prices, and strengthening brand image can increase consumer purchasing decisions for Honda Scoopy automatic motorcycles in Bengkulu City.

Key words: Product Quality, Price, Brand Image

INTRODUCTION

In this modern era, many advanced technologies have been created by humans, particularly in the automotive sector, which continues to develop rapidly and is increasingly needed by society. The automotive industry plays an important role in contributing to government revenue and Indonesia's economic growth. Given its important role, the automotive industry deserves significant attention. According to Robiandani in Fathonah (2021), the automotive industry is designed to create products and provide services that meet market and consumer demands. Automotive engineering combines elements of mechanical, electrical, safety, and environmental knowledge, as well as mathematics, physics, chemistry, biology, and management. Companies strive to develop new products with good quality that suit consumer needs and preferences. One such product is the motorcycle.

Among various types of motorized vehicles, automatic motorcycles (scooters) have become the main choice for the public due to their ease of use, modern design, and riding comfort. Increasing competition has encouraged manufacturers not only to offer functional products but also to provide added value through quality, reasonable pricing, and a strong brand image in the eyes of consumers. Motorcycles are considered essential in developing countries since they have become a crucial means of transportation. Major automotive companies such as Honda, Yamaha, and Suzuki dominate the market and compete to attract customers. According to Sunyato in Nugraha (2021), consumer behavior refers to the activities of individuals directly involved in obtaining and using goods or services, including the decision-making processes that precede and follow these activities.

According to Kotler et al. in Tirtayasa (2021), product quality refers to the characteristics of a product that enable it to satisfy customer needs. Product quality is therefore defined as the ability of a product to meet or exceed customer expectations, both in appearance and function. Meanwhile, Kotler and Armstrong in Puspita and Rahman (2021) define price as the amount of money charged for a product or service, or the value exchanged by a consumer to obtain and use it. Price is one of the most important factors influencing purchasing decisions, as it affects the perception of value and affordability. Furthermore, Sutiyono and Hadibrata in Kutrami and Khuzani (2024) explain that brand image represents the identity of a product that differentiates it from others and reflects consumers' trust in that brand. Similarly, Kotler in Fawazi and Basuki (2024) states that brand image is a set of perceptions and beliefs held by consumers as reflected in their memories and experiences with the brand.

A purchasing decision is essentially the process by which consumers evaluate various alternatives to obtain a product that best meets their needs and desires. According to Kotler and Armstrong in Astuti and Anasr, purchasing decisions occur when consumers choose among available options after considering product quality, price, and brand image. Therefore, purchasing decisions are strongly influenced by consumers' perceptions of the product's quality, pricing fairness, and the reputation of the brand itself. Based on this explanation, this research aims to analyze the influence of product quality, price, and brand image on the purchasing decisions of consumers who buy Honda Scoopy automatic motorcycles in Bengkulu City.

METHOD

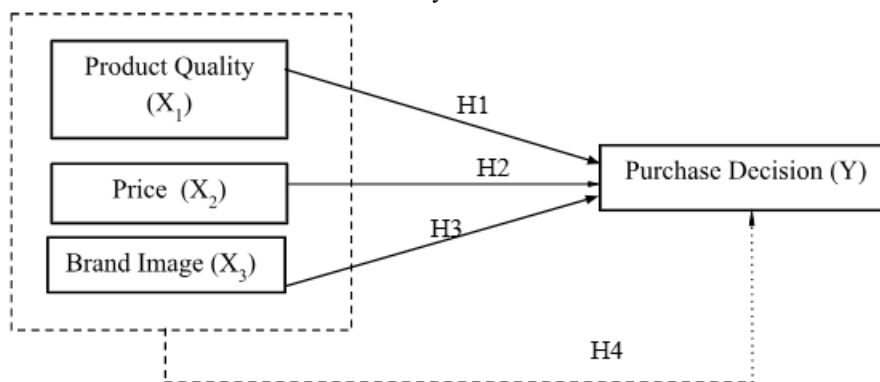
This research used a quantitative correlational method aimed at analyzing the influence of product quality, price, and brand image on purchasing decisions for Honda Scoopy automatic motorcycles in Bengkulu City. The

study population consisted of consumers in Bengkulu City who had purchased a Honda Scoopy motorcycle. The sampling technique used was purposive sampling, which was chosen to ensure that respondents met specific criteria relevant to the research objectives. The total sample consisted of 110 respondents, which was considered adequate for quantitative analysis.

Data were collected through a structured questionnaire containing statements measured using a Likert scale to assess respondents' perceptions of product quality, price, brand image, and purchasing decisions. The research variables included: product quality (X_1), price (X_2), brand image (X_3), and purchasing decision (Y). The data analysis method employed was multiple linear regression analysis using the SPSS software. Several statistical tests were performed, including validity and reliability tests, the coefficient of determination (R^2), and hypothesis testing using t-tests and F-tests to determine the partial and simultaneous effects of the independent variables on the dependent variable..

The framework of this research explains the relationship between the independent variables — Product Quality (X_1), Price (X_2), and Brand Image (X_3) — and the dependent variable, namely Purchase Decision (Y). Each independent variable is expected to have both partial and simultaneous effects on consumer purchasing decisions for Honda Scoopy automatic motorcycles in Bengkulu City.

Picture 1. Analytical Framework :



Explanation :

-->: line indicates the simultaneous influence of variables

→ : line indicates the partial influence of variables

The explanation of the analytical framework above shows that Product Quality (X_1), Price (X_2), and Brand Image (X_3) have an influence on Purchase Decision (Y) of Honda Scoopy automatic motorcycles among consumers in Bengkulu City

RESULTS AND DISCUSSION

1. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of the independent variables — Product Quality (X_1), Price (X_2), and Brand Image (X_3) — on the dependent variable, Buying Decision (Y). The resulting regression equation is as follows:

$$Y = 8,939 + 0,216X_1 - 0,732X_2 + 0,275X_3 + 5,540$$

The interpretation of the regression model is as follows:

- The constant value of 8.939 means that if the variables Product Quality (X_1), Price (X_2), and Brand Image (X_3) are assumed to remain constant, then the Purchase Decision (Y) variable will remain at 8.939.
- The influence of Product Quality (X_1) on Purchase Decision (Y) shows a regression coefficient value of 0.216, which means that if the value of the Product Quality (X_1) variable increases by one unit, the value of the Purchase Decision (Y) variable will increase by 0.216, assuming that the Price (X_2) and Brand Image (X_3) variables remain constant.
- The regression coefficient of Price (X_2) is 0.732, which means that if the value of the Price variable (X_2) increases by one unit, the value of the Purchase Decision (Y) variable will increase by 0.732, assuming that the Product Quality (X_1) and Brand Image (X_3) variables remain constant.
- The regression coefficient of Brand Image (X_3) is 0.275, which means that if the value of the Brand Image variable (X_3) increases by one unit, the value of the Purchase Decision (Y) variable will increase by 0.275, assuming that the Product Quality (X_1) and Price (X_2) variables remain cons.

2. Correlation Coefficient (R) and Coefficient of Determination (R²) Test

The correlation and determination tests were conducted to examine the strength of the relationship between the independent variables and the dependent variable simultaneously.

Table 1. Results of the Correlation and Determination Coefficient (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.521	.3649

Source: Processed SPSS Data, 2025

Based on the calculation results using SPSS, the coefficient of determination (R Square / R²) is 0.534. This value indicates that the independent variables — Product Quality (X₁), Price (X₂), and Brand Image (X₃) — collectively contribute 53.4% to the variation in the Purchase Decision (Y) variable, while the remaining 46.6% is influenced by other variables not included in this research model.

3. t-Test (Partial Test)

The t-test was conducted to determine the effect of each independent variable on the dependent variable partially.

Table 2. Results of the t-Test (Partial Test)

Variable	t-value	Sig.	Description
Product Quality (X ₁)	1.819	0.000	Significant
Price (X ₂)	8.576	0.000	Significant
Brand Image (X ₃)	3.147	0.002	Significant

Source: Processed SPSS Data, 2025

The results of the t-test show that:

- a. Product Quality (X₁) has a positive and significant effect on Purchase decision.
- b. Price (X₂) has a positive significant effect on Purchase decision.
- c. Brand Image (X₃) has a positive and significant effect on Purchase decision.

Thus, it can be concluded that only Product Quality, Price and Brand Image variables have a significant partial to Purchase Decision.

4. F-Test (Simultaneous Test)

The F-test was conducted to determine the simultaneous influence of all independent variables on the dependent variable.

Table 3. Results of the F-Test (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1603.738	3	534.579	40.151	0.001 ^b
Residual	1398.006	105	13.314	—	—
Total	3001.743	108	—	—	—

Source: Processed SPSS Data, 2025

The calculated F-value (F_{count}) of 40.515 is greater than the F-table value (3.08) with a significance value of 0.001. Since F_{count} > F_{table} and the significance value of 0.001 < 0.05, it indicates that the variables Product Quality (X₁), Price (X₂), and Brand Image (X₃) simultaneously have a significant influence on the Purchase Decision (Y) for Honda Scoopy automatic motorcycles among consumers in Bengkulu City.

The study found that Product Quality, Price, and Brand Image all have a positive and significant influence on the Purchase Decision of Honda Scoopy Automatic Motorcycles among consumers in Bengkulu City. Specifically, the influence of Product Quality on Purchase Decision is positive and significant because the calculated t-value (t_{count}=1.819) is greater than the table (t-value t_{table}=1.659), with a significance value of 0.001, which is less than 0.05. This result leads to the rejection of the null

hypothesis (H₀) and acceptance of the alternative hypothesis (H_a). Similarly, Price also has a positive and significant effect, as its calculated t-value ($t_{count}=8.576$) is greater than the table t-value ($t_{table}=1.659$), and the significance value is 0.001, which is less than 0.05. Consequently, (H₀) is rejected and (H_a) is accepted for Price's effect on Purchase Decision. Brand Image also shows a positive and significant influence, with a calculated t-value ($t_{count}=3.147$) greater than the table t-value ($t_{table}=1.659$), and a significance value of 0.001, which is less than 0.05. This also means (H₀) is rejected and (H_a) is accepted.

Furthermore, the three independent variables—Product Quality (X₁), Price (X₂), and Brand Image (X₃)—simultaneously have a positive and significant influence on the Purchase Decision (Y). This conclusion is supported by the F-test, where the calculated F-value ($F_{count}=40.515$) is greater than the table F-value ($F_{table}=3.08$), and the significance value is 0.001, which is below 0.05. The multiple linear regression analysis yielded the equation $Y = 8,939+0,216(X_1)+0,732(X_2)+0,275(X_3)+5,540$ (e) The positive direction of the regression coefficients indicates that an increase in Product Quality, Price, and Brand Image will lead to an increase in the purchase decision of Honda scoopy automatic motorcycles by the Bengkulu city community

CONCLUSION

Based on the above conclusions, the author advises the people of Bengkulu City to carefully consider product quality, price, and brand image before deciding to purchase a Honda Scoopy automatic motorcycle.

By considering these three factors, it is hoped that the public can make the right purchasing decision that aligns with their needs, capabilities, and the desired brand image.

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