



RESEARCH ARTICLE

The Influence of Price and Quality on The Purchase of Honda Scoopy Motorcycle in Banda Aceh City

Hamdani ¹ | Ismail ^{2*}

^{1,2*} Politeknik Kutaraja, Indonesia.

Correspondence

^{2*} Politeknik Kutaraja, Indonesia.
Email: ismail@poltekkutaraja.ac.id

Funding information

Politeknik Kutaraja, Indonesia.

Abstract

Currently, Banda Aceh city has a large number of different brands of motorcycles, and new motorcycle products with different advantages and different prices are emerging. This influences consumer purchasing decisions. This fact is also recognized by motorcycle manufacturers, so that every new motorcycle product launch will constantly improve the quality, price and product design demanded by consumers, allowing these products to compete in the market. The purpose of this study was to determine the impact of price and quality on the purchase of Honda He scoopy vehicles in Banda Aceh city. The sample for this study included his 52 respondents, representing 25% of the average population: his 207 Honda and his Scoopy cars sold in his one year.

This amount is more than sufficient compared to the minimum number of samples taken (10-25%). (Arrikunt, 2005) Based on the results of multiple regression analysis, all the variables studied, i.e. price and quality factors, have close correlation coefficients (relationships) and strongly influence Honda's purchasing decisions. It turns out. Scoopy vehicle in Banda Aceh.

Keywords

Effect of price, quality.

1 | INTRODUCTION

The rapid growth of the world's automotive industry has triggered a number of automotive companies in several developed countries to keep racing and competing in seizing world market share. These developed countries include: Japan, China, Korea and others [1]. They continue to compete in producing the best products by promoting price and quality. Companies in these countries do not stop updating, and continue to look for the latest innovations to create their products, both in terms of machine material quality, design and so on, all of which aim to make their products get a good place in the hearts of consumers. The need for transportation in the city of Banda Aceh is an absolute means to support economic growth and streamline time and costs. Two-wheeled motorized vehicles are one of the most widely used means of land transportation in the city of Banda Aceh. The need for two-wheeled transportation facilities is increasing day by day in line with the needs and economic development of today's society. However, the people's desire to have a motorcycle that excels in all respects remains the main factor to be considered in purchasing.

2 | BACKGROUND THEORY

Companies that are striving to increase their share of the market set prices more aggressively (lower base price, larger discounts) than companies that simply want to maintain their share of the market. Competition, both existing and potential, is a factor that has an important influence in determining the base price of a product [2]. Competition that can be said to exist will always overshadow a product, even for a product that is completely new to its field, it only has a limited time. The potential threat of competition will be even greater if the market is easy to enter and the profit prospects are more encouraging [3]. The importance of the role of price because it greatly influences the company's profits. Pricing must take into account the prices offered by competitors in the target market and consumer reactions to price changes. Pricing is more difficult when producers want a higher price and consumers want a lower price. This is what needs to be considered in discussing the issue of price, how do we set the price of a product. Factors that affect prices both directly and indirectly according to Assauri (2002: 203) are: "Factors that directly affect prices are raw materials, production costs, marketing costs and the existence of government regulations, while the factors that affect prices indirectly, but are closely related to pricing are the prices of other similar products, prices for substitute and complementary products and price discounts for dealers" [4]. Meanwhile, Soemarso (2004:71) states that apart from the cost factor, there are other factors that influence the determination of the selling price by a company, namely: Description of planned profits, profit targets, demand analysis, and competition conditions. Furthermore, Soekartawi (2001: 80) explains in more detail routinely the factors that affect prices are as follows:

- a) Product age
- b) Product differentiation
- c) The ability to buy by consumers
- d) Marketing channels
- e) Distribution policy
- f) Promotion strategy
- g) Expenses incurred
- h) Economic climate
- i) Government regulations

In this regard, there are three types of price policies, namely:

- a) Skimming Pricing, is a form of pricing policy to obtain high profit per unit and new products, which are in the introduction stage.
- b) Penetration Pricing is the price of goods set as low as possible to achieve high sales volume at the introductory stage.
- c) Introductory Price Dealing, is a cash discount that will usually attract consumers to buy, usually this price discount is only valid until a certain time.

Kotler (2005:21) suggests 6 (six) steps to set prices, namely:

- a) Define pricing objectives
- b) Determine the request
- c) Estimating costs
- d) Analysing competitors' prices and offers,
- e) Choose a pricing method
- f) Determine the final price.

Usually each selling price level has a different effect on each objective. Kotler (2005: 122) sees that there are 6 (six) main objectives that can be achieved through price, namely:

- a) Survival
- b) Maximizing short-term profits
- c) Maximizing short-term income
- d) Maximizing sales growth
- e) Superior in market share
- f) Superior in product quality

Product Quality

According to Feigenbaum (2002: 6) Quality is something that is decided by the customer, not by engineers, nor by marketing or general management [5]. Quality is based on the customer's actual experience of the product or service. measured based on the customer's requirements, stated or not stated [6], realized or only felt, done technically or subjectively and always represents moving targets in a market full of competition" [7]. According to Lupiyoadi (2001: 146), [8] quality and quality have 8 (eight) measurement dimensions consisting of the following aspects :

- a) Performance
- b) Product diversity (Features)
- c) Reliability.
- d) Conformance (Conformance)
- e) Durability
- f) Service Ability
- g) Aesthetics (Aesthetics)
- h) Perceived Quality

According to Al Ries (2007: 109) states that there are at least [9] four factors that encourage the formation of perceptions of quality or product quality, [10] these factors are:

- a) Effect Specificity (Specialist)
- b) Leadership Effect (Leader)
- c) Price Effect (Price)
- d) Name Effect (Brand)

hypothesis

Based on the description above, the hypothesis is:

Ho: Price and Quality do not significantly influence the purchase of Honda Scoopy Vehicles in Banda Aceh City.

Ha : Price and Quality have a significant effect on the purchase of Honda Scoopy Vehicles in the City of Banda Aceh

3 | METHOD

Data Analysis Tools

To analyse the required data, a quantitative analysis method is used, in this case the author uses a formula to obtain concrete results, namely the analysis tool of multiple linear regression equations (multiple regression), with the following formulation (Umar: 2005: 307):

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

- Y = Honda Scoopy Vehicle Purchase Decision
 X₁ = Price
 X₂ = Quality
 a = Constant
 b₁₋₂ = Regression Coefficient
 e = Error term

Operational Variables

- a. Price (X₁) is the amount of money that states the exchange value of a certain object unit.
- b. Quality (X₂) is the overall combination of product characteristics from marketing, engineering, manufacture and maintenance that make the product used to meet customer expectations.
- c. Purchase Decision (Y) is a series of choices made by consumers before making a purchase.

Hypothesis test

To test the hypothesis above, the F_{test} statistical equipment is used, with the condition that if $F_{count} > F_{table}$ at a confidence level of 95% H_a is accepted and H_o is rejected. If the value of $F_{count} < F_{table}$, then the hypothesis H_o is accepted otherwise the hypothesis H_a is rejected which means Price and Quality do not significantly influence the purchase of Honda Scoopy Vehicles in Banda Aceh City. Furthermore, to test whether the price and quality variables significantly influence the purchase of Honda Scoopy vehicles in Banda Aceh City, the t test is used. With the provision that if the value of $t_{count} > t_{table}$ at the 95% confidence level, then the price and quality variables have a significant effect. Meanwhile, if the $t_{count} < t_{table}$ means that the Price and Quality variables do not significantly influence the purchase of Honda Scoopy Vehicles in Banda Aceh City.

Reliability Test

The definition of reliability is basically the extent to which the results of a measurement can be trusted. If the results of repeated measurements are relatively the same, then the measurement is considered to have a good level of reliability. Basically, it's not the measuring instrument that's reliable, but the data because what we're testing is data, not measuring tools. The definition of a reliable measuring instrument means that the measuring instrument is able to reveal data that is quite reliable. However, to shorten the term, it is often stated that the measuring instrument is reliable. The methods for measuring reliability are Spearman Brown, Flanagan, Rulon, Hoyt, and Alpha Cronbach (Suliyanto, 2006). To test the reliability in this study the researchers chose to use the Alpha Cronbach method which is commonly used in associative research. The accepted coefficient is above 0.6 (Malhotra, 1996:305).

Validity test

Validity indicates a measuring device to measure what you want to measure (Gujarati, 1999: 124), determining validity is based on a comparison of the correlation values obtained between item scores and total item scores, with the critical product moment value (r_{table}). If the arithmetic correlation value (r_{count}) is greater than the r_{table} value at the 95% confidence level, it means that the statement items are valid.

Validity Testing

Testing the validity of the data in this study was carried out statistically, namely by using the Pearson product-moment coefficient of correlation test with the help of SPSS having a correlation value above the critical value of 5%, namely above 0.226 (See Table of Critical Value of Product-Moment Correlation r for $\alpha = 52$ in the attachment), so that these statements measure the same aspect. This means that the data obtained is valid and can be used for research.

Table1. Validity Test Results

No	Statement	Variable	Coefficient Correlation	Critical Value 5% (N=52)
1.	A1	X ₁	0.826	0.297
2.	A2		0.868	
3.	A3		0.911	
4.	A4		0.694	
5.	B1	X ₂	0.824	
6.	B2		0.846	
7.	B3		0.903	
8.	B4		0.598	
9.	C1	Y	0.800	
10.	C2		0.716	
11.	C3		0.806	
12.	C4		0.789	

Source: Primary Data 2023, (processed)

Table 2. Research Variable Reliability (Alpha)

No.	Variable	Items Variable	Mark Alpha	reliability
1.	Price (X ₁)	4	0.834	Reliable
2.	Quality (X ₂)	4	0.798	Reliable
3.	Buying decision (Y)	4	0.779	Reliable

Source: Primary Data 2023 (processed)

Price Variable

Price is a determinant of consumer decisions to buy Honda Scoopy vehicles in Banda Aceh City. The price variable is measured by the price of the Honda Scoopy vehicle according to the ability of all groups of people, the resale price for the Honda Scoopy vehicle is high, the price for the spare parts for the Honda Scoopy vehicle is cheap, the price greatly influences the purchase of a Honda Scoopy vehicle.

Table 3. Price Factor

No	Description	STS	TS	N	S	SS	Mean
1	The price of a Honda Scoopy vehicle is in accordance with All classes of society	0 0.0%	0 0.0%	4 7.7%	24 46.2%	24 46.2%	4.38
2	Resale price Honda Scoopy vehicle tall	0 0.0%	0 0.0%	6 11.5%	27 51.9%	19 36.5%	4.25
3	Cheap Honda Scoopy vehicle parts prices	0 0.0%	0 0.0%	15 28.8%	25 48.1%	2311% 2311%	3.94
4	Price is very influential on the purchase of a Honda Scoopy vehicle	0 0.0%	2 3.8%	24 46.2%	18 34.6%	8 15.4%	3.62
Overall average score							3,94

Source: Primary Data, 2023 (processed)

Quality Variable

The quality variable is measured by the durability of the Honda Scoopy vehicle which is very strong, the combustion system for the Honda Scoopy vehicle is very good, the body design for the Honda Scoopy vehicle is very attractive, the sound of the Honda Scoopy vehicle is not noisy and the fuel consumption for the Honda Scoopy vehicle is economical. For more details regarding price indicators can be seen in Table 4.

Table 4. Quality Factors

No	Description	STS	TS	N	S	SS	Mean
1	The durability of the Honda Scoopy vehicle is very strong	0 0.0%	0 0.0%	7 13.5%	24 46.2%	21 40,4%	4.27
2	Honda Scoopy vehicle combustion system is very good	0 0.0%	0 0.0%	9 17,3%	27 51.9%	16 30.8%	4.13
3	Honda Scoopy vehicle body design is very interesting	0 0.0%	0 0.0%	19 36.5%	24 46.2%	9 17.3%	3.81
4	The sound of the Honda Scoopy vehicle is not noisy and the fuel for the Honda Scoopy vehicle is economical	0 0.0%	2 3.8%	24 46.2%	20 38.2%	6 11.5%	3.58
Overall average score							3.94

Source: Primary Data, 2023 (processed)

Table 5. Buyer's Decision

No	Description	STS	TS	N	S	SS	Mean
1	You buy a Honda Scoopy because of the affordable price	0 0.0%	4 7.7%	19 36.5%	19 36.5%	10 19.2%	3.67
2	You buy a Honda Scoopy because it suits your ability/economic condition	0 0.0%	4 7.7%	16 30.8%	22 42.3%	10 19.2%	3.73
3	You buy a Honda Scoopy vehicle because of the superior quality it has.	2 3.8%	6 11.5%	6 11.5%	32 61.5%	6 11.5%	3.65
4	You bought a Honda Scoopy vehicle because of the good quality image of the Honda Scoopy	3 5.8%	5 9.6%	17 32.7%	17 32.7%	10 19.2%	3.50
Overall average score							3.64

Source: Primary Data, 2023 (processed)

4 | RESULT

In an effort to improve the decision to purchase a Honda Scoopy Vehicle in Banda Aceh City, it is necessary to know the effect of the independent variables, namely the effect of Price (X_1) and Quality (X_2), on the Purchase of a Honda Scoopy Vehicle in Banda Aceh City (Y). The effect of each independent variable on the dependent variable in detail can be seen in the following table:

Table 6. The Effect of Each Independent Variable on the Dependent Variable

Variable Name	B	Standard Error	T _{count}	T _{table}	Sig
Constant (a)	2,680	0,204	13,111	2.006	0.000
Price (X_1)	0,149	0,043	3,425	2.006	0.001
Quality (X_2)	0,164	0,044	3,711	2.006	0.001

Source : Primary Data, 2023 (processed)

From the results of statistical calculations using the SPSS program as shown in the table above, the multiple linear regression equation is obtained as follows:

$$Y = 2,680 + 0,149 X_1 + 0,164 X_2$$

From the regression equation above, it can be seen that the results of the study are as follows:

Regression Coefficient (β)

- A constant of 2.608. meaning that if the price factors (X_1), quality factors (X_2) are considered constant, then the amount of purchasing a Honda Scoopy vehicle in Banda Aceh City is 2,608
- Price regression coefficient (X_1) of 0.149. This means that every 100% change (improvement, due to the + sign) in the Price variable, it will relatively affect the purchase of a Honda Scoopy vehicle in Banda Aceh City by 14.9%, thus the higher the influence of the Price will increasingly affect the purchase of a Honda Scoopy vehicle in Banda Aceh. Banda Aceh city.
- Quality regression coefficient (X_2) of 0.164. This means that every 100% change (improvement, due to the + sign) in the Quality variable, it will relatively affect the purchase of Honda Scoopy vehicles in Banda Aceh City by 16.4%, so the Quality factor will affect the purchase of Honda Scoopy vehicles in Banda Aceh City.

Based on the results of the analysis above, it can be seen that of the two variables studied, it turns out that the Quality variable (X_2) has a dominant influence on the purchase of Honda Scoopy vehicles in Banda Aceh City, with a coefficient value of 16.4%, followed by the Price variable (X_1). carried out by consumers with a coefficient value of 14.9%.

Correlation Coefficient and Determination

Meanwhile, to see the relationship and influence of the independent variables on the purchase of a Honda Scoopy vehicle in Banda Aceh City based on the correlation and determination as described in the following table:

Table 7. Model Summary

R	R Square	Adjusted R ²	Std. Error of the estimate	Information
0.645	0.416	0.392	0.177	Positive Correlation

Source : Primary Data, 2023 (processed)

Table 8. Analisis Of Variance (Anova)

Model	Sum of Squares	Df	Maen Squares	F count	F table	Sig.
Regression	1.098	2	0.549	17.433	3.186	0.000 ^a
Remainder	1.543	49	0.031			
Total	2.641	51				

Source: Primary Data. 2023 (processed)

Simultaneous test results obtained Fcount of 17.433, while Ftable at a significance level of $\alpha = 5\%$ was 3.186. This shows that $F_{count} > F_{table}$ with a probability level of 0.000. Thus the results of this calculation can be taken a decision that accepts the alternative hypothesis and rejects the null hypothesis, meaning that the variables Price (X_1) and Quality (X_2), together have a significant effect on purchasing Honda Scoopy vehicles in Banda Aceh City. Thus it is proven that there is a significant influence between the effect of Price (X_1) and Quality (X_2), on the purchase of Honda Scoopy vehicles in Banda

Aceh City, thus the alternative hypothesis (H_a) proposed is accepted and rejects the null hypothesis (H_0), because the obtained value of $F_{count} > F_{table}$ with a probability level of 0.000.

Proof of Hypothesis

In proving the alternative hypothesis that there is a direct influence between the factors studied significantly influence the purchase of Honda Scoopy vehicles in Banda Aceh City through the influence of Price (X_1) and Quality (X_2). This can be seen from the $t_{count} > t_{table}$, with a significance level of 0,000 or a probability far below $\alpha = 5\%$. Based on the results of the study, it can be explained that all the indicators studied influence the purchase of Honda Scoopy vehicles in Banda Aceh City, where the influence of Price (X_1) and Quality (X_2) greatly influences the purchase of Honda Scoopy vehicles in Banda Aceh City. While the results of the partial test stated that the effect of Price (X_1) and Quality (X_2), had a significant influence on the decision to purchase a Honda Scoopy vehicle in Banda Aceh City, thus the hypothesis H_a was accepted and the hypothesis H_0 was rejected.

5 | CONCLUSIONS AND FUTURE WORK

1. The population of this study is all consumers who own Honda vehicles in Banda Aceh City. Sampling was carried out using the convenience method (easy to find) with a total of 52 respondents.
2. Based on the research results, the quality variable has a dominant influence on consumer decisions to buy Honda Scoopy vehicles in Banda Aceh City because it has a greater regression coefficient value than the price variable.
3. Based on the results of the F-test or simultaneously it shows that all the variables studied have a significant effect on consumer decisions on consumer decisions to buy Honda Scoopy vehicles in Bands Aceh City, this is because the obtained value of $F_{count} > F_{table}$ at a significance level of $\alpha = 5\%$.
4. Based on the results of the t-test (partially) it shows that the effect of Price and Quality has a significant influence on consumer decisions to buy Honda Scoopy vehicles in Bands Aceh City, thus the hypothesis H_{a1} and H_{a2} are accepted and reject the hypothesis H_{o1} and H_{o2}

REFERENCES

- [1] Barry, H., & Wartiningsih, E. Analisis Contagion Krisis Keuangan Global Subprime Mortgage Amerika Serikat Dan Krisis Hutang Negara-Negara Eropa Terhadap Pasar Modal Negara Berkembang dan Negara Maju.
- [2] Batubara, A., & Hidayat, R. (2016). Pengaruh Penetapan Harga dan Promosi terhadap Tingkat Penjualan Tiket pada PSA Mihin Lanka Airlines. *Jurnal Ilman: Jurnal Ilmu Manajemen*, 4(1), 33-46.
- [3] Soliha, E. (2008). Analisis industri ritel di Indonesia. *Jurnal Bisnis dan Ekonomi*, 15(2), 24251.
- [4] Pauzi, A., & Budiana, D. N. (2016). Faktor-faktor yang mempengaruhi secara langsung maupun tidak langsung ketimpangan distribusi pendapatan Provinsi Bali. *E-Jurnal EP Unud*, 5(6), 668-691.
- [5] Maryadi, M., & Prasojo, L. D. (2016). Implementasi sistem manajemen mutu (SMM) ISO 9001: 2008 di SMK Ma'arif 1 Wates, Kulon Progo. *Jurnal Penelitian Ilmu Pendidikan*, 9(2), 152-164.
- [6] Yusuf, Z., & Rizal, S. (2022). Effect of Availability, Product Quality, Promotion and Price on Consumer Satisfaction of Asus Laptop Users in Banda Aceh City. *Indonesian Journal Economic Review (IJER)*, 2(2), 79-85.
- [7] Rizal, S. (2019). Faktor-Faktor yang mempengaruhi Kepuasan Konsumen dan Kaitannya Dengan Kesetiaan Merek pada Produk Kesehatan K-Link di Kota Banda Aceh. *Jurnal Ekonomi dan Manajemen Teknologi Vol*, 3(2).
- [8] Dimensi Kesadaran Merek dan Keputusan Konsumen Memilih Hermes Palace Hotel di Kota Banda Aceh
- [9] Rizal, S., & Munawir, M. (2017). Pengaruh Kepuasan Nasabah Terhadap Menggunakan Mobile Banking (M-Banking) Pada Bank BCA Cabang Banda Aceh. *Jurnal Emt Kita*, 1(2), 68-78.
- [10] Hamdani, H., Rizal, S., Mujiburrahman, M., Alfina, A., Hajrianti, R., & Ahmad, A. (2022). PENDAMPINGAN SERTIFIKASI HALAL PRODUK OLAHAN IKAN DALAM Mendukung Industri Halal di Kota Banda Aceh. at-tamkin: Jurnal Pengabdian kepada Masyarakat, 5(2), 17-23.



How to cite this article: Hamdani, & Ismail. (2023). The Influence of Price and Quality on The Purchase of Honda Scoopy Motorcycle in Banda Aceh City. Indonesian Journal Economic Review (IJER), 3(1), 35-42. <https://doi.org/10.59431/ijer.v3i1.173>.