



# THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE PURCHASE DECISION OF YAMAHA MOTORCYCLES AT PT. JAYA MANDIRI GEMA SEJATI CIBINONG BRANCH - BOGOR

By

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## ABSTRACT

*This study aims to determine how big the influence of product quality and price on purchasing decisions for Yamaha motorcycles at PT. Jaya mandiri Gema sejati Cibinong Branch – Bogor. This research method uses the associative method, with 98 respondents as respondents. Data collection techniques to determine the effect of product quality and price on purchasing decisions using the services of Mr. Head Barbershop in September, October and November 2018. Instrument testing uses validity and reliability tests, data analysis with classical assumption test, multiple linear regression test, coefficient of determination, and hypothesis testing (t test and f test). The results of the study show that: Ho1 Partially, the product quality and price variables on purchasing decisions are equal to (9,767 > 1,660), so Ho1 is rejected and Ha1 is accepted. Ho2 value of t count > t table (2.592 > 1985), so it can be concluded that H1 is accepted which means it has a significant (positive) effect on the level of purchasing decisions on Yamaha motorcycles at PT. JayamandiriGemasejati. Ho3 partially, the price variable on purchasing decisions is (193.60 > 2.70), so Ho3 is rejected and Ha is accepted and the value of t count > t table (.000b < 0.1), which means the independent variable (X1 and X2) so that it can be concluded that jointly it has a significant effect on the variable (Y). The value of the coefficient of determination obtained R square value of 0.800 or 80%, which means that the influence of product quality and price on purchasing decisions is 80% and the remaining 20% is influenced by other factors outside of this study.*

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## 1. INTRODUCTION

Consumers today are very critical in choosing a product, the decision to buy a product is strongly influenced by the assessment of the quality of the product. The demand for an increasingly quality product makes companies engaged in various business fields vying to improve the quality of their products in order to maintain the brand image of the products they have. "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes." Kotler & Armstrong (2012:283). "Quality is the totality of characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs." Kotler and Keller (2012:49).

Companies here need to think and look for ways or strategies so that the product becomes the main choice of consumers among similar products on the market. Often consumers will look for information about the product to be purchased. The search for this information can be sourced from advertisements made by producers or by the opinions of people around them which can influence their decision to buy. "Consumer purchasing decisions are

actions taken by consumers to buy a product and in the decision-making process that determines the activity" Tjiptono (2015: 20). "The purchasing decision process can be broadly divided into three main stages, namely pre-purchase, consumption, and evaluation." (Tjiptono 2015:53). The pre-purchase stage includes all consumer activities that occur before the purchase and use of the product. This stage includes the process of identifying needs, seeking information, and evaluating alternatives. The consumption stage is the stage of the consumer decision process where consumers buy and use products or services. While the post-purchase evaluation stage is the stage of the consumer-making process when the consumer determines whether he has made the right purchase decision.

Quality products at competitive prices are the main key in winning the competition, which in the end will be able to provide a higher satisfaction value to customers. Factors that also influence consumer purchasing decisions are price, price is a sensitive factor for consumers because consumers always make various considerations when making purchasing decisions. Consumers will usually compare the prices offered by other similar products before the consumer decides to buy the product. Price is one of the determinants of the success of a company because the price determines how much profit the company will get from selling its products in the form of goods or services. From a marketing point of view, price is a monetary unit or other measure (including other goods and services) needed to obtain ownership rights or use of an item or service. "Prices should reflect the value consumers are willing to pay rather than simply reflecting the costs of making a product or providing a service. This means that the price is the amount of money needed or exchanged for consumers to get or have an item that has benefits and uses. (Kotler and Keller, 2012:410).

Yamaha Motorcycles have good engine performance. Many Yamaha users claim that the power produced by Yamaha motorcycles has more advantages over competing products. Another advantage of Yamaha products is the use of the latest technology embedded in Yamaha Motorcycle products, including diasil cylinders and forged pistons. All Yamaha motorcycles already use YMJET-FI technology. Almost all Yamaha motorcycle products are equipped with a charming appearance and design, body and paint colors that look more attractive. In terms of security, Yamaha relies on the Smart Lock System, this technology can be relied upon to restrain the vehicle when it has to stop on an uphill road. In addition, this feature can also be used as a motorcycle holder when parked in a bumpy area.

## 2. RESEARCH METHODS

The type of research used is the associative method. According to Sugiyono (2012:11), "Associative research is research that aims to determine the effect or relationship between two or more variables." And also with quantitative research, namely research by obtaining data in the form of numbers or qualitative data that is numbered. (Sugiyono, 2012:14). The use of this method is used in accordance with the aims and objectives of the researcher, namely to find out how much influence product quality and price have on purchasing decisions in the company. The place of research in this research is PT. JayamandiriGemasejati whose address is at Jl. Raya Jakarta-Bogor No. 13, Pabuaran, Cibinong, Bogor, West Java with a total sample of 100 buyers.

The research instrument used in this study was a questionnaire or questionnaire made by the researcher himself. To collect information and data needed in research, the researchers used several data collection techniques, namely: primary data and secondary data. Instrument testing is done by testing the validity and reliability test. Then for the data analysis technique used, namely the classical assumption test, multiple linear regression test, the coefficient of determination test and hypothesis testing.

## 3. RESULTS AND DISCUSSION

The coefficient of determination (KD) is used to determine the extent of the relationship between the independent variables, namely product quality (X1) and price (X2) on the dependent variable, namely purchasing decisions (Y). The value of R square is the value of the influence of the variable (X) on (Y). The greater the value obtained, the greater the influence of the variables (X1 and X2) on (Y). The results obtained are as follows:

Table 1. The Result of Simultaneous Determination Coefficient of Product Quality (X<sub>1</sub>) and Price (X<sub>2</sub>) Against Purchasing Decisions (Y)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 <sup>a</sup>	.800	.796	1.665

a. Predictors: (Constant), Price (X<sub>2</sub>), Product Quality (X<sub>1</sub>)

b. Dependent Variable: Purchasing Decisions (Y)

Source: Data processed, 2022

Based on table 1, the R Square value is 0.800 or 80.0%, this shows that the product quality (X<sub>1</sub>) and price



(X2) variables affect the purchasing decision by 80.0% and 20% is influenced by other variables outside of the research.

Partial test (t test) is used to determine whether there is a significant (significant) relationship or effect between the independent variable (X1) and (X2) partially on the dependent variable (Y). The results of the partial hypothesis test (t test) in this study obtained the following results:

Table 2 t test results

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients			
	B	Std. Error	t	Sig.
1 (Constant)	1.818	2.243	.810	.420
Product Quality (X1)	.569	.058	9.767	.000
Price (X2)	.479	.076	6.346	.000

a. Dependent Variable: Purchasing Decisions (Y)

Source: Data processed, 2022

In this study, a significance criterion of 10% (0.1) was used by comparing t count with t table as follows:

T table =  $t_{\alpha, df}$  (Level Alpha x Degree of Freedom)

$\alpha = 10\%$  real rate or (0,1)

$df = (n-2)$ , obtained  $(100-2) = 98$  then  $t_{table} = 1.660$

So, based on this, the following conclusions are drawn:

1. Ho1 = Product quality (X1) partially influences purchasing decisions (Y). This can be seen from the value of t arithmetic is greater than t table ( $9,767 > 1.660$ ) so that Ho1 is rejected and Ha1 is accepted.
2. Ho2 = Price (X2) partially influences the purchase decision. This can be seen from the value of t count > t table ( $6,346 > 1,660$ ) so that Ho2 is rejected and Ha2 is accepted.

Simultaneous test (F test) was conducted to test how significant the influence of variables X1 and X2 together (simultaneously) on variable Y. As for the results of the F test, the following results were obtained:

Table 3. F Test Results (Simultaneous)

**ANOVA<sup>a</sup>**

Model		Sum of		Mean Square	F	Sig.
		Squares	df			
1	Regression	1073.575	2	536.787	193.609	.000 <sup>b</sup>
	Residual	268.935	97	2.773		
	Total	1342.510	99			

a. Dependent Variable: Purchasing Decision (Y)

b. Predictors: (Constant), Price (X2), Product Quality (X1)

Source: Data processed, 2022

Based on table 3, it can be seen that the calculated F value is 193.60 and the significance value (sig.) is 0.000b, which means it is smaller than 0.1, so it can be concluded that:

1. Ho3 = Product quality and price simultaneously affect purchasing decisions. This can be seen from the calculated F value that is greater than F table ( $193.60 > 2.70$ ) so that Ho3 is rejected and Ha is accepted.
2. The significance value (sig.) shows the value of .000b is smaller than 0.1, which means that the independent variables (X1 and X2) together have a significant effect on the dependent variable (Y)

The discussion is carried out with the aim of discussing the condition of the object of research based on the findings in the field regarding a phenomenon by describing a number of variables relating to the problem under study. The results obtained by the author are as follows:

1. Effect of product quality on purchasing decisions at PT JayamandiriGemasejati Cibinong-Bogor Branch. The regression coefficient value of product quality (X1) is 0.569, indicating that each additional one point of the product quality variable will increase purchasing decisions by 0.569. The correlation value of product quality is 0.846, which means that the relationship between product quality and purchasing decisions has a very strong relationship. Product quality (X1) partially affects purchasing decisions (Y). This can be seen from the value of t count is greater than t table ( $9,767 > 1.660$ ).
2. The Influence of Price on Purchase Decisions at PT JayamandiriGemasejati Cibinong-Bogor Branch. Price regression coefficient (X2) 0.497 means that every the addition of one point of the price variable increases the purchasing decision by 0.497 times. The price correlation value is 0.776, which means that the relationship between price and purchasing decisions has a strong relationship. The results of the partial test (t test) Price (X2) partially affect the purchase decision (Y). This can be seen from the value of t arithmetic is

greater than t table ( $6.346 > 1.660$ ) which means X2 has an effect on Y.

3. Effect of product quality and price on purchasing decisions at PT JayamandiriGemasejati Cibinong-Bogor Branch  
 Regression results  $Y = 1.818 + 0.569 X1 + 0.479 X2$ 
  - a) The constant value of 1.818 means that if the product quality (X1) and price (X2) variables are fixed (no change) or equal to zero (0) then the value of the consistency of purchasing decisions (Y) is at 1.818.
  - b) The regression coefficient value of product quality (X1) is 0.569, indicating that each additional point of the product quality variable will increase purchasing decisions by 0.569.
  - c) The regression coefficient of X2 (Price) is 0.479, which means that each additional one point of the price variable will increase the purchasing decision by 0.479.

If there is a one point increase in product quality and price together, the purchase decision will increase by 1,818 times

#### 4. CONCLUSION

Based on the descriptions in the previous chapters, and from the results of the analysis and discussion of the influence of product quality and price on purchasing decision, as follows:

1. Product quality (X1) partially influences purchasing decisions (Y). This can be seen from the value of t arithmetic is greater than t table ( $9,767 > 1.660$ ) so that Ho1 is rejected and Ha1 is accepted.
2. Price (X2) partially affects the purchasing decision. This can be seen from the value of t count > t table ( $6,346 > 1,660$ ) so that Ho2 is rejected and Ha2 is accepted.
3. Product quality and price simultaneously have the same effect on purchasing decisions. This can be seen from the calculated F value which is greater than F table ( $193.60 > 2.70$ ) so that Ho3 is rejected and Ha3 is accepted.
4. Based on the results of the coefficient of determination, the R Square value of 0.800 or 80.0% shows that the product quality (X1) and price (X2) variables affect the purchasing decision by 80.0% and 20% is influenced by these variables. others outside of this study.

#### RECOMENDATIONS

Based on the results of the questionnaire distribution, it was found that the results of the questionnaire were two respondents who stated that they did not agree (TS) with the feature statement. Yamaha motorcycles have a body shape that is comfortable to ride. Five respondents stated that they did not agree (TS) that Yamaha motorcycles were not disturbed. And the statement Yamaha Motorcycles can be used well. Yamaha motorcycles have no problems. Yamaha motorcycles do not get damaged quickly. Yamaha motorcycles are superior and quality products. Yamaha motorcycles are easy to repair if they are damaged. So, based on these results, it is expected that product quality adjustments can improve purchasing decisions.

Based on the results of the questionnaire distribution, the questionnaire results obtained with an average value of B, namely. I think the price of a Yamaha motorcycle is in line with my income. In my opinion, the price of Yamaha motorcycles is more affordable than other motorcycles. In my opinion, Yamaha motorcycles are exclusive because they are suitable for the price. I think that by using a Yamaha motorcycle I feel very confident and comfortable. I think the price of a Yamaha motorcycle is in accordance with my abilities. So, based on these results, it is expected that price adjustments can improve purchasing decisions.

The results of the purchase decision questionnaire with affective (emotional) indicators are obtained, namely, Yamaha motorcycles have various and attractive color variants. I bought a Yamaha motorcycle because of its more efficient fuel consumption. Yamaha motorcycles reflect its young users. On average, if you get a B value, it is hoped that this indicator will be improved.

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