

ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ADVERTISING ATTRACTION ON INTENTION TO BUY YAMAHA MOTORCYCLES

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ABSTRACT

The increasingly fierce competition that exist today in demand to offer a quality product and are able to have greater value, thus differs from competitive products product quality is becoming one of the considerations of consumers before buying a product. Aside from the quality of products, the effect of the price of a product of products, the effect of the price of a product of products, the effect of the price of a product is also very important. If the price is low, increasing demand for the products offered and if the price of the product the higher the demand for products is getting low. In addition to offering quality products and pricing, the company's ability to communicate product to consumers through promotional activities through advertising. This study aims to determine the effect product quality, price and attractiveness ad on purchase decisions on the Dealer Yamaha PT Alfa Scorpii Rantau Prapat. The data used in this study are primary data obtained through the questionnaire distributed to consumers who make purchases Yamaha motorcycle at Dealer Yamaha PT Alfa Scorpii Rantau Prapat. The analytical method used is multiple linear regression analysis the analysis showed that the quality of the product, price and attractiveness of advertising simultaneously and partially influence on purchase decisions Yamaha motorcycle.

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1. INTRODUCTION

In today's modern era, technology is increasingly advanced which results in an increase in the standard of living and people's needs. Secondary needs are growing and turning into daily needs. In the past, the primary needs were known as only clothing (clothing), food (eating), and boards (place to live), now people make secondary needs, namely one of the means of transportation, as their daily needs. It cannot be denied that today's society has high mobility and transportation is a supporting need (Rosyid et al., 2013).

The automotive industry, especially motorcycles, is experiencing a very rapid increase, this is indicated by the continued increase in the number of vehicles owned by the public and seen in the mobility of vehicles on the streets of big cities. And followed by the birth and growth of new companies that always try their best to obtain and maintain food in the existing market. (Kotler et al., 2002).

Business competition, especially the automotive industry, is becoming very tight and companies are required to be able to compete and attract a large number of consumers. The more intense the competition, the more diverse the products sold in the market, thus demanding companies to always fulfill consumer desires by providing quality products and of course at low prices. The price level is one of the reasons consumers buy a product, especially motorcycles. Consumers often compare the price of one motorcycle product with another. So the company must be careful in determining the price. The price set must also be in accordance with the quality and benefits received by consumers (Rosyid et al., 2013).

Products that have good or unique quality and affordable prices will be useless if consumers do not know this information. To provide information about the products being sold, the company must carry out promotional or advertising activities. Advertising is used by companies as a means of getting consumer attention through marketing communications that aim to inform, persuade and remind consumers of the products marketed by the company (Silalahi et al., 2016).

Seeing the many requests and expectations from consumers, Yamaha always tries to fulfill these two things. In Indonesia itself there are many dealers. On Yamaha motorbikes, one of them is a Yamaha dealer, PT Alfa Scorpii Rantau Prapat, which is in the city of Negeri Lama. Not only selling various kinds of motorcycle items, as is currently trending, namely Yamaha N-Max, Yamaha Vixion, Yamaha R15, Yamaha Jupiter, Yamaha Mio and their newest product, namely Yamaha Lexi, Yamaha dealer PT Alfa Scorpii Rantau Prapat also provides a place for repairs or workshops and selling spare parts for Yamaha motorbikes.

Yamaha's toughest competition is Honda, which is now in first place as a motorcycle company in Indonesia according to the Indonesian Motorcycle Industry Association (AIS). This study aims to analyze and find empirical evidence of the effect of product quality, price, and advertising attractiveness on the purchase intention of Yamaha motorcycles among Yamaha consumers who are in the Sei Kasih village area, the Lower Blade sub-district.

OBJECTIVES OF THE PROBLEM

The objectives of this research are as follows:

- a. The Influence of Product Quality, Price and Advertising Attractiveness on Purchase Decisions of Yamaha Motorcycles on Yamaha Motorcycles in Sei Kasih Village, Bilah Hilir District.
- b. The Influence of Product Quality on Purchase Decisions for Yamaha Motorcycles in the Sei Kasih Village Area, Bilah Hilir District.
- c. The Effect of Price on the Purchase Decision of Yamaha Motorcycles in the Sei Kasih Village Area, Bilah Hilir District.
- d. Effect of Advertising Attractiveness on Purchase Decisions of Yamaha Motorcycles in the Sei Kasih Village Area, Bilah Hilir District.

RELATIONSHIPS BETWEEN CONCEPTS AND RESEARCH HYPOTENCY

Product quality is the product's ability to perform its functions, this includes product useful life, reliability, ease of use and repair, and other values (Kotler and Armstrong et al., 2006). Price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements (Assauri et al., 2014). Advertising is a communication process that has the power of being a marketing tool in helping sell goods, by providing services and ideas or ideas through specific targets in the form of persuasive information (Liliweri).

Purchase intention (Willingness to buy) Is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage in which consumers form their choices among several brands that are incorporated in the set of choices, then in the end make a purchase on an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations (Sukmawati and Suyono in Pramono et al., 2012). Product quality is one of the most important things in the product purchasing decision process, besides looking at brand factors, price benefits, product quality is also a consideration, therefore companies must pay attention and continue to maintain quality. the product he released (Anggita & Ali et al., 2017)

2. METHOD

The type of research used in this research is a quantitative research method. Quantitative research methods use research data in the form of numbers and analysis using statistics (Sugiyono 2018, p.7). In accordance with this method, in this study the data used for research is in the form of numbers that are measurable, rational and systematic.

Population and Research Sample

According to Sugiyono (2019: 126), population is a generalized area which does not only consist of people or subjects but also objects that have certain qualities and characteristics determined by researchers to study and then draw conclusions.

Sugiyono (2016) refers to the sample as part of the number and characteristics possessed by a population. Sample measurement is carried out through statistics or based on research estimates to determine the size of the sample taken in carrying out research on an object. Taking this sample size must be done in such a way as to obtain a sample that can describe the actual state of the population. Meanwhile, the sampling technique or sampling technique is mentioned by Supardi (1993) as a method or technique used in determining the research sample.

Types and Sources of Data

is a data source that directly provides data for data collection (Sugiyono 2018, p. 137). The primary data source from this study was obtained through a questionnaire which was distributed to the respondents concerned. Secondary data is a data source that does not provide data for data collection (Sugiyono 2018, p. 137). Two secondary sources from this research are descriptions or history of companies related to this research.

Data Collection Techniques Data

collection techniques are an important factor for the success of research. In research, the data collected will be used to solve existing problems so that the data must be truly reliable and accurate. The data used in this study were obtained by using a questionnaire, which is a data collection technique that is carried out by giving a set of written statements to the respondent to answer (Sugiyono 2018, p. 142).

Data Analysis Techniques

In quantitative research, the data analysis techniques used are directed to answer the problem formula or to test the hypotheses that have been formulated. research data is in the form of quantitative data, so the data analysis technique uses statistical methods and in data calculations uses SPSS (*Statistical package for the social sciences*) version 23, along with the Slovin formula.

Multiple Linear

Regression Analysis Multiple Linear Regression Analysis is used for researchers, if the researcher intends to predict how the value of the dependent variable changes if the values of two or more independent variables as predictors are increased or decreased in value (manipulated). So, multiple linear regression analysis will be carried out if the number of variables is at least two (sugiyono 2018, p. 153). Multiple linear regression analysis was used to obtain a comprehensive picture of the effect of the independent variables (product quality, price and advertising) on the dependent variable (purchasing decision).

Multiple linear regression analysis is a common statistical method used to examine the relationship between a dependent variable and several independent variables. The general formula of multiple linear regression according to Sugiyono (2010: 277) is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y = Purchase Decision

$\beta_1, \beta_2, \beta_3$ = Regression Coefficient

X_1 = Product quality

X_2 = Price

X_3 = Advertising attractiveness

A = Constant

e = Confounding factor

The Slovin

's formula is one of the most popular sampling theories for quantitative research. The Slovin formula is commonly used for taking the number of samples which must be representative so that the research results can be generalized and the calculation does not require a table for the number of samples.

FORMULA

$$n = \frac{N}{1 + N(e)^2}$$

3. RESULTS AND DISCUSSION

Table 1. Results of Multiple Linear Regression Analysis Variable BT Sig. Description

Variable	B	T Count	Sig.	Description
(Constant)	2.768			
Product quality (X_1)	0.655	5.655	0,000	Significant
Price (X_2)	0,706	3.829	0,000	Significant
Advertising appeal (X_3)	1.186	5.108	0,010	Significant

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Koefisien	Results	Test F	Results
R	0,821	F Count	44.092
R Square (R ²)	0,674		
Adj R Square (Adj R ²)	0,659	Sig. F	0,000
Y = a + b ₁ X ₁ + b ₂ X ₂ + b ₃ X ₃			
<u>Y = 2.768 + 0.655X₁ + 0.706 + 1.188</u>			

Source: Processed Results of Primary Data (2022)

The multiple linear regression equation above can explain that; 1. A constant value of 2,768 means that if the variables of product quality, price and advertising attractiveness are considered 0 (zero) or ignored, the decision to buy a Yamaha motorbike at a Yamaha Dealer PT Alfa Scorpii Rantau Prapat is 2,768. 2. The value of X₁ = 0.6555 means that if the product quality variable (X₁) increases by 1 unit, then the decision to buy a Yamaha motorcycle at the Yamaha Dealer PT Alfa Scorpii Rantau Prapat will increase by 0.655 assuming that other variables are considered fixed or constant.

The value of X₂ = 0.706 means that if the price variable (X₂) increases by 1 unit, it will increase the decision to purchase a Yamaha motorcycle at the Yamaha Dealer PT Alfa Scorpii Rantau Prapat by 0.706 assuming that other variables are considered fixed or constant.

The value of X₃ = 1.186 means that if the advertising attractiveness variable (X₃) increases by 1 unit, it will increase the decision to purchase a Yamaha motorcycle at the PT Alfa Scorpii Rantau Prapat Yamaha Dealer by 1.186 assuming that other variables are considered fixed or constant.

Coefficient of Determination and Correlation

The results of calculations using the SPSS 17.0 program show that the value of r² is 0.674. The value of r² which is between 0 ≤ r² ≤ 1 means that the regression formed can predict the dependent variable (purchasing decision) of 67.4%. The value of r (correlation coefficient) of 0.821 means that product quality, price and advertising attractiveness have a strong relationship with the decision to purchase a Yamaha motorcycle at the Yamaha Dealer PT Alfa Scorpii Rantau Prapat by 82.1%.

Simultaneous Hypothesis Test (Test F)

Product quality, price and advertising attractiveness simultaneously influence the purchase decision of a Yamaha motorcycle Yamaha Dealer PT Alfa Scorpii Rantau Prapat.

Partial Hypothesis Testing (t test)

For the product quality variable (X₁) the t_{count} is 5,655 greater than the t_{table} of 1,671 with a significant level of 0.000 < α 0.005 then H₀ is rejected and H_a is accepted. Thus product quality has a significant effect on the decision to purchase a Yamaha motorbike from Yamaha dealers at PT Alfa Scorpii Rantau Prapat.

For the price variable (X₂) the t_{count} is 3,829 greater than the t_{table} of 1,671 with a significant level of 0.000 < α 0.05 then H₀ is rejected and H_a is accepted. Thus the price has a significant effect on the decision to purchase a Yamaha motorbike Yamaha Dealer PT Alfa Scorpii Rantau Prapat.

For the advertising attractiveness variable (X₃) the t_{count} is 5.108 greater than the t_{table} of 1.671 with a significant level of 0.000 < α 0.05 then H₀ is rejected and H_a is accepted. Thus the attractiveness of advertising has a significant effect on the decision to purchase a Yamaha motorcycle Yamaha dealer PT Alfa Scorpii Rantau Prapat.

The results of the Slovin Formula Test are

$$\begin{aligned}
 N &= 2,768 \text{ People } e = 5\% \\
 \text{Then } n &= 2,768 / 1 + (2,768 \times (0.05)^2) \\
 &= 2000 / (1 + 6.92) \\
 &= 2000 / 7.92 \\
 &= 439,494 \\
 &= 439
 \end{aligned}$$

DISCUSSION

The Effect of Product Quality on Purchasing Decisions

In this study, product quality has a positive and significant effect on the decision to purchase a Yamaha motorcycle at the PT Alfa Scorpii Rantau Prapat Yamaha Dealer. This means that the buyer pays

attention to the quality of the product when buying a Yamaha motorcycle. The product quality variables in this study consist of product forms that are different from other products, product appearance adds confidence, products have sophisticated features, products have useful features, agile Yamaha motorcycle products to drive, Yamaha motorcycle products to drive, products Yamaha motorcycles can be easily repaired if damaged, Yamaha motorcycle products can function properly for a long time, and Yamaha motorcycle products have innovative designs. The results of this study are in line with the results of research

conducted by Anggita and ALI (2017) which also stated that product quality has a positive and significant effect on purchasing decisions. The existence of this influence indicates that good product quality will increase consumer purchasing decisions. Research conducted by Ginting and Sembiring (2017) states that product quality is an expectation to build satisfaction from consumers to buy these products. Thus the hypothesis which states that product quality influences the decision to purchase a Yamaha motorbike at a Yamaha Dealer PT Alfa Scorpil Rantau Prapat is accepted.

The Influence of Price on Purchasing Decisions

In this study, advertising has a positive and significant effect on purchasing decisions of Yamaha motorbikes at PT Alfa Scorpil Rantau Prapat Yamaha Dealers. The results showed that it had an effect on the decision to buy a Yamaha motorbike at the Yamaha Dealer PT Alfa Scorpil Rantau Prapat. Kotler and Keller (2011: 340) define price as the amount of money billed for a product or service, more broadly price is the sum of the values exchanged by consumers for the benefits of having or using a product or service. The relationship between price and purchase decision has a strong influence. Price is often a consideration and determining factor for potential customers to make a purchase, in addition to other factors. Tjiptono (2012) states that price has a major role in the decision-making process for buyers, namely the role of allocation and the role of information.

The Influence of Advertising on Purchasing Decisions

In this study, advertising has a positive and significant effect on purchasing decisions of Yamaha motorcycles at PT Alfa Scorpil Rantau Prapat Yamaha Dealers. This means advertising appeal is any form of presentation and promotion of useful ideas, goods or services that make consumers prefer or be more interested in the product. Advertising is an activity that is used by a person or group of people to influence and direct the minds of other people to a certain purpose by using certain media.

Modern marketing requires more than just developing a good product, pricing it attractively and making it affordable, companies must also communicate with current and future stakeholders, and the general public. Every company, like it or not, must enter into the role of communicator and promoter (Kotler, 2010: 247).

The Most Influential Variable To The Purchase Decision

variable that has the most influence on purchasing decisions In this study, advertising is the variable that has the most influence on purchasing decisions for Yamaha motorcycle products at PT Alfa Scorpil Rantau Prapat Yamaha Dealers.

This can be proven by the value of the partial determination coefficient on advertising which is higher than other factors. In other words, the advertising activities carried out by the PT Alfa Scorpil Rantau Prapat Yamaha Dealer, namely by holding various events both at well-known malls (such as Royal Plaza, Grand City) and at traditional market locations (such as the Blauran market) were able to attract and have a major influence on customer buying decision. The results of this study are in contrast to research conducted by Anggita da Ali (2017) who stated that the results of his research had an effect on purchasing decisions. Thus, it can be concluded that hypotension states that advertising is the factor that most influences the decision to purchase a Yamaha motorbike at a Yamaha Dealer PT Alfa Scorpil Rantau Prapat.

4. CONCLUSIONS

Product quality has a positive and significant influence on the decision to purchase a Yamaha motorbike at a Yamaha Dealer PT Alfa Scorpil Rantau Prapat. 2. Price has a positive and significant influence on the decision to purchase a Yamaha motorcycle at the PT Alfa Scorpil Rantau Prapat Yamaha Dealer. 3. Advertising has a positive and significant influence on the decision to purchase a Yamaha motorcycle at a Yamaha dealer PT Alfa Scorpil Rantau Prapat. 4. Advertising is the most influential factor on the decision to purchase a Yamaha motorcycle at a Yamaha dealer PT Alfa Scorpil Rantau Prapat.

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