How to Cite:

Reza, B. (2021). Factors affecting consumer decisions in the purchase of Honda motorcycles in Tangerang district. *Linguistics and Culture Review*, 5(S1), 741-751. https://doi.org/10.37028/lingcure.v5nS1.1460

Factors Affecting Consumer Decisions in the Purchase of Honda Motorcycles in Tangerang District

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Abstract---The research objective is to find out (1). The magnitude of the influence of consumer behavior on motorcycle purchasing decisions. (2). Quality of service on purchasing decisions (3). Effect of product quality on purchasing decisions (4). The effect of product prices on motorcycle purchasing decisions (5). The influence of consumer behavior, service quality. The method uses quantitative descriptive. Primary and secondary data collection techniques. Analysis stepwise with Statistical Product and Service Solution. Conclusion with the results of the study (X1) obtained t count (0.042)< t table (1.660), service quality (X2) obtained t count (2.620) > t table (1.660), product quality (X3) obtained t count (1.356) < t table (1.660), and the price of the product (X4) obtained t count (9.806) > t table (1.660). Thus, the service quality variable (X2) and product price (X4) have a partial effect on purchasing decisions (Y), while consumer behavior variables (X1) and product quality (X3) have no partial effect on purchasing decisions (Y).

Keywords---consumer decisions, factors, purchase of motorcycles, quantitative descriptive.

Introduction

Society in the modern era today has high activity and mobility. Lots of activities to do from one place to another. Often the long distance from one place to another becomes a separate obstacle for the community. Motorcycles are practical, compact, and relatively affordable vehicles for the lower classes of society. Motorcycles are also an effective means of transportation to avoid traffic jams that often occur on the streets. So it's not surprising that motorcycles are the prima donna for some Indonesian people, especially in Tangerang Regency. In the market itself we can find motorcycles with various brands, models, prices, and varying qualities. To respond to the growing passion of consumer demand for motorcycles, automotive manufacturers are competing to innovate to create a

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Manuscript submitted: 09 April 2021, Manuscript revised: 18 July 2021, Accepted for publication: 27 August 2021

product that can satisfy consumer needs (Arifin, 2003). Automotive industry products are very competitive in creating shapes, colors, designs, technological sophistication and brands. Where the types of motorcycles on the Indonesian automotive market today are mostly from Asia, especially Japan. Japanese factory products are in great demand by consumers because they have a good experience with these products. Like the Honda motorcycle brand, which has always been famous for its stubborn and fuel efficient engine (Sahara, 2020).

Seeing some of the advantages that the Honda manufacturer has, to attract people's interest and taste, other manufacturers try to issue the latest designs and types of motorcycles, such as the type of automatic transmission motorcycle or commonly called a mechanical motorcycle. With the release of this type of motorbike, it turns out that it is able to change the self-concept of consumers who have been using this type of motorbike and mostly switch to using motorbikes. much in demand by consumers, especially mechanized transmission vehicles, reaching 86.7% by the end of 2019. In Kab. Tangerang mechanized transmission motorcycles are in demand because of their practicality in riding them. Apart from that, the motorbike also has other advantages in terms of accommodation. As is known, the motorbike is equipped with a luggage compartment under the seat (Hidayat, 2017). Not only that, the space on the front deck can also be used to carry goods. The following is motorcycle sales data based on a table in 2019 from AISI (Indonesian Motorcycle Industry Association) for all brands.

No	Brand	Sales
1	Honda	4.910.688
2	Yamaha	1.434.217
3	Suzuki	71.861
4	Kawasaki	69.766
5	TVS	898
	Total	6.487.430

Table 1 Motorcycle sales data 2019

The motorcycle sales data shows that Honda has the highest sales figures, but Honda has not fully become the market leader. With sales of 4,910,668 units, Honda managed to occupy the first position in motorcycle sales in 2019, with a fairly good product quality making the community, especially Kab. Tangerang to choose Honda products. Honda always offered commercial motorcycles with relatively complete features compared to competitor products at that time, even more features were offered by Honda in the lower-middle product line. Honda can maintain a comfortable soft suspension character and has applied enhanced Smart Power (eSP) technology which is claimed to further save fuel consumption and increase engine power (Rambat Lupiyoadi, 2011). Honda also precedes competitors in the application of several modern features in the low end class, including: ACG Starter, Parking Brake Lock System, Side Stand Switch, Answer Back System, Idling Stop System (ISS). Purchase decisions are actions taken by consumers to meet perceived needs and those needs can come from the consumer's own personal or from the consumer's environment. Consumer decisions can lead to cancellation of purchases because the product to be purchased does not meet their needs, product quality and service quality provided by the seller or other problems such as financial factors and so on. Consumer purchasing decisions, besides being influenced by consumer behavior, can also be influenced by service quality, product quality and product prices. The quality of service provided by the seller can be influenced by the interest of potential consumers. Good service, friendly and responsive to potential customers can influence purchasing decisions. According to Indayani et al. (2014), in her research, another factor that can influence consumer purchasing decisions for Honda motorcycles is the price of the product. Price is one of the factors that significantly and strongly influences the consumer's decision process to make a purchase. Pricing policy is related to the suitability of what is accepted by consumers. Prices are very sensitive for consumers to make their choices. According to Kotler & Armstrong (2016), price is the amount of money spent on a product or service or a number of values that are transmitted by consumers to obtain benefits or ownership or use of a product or service (Tallon et al., 2000; Liu & Mattila, 2017).

To find out whether the motorcycles offered by Honda are optimal or not in attracting consumers, it is necessary to analyze consumer responses to the factors that influence consumers in buying Honda motorcycle products including responses to purchasing decision factors, consumer behavior, service quality, product quality, and product price. Thus, Honda will obtain useful information to determine the steps to be taken to optimize and develop Honda motorcycle products in the future so that they become the main choice for consumers (Sasaki et al., 2011; Seiford & Zhu, 2002).

Method

Descriptive quantitative research method. Data collection techniques: Using a questionnaire is done by giving some written questions to the respondents. Questionnaires are used to find out the opinion of respondents, and answer by putting a certain mark on the alternative answers that have been provided. Data Instruments:

- Validity Test Valid instrument used to obtain data, measure. Valid with the instrument can be used to measure what should be measured.
- Reliability test is used to determine the consistency of the measuring instrument, which is used to be reliable and consistent in measurement.

Results and Discussion

Results

This study used multiple linear regression testing, carried out by stepwise regression testing method, where insignificant variables were excluded from the multiple linear regression model. This linear regression test is assisted by the application of the Statistical Product and Service Solution software (Paulozzi, 2005; Chen et al., 2012).

		Unstanda	ardized	Stondor dized Coeffici ents			Co	rrelation	is.	Colline	linearity
mor	del	в	Std. Error	Beto	т	Sig.	Zero- order	Partia 1	Port	Tolera nce	VIF
I)	(Constant) Harga Produk (X4.)	8.359 .811	2.198 .047	.869	3.803 17.326	.000. 000.	.869	.869	.869	1.000	1.000
2	(Constant) Harga Produk (X4.)	7.854 .676	2.143 .069	.724	3.665 9.806	.000. 000.	.869	.707	.478	.435	2.296
	Kualitas Pelayanan (X2)	.195	.074	.193	2.620	.010	.737	.258	.128	.435	2.296

a. Dependent Variable: Keputusan Pembelian (Y) Sumber : Data diolah (2021)

Figure 1. Multiple linear regression test results

Here's the test table Y = + 1X2 + 2X4 + eY = 7.854 + 0.195X2 + 0.676X4 + e (0.010) (0.00)

The output results of multiple linear regression analysis which are still in the form of numbers will be explained as follows:

- Constant (a) 7.854 The constant value is 7.854, meaning that if the service quality variable (X2) and product price (X4) are zero, then the service quality (X2) will be worth 7.854. So it can be concluded that without the service quality variable (X2) and product price (X4), the purchase decision (Y) will be 7,854 units.
- The influence of service quality (X2). The quality of service (X2) affects purchasing decisions (Y) by 0.195 or has a positive effect, which means that if the service quality variable (X2) increases by 1, then the effect on purchasing decisions (Y) increases by 0.195. So that the significant level is 0.010 <0.05, which means Ha is accepted, Ho is rejected.
- Effect of product price (X4). The product price (X4) affects purchasing decisions (Y) by 0.676 or has a positive effect, which means that if the product price variable (X4) increases by 1, then the effect on purchasing decisions (Y) increases by 0.676. So that the significant level is 0.00 < 0.05, which means Ha is accepted, Ho is rejected.

In this multiple linear regression test, not all variables have a significant effect, in the stepwise method the variables that have an insignificant effect will be excluded. Significance can be seen in the calculated significance which is compared with the value of . The following table shows the excluded variables in this multiple linear regression test: the excluded variables indicate that the variables that have an effect but are not significant on purchasing decisions (Y) are consumer behavior variables (X1) and product quality (X3). In the consumer behavior variable (X1) the questionnaire posed on the financial ability indicator with the question "I bought a Honda motorcycle because I got a discount" this is a lot of questionnaire fillers who give doubtful answers so that the average value obtained is quite low, only 3, 72 compared to the average score on the other questions. So this can affect the results of the arithmetic significance > = 0.05, which is 0.966 > 0.05.

Excluded Variables ^c								
			т	Sia.	Partial Correlation	Collinearity Statistics		
Mod	el	Beta In				Tolerance	VIF	Minimum Tolerance
1	Kualitas Produk (X3)	.223°	2.503	.014	.248	.301	3.328	.301
	Kualitas Pelayanan (X2)	.193*	2.620	.010	.258	.435	2.296	.435
	Periloku Konsumen (X1)	.109ª	1.521	.132	.153	.485	2.063	.485
2	Kualitas Produk (X3) Perilaku Konsumen (X1)	.140 ⁶ .004 ⁸	1.356 .042	.178 .966	.138 .004	.220 .321	4.545 3.113	.220 .289

a. Dependent Variable: Keputusan Pembelian (Y)

Sumber : Data diolah (2021).

Figure 2. Excluded variables

On the product quality variable (X3) the questionnaire that I submitted to engine endurance indicator with the question "I bought a Honda motorcycle because of its maximum speed" this is due to the inaccurate question being asked because the efficiency of the Honda motorcycle engine is less than the maximum speed, because there are still many Honda motorcycles that use engines less than 150cc. So that resulted in respondents filling out the questionnaire with a high enough doubtful answer so as to produce an average value of 3.79 compared to the average value of the other questions. This affects the results of the significance of product quality, namely 0.178 > 0.05.

			Hasil Uji par	sial (Uji t)			
			Coefficier	nts°			
		Unstandardized Coefficients		Standardized Coefficients			
Model		в	Std. Error	Beta	т	Sia.	
1	(Constant)	8.359	2.198		3.803	.000	
	Harga Produk (X4)	.811	.047	.869	17.326	.000	
	(Constant)	7.854	2.143		3.665	.000	
2	Harga Produk (X4)	.676	.069	.724	9.806	.000	
	Kualitas Pelayanan (X2)	.195	.074	.193	2.620	.010	

a. Dependent Variable: Keputusan Pembelian (Y) Sumber : Data diolah (2021)

Figure 3. Partial test result

Test hypotheses

This test is based on the results of the partial test (t test) testing the coefficient results through hypothesis testing and then compared with the t table, namely n = number of samples 99 with = 0.05, then the t table is 1.660, then from the table each variable can be known which one influences the purchasing decision (Y). The following is an explanation of the partial test (t test):

• The influence of consumer behavior on purchasing decisions for Honda motorcycles in Kab. Tangerang. Based on the results of the t test, it shows

that the t count < t table is 0.042 < 1.660 with a statistical significance > 0.05, which is 0.966 > 0.05. This shows that there is no positive and significant influence between consumer behavior (X1) on purchasing decisions (Y) for Honda motorcycles in Kab. Tangerang. So that the t-count results on the consumer behavior variable (X1) are not listed in the partial test results (t-test), because the consumer behavior variable (X1) has been removed, it can be seen in the excluded variables table. So the hypothesis that can be concluded is: Ho1: Ho is accepted, Ha1: Ha is rejected.

- The effect of service quality on purchasing decisions for Honda motorcycles • in Kab. Tangerang. Based on the results of the t test, it shows that t count > t table is 2,620 > 1,660. with a statistical significance < 0.05, which is 0.010 < 0.05. This shows that there is a positive and significant influence between service quality (X2) on purchasing decisions (Y) for Honda motorcycles in Kab. Tangerang. So the hypothesis that can be concluded is: Ho1: Ho is rejected, Ha2: Ha is accepted.
- The effect of product quality on purchasing decisions for Honda motorcycles • in Kab. Tangerang. Based on the results of the t test, it shows that the t count < t table is 1.356 < 1.660 with a statistical significance > 0.05, which is 0.178 > 0.05. This shows that there is no influence between product quality (X3) on purchasing decisions (Y) for Honda motorcycles in Kab. Tangerang. So that the t-count results on the product quality variable (X3) are not listed in the table of partial test results (t-test), because the product quality variable (X3) has been removed, it can be seen in the excluded variables table. So the hypothesis that can be concluded is: Ho3: Ho is accepted, Ha3: Ha is rejected.
- The effect of product prices on purchasing decisions for Honda motorcycles • in Kab. Tangerang. Based on the results of the t test shows that t count > t table that is equal to 9.806 > 1.660. with a statistical significance < 0.05, which is 0.00 < 0.05. This shows that there is a positive and significant influence between product prices (X4) on purchasing decisions (Y) for Honda motorcycles in Kab. Tangerang. So the hypothesis that can be concluded is: Ho4: Ho is rejected, Ha4: Ha is accepted.

Simultaneous test (F test) is used to determine the effect simultaneously or together for all independent variables used in research on the dependent variable. The use of the significance level varies, depending on the wishes of the researcher, namely 0.01 (1%); 0.05 (5%) and 0.10 (10%).

Hasil Uji Simultan (Uji F)

Mardal.		Sum of Smither DI		Maan Sauata	-	Sia.
moger		ourn or oquares	01	mean aquare		519.
1	Regression	1671.115	T.	1671.115	300.184	.000
	Residual	539.996	97	5.567		
	Total	2211.111	98			
2	Regression	1707.143	2	853.572	162.595	.000
	Residual	503.968	96	5.250		
	Total	2211.111	98			

a. Predictors: (Constant), Harga Produk (X4.)

b. Predictors: (Constant), Harga Produk (X4.), Kualitas Pelayanan (X2)

c. Dependent Variable: Keputusan Pembelian (Y)

Sumber : Data diolah (2021)

Figure 4. Simultaneous test results

The following: The results of the simultaneous test (F test) can be seen that the F value is 162.595. In this test, the value of R square in the autocorrelation test is 0.772 with a value of df = 96 with a significance level of 5%. The variables of consumer behavior (X1), service quality (X2), and product quality (X3), product prices (X4) on purchasing decisions (Y) will be tested together. The test will be seen from the calculated F > F table the results are 0.00 < 0.05, then Ha is accepted, Ho is rejected.

Classic assumption test

• Normality test



Figure 6. Hystogram graficm

Discussion

Based on the tests that have been carried out, the results of this study prove that the variable of consumer behavior (X1), service quality, normality test results in the picture above, it can be seen that the histogram graph and P-Plot graph. So it can be concluded that the regression model meets the assumption of normality and the next test step can be carried out. (X2), product quality (X3) and product price (X4) have a fairly positive relationship to purchasing decisions (Y). It's just that there are two variables that have an effect but are not significant on purchasing decisions (Y), namely the consumer behavior variable (X1) and product quality (X3).

The consumer behavior variable (X1) on purchasing decisions (Y) proves that the test results can be influential but not significant because there are other things that affect the test results. In the consumer behavior variable (X1) the questionnaire posed on the indicator of financial ability with the question "I bought a Honda motorcycle because I got a discount" this is a lot of questionnaire fillers who give doubtful answers so that the average value obtained is quite low compared to the average value. average on the other questions. So this can affect the results of significance. The service quality variable (X2) on purchasing decisions (Y) proves that the test results can affect purchasing decisions (Y). This can be felt by prospective buyers when they come to Honda motorcycle dealers in Kab. Tangerang (Chiu & Tzeng, 1999; Moussaoui & Varela, 2010).

The product quality variable (X3) on purchasing decisions (Y) proves that the test results can have an effect but are not significant because there are other things that affect the test results. In the product quality variable (X3) the questionnaire that I asked on the engine endurance indicator with the question "I bought a Honda motorcycle because of its maximum speed" this is because the question asked is not precise because the efficiency of the Honda motorcycle engine is less than the maximum speed, because it is still many Honda motorcycles that use engines less than 150cc. So that resulted in respondents filling out the questionnaire with doubtful answers which were quite high compared to the average value on the other questions (Millstein & Maya, 2001; Afquir et al., 2020).

This can affect the results of significance on product quality. The product price variable (X4) on purchasing decisions (Y) proves that the test results can affect purchasing decisions (Y). Honda motorcycles are indeed more economical in price compared to other brand motorcycles. Economic reasons will show that a low price or always competent is one of the important triggers to improve marketing. The price set is basically in accordance with the producer's expectations. The price also usually reflects the quality of the accompanying product, reflects the prestige and so on. The variables of consumer behavior (X1), service quality (X2), product quality (X3), product prices (X4) on purchasing decisions. The factors that exist in this study are interconnected with others so that they can have a significant influence together. So that the hypothesis obtained in the discussion of this study is Ha accepted Ho is rejected (Tomas & Dulin, 2021; Rashid & Sipahi, 2021).

Conclusion and Impact

Conclusion

• Consumer behavior (X1) has a positive but not significant effect on purchasing decisions (Y). This can be seen from the results of data analysis that has been calculated based on statistics, the reliable regression coefficient of consumer behavior (X1) has a positive effect, namely = 0.914 > 0.7 and the t value is smaller than t table (0.042 < 1.660) with a value of significance 0.966 > 0.05.

- Service quality (X2) has a positive and significant effect on purchasing decisions (Y). This can be seen from the results of data analysis that has been calculated based on statistics, the reliable regression coefficient of service quality (X2) has a positive effect, namely = 0.938 > 0.7 and the t value is greater than t table (2,620 > 1.660) with a value of significance 0.010 < 0.05.
- Product quality (X3) has a positive but not significant effect on purchasing decisions (Y). This can be seen from the results of data analysis that has been calculated based on statistics, the reliable regression coefficient of product quality (X3) has a positive effect, namely = 0.92 > 0.7 and the t count value is smaller than t table (1.356 < 1.660). with a significance value of 0.178 > 0.05.
- Product price (X4) has a positive and significant effect on purchasing decisions (Y). This can be seen from the results of data analysis that has been calculated based on statistics, the product price reliable regression coefficient (X4) has a positive effect, namely = 0.932 > 0.7 and the t count value is greater than t table (9,806 > 1.660) with a value of significance 0.000 < 0.05.
- Consumer behavior (X1), service quality (X2), product quality (X3), product price (X4) on purchasing decisions (Y) have a significant influence jointly between the independent variables on the dependent variable. This is evidenced by the results of the simultaneous test with the calculated F value > F table the results are 0.00 < 0.05.

Impact

- Positive influence has a significant impact on consumer behavior (X1) on purchasing decisions (Y). With the results of data analysis that has been calculated based on statistics, it is obtained a reliable regression coefficient of consumer behavior (X1) and has a positive effect with a significant value
- Positive and significant impact on service quality (X2), on purchasing decisions (Y). With the results of data analysis in accordance with statistical calculations, the reliable regression coefficient of service quality (X2) has a positive effect, namely with a significant value
- Positive influence of product quality (X3) which has an impact but is not significant on purchasing decisions (Y). With the results of data analysis that has been calculated based on statistics, with a reliable regression coefficient of product quality with a significant value
- Positive and significant impact on product prices (X4), on purchasing decisions (Y). With the results of data analysis that has been calculated according to statistics, it is obtained a reliable regression coefficient of product prices with significant values.
- The influence of service quality (X2), product quality (X3), product price (X4) on purchasing decisions (Y). Impact on consumer behavior (X1). With significant jointly between the independent variables on the dependent variable.

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