THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND AFTER-SALES SERVICE ON THE PURCHASE DECISION OF HONDA MATIC MOTORCYCLE
(Case Study on Students of the Faculty of Economics and Business, Makassar State University)

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Abstract

The purpose of this study was to determine the effect of product quality, price, and after-sales service on purchasing decisions of Honda brand automatic motorcycles partially and simultaneously. The sample used was 100 students of the Faculty of Economics and Business who had been selected based on predetermined criteria. Data collection techniques were carried out using questionnaires and literature study. Data analysis techniques consist of validity test, reliability test, classic assumption test which consists of normality test, multicollinearity test, and heteroscedasticity test, multiple linear analysis test, hypothesis test, test of the coefficient of determination. The results showed that the product quality variable has a positive and significant influence on purchasing decisions, the price variable has a positive but not significant influence on purchasing decisions, the after-sales service variable has a positive and significant influence on purchasing decisions. The variable that has the most dominant influence on purchasing decisions is the product quality variable and the one that has the least influence is the price variable. The dependent variable of purchasing decisions can be explained by variables consisting of product quality, price, and after-sales service, the rest are explained by other variables that were not examined in this study. The variable that has the most dominant influence on purchasing decisions is the product quality variable and the one that has the least influence is the price variable. The dependent variable of purchasing decisions can be explained by variables consisting of product quality, price, and after-sales service, the rest are explained by other variables that were not examined in this study. The variable that has the most dominant influence on purchasing decisions is the product quality variable and the one that has the least influence is the price variable. The dependent variable of purchasing decisions can be explained by variables consisting of product quality, price, and after-sales service, the rest are explained by other variables that were not examined in this study.

Keywords: *Product quality, Price, After-sales service, Purchasing decisions*

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1. INTRODUCTION

Nowadays, when we have high mobility, we need vehicles that meet our daily needs to move from one place to another quickly and efficiently, vehicles have become a social necessity for the elderly, adults and youth. Private vehicles are a solution for people who want to get around, private vehicles can be more flexible and economical for people.

The high number of motorbike riders in Indonesia has attracted a lot of interest from automotive companies engaged in this sector, which are competing to produce products that meet the needs of the Indonesian people.

Brands that compete in the Indonesian market consist of Honda, Yamaha, Suzuki, Kawasaki and TVS, some of these brands also have their own uniqueness and advantages whether it's in terms of price, product quality, function and after-sales service.

Honda has a wide variety of automatic options ranging from 110 cc, 125 cc, 150 cc, 160 cc and 250 cc engines. The models also vary, such as sports, adventure and even classic models. The price range starts from IDR 16,815,000 million for the BeAT Sporty CBS (110 cc) to IDR 84,645,000 million for the Forza (250 cc).

In the automatic segment, Honda recorded sales of 3,487,300 units, with high sales, of course consumers have made a lot of decision considerations before buying Honda motorcycle products.

Consumers are attracted to products by the information they receive, and purchase decisions are made in the minds of consumers. There are several things that encourage consumers to make purchasing decisions for products and services, including: product quality, price, and after-sales service. Product quality is the overall characteristics of a product or service in its ability to satisfy stated/implied needs Kotler (2012: 49), in today's competition, Honda is required to offer quality products and have added value, so that it looks different from other products. competitors.

Currently, Honda already has various features that are its main attraction, where these features have been implemented in almost all types of automatic motorbikes, such as the Idling Stop System (ISS) feature which can save gasoline by working, namely the motorbike engine will automatically turn off if left idle for three seconds, the Combi Brake System (CBS) feature, which is a braking system that combines the front and rear brakes, the Anti Lock Braking System (ABS) feature, which is an in-vehicle system that helps you stay safe driving even on quite slippery roads or when you brake suddenly , the LED feature that has been used by almost all types of Honda automatic motorbikes, the keyless feature, namely the key feature technology without physical keys, as well as the charging port feature that can be used by drivers to charge smartphones,not only these features are the main attraction, but Honda also has various kinds of models for the type of matic that was previously set But the above are sports, adventure, even classic models.

The market price for a product affects wages, rent, interest, and profits. That is, product prices can affect the costs of production factors (labor, capital, and entrepreneurship), in this

case the suitability of prices with consumer needs is a factor that can provide consumer satisfaction, consumers will feel satisfied when they incur large costs and get quality which suits their needs.

PT. Astra Honda Authorized Service Station (AHASS) is a company owned by PT. Astra Honda Motor which is engaged in the service of two-wheeled motorized vehicle services. At this time PT. Astra Honda Authorized Service Station (AHASS) has 3,700 authorized repair shops with around 19,000 trained and experienced technicians who are also ready to provide 24-hour visit services, as well as 8,274 spare parts networks that will be ready to serve millions of users of Honda motorcycles throughout Indonesia, but not only that's all AHASS also provides customer care services who serve during working hours, with the various after-sales services provided by the company being one of the consumer considerations in determining the decision to buy a product.

Researchers have conducted pre-research at the FEB UNM parking lot, namely observation activities, which were carried out for three days, namely on January 10, January 12, and January 13, which found that motorbike users at FEB UNM for three days totaled 457 units of motorized vehicles which consist of various types of motorbikes, while the type of motorbike that dominates is the Honda Scoopy motorbike, a total of 103 units.

Therefore, based on the data and some explanations and observations that have been made by researchers, the researchers are interested in conducting research entitled "The effect of product quality, price, and after-sales service, on purchasing decisions of automatic Honda motorcycles (Case Study on Students of the Faculty of Economics and Business, Makassar State University)"

The formulation of the problem as follows:
1. Does product quality affect the purchasing decision of Honda brand automatic motorbikes for students of the Faculty of Economics and Business, Makassar State University?
2. Does the price affect the decision to purchase a Honda brand automatic motorbike for students of the Faculty of Economics and Business, Makassar State University?
3. Does after-sales service affect the purchasing decision of automatic Honda motorcycles for students of the Faculty of Economics and Business, Makassar State University?
4. Does product quality, price, and after-sales service simultaneously influence the purchasing decision of automatic Honda motorcycles for students of the Faculty of Economics and Business, Makassar State University?

2. RESEARCH METHOD

A. Types of research

This research is a quantitative descriptive research, namely a method that aims to create an image or descriptive of a situation objectively using numbers, starting from data collection, interpretation of the data as well as the appearance and results Arikunto (2006:12).

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B. Sample & Population

In this study, the population was students of the Faculty of Economics and Business, Makassar State University, a total of 4637 people. As for determining the number of samples using the slovin formula so as to get a result of 97.88 which is rounded up to 100 respondents, then stratified sampling is carried out so that the number of respondents can be equally divided in each study program, then purposive sampling is carried out, namely selecting samples based on predetermined criteria, as for these criteria as follows:

- Respondents who are active and registered students at the Faculty of Economics and Business, Makassar State University
- Respondents who use Honda automatic motorcycles produced in 2017 until now

C. Data Collection Techniques

There are two data collection techniques used in this study, namely

- Questionnaires. Questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer them According to Sugiyono (2010: 199).
- Library Studies. To apply the library method, researchers look for written objects such as books, journals and articles.

D. Data analysis techniques

a. Validity test

Validity test is used to measure the validity or validity of a questionnaire.

b. Reliability Test

To find out whether the questionnaire is reliable or not, it will check the reliability of the questionnaire using the SPSS computer program

c. Classic assumption test

- Multicollinearity Test

    This test is used to determine whether or not there is a correlation between the independent (independent) variables.

- Heteroscedasticity Test

    This test was conducted to analyze whether in the regression model there is an inequality of variance between the residuals from one observation to another.

- Normality test

    This test serves to check whether in the regression model, the dependent variable, independent variable or both are normally distributed.

- Multiple Linear Regression Analysis

This analysis is used to determine how much influence the independent variables have, namely: product quality (X1), price (X2), after-sales service (X3) on the dependent variable, namely purchasing decisions (Y).

d. Hypothesis testing
- T test (partial)

  T-test serves to show how far the influence of one independent variable individually in explaining the variation of the independent variables Ghozali (2005:84).
- Simultaneous F Test

  The F-test is used to determine whether the independent variable affects the dependent variable at the same time.
- Coefficient of determination (R^2)

  intended to determine the best degree of accuracy in a regression analysis, which is expressed by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one).

3. RESULTS AND DISCUSSION

A. Validity test

Product quality

No items	R_{Count}	R_{Table}	Information
1	0.690	0.196	Valid
2	0.541	0.196	Valid
3	0.707	0.196	Valid
4	0.604	0.196	Valid
5	0.751	0.196	Valid
6	0.757	0.196	Valid
7	0.814	0.196	Valid
8	0.771	0.196	Valid

Price

No items	R_{Count}	R_{Table}	Information
1	0.779	0.196	Valid
2	0.758	0.196	Valid
3	0.820	0.196	Valid
4	0.662	0.196	Valid
5	0.762	0.196	Valid
6	0.716	0.196	Valid
7	0.758	0.196	Valid
8	0.663	0.196	Valid

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After Sales Service

No items	R_{Count}	R_{Table}	Information
1	0.660	0.196	Valid
2	0.536	0.196	Valid
3	0.763	0.196	Valid
4	0.712	0.196	Valid
5	0.795	0.196	Valid
6	0.832	0.196	Valid
7	0.659	0.196	Valid
8	0.711	0.196	Valid

Buying decision

No items	R_{Count}	R_{Table}	Information
1	0.263	0.196	Valid
2	0.478	0.196	Valid
3	0.538	0.196	Valid
4	0.718	0.196	Valid
5	0.687	0.196	Valid
6	0.649	0.196	Valid
7	0.826	0.196	Valid
8	0.811	0.196	Valid
9	0.766	0.196	Valid
10	0.722	0.196	Valid

All variables are declared valid because the R_{count} obtained is greater than the R_{table}

B. Reliability Test

Variable	*Chronbach's alpha*	Information
Product Quality (X1)	0.854	Reliable
Price (X2)	0.879	Reliable
After Sales Service (X3)	0.856	Reliable
Purchase Decision (Y)	0.851	Reliable

Based on the table above, it can be said that all variables are reliable, this is because the value of Chronbach's alpha is greater than 0.6

C. Classic assumption test

a. Multicollinearity Test

| variable	Chronbach's alpha	Information
	tolerance	VIF
Product Quality (X1)	0.398	2,513
Price (X2)	0.399	2,507
After Sales Service (X3)	0.606	1,650

It can be seen that the tolerance for variables above its value exceeds 0.10. Meanwhile, the VIF value is less than 10.00. So according to the basis of the multicollinearity test decision it can be concluded that in the multicollinearity free regression model / there are no symptoms of multicollinearity.

b. Heteroscedasticity Test

Scatterplot
Dependent Variable: Keputusan pembelian
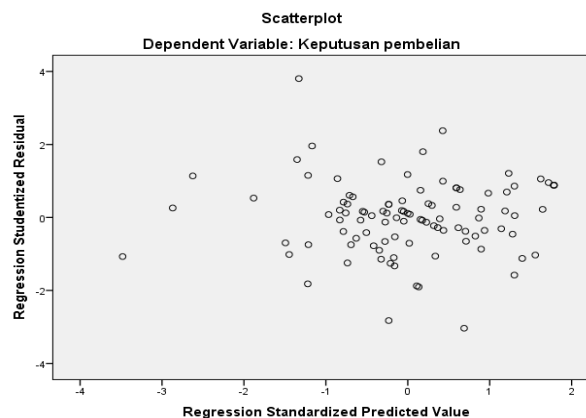
Based on the figure above, it can be seen that the dots do not form a particular pattern (wavy, widen and then narrow) then spread above and below the number 0 on the Y axis, so that in the regression model there is no heteroscedasticity.

c. Normality test
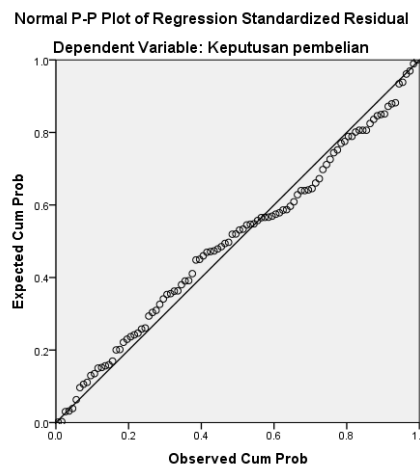
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan pembelian

From the picture above it can be concluded that the research data is normally distributed in the regression model. This is because it can be read from the distribution (points) around the regression line (diagonal) and the distribution of data points in the same direction along the diagonal.

d. Multiple linear Regression Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
1(Constant)	6,310	3,300		1912	059
Product quality	.646	.136	.523	4,748	.000
Price	088	.128	076	.687	.494
After sales service	.277	.115	.214	2,399	.018

- A constant of 6.310 if there is no product quality, price, after-sales service then the purchase decision variable has a fixed value of 6.310.
- b1 = regression coefficient X1 of 0.646, so every 1% added value can increase the purchase decision value by 0.646 assuming X2 and X3 are fixed values.
- b2 = regression coefficient X2 of 0.088, so each additional value of 1% can increase the value of the purchase decision by 0.088 assuming X1 and X3 are fixed values.
- b3 = regression coefficient X3 of 0.277, so each additional 1% value can increase the value of the purchase decision by 0.277 assuming X1 and X2 are fixed values.

D. Hypothesis testing
a. Partial T test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
Constant)	6,310	3,300		1912	059
Product quality	.646	.136	.523	4,748	.000
Price	088	.128	076	.687	.494
Aftersales service	.277	.115	.214	2,399	.018

- X1 product quality has a significant value of 0.000 less than 0.05 and the direction of the regression coefficient is positive which means that X1 has a positive and significant influence on purchasing decisions
- X2 price has a significant value of 0.494 greater than 0.05 and the direction of the regression coefficient is positive which means that X2 has a positive but not significant effect on purchasing decisions
- X3 after-sales service has significant value beforesar 0.018 is smaller than 0.05 and the direction of the regression coefficient is positive which means that X3 has a positive and significant influence on purchasing decisions

b. Simultaneous F Test

Model	Sumof Squares	df	MeanSquare	F	Sig.
Regression	1591050	3	530,350	36,966	.000b
residual	1377310	96	14,347		
Total	2968.360	99			

The table above shows a significant probability of 0.000 where the value is less than 0.05 so that the independent variables namely product quality, price and after-sales service have a significant effect on purchasing decisions

c. Coefficient of determination (R2)
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.732a	.536	.522	3,788

Based on the table above, it can be seen that the Adjusted R Square results obtained are 0.522, which means that the ability of the variable product quality, price, and after-sales service in explaining purchasing decisions is 52.2%, while the remaining 47.8% is explained by other variables that not examined in this study.

E. Discussion

Product Quality Variable (X1) Has a T count of 4.748 and a significant value obtained is 0.000 <0.05. So it can be concluded that the product quality variable has a positive and significant influence on purchasing decisions (Y). this is supported

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by the many choices of automatic Honda motorbike variants and also the features offered by Honda are very diverse.

Price Variable (X2) Has a T count of 0.687 and a significant value obtained is $0.494 > 0.05$. So it can be concluded that price has a positive but not significant influence on purchasing decisions. Which means that price has an effect on purchasing decisions but the effect is very small, based on the multiple linear regression analysis test. Price Variable has the smallest effect with a point of 0.088. Various price options are not the main reason for purchasing decisions, and as for other reasons, yes, because there is a price comparison between similar motorbikes but different brands but the prices offered are not too far away and tend to be more expensive, therefore this can influence the price so that it is not significant for the purchase decision.

After-sales service variable (X3) has a T count of 2.399 and a significant value obtained is $0.018 < 0.05$. So it can be concluded that after-sales service has a positive and significant influence on purchasing decisions. This is supported by the many after-sales services provided by Honda

Based on the results of data analysis in this study, it can be seen that the variables of product quality, price, and after-sales service simultaneously have an effect on this purchase decision.

4. CONCLUSION

- Product quality partially influences the purchasing decision of Honda brand automatic motorbikes for students of the Faculty of Economics and Business, Makassar State University. This indicates that the higher the quality of the products offered, the level of purchasing decisions also increases. One of the factors that can influence this is the many choices of automatic motorbike variants and also the features offered by Honda.
- Price partially influences the decision to purchase an automatic motorcycle brand Honda for students of the Faculty of Economics and Business, Makassar State University. Various price options are not the main reason for purchasing decisions, and as for another reason, it is due to price comparisons between similar motorbikes but different brands but the price offered is not too far away and tends to be more expensive, therefore this can influence the price so that it is not significant for the purchase decision
- After-sales service partially influences the purchasing decision of Honda brand automatic motorbikes for students of the Faculty of Economics and Business, Makassar State University. This is in line with the many after-sales services provided by Honda.

- Product quality, price, after-sales service simultaneously influence the purchasing decision of Honda brand automatic motorbikes for students of the Faculty of Economics and Business, Makassar State University.

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