

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION AND DESIGN ON THE PURCHASE DECISION OF YAMAHA MIO MOTOR VEHICLES

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ABSTRACT

A person's buying behavior towards a product is influenced by many factors. Each individual has different desires and tastes. Product quality is a very influential factor in purchasing decisions, besides that there are many other factors that influence the buying behavior. This study aims to analyze the effect of product quality, promotion and design on purchasing decisions for Yamaha Mio motorcycle products and analyze the variables that have the most dominant influence on purchasing decisions for Yamaha Mio motorcycle products in the community in the Surakarta area. From the results of the classical assumption analysis, the normality test with the Kolmogorov-Smirnov obtained is significantly greater than 0.05, which means that the data distribution is normal. Multicollinearity test obtained VIF and Tolerance values that are close to one so that it can be concluded that the regression model has no multicollinearity problem, while the heteroscedasticity test using the Glejser method states that there is no problem. Based on the results of multiple linear regression analysis from the t test, it was found that partially product quality had a significant effect on purchasing decisions for Yamaha Mio motorcycle products, while promotion and design had a significant effect on the 5% level. From the results of the F test that simultaneously product quality, promotion and design have a significant effect on purchasing decisions for Yamaha Mio motorcycle products where the value of F count > F table. Product quality has the most dominant influence on purchasing decisions for Yamaha Mio motorcycle products. The R square value is 0.255,

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1. INTRODUCTION

A person's buying behavior can be said to be something unique, because everyone's preferences and attitudes towards objects are different. In addition, consumers come from several segments, so what they want and need are also different[1]. There are still many factors that influence purchasing decisions. Manufacturers need to understand consumer behavior towards products or brands in the market, then various ways need to be done to make consumers interested in the products produced[2], [3].

The results of research on the factors that influence the process or purchasing decisions have been carried out. Through this research, we will analyze the factors that influence the decision to purchase a Yamaha Mio motorcycle. The interest in choosing this brand is because Yamaha Mio motorcycle products are increasingly in demand not only among Indonesian women but also among young people. Modern lifestyle is one of the individual factors that can influence a person's buying behavior, Yamaha Mio motorcycle is one of the outometric motorcycles or also called scooters which was previously designed specifically for women, but is now in demand by all young people.[4], [5].

The life of modern society today also influences the pattern of people's behavior in purchasing. Modern life is often identified with a lifestyle that always follows the trends or developments of the times. In these conditions, the decision to choose a brand plays a role in modern lifestyles, so that the desire to buy branded products also colors one's consumption patterns.[6], [7]. Lannon (1996) in Muafi (2003) adds that, "the life of modern society has implications for the role of brands, meaning that consumers do not just want products, but also brands". An established brand is usually used as a symbol as a successful product,

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so that brand equity also affects the emotional condition of consumers. Even though there are many similar products circulating in the market, especially competing products, it will all depend on the consumer's equity towards the brand. This means that if consumers have understood correctly about the brand they believe in, then the brand personality in the minds of consumers will be stronger [8], [9]. Brand equity is a consumer's total perception of a brand that can be formed through information either from friends' opinions or their own experiences. If consumers have a good perception of the brand, it will affect the formation of product choices to be purchased, which in turn will form a positive attitude which in turn will influence purchasing decisions. [10], [11]. This is in line with the opinion of Sodik (2004) that the information obtained and processed by consumers will form a person's preference for an object. Preferences will shape consumer attitudes towards an object which in turn this attitude will often directly affect whether consumers will buy a product or not.

2. METHOD

2.1 Thinking Framework

The framework of thinking in this study is the development of the Kotler and Assael consumer behavior model which can be described as follows:

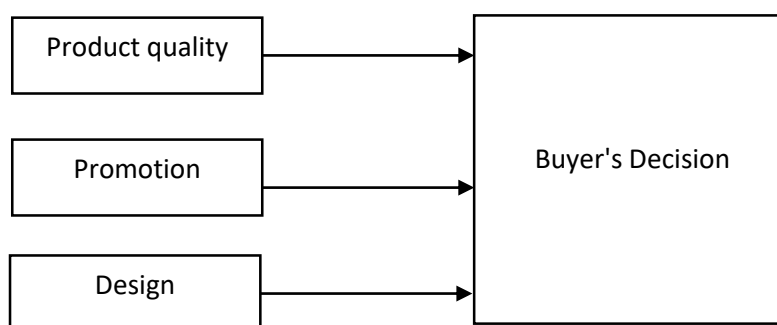


Figure 1. Thinking Framework Research Model

The consumer's decision process in purchasing Yamaha Mio motorcycle products can be influenced by consumer perceptions (consumer assessment processes of stimuli) and stimuli (product quality, promotion, design). These two factors are interconnected so that they will form a choice of the selected product. This choice will affect attitudes which in turn will affect behavior, namely the intention to buy a product or not. Consumer decisions after purchase will produce a positive or negative response which in turn will determine satisfaction or dissatisfaction. Brand is related to product quality, because a successful brand that a person believes is generally balanced with quality. For this reason, the quality of the product in this study is thought to have a dominant influence on purchasing decisions [12], [13].

2.2 Hypothesis

Based on the above framework, the hypothesis proposed in this study is as follows, It is suspected that product quality has a significant effect on purchasing decisions for Yamaha Mio motorcycle products in the Surakarta area community. It is suspected that promotion has a significant effect on purchasing decisions for Yamaha Mio motorcycle products in the Surakarta area community. It is suspected that the design has a significant effect on purchasing decisions for Yamaha Mio motorcycle products in the Surakarta area community. It is suspected that product quality, promotion, and design together have a significant effect on purchasing decisions for Yamaha Mio motorcycle products in the Surakarta area community. It is suspected that product quality has the most dominant influence on purchasing decisions for Yamaha Mio motorcycle products in the Surakarta area community.

2.3 Sdata source

This study uses data sourced from primary data, namely data obtained directly from respondents and secondary data from BPS concerning population data in the city of Surakarta.

2.4 TeSampling technique

The population in this study were all consumers of Yamaha Mio motorcycle users in Surakarta. The assumption in this study is that the population is not limited. In this study, 100 samples were taken with

the consideration that this number had exceeded the minimum number of samples in the study (n = 30). The sampling technique uses the Accidental Quota Sampling method, which is a sampling technique that can be done at any time until the desired number of samples (quota) is met.

3. RELUST AND DISCUSSION

2.1 Respondent Profile

The population in this study were Yamaha Mio motorcycle users. The number of respondents who were determined as a sample was 150 with the technique. Accidental Quota Sampling Each respondent is given a questionnaire sheet to provide answers to the questions that have been provided. Of the entire questionnaire, which amounted to 170 copies, 150 copies were returned intact which met the criteria and all the answers could be answered well by the respondents.

2.2 Characteristics by gender

Respondents in Surakarta who use Yamaha Mio motorbikes are male and female respondents. The number of respondents in Surakarta with female gender shows a larger number compared to male gender. Of all respondents who were selected as samples, the average use of Yamaha Mio motorcycles with different color designs. For more details, please refer to the following table:

Table 1. Characteristics of respondents by gender

Gender	Amount	Percent
Man	73	48%
Woman	77	52%
Amount	150	100%

From table 1 above, it can be seen that respondents who use Yamaha Mio motorcycles with male sex are 73 or 48% while for respondents with female sex are 77 or 52% of the total respondents, amounting to 150.

2.3 Characteristics by age

Based on the education level of the respondents in Surakarta, the most used Yamaha Mio motorcycles were respondents aged 17-19 years.

Table 2. Characteristics of respondents by age

No	Age	Amount	Percentage
1	17 - 19 Years	54	36%
2	20 - 24 Years	52	35%
3	25 - 29 Years	17	11%
4	30 - 39 Years	19	13%
5	40 years and over	8	5%
Total		150	100%

From the table above, it can be seen that respondents who use Yamaha Mio motorcycles between the ages of 17-19 years are 54 or 36%, those aged 20-24 years are 52 or 36%, aged 25-29 are 17 or 11%, aged 30-39 is 19 or 13%, and age 40 years and over is 8 or 5% of the total 150 respondents.

2.4 Characteristics based on education

Based on the education level of respondents in Surakarta, the most using Yamaha Mio motorcycles are respondents with a high school education level. This means that the level of education affects the mindset of respondents in using a Yamaha Mio motorcycle. For more details, see the following table:

Table 3. Characteristics of respondents based on education

No	Education	Amount	Percentage
1	College	51	34%
2	high school	60	40%
3	junior high school	24	16%
4	SD	15	10%

Total	150	100%
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From the table above, it can be seen that respondents who use Yamaha Mio motorbikes with a college education level are 51 or 34%, senior high school is 60 or 40%, junior high school is 24 or 16%, and elementary school is 15 or 10%, of the total respondents who totaling 150. Characteristics by occupation.

Table 4. Characteristics of respondents by type of work

No	Work	Amount	Percentage
1	Student	92	61%
2	Trader	18	12%
3	Civil Servants / Armed Forces	10	7%
4	Businessman	12	8%
5	Etc	18	12%
	Total	150	100%

From the table above, it can be seen that respondents who use Yamaha Mio motorbikes with work as students are 92 or 61%, traders are 18 or 12%, civil servants / military personnel are 10 or 7%, entrepreneurs are 12 or 8%, and others. is 18 or 12% of the total 150 respondents. The results of this study indicate that product quality has a positive and significant effect on purchasing decisions, meaning that the higher the product quality will affect the high purchasing decisions. This is supported by a regression coefficient of product quality of 0.368 and a partial significance test (t test) which produces a t-count value of 4.713. In practice, consumers' motivation to buy Yamaha Mio motorcycle products is different because of information about quality products. Information about the quality of Yamaha mio motorcycle products obtained from advertisements or other people can form an attitude and consumer behavior to make a purchase. If their perception of quality products is getting stronger, it will strengthen their attitude and will ultimately affect their intention to buy. This is as stated by Kotler (1997) that consumer decisions in purchasing are influenced by company stimuli, including product quality so as to produce purchasing decisions based on product choice, brand choice, dealer choice, purchase time, and number of purchases. In this study, the quality of Yamaha Mio motorcycle products was assessed from their trust, technology used, design quality, and promotion. This means that the better consumer perceptions of these three dimensions will affect the strength of the decision to buy Yamaha Mio motorcycle products. This study supports research conducted by Haryati (2003) that product quality has a significant effect on post-purchase decisions of Avon products in Surakarta.

Promotion in this study showed positive and insignificant results on purchasing decisions, meaning that if the promotion of Yamaha Mio was higher, it would not affect purchasing decisions. This is supported by a promotion regression coefficient of 0.060 and a partial significance test (t test) which produces a t-count value of 0.740. This study differs from the opinion of Dharmmesta and Irawan (2001) which state that the main purpose of promotion is to inform, influence and persuade and remind target customers about marketing and the marketing mix. Promotion of Yamaha Mio motorcycle products in this study was carried out by giving discounts, cash back, advertisements, attractive brochures and direct sales through dealers.

The design in this study gave positive and insignificant results to purchasing decisions, meaning that if the design is higher, it has no effect on purchasing decisions. This is supported by a design regression coefficient of 0.163 and a partial significance test (t test) which produces a t-count value of 1.814. In this case, although the design has no effect on purchasing decisions for Yamaha Mio motorcycle products, but the innovative design is expected to attract consumers to make purchases of this product.

4. CONCLUSION

Based on the results of data analysis, the following conclusions are obtained, product quality has a significant effect on purchasing decisions. Promotion has no significant effect on purchasing decisions. Design has no significant effect on purchasing decisions. Product quality, promotion, design together have a significant effect on purchasing decisions. Product quality has a dominant influence on purchasing

decisions. This is supported by the product quality regression coefficient (0.368) which is the largest compared to the promotion regression coefficient (0.060) and the design regression coefficient (0.163).

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