

The Influence of Brand Image, Promotion and Product Quality on The Decision to Purchase A Honda Capella Batam Motorcycle

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ABSTRACT

Need will be increasing transportation _ increase open opportunity for industry automotive specifically sector motorcycle. Many _ vehicle wheel two on the market _ moment This with various models, designs and tempting promotions, as well the price is equivalent with other companies and capable give product quality. Research purposes This is for know influence between variable brand image, promotion, and quality product to decision purchase of a Honda Capella Batam motorbike. Determination technique big sample using non-probability sampling. Data is processed using SPSS version 25. Analysis Method can start after all data from respondents and other sources have been collected. With results study show that brand image, promotion and quality product in a way Partial influential positive and significant to decision Purchasing a Honda Capella motorbike, Batam. Based on anova test results with calculated f value > table f and sig < 0.05. Can conclude that variable brand image, promotion and quality product to own influence positive and significant to decision purchase.

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INTRODUCTION

The number and diversity of motorbikes are increasing increase cause formation various products in the field increasingly automotive motorbikes intense. Because there are so many available options for consumers, the business world must sustain and persist in increasing quality product for easier to decision purchase. Consequence increasing need will transportation, industry automotive, industry motorbike, have room for grow. Form transportation it also offers method easy maintenance and prospective market expansion. Vehicle wheel two on the market moment This Enough Lots with various models and promotions that make interesting. Prices are great to compete with other brands and can offer goods with quality product best.

PT Capella Dinamik Nusantara which is in the Bengkong Ratu Green Town Complex, Batam City is the official dealer for Astra Honda Motor which is driven For Keep going try sell product motorbike so you can compete with other brand dealer companies along the way with the more its popularity motorbike among public.

Table 1.1 Honda Motorcycle Sales Data for the January – September 2023 Period

No	Month Name	Units	Target (Units)	Percentage
1	January	170	200	85.00%
2	February	173	210	82.38%
3	March	222	250	88.80%
4	April	207	245	84.49%
5	May	214	235	91.06%
6	June	237	260	91.15%
7	July	283	265	106.79%
8	August	353	280	126.07%
9	September	323	345	93.62%
Total Sales		2182	2290	95.28%

Source: Capella Honda, Bengkong, Batam City (2023)

Based on the information data above show that matter This happened in January no _ achieve the target so influence causal factors _ all over employee capella Honda Bengkong Joint Holidays Welcome Year New, because it's on the moon the No achieve the target. Then on the moon February and March Capella Honda Bengkong the lack of unit availability so consumer more choose Look for ready stock at other dealers. In April and May enter season holiday schools that can influence decision Purchasing Honda because That more focus on activities holiday than shopping. Next in June less _ promotion or discounts available interesting customers, often look for offer discount after season holidays and if No There is incentive special can influence sales. Meanwhile on the moon July and August experienced enhancement sales from that target so that obtain high percentage. And then in September it happened to decline sales. This matter believed happen Because Already Lots of Motorcycle distributor businesses are emerging and offering various brand motorbike with price different, service different, and quality product different. If the dealer doesn't have ready stock units for component replacement Honda Capella Bengkong motorbike, then customer can choose for transaction with other dealers indeed have ready stock.

Honda continues dominant industry motorbike up to moment this. In terms of competition, Honda still gets pressure from its competitors although they still maintain position top and sales volume increase. In fact, the difference in market share between Honda and its competitors, especially Yamaha, is getting thinner. Honda always develops discoveries new customized with need society and contemporary progress to use face competition product and maintain the product still selling.

Activity promotion is very asset _ important for something company Because not only involve plan action but also a number next scheme _ implemented in various useful activities _ product to customer. Companies must develop method effective marketing for the product known consumer (Nurliyanti, Susanti, and Hadibrata, 2022:224). Usually There is various activity interesting, entertainment, educational, and activities related automotive available. Explain that the Honda Capella

Batam motorbike has launched various type promotions carried out is using print and digital media to advertise service social. Customers feel that blogs on the internet and email provide more information _ beneficial about goods and services. As a result, it was recorded that advertisement promotion displayed on networking sites social such as Facebook, Twitter, YouTube, etc (Vasan,2023:2).

Apart from activities promotion of one factor that becomes consideration buyer in choose product that will be purchased is quality product. Product manufacturers and distributors must focus on reduction amount submitted claim _ to department service technical from tribal areas spare to party external For error product small like scratches, batteries, and defects production simple others (Maulana, Maskur, and Semarang, 2023:42).

Buying decision consumers make through various procedures to products offered, and so on the result, they will choose from series choices that depend on factors that do not _ can predicted including behavior individuals and factors environment. If brand prioritize products that don't damage environment, then consumer will do it motivation for care to nature, then matter This can push consumer for buy product the (Wijaya & Annisa, 2020:4)

Consumers go through the purchasing process when they have desires caused by internal drives or _ external. For example, interest man against thirst and hunger Can become desire and can also become need when There is factor external. Customer shows that with consider product. Based on the above statement, objectives from study This is Capella Honda Batam to be object selected and assigned research title.: "Influence Brand Image, Promotion, and Quality Product " Regarding the Decision to Purchase a Honda Capella Batam Motorbike."

METHOD

Brand Image

Brand Image is description association customers and opinions to brand certain. Customer will more interested in buy goods provided _ If have image positive brand. Information and experience received _ user through use product form reputation brand. Existing customers _ There is tend more loyal to something brand and not too care with product competitor Because they own opinion positive to brand the (Dairina, 2022:1). Expression brand image " image brand " first get _ popularity in the 1950s and now _ used For describe various concept, incl perception public to something organizations, corporations, nations, brands or group brand, perception somebody to self yourself, etc. Sell goods and services Already become habit for the owner's business (Sari et al., 2021:27)

Based on the definition above, yes said Thus, perspective or opinion customer to something brand expressed through gathering connection will be linked with brand the in thought the. Based on Study This title Influence of Brand Image, Quality Product, and Price on Purchasing Decisions Card Telkomsel in Surakarta. Price has influence positive and significant on Purchasing Decisions Card Telkomsel, Brand Image is influential positive and significant on Purchasing Decisions Card Telkomsel; and Quality Product influential positive and significant on Purchasing Decisions Card

Telkomsel (Hartono & Sulistyowati, 2021:6). Perception consumer to something brand known with the term brand image. Following is a number of indicator in Brand Image (Fasha et al. 2022:31): 1. Related passions with brand, 2. Strength influence association brand , 3. Uniqueness association brand.

Promotion

The word " promotion " originates from the word language English "promote" which means " develop. " or improve ". Knowledge This related with field sales and how its utilization For jack turnover sale. Promotion can interpret as something type communication form of marketing activity trade and aim For spreading information, interesting / recommend suggestions to society and goods that's for them willing. For accept it and serve the good it promotes. On the other hand, promotion is a strategy for inform to public about goods or brand offered, persuading _ they For bought it , and reminded customer will things the (Syahputra et al., 2019, :83). Promotion is " a form communication marketing effort _ spread information , influence or persuade , remind the target market above company and its products to be ready buy and be loyal to products offered by the company That . Basic goals from promotion is For inform, convince, and influence consumer as well as remind they about the brand and its offerings as well as For satisfying need they (Yani et al., 2022:15). From several statements on there is conclusion that promotion is something Genre information or persuasion One direction used _ For influence somebody or something organization to do activities that lead to exchange in marketing.

Based on study This title Influence Promotion Regarding Purchasing Decisions Unilever products. Study to Indonesian undergraduate students demonstrated promotion can impact in a way positive and significant to decision purchase for buy Unilever products. Study more carry on can see other influencing aspects decision purchase (Fernando et al., 2022:123). Steps _ or indicator promotion covers (Ekowati et al., 2020:112): 1. Frequency promotion, 2. quality promotion , 3. quantity promotion , 4. time promotion , 5. accuracy or suitability of promotional targets .

Quality Product

Product is point focus from effort marketing Because is results end from effort company and can provided for consumer For purchased, used, or consumed To use satisfying needs and desires , whereas for company product , product is tool For reach objective company . Something product must own superiority compared to goods competitor in matter quality, design, shape, size , packaging , service , guarantee , and taste for interesting interest consumers and encourage they For test and buy product the . All nature and quality products that make it possible fulfil desired needs _ considered as the quality. When consumers decide is will buy or utilise something product or service, quality product is factor the key (Hidayati et al., 2023:209). Quality product is something characteristics that depend on ability fulfil need consumer, or what he suggested. Rate and consistency is two component main quality products. Marketing must choose level quality development products that can support position products in the target market. Quality performance product refers to ability product for fulfil the goal.

Apart from that, high consistency is also possible signify very quality _ Good. Conformity, or No exists defects and internal consistency, underlying product quality tall in a way consistent and guaranteed level quality that has promised or will achieved. For give standard quality high suitability, all _ perpetrator business must Work hard (Abiezer & Sardjono, 2022:3624).

Based on the definition above, yes said thereby Quality product is ability something matters for produce results at least The same or more Good from what is requested customer. Based on a study, this is entitled Influence of Price, Quality Product and Brand Image on Honda Beat Motorcycle Purchasing Decisions. Buying decision Honda Beat motorbikes in the Depok area are affected in a way positive and significant by quality product. Buying decision Honda Beat motorbikes in the Depok area are affected in a way positive and significant by the image brand. This matter supports hypothesis study that factor affecting _ taking decision consumer including quality _ product (Shofwan, Aryani, and Nastiti, 2021:362–376). The following 5 criteria are used For evaluate indicator quality something product (Ricardo et al., 2022:226): 1. Performance, 2. Reliability, 3. Durability, 4. Determination time and comfort (Timeliness and Convenience).

Buying decision

Defining decision as choices made _ compared to with two or more alternative. In other words, when determining choice, someone must have access to alternatives. If someone has choice for buy something or no, they are at in position for choose. The decision results from several alternatives with consider in a way Be careful all over option potential and impact, several solution alternatives have practiced. Every action will produce A decision. Choice final is opinion or action. Everything started when We need do something but No Certain What should _ done (Sitanggang & Damiyana, 2022:109). Buyer takes decision for buy. Various elements can influence the retrieval process decision purchase consumer. This includes internal factors such as expectation brand owned consumers and factors external like other people's (Jumin, Realize 2020:24) opinions. The choices people make after deciding to want to buy something and before truly do it call decision purchase. Every decision in the retrieval process complex decisions _ must made after considering two or more action potential (Tinggi et al., 2022:26). Here are five indicators decision purchase (Cesariana et al., 2022:213): 1. Choose product, 2. Choose brand, 3. Selection channel distribution or location, 4. Period purchases, 5. Quantity purchase.

Research Framework

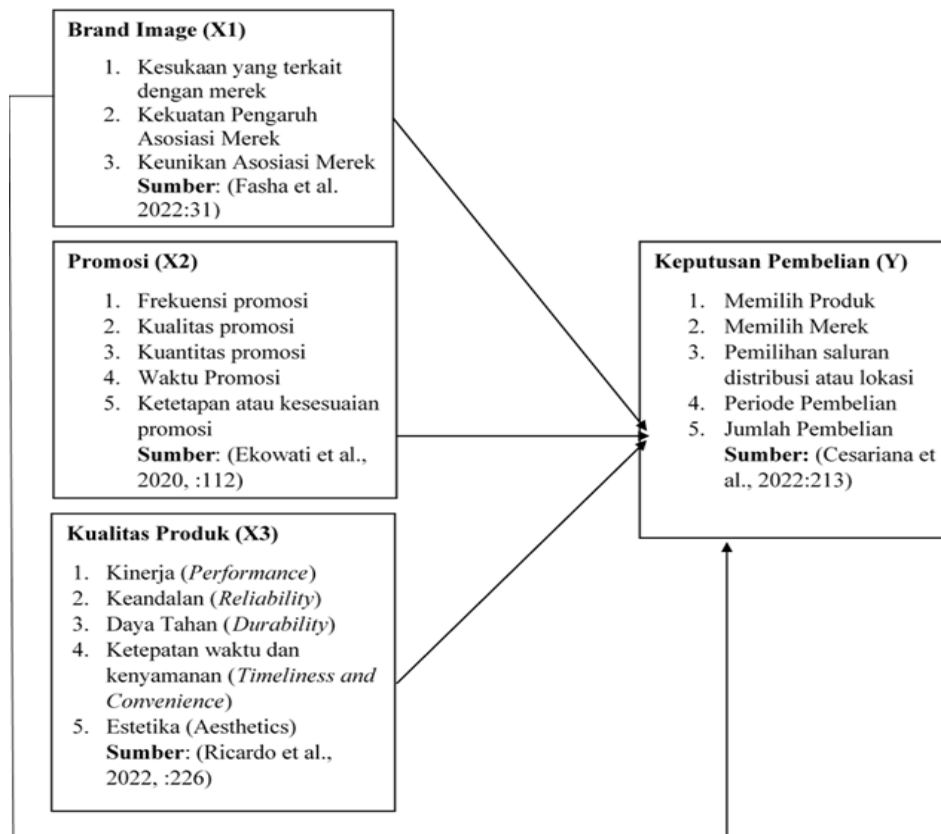


Figure 2.1 Research Framework

Hypothesis Study

H 1: Allegedly Brand Image influential to decision purchase of a Honda Capella Batam motorbike.

H 2: Allegedly Promotion influence decision purchasing a Honda motorbike at Capella Batam.

H 3: Allegedly quality product influenced by the decision to purchase a Honda motorbike at Capella Batam.

H 4: It is suspected that the decision to purchase a Honda motorbike at Capella Honda Batam is influenced by brand image, promotion and quality product in a way simultaneously .

RESEARCH METHODS

Types of research

In terms of study This, type study quantitative used in study This. Quantitative method can defined as technique applied based _ For learn population or sample specific, collect data through use instrument research, analyzing quantitative and statistical data, as well as describe and test hypothesis already _ There is previously (Sugiyono 2022:23).

Population and Sample

The population in study is consumers at Capella Honda Bengkong . Based on information amount consumers at Capella Honda Bengkong are 323 consumers. Population data This taken through end sales in September 2023. Sample used in study can calculated with use Slovin's formula is appropriate with guidelines above:

$$n = \frac{N}{1+Ne^2}$$

Formula 3.1 Slovin

Source :(Sugiyono 2022:149)

Information:

n = size member sample.

N = size member population

e = tolerance error (5%)

So that amount sample obtained a total of 180 respondents

Data analysis method

Analysis can start after all data from respondents and other sources have been collected. Analysis method This is used namely descriptive statistical tests, validity and reliability tests, assumption tests classic, influence test , hypothesis test .

RESULTS AND DISCUSSION

Respondent Profile

Characteristics respondents who can categorized as based on type gender, age moment this , and the last Education , can is known with use description characteristics respondents . After the results findings known, characteristics respondents can categorize as based on information collected.

Validity test

Based on validity test the can measure what is measured on questionnaire can confirmed through validity testing. Calculated r value > r table with mark 5% significance indicates that something questionnaire has passed the validity test. Table r value study This of 0.146, value the obtained of n-2, or 180-2 = 178. Following This attached validity test findings to questionnaire research on the table following This:

Table 2 Validity Test Results

<i>Brand Image</i>	R Count	R Table	Information
X1.1	0.714	0.146	Valid
X1.2	0.748	0.146	Valid
X1.3	0.733	0.146	Valid
X1.4	0.754	0.146	Valid
X1.5	0.762	0.146	Valid
X1.6	0.762	0.146	Valid

Promotion	R Count	R Table	Information
X2.1	0.598	0.146	Valid
X2.2	0.652	0.146	Valid
X2.3	0.637	0.146	Valid
X2.4	0.603	0.146	Valid
X2.5	0.612	0.146	Valid
X2.6	0.559	0.146	Valid
X2.7	0.665	0.146	Valid
X2.8	0.609	0.146	Valid
X2.9	0.682	0.146	Valid
X2.10	0.595	0.146	Valid
Quality Product	R Count	R Table	Information
X3.1	0.733	0.146	Valid
X3.2	0.731	0.146	Valid
X3.3	0.750	0.146	Valid
X3.4	0.773	0.146	Valid
X3.5	0.714	0.146	Valid
X3.6	0.687	0.146	Valid
X3.7	0.756	0.146	Valid
X3.8	0.751	0.146	Valid
Buying decision	R Count	R Table	Information
Y1	0.741	0.146	Valid
Y2	0.676	0.146	Valid
Y3	0.730	0.146	Valid
Y4	0.746	0.146	Valid
Y5	0.746	0.146	Valid
Y6	0.766	0.146	Valid
Y7	0.723	0.146	Valid
Y8	0.710	0.146	Valid
Y9	0.715	0.146	Valid
Y10	0.785	0.146	Valid

Source: SPSS Data Output Results, 2023

Reliability Test

Something condition questionnaire considered to have passed the reliability test If Cronbach's alpha value > 0.60 . Test result reliability like seen in the table following attached:

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
<i>Brand Image (X1)</i>	0.840	6	<i>Reliable</i>
<i>Promotion (X2)</i>	0.627	10	<i>Reliable</i>
<i>Quality Products (X3)</i>	0.880	8	<i>Reliable</i>
<i>Purchase Decision (Y)</i>	0.905	10	<i>Reliable</i>

Source: SPSS Data Output Results, 2023

Test Assumptions Classic

Normality Test Results

Based on Kolmogorov-Smirnov normality test findings show mark sign hand Asymp. Sig. (2-tailed) With level significance of 0.05, value generated of 0.200 shows that mark the taller. Thus, Kolomogorov-Smirnov can said fulfil assumption normality so the data is used in study This considered normally distributed.

Table 4 Normality Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		<i>Unstandardized Residual</i>
<i>N</i>		180
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	0
	<i>Std. Deviation</i>	1.44176341
<i>Most Extreme Differences</i>	<i>Absolute</i>	0.053
	<i>Positive</i>	0.05
	<i>Negative</i>	-0.053
<i>Test Statistic</i>		0.053
<i>Asymp. Sig. (2-tailed)</i>		.200 ^{c,d}
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		
<i>d. This is a lower bound of the true significance.</i>		

Source: SPSS Data Output Results, 2023

Multicollinearity Test

Multicollinearity test used for knowing There is or or not variable independently obtained from the regression model. If variable independent No own multicollinearity, then tolerance can produce mark bigger of 0.10 and VIF smaller from 10.00. Multicollinearity test results attached below this and can seen in the table following:

Table 5 Multicollinearity Test Results

<i>Coefficients^a</i>			
Model		<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
1	<i>(Constant)</i>		
	<i>Brand Image</i>	,120	8,313
	<i>Promotion</i>	,375	2,666
	<i>Quality Product</i>	.111	8,991
<i>a. Dependent Variable: Purchase Decision</i>			

Source: SPSS Output Data Results, 2023

Heteroskedasticity Test

Heteroscedasticity test is useful tool _ For determine is constant independent and residual variables in the regression model can survive in between One observation to another. The following image show heteroscedasticity test results like following:

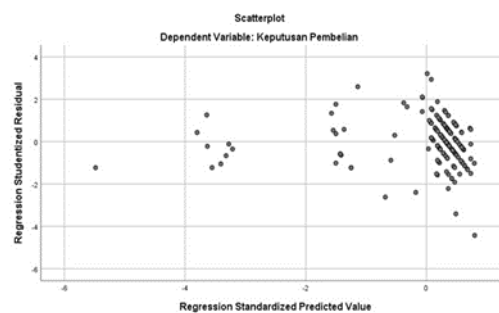


Figure 2 Heteroskedasticity test

Source: SPSS Data Output Results, 2023

Multiple Linear Regression Test

Table 6 Multiple Linear Regression Test

<i>Coefficients^a</i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	1,153	,882		1,307	,193
	<i>Brand Image</i>	,786	,095	,479	8,296	,000
	<i>Promotion</i>	,077	,027	,094	2,872	,005
	<i>Quality Product</i>	,534	,075	,424	7,074	,000
<i>a. Dependent Variable: Purchase Decision</i>						

Source: SPSS Data Output Results, 2023

Analysis coefficient regression done with method as following for look for equality regression multiple:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = 1.153 + 0.786 X_1 + 0.077 X_2 + 0.534 X_3$$

Coefficient Test Determination (R2)

Table 7 Coefficient Test Results Determination (R2)

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,964 ^a	,930	,928	1,454
a. <i>Predictors: (Constant), Quality Products, Promotions, Brand Image</i>				
b. <i>Dependent Variable: Purchase Decision</i>				

Source: SPSS Data Output Results, 2023

Based on table 7 shows that there is coefficient correlation (R2) of 0.930 or 93.0% between variables Brand Image (X1), Promotion (X2), Quality Product (X3), and Purchase Decision (Y). This matter can interpreted that 93.0% exists results the that decision purchasing a Honda motorbike a cappella can explained by brand image, promotion, and quality product .

T Test (Partial)

Table 8 T Test Results (Partial)

<i>Coefficients^a</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>Q</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	1,153	,882		1,307	,193
	<i>Brand Image</i>	,786	,095	,479	8,296	,000
	Promotion	,077	,027	,094	2,872	,005
	Quality Product	,534	,075	,424	7,074	,000
a. <i>Dependent Variable: Purchase Decision</i>						

Source: SPSS Data Output Results, 2023

1. The value of the Brand Image variable (X1) calculated is 8,296. Determine at Next table. After searching table t distribution at $\alpha/2 = 0.05 = 0.025$ with degrees freedom $Nk-1$ or $180 - 3 - 1 = 176$, is obtained t Table amounting to 1,974. Remember mark significance (Sig.) is less of 0.05 and t count exceed table equal to $8.296 > 1.974$ then can concluded that the brand image has significant influence _ to decision purchasing a Honda motorbike a cappella.
2. Variable Promotion (X2) T is known to have mark amounting to 2,872. Determine at Next table. After searching table t distribution at $\alpha/2 = 0.05 = 0.025$ with degrees freedom $Nk-1$ or $180 - 3 - 1 = 176$, obtained t table is 1.974. Remember mark significance (Sig.) < 0.05 and calculated t value exceed table equal to $2.872 > 1.974$, then can concluded that promotion have significant influence _ to decision purchasing a Honda motorbike a cappella.

3. Calculated t value variable Quality Product (X3) is obtained amounting to 7,074. Next, determine t Table. T Table 1.974 is obtained with look for table t distribution at $\alpha/2 = 0.05 = 0.025$ with degrees freedom $Nk-1$ or $180 - 3 - 1 = 176$. Remember mark significance (Sig.) < 0.05 and tcount value exceeds t table equal to $7.074 > 1.974$ then can concluded that influence quality product influential positive and significant to decision purchasing a Honda motorbike a cappella.

F Test (Simultaneous)

Table 9 F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4910.494	3	1636.831	774,240	,000 ^b
	Residual	372,084	176	2,114		
	Total	5282.578	179			
a. <i>Dependent Variable:</i> Purchase Decision						
b. <i>Predictors:</i> (Constant), Quality Products, Promotions, Brand Image						

Source: SPSS Data Output Results, 2023

Based on table on SPSS is used for calculating the F table amounting to 774,240. Using $180 - 3 - 1 = 176$ as degrees freedom Nk , sought table F distribution at $\alpha = 0.05$ so produces an F table of 2.66 which can be seen in the f table distribution. Can concluded there is influence significant positive brand image, promotion, and quality Product on Purchasing Decisions if F count bigger from F table namely $774.240 > 2.66$ and value significant $0.000 < 0.05$. Then p This concluded namely brand image, promotion, and quality product in a way simultaneous will influential positive and significant to decision purchasing a Honda motorbike a cappella.

CONCLUSION

Overall brand image Partial there is influence positive and significant to decision purchasing a Honda motorbike a capella, there is influence positive and significant to decision purchase a Honda Capella motorbike. Quality products is influence positive and significant to decision purchase a Honda Capella. Brand image, promotion and quality product in a way simultaneous influential positive and significant to decision purchase a Honda Capella motorbike.

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