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## **Influence of Product Quality, Promotion and Design on Purchase Decision of Scooter Matic Vario**

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*Abstract:*

*This research aims to know the influence between product quality, promotion and product design on purchase decision of Scootermatic Vario on CV. Picture Honda Nusantara, South Sumatra. The population in this study was 572 people buying scooters matic Vario on CV. Image Honda Archipelago South Sumatra And sample selected as much as 100 respondents using technique accidental sampling. Data collection techniques in this study using questionnaire techniques, interviews, observation and literature study. Obtained data analyzed quantitatively using analytical tools in the form of validity tests, reliability test, multiple linear regression and hypothesis testing with the t-test and f-test using the Statistical Package for the Social Sciences (SPSS) program. From the results of the statistical analysis are known to have a positive and significant effect between quality product, promotions and design to decision purchases scootermatic Vario. The coefficient of determination for variables independent donate as large 36.2% for decision purchases scootermatic Vario on CV. Citra Honda Nusantara South Sumatra while 63.8% influenced by other factors. Suggestions that can be conveyed are the company must improve competitiveness by improving product quality, promotion and design to be able to compete with its competitors in the automotive industry.*

*Keywords: Products quality, Promotions, Design, Purchase decision*

### **1. Introduction**

The growth of automatic motorcycle users is currently increasing, with increasing amount of users bicycle motorcycle type matic, so competition increases, so many brands come new. Bicycle motorcycle type matic which has been in Indonesia for a long time with all its advantages still dominate the market and at a time meet the need of transportation which is hard, economic and economical (Nasution et al., 2022). Answer challenge the organisation which is at in come back success bicycle type motors matic in Indonesia keep going strengthen self. The more many product bicycle motorcycle which there is in city big which wrong only one in the city of Bandar Lampung spurred motorcycle entrepreneurs to innovate in maintaining or increasing company so that can compete with other similar companies (Imaningsih & Rohman 2018). With the times and increasingly the increasing need for transportation equipment brings benefits to the automotive company, especially in the field of motorcycles that are needed by many consumers. There are more and more brand

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newcomers to the type of automatic motorcycles, the analysis regarding purchase decisions are very important to be done by companies that promote product bicycle motorcycle (Brata et al., 2017). Analysis the need done so that companies can always increase sales volume by analyzing what factors or attributes are considered by consumers in buying bicycle motorcycle (Rivaldo et al., 2022). Indeed, each consumer of course own motive which different in do purchase bicycle motorcycle. Matter this in line with the opinions of Hawkins and Engel quoted by Fandy Tjiptono that consumer decision making varies widely, some are simple, and there is also which complex (Lamasi & Santoso 2022)

Factors that cause motorcycle customers to choose automatic type motorcycles as an option. Starting from the model, colour, shape, comfort, convenience in maintenance, economical fuel consumption, well-known brand, quality and quantity as well as up to with a number of factor other (Rahman & Sitio, 2019). However, the most interesting is factor product. matter this because that on factor here it is levels The competition between motorcycles is quite high. If brand, price and promotions already satisfied the customer, then sought by customers is how attractive design, sophistication and many advantages can be obtained by customers. This is in line with Mappesona et al., (2020), which state that design product Wrong One elements advance industry, so that the results of industrial products can be accepted by the community, because those products they get have good quality, reasonable price, design that attract, get guarantee and etc (Handoko, 2017). Styles life modern is wrong A factor individual that can influence a person's buying behaviour, Honda Vario motorcycles are one of the automatic motorcycles or also called scootermatic, which used to be in specially designed for women, but now in demand by all circles of children young, so that volume sales bicycle motorcycle matic Also experience a fairly rapid increase, including in the city of South Sumatra through a dealer in South Sumatra that is CV. (Arifin et al., 2021)

Image Honda Archipelago South Sumatra US distributor sale bicycle motorcycle honda. Brand equity is the consumer's overall perception of that brand can be formed by information good from, opinions friend or experience alone (Hatta et al., 2018). If the consumer's own perception, the good to brands will affect the formation of product choices to be purchased, then it will form a positive attitude, which in turn will influence the decision to purchase. This is in line with the opinion of Hermiyenti & Wardi (2019) that information obtained and processed by consumers will form a person's preference for something object. Preferences will form attitude consumer towards something object which in turn this attitude will often directly influence is consumer will buy a product or no. Consumer perceptions of product quality will form preferences and attitude which in turn will influence the decision to buy or not. This is in line with Aaker's opinion in Sodik that impression of quality provides value in several forms, one of which is reason For purchase (Darmawan, 2018). Intention to buy can be formed from consumer's attitude to mix marketing among them through promotions.

Activity promotions bicycle motorcycle Honda Vario among them can be done through advertising, gifts present, unit price, and personal selling. In line with the

above, consumer decisions in purchasing Honda motorcycles Vario can be influenced by marketing stimuli such as quality products, promotions through attractive advertising, discounts, prizes (Kiran et al., 2012). Apart from this, design also influences the purchase decision. In general, consumers want design that is innovative from time to time. So, based on the background of the above reasons, the researcher is interested to raise the above conditions in a study with the title: influence Quality Products, Promotions And Design To decision Purchase Matic Scooter Vario On CV. Image Honda Archipelago South Sumatra.

## 2. Methodology

The type of research used in this study is qualitative, namely the type of research to get an idea accuracy of a characteristic problems in the form of classifying data. In this study, for you to know the factors that influence consumer satisfaction bicycle products motorcycles. The research design used is an explanatory research design. According to Sugiyono, explanatory research design is research that intends to explain the position of the variables studied and the relationship between one variable with variables that other. As for the technique data collection carried out, ie questionnaire and studies library (Creswell, 2014). Technique data analysis carried out with test normality And test multiple linear regression. With technique testing the hypothesis that is, simultaneous significance test (f), t test, test coefficient determination.

## 3. Empirical Findings/Result

The variables studied were product quality (X1), promotions (X2) and design (X3) US variables independent and decision purchases (Y) as the dependent variable. Study conducted with use analysis regression linear double. Data obtained using method share list question or questionnaire to 100 random buyers on CV. Image of Honda Nusantara South Sumatra. Based on questionnaire distributed to respondents, so data can be summarized as follows:

**Table 1. Distributions Respondent Based on Gender**

No.	Gender	frequency	Percentages (%)
1.	Man	33	33
2.	Woman	67	67
<b>Amount</b>		100	100

Source : Processed Results Data, 2022

Based on the table in on can be known that of total respondents who amount to 100 0 people, respondents who varied sex man 33 person (33%) and respondents the female sex as many as 67 people (67%). can be concluded that part big consumer scootermatic Vario most of them are women according to the general target market for scooters, which of course designed for the market woman.

### **Influence Of Quality Products, Promotions And Design On Scooter Purchase Decision Vario In City Of South Sumatra Test Validity And Reliability**

Before the collected data is analysed, it is necessary to test the validity and reliability. testing this will determine worthy or nope data to be analysed further. After testing the reliability of all question items can be seen that all values of the variable alpha coefficient reliable because it has an alpha coefficient value above 0.60. Validity test results shows that the correlation value of all question items is greater than r table and meet the conditions for valid.

### **Linear Regression Analysis**

After collecting data from respondents, namely consumers who bought a vario scooter on CV. Citra Honda Nusantara, therefore, the data obtained about quality products, promotions and design as well as decision to buy processed with use formulas statistics that is with the use of Multiple Linear Regression Analysis. Testing the results of recapitalisation of responses - response is processed with tools software help SPSS version 16.0. The use of multiple linear regression analysis is intended to see how much influence product quality, promotion and design have on decisions purchases. The results of data processing using SPSS version 16.0 are presented in the following table:

**Table 2. Results recap analysis by using software SPSS 16.0.**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		standardized Coefficients		t	Sig.
	B	std. Error	Betas			
1	(Constant)	4,691	1677		2,798	006
	X1	.219	086	.233	2,539	013
	x2	.160	077	.195	2074	041
	x3	.343	092	.350	3,738	.000

a. dependent Variables: Y

R= 0.618, R2=0.362, Fcount = 19.763

p=0.000, F-Table= 2.69939 T-Table= 1.98447

Based on the results calculations analysis regression linear double, using SPSS 16.0 is known that there are connections between variables purchase decision (Y) with variables product quality (X1), promotion (X2) and design (X3), the equation is  $Y = 4.691 + 0.219X_1 + 0.160X_2 + 0.343X_3$

1. Constant own marks as great 4.691 state that if variable independent no there are so variables dependent already there are as great 4.691. units
2. Results coefficient regression X1 as big 0.219 state that any addition of one unit to product quality and other variables are considered constant so will improve buying decisions as big 0.219.
3. Results coefficient regression X2 as big 0.160 state that any addition of one unit on the promotion and other variables are considered constant so will improve buying decisions of 0.160.

4. Results coefficient regression X3 as big 0.343 state that any addition of one unit on the design and other variables are held constant will increase decision to buy amount of 0.343.

### Test results Simultaneous

Test done simultaneously For you know, all variables are independent, that is, quality products, promotions and design have influences on decision to purchase Scootermatic Vario on CV. Image Honda Archipelago South Sumatra. To prove hypothesis study is all independent variables together have the effect of the dependent variable is carried out test statistics Fie by comparing marks F-count with F-table.

Ho: F-count < F-table means quality products, promotions, and design in a way together do not have influences that are significant to the decision to buy an automatic scooter Vario on CV. Picture of Honda Nusantara South Sumatra.

Hi : F-count > F-table means quality products, promotions, And design in a way together have influences that are significant to decision purchases scooter matic Vario on CV. Honda image archipelago South Sumatra.

From the calculation results obtained F-count of 19,763 while the F-table with levels significant amount 5% is as follows:

$$\begin{aligned} \text{F-table} &= (c - 1) ; (n - k) \\ &= (4 - 1) ; (100 - 4) \\ &= 3 ; 96 \\ &= 2.69939 \end{aligned}$$

F-count > F-table = (19,763 > 2.69939), which means that Ho is rejected and Hi is accepted. So the hypothesis that predicts product quality, promotion, design is based on together have influences to decision purchases on CV. Image Honda Archipelago South Sumatra proven and acceptable.

### Partial Hypothesis Testing

The t test is used to determine the partial effect of the independent variables to variables bond in a manner individual. test t done with compare t countwith t table on levels significant as big 5%.

Ho: t-count < t-table means that there is no influence between the dependent variables with independent variables.

Hi: t-count > t-table means that there is an influence between the dependent variable and variables independent.

$$\begin{aligned} \text{t table} &= a/2 ; n-2 = 0.05/2 ; 100-2 \\ &= 0.025 ; 98 \\ &= 1.98447 \end{aligned}$$

From testing use SPSS obtained t count as big X1= 2.539, X2 = 2.074, X3 = 3.738 each t count for each variable > 1.98447. So testing hypothesis Ho rejected And Hi accepted. Means that quality products, promotions And design in a manner partial have influences to decision purchases scooters matic Vario on CV. Image Honda Archipelago South Sumatra.

### **Coefficient of determination**

In this regression analysis, the size is also analysed coefficient of determination ( $R^2$ ) in a way simultaneous is as big 0.362, matter this means that percentages product quality, advertising and design on scooter purchase decisions Vario on CV. Image Honda Archipelago South Sumatra as big 36.2% anyway the remaining 63.8% is influenced by other variables not disclosed in this study. The  $R$  value (correlation coefficient) of 0.618 means a close relationship together between variables dependent and variables independent strong enough because  $R$  is greater than 0.5.

CV. Citra Honda Nusantara as one of the official Honda motorcycle dealers in South Sumatra has its own policy in marketing its products to sell quickly in the market and be able to compete with other similar products from other dealers in South Sumatra. One of them is the pricing policy by the way provide special discounts in the form of cash back or cash back for consumers who buy motorcycles with different amounts depending on the type and type of motorcycle motorcycle so are with Scootermatic Vario. Promotion through advertisements in local print media including the South Sumatra Pos, South Sumatra MX is also continuously carried out by CV. Picture of Honda Nusantara South Sumatra. With advertisements in the local print media, it is hoped that potential customers can be interested in buying product bicycle motorcycle Honda on CV. Image of Honda Archipelago. The company is also active in attending every car show in South Sumatra. Like other motorcycle dealers, CV. CiTra Honda Nusantara, South Sumatra also cooperates with leasing companies for online sales term credit and consumers are given the choice to determine which leasing that will finance the credit. Selling in a way credit will give opportunity for prospective buyers to own a motorbike even if they don't have money cash worth bicycle motorcycle, the with method installment purchases per month with terms certain time.

## **4. Conclusions**

Product quality has a significant effect on purchase decisions with a product quality regression coefficient ( $X_1$ ) of 0.219 The t-test states t count (2.539) > t table (1.984), which means the effect of product quality on purchase decisions. Promotion has a significant effect on purchase decisions with a regression coefficient of product quality ( $X_1$ ) of 0.160 The t-test states t count (2.074) > t table (1.984) which means the effect of product quality on purchase decisions. Product design has a significant effect on purchase decisions with a product quality regression coefficient ( $X_1$ ) of 0.343 The t-test states t count (3.738) > t table (1.984) which means the effect of product quality on purchase decisions. Product quality, advertising and design together have a significant effect on purchase decisions. This is supported by the coefficient of determination  $R^2$  of 0.362, which means that 36.2% of the variation in the purchase decision variables can be explained by variations in the product quality, promotion and design variables, while the remaining 63.8% is explained by other variables outside the regression model. The F-test indicates that F-count (19,763) > F-table (2,699) which means that the influence of product quality, promotion and design together on the purchase decision is significant.

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