



FACTORS INFLUENCING CONSUMER DECISIONS IN USING HONDA BRAND MOTORCYCLES (Case Study on Students of The Faculty of Economics Management of Universitas Pembangunan Panca Budi)

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Abstract

This research aims to test and know clearly how the effect of consumer motivation and quality perception on consumer decision to use Honda Motor Cycle. This research used quantitative methods that involved 60 respondents. The data was collected using questionnaires division. Data were analyzed using a statistical formula, namely by using multiple regression analysis of the processing performed by SPSS Version 16. The result of quantitative analysis showed motivation consumer and quality perception have significant influence on consumer decision to use Honda Motor Cycle

Keywords: *Motivation Consumer, Quality Perception, and Consumer Decision*

INTRODUCTION

In the era of globalization and trade liberalization, there have been various changes in almost all aspects, for example in economic, political, socio-cultural, technological, legal, hankam, other spec funds. A company's survival depends largely on its ability to respond effectively to these changes. This kind of thing becomes a reference for an organization to further improve the productivity and quality of its business so that the organizational goals that have been proclaimed can be achieved. The development of motorcycles in Indonesia is very rapid, this is because motorbikes in Indonesia are the most popular means of transportation by the public. Based on data published by AISI (Indonesian Motorcycle Association), Indonesia is ranked third in motorcycle sales in Indonesia with sales of 7 - 8 million units per year. In the first rank there is China with sales of 20-23 million per year and in the second highest sales is in India. Companies that have a wide market share realize the importance of retaining consumers or still choosing products issued by the company, but in the midst of fierce competition and advances in information technology, consumer decisions in choosing products to competitors are very possible because of the many choices offered and the ease of consumers accessing information in choosing the desired product. Consumer decisions in choosing a product can be influenced by consumer motivation and quality perception which are consumer psychological factors (Pride and Farrel, 2013).

Motivation is a need with strong pressure that drives a person to seek satisfaction for these needs (Kotler & Armstrong, 2014). In choosing a product, each consumer has a different motivation in meeting his needs. So the company must be observant in seeing what products are suitable to be issued in accordance with the motivation desired by consumers. And another important thing considered by consumers in choosing a product is the perception of quality. Quality perception is consumer perception of the overall quality or superiority of a product or service related to what is expected by customers, (Durianto, 2013). Consumers often decide on the purchase of a product based on their perception of the product. make repeat purchases of the same brand. Intense competition between motorcycle manufacturers causes consumers to easily move in buying decisions from one motorcycle brand to another. Efforts made by the Honda brand to shape consumer attitudes are considered less successful so that it can cause a decrease in sales. Honda company is considered to pay less attention to what motivates consumers in choosing Honda brand motorcycles. This makes the Honda brand unable to meet the consumer's motivation to buy a motorcycle so Honda consumers move to another brand. Consumer perception of the Honda brand

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built by the company was less successful, resulting in a change in purchasing decisions. This caused consumer purchasing decisions on Honda brand motorcycles to decline.

LITERATURE REVIEW

Marketing Management

Marketing is defined as a social and managerial process used by individuals and groups to get something they need and want through the creation and exchange of products and values with other parties (Mahfoedz, 2005). The concept of marketing emphasizes that the company can achieve its goals appropriately by providing satisfaction to consumers. Marketing management is defined as the process of analyzing consumer needs and desires, planning marketing strategies, implementing or implementing marketing strategies and evaluating or controlling to maintain the exchange of benefits with consumers so that company goals can be achieved (Machfoedz, 2005). In conclusion, marketing management seeks to retain consumers and attract as many consumers as possible.

Consumer Purchasing Decisions

Purchasing decision is a stage in the purchasing decision-making process until consumers actually buy the product (Sangadji & Sopiah, 2013).

Consumer Motivation

Someone buys a product because it is to make ends meet. Consumer motivation is the reason for behavior. Motive is a framework that reflects internal influences that drive behavior and give definite direction to the response that arises (Machfoedz, 2005).

Quality Perception

Perception is a process that arises due to sensation, where sensation is the activity of feeling or the cause of an uplifting emotional state. Sensation can also be defined as the rapid response of our receiving senses to basic stimuli such as light, color and sound. Perception relates to a person's point of view, where everyone perceives things from the same stimuli but can form different perceptions. (Kotler & Armstrong, 2014), state perception is the process by which we select, organize, and interpret information for a meaningful picture of the world. Quality perception means the way a consumer views the quality of a product.

METHOD

Research Approach

The research approach used in this study is quantitative, which is research that aims to determine the relationship between two or more variables with this study, a theory will be built that serves to explain, predict and control a symptom (Rusiadi et al., 2016).

Population and Sample

Population is a group of people, events, something that has certain characteristics. Population is a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Rusiadi et al., 2016). The research population in this study is students of Universitas Pembangunan Panca Budi Medan, Faculty of Economics & Business, Stambuk 2014 who use Honda brand motorcycle products. Samples are part of the number and characteristics possessed by the population (Sugiyono, 2013). The sample is a part withdrawn from the population (Istijanto, 2009). How to take samples using Non Probability Sampling. Sampling is carried out based on an axial sampling sample, namely any consumer or student who uses Honda brand motorcycle products. Based on a direct survey, researchers determined that there were around 60 students who used Honda brand motorcycles.

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Data Analysis Techniques

According to that data collection methods are the ways used by researchers to collect data. In this study, the technique used to collect data was multiple linear regression analysis with SPSS software application tools (Sugiyono, 2016).

RESULTS AND DISCUSSION

Contents Results and Discussion

Classical Assumption Testing

a. Data Normality Test

The normality test aims to test whether in a regression, confounding or residual variables are normally distributed or not. Regression models are either normal or near-normal data distribution.

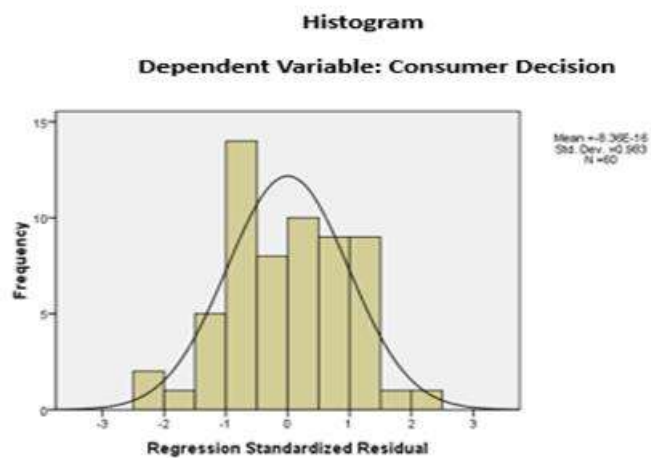


Figure 1. Normality Test Histogram

Based on Figure 1., the results of data normality testing are known that the data has been normally distributed, where the histogram image has a bell-forming line and has a balanced convex in the middle.

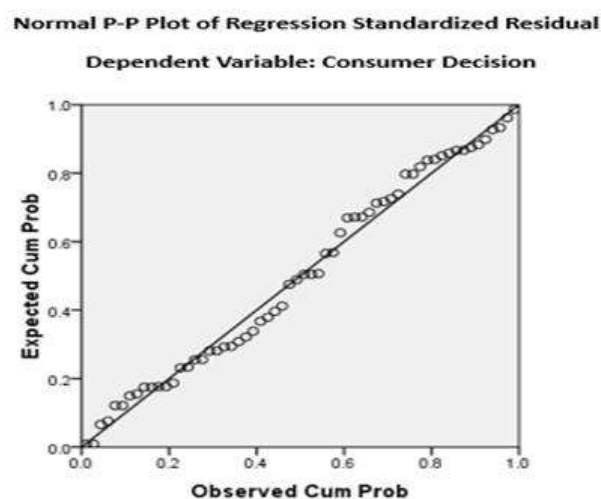


Figure 2. PP Normality Test Plot

Based on Figure 2., then for the results of testing data normality using the PP Plot image, it can be seen that the scattered data points are around the diagonal line so that the data has been distributed normally.

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From the two figures above, it can be concluded that after conducting data normality tests, data for consumer motivation variables, quality perceptions and consumer decisions are distributed normally.

b. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. This test is carried out by looking at the value of tolerance and variance inflation factor (VIF) from the results of the analysis using SPSS. If the tolerance value > 0.10 or VIF < 10, it is concluded that multicollinearity does not occur. Multicollinearity test from questionnaire results that have been distributed to respondents can be seen in the following table.

Table 1. Multicollinearity Test
Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.008	1.294		.779	.439		
1 Consumer Motivation	.291	.083	.280	3.529	.001	.544	1.837
Quality Perception	.767	.089	.684	8.625	.000	.544	1.837

a. Dependent Variable: Consumer Decision

Based on Table 1. above it can be seen that the Variance Inflation Factor (VIF) figure is smaller than 10, among others, consumer motivation is $1.837 < 10$, and quality perception $1.837 < 10$ and consumer motivation tolerance value $0.544 > 0.10$, and quality perception $0.544 > 0.10$ so that it is free from multicollinearity

c. Heteroscedasticity Test

The heteroscedacity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. A good regression model is one that does not occur heteroscedacity.

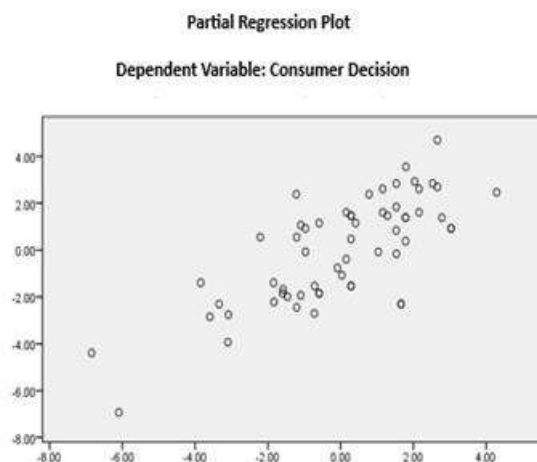


Figure 3. Scatterplot Heteroscedasticity Test

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Based on figure 3. shows that the resulting points spread out randomly and do not form a particular pattern or trend line. The figure above also shows that the data spread is around the zero point. From the results of this test shows that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity.

Multiple Linear Regression

Multiple linear regression aims to calculate the magnitude of the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. The formula of multiple regression analysis as is:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Table 2. Multiple Linear Regression
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.008	1.294		.779	.439		
1 Consumer Motivation	.291	.083	.280	3.529	.001	.544	1.837
Quality Perception	.767	.089	.684	8.625	.000	.544	1.837

a. Dependent Variable: Consumer Deci

Based on table 2. Multiple linear regression is obtained as follows:

$$Y = 1.008 + 0.291 X_1 + 0.767 X_2 + e.$$

The interpretation of the multiple linear regression equation is:

- 1) If everything on the independent variables is considered zero, then the value of the consumer decision (Y) is 1.008.
- 2) If there is an increase in consumer motivation by 1, then consumer decisions (Y) will increase by 0.291.
- 3) If there is an increase in quality perception by 1, then consumer decisions (Y) will increase by 0.767.

Test Goodness Of Fit

a. Simultaneous Significant Test (Test F)

The F test (simultaneous test) is performed to see the effect of the independent variable on the dependent variable simultaneously. The method used is to look at the level of significant (=0.05). If the significance value is less than 0.05 then H₀ is rejected and H_a is accepted.

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Table 3. Simultaneous Test (F)

ANOVA^b

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	528.073	2	264.037	117.478	.000a
Residuals	128.110	57	2.248		
Total	656.183	59			

a. Predictors: (Constant), Quality Perception, Consumer Motivation

b. Dependent Variable: Consumer Decision

Based on table 3. above it can be seen that $F_{calculate}$ is 117.478 while F_{table} is 3.16 which can be seen in $\alpha = 0.05$ (see appendix to table F). The significant probability is much smaller than 0.05, which is $0.000 < 0.05$, so the regression model can be said that in this study consumer motivation and quality perception simultaneously have a significant effect on consumer decisions. Then the previous hypothesis is Accept H_a (reject H_0) or the hypothesis is accepted.

b. Partial Significant Test (Test t)

The Partial Test (t) shows how far the independent variable individually explains the variation of this test performed using a significance level of 5%.

Table 4. Partial Test (t)

Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.008	1.294		.779	.439		
Consumer Motivation	.291	.083	.280	3.529	.001	.544	1.837
Quality Perception	.767	.089	.684	8.625	.000	.544	1.837

a. Dependent Variable: Consumer Decision

Based on table 4.31 above it can be seen that:

- 1) The influence of consumer motivation on consumer decisions.

Significant testing with decision-making criteria:

H_a is accepted and H_0 is rejected, if $t_{count} > t_{table}$ or $Sig. t < \alpha$

H_a is rejected and H_0 is accepted, if $t_{count} < t_{table}$ or $Sig. t > \alpha$

t_{count} is 3.529 while t_{table} is 1.672 and significant is 0.001, so t_{count} is $3.529 > t_{table}$ is 1.672 and significant is $0.001 < 0.05$, then H_a is accepted and H_0 is rejected, which states partially consumer motivation has a significant effect on job satisfaction.

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2) The influence of quality perception on consumer decisions.

Significant testing with decision-making criteria:

Ha is accepted and H0 is rejected, if $t_{count} > t_{table}$ or $Sig. t < \alpha$

Ha is rejected and H0 is accepted, if $t_{count} < t_{table}$ or $Sig. t > \alpha$

t_{count} is 8.625 while t_{table} is 1.672 and significant is 0.000, so t_{count} is $8.625 > t_{table}$ is 1.672 and significant is $0.000 < 0.05$, then Ha is accepted and H0 is rejected, which states partially the perception of quality has a significant effect on consumer decisions.

Coefficient of Determination

This coefficient of determination analysis is used to determine the percentage of variation in the influence of the independent variable on the dependent variable.

Table 5. Coefficient of Determination
Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.798	1.49918

a. Predictors: (Constant), Consumer Motivation, Quality Perception

b. Dependent Variable: Job Satisfaction

Based on table 5 above, it can be seen that the adjusted R Square number of 0.798 which can be called the coefficient of determination, which in this case means that 79.8% of job satisfaction can be obtained and explained by intrinsic motivation and work ethic. While the remaining $100\% - 79.8\% = 20.2\%$ is explained by other factors or variables outside the model.

CLOSING

Conclusion

- 1) It is recommended for companies to better understand consumer motivation in driving and be able to meet consumer desires for better quality motorcycles. Meeting consumer needs will cause motivation for consumers in deciding to purchase Honda brand motorcycles. In addition, quality can be improved by conducting technological development and continuous research so that consumer perception of the quality of Honda brand motorcycles is good.
- 2) It is recommended for the next researcher to be able to re-examine the variables of consumer motivation, quality perception and other factors that support consumer decisions in choosing Honda brand motorcycle products in order to understand changing consumer behavior.

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