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THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CAR PURCHASING DECISIONS HONDA BR-V (CASE STUDY OF HONDA BR-V SALES AT HONDA DEALERS BANDUNG)

Tazkia Anindita¹, Desty Fauziah Ramadhani², Rizky Aulia Rachman³, Indira Putri⁴, Mariana Rachmawati⁵

Faculty of Economics and Business, University of Widyatama, Bandung, Indonesia

tazkia.anindita@widyatama.ac.id¹,

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ABSTRACT:

Research on the purchasing decisions of consumers to a product car is already pretty much done. This study aims to examine the factors that influence consumer purchase decisions on products of BR-V Honda car. The factors used are product, price, and promotion as part of a marketing strategy in the hypothesized influence on purchase decisions of BR-V Honda cars. This study used a sample of 200 respondents who are Honda Bandung City customers by providing a questionnaire with 45 questions, which include variable product quality, pricing, and promotions on consumer purchasing decisions. Data analysis tool used is multiple regression with the help of statistical program SPSS for windows version 23. The hypothesis test obtained t value for the quality of the product (X1) of 3.031 with a significance level of 0.003, variable prices (X2) t count equal to 5.820 with a significance level of 0.000 and t variables sale (X3) of 3.091 with a significance level of 0.002, Thus, it means the results of the t test analysis expressed significant results for all variables and hypotheses accepted. The results of multiple regression analysis also showed the value of determination coefficient of 0.557 which means that the variable quality of the product, price and promotional influence purchasing decisions by 55.7%, while 43.3% is influenced by other variables that are not observed in this study.

INTRODUCTION

The development of industry in Indonesia has progressed rapidly and rapidly. This situation makes the condition of business competition more tight. In an era of rapidly growing times and increasingly thin boundaries, people demand more customized attention (Kotler & Keller, 2015). Moreover, in terms of meeting the needs of consumers now who tend to be more individualist and demand something more personal or personal. To meet these needs, companies are required to be able to understand the wants and needs of consumers in order to survive. Whether or not the products sold depends heavily on consumer perceptions of the product (Kotler & Keller, 2015). If consumers feel that the product can meet their needs and desires, surely consumers will buy the product (Kotler & Armstrong, 2013).

One industry that is experiencing very tight competition is the automotive industry, especially competition in the car industry. Each brand holder agent (APM) continues to strive to improve the quality of products better, more fuel efficient and environmentally friendly, competitive prices and promotions are intensive and systematic, so that the products sold can attract consumers. One of the APM that is eager to release new products is PT Honda Prospek Motor, in early 2014, HPM launched the Brio LCGC, followed by mid-2014 with Honda Mobilio, and in mid-2015 Honda re-launched the Honda HRV. New products marketed by PT Honda Prospek Motor were able to attract consumers to buy these cars. The success of the above products makes pt market share. Honda Prospek Motor improved and could pass Suzuki which placed third, then target PT. The next HPM is able to surpass Daihatsu which is in second place. Based on data published by GAIKINDO (Combined Motor Vehicle Industry), from 2014 - 2019, can be shown from the table below:

Table 1. Comparison of Honda Car Sales Data with Other Brands

2014		2015		2016		2017		2018		2019	
Maker	Unit	Maker	Unit	Maker	Unit	Maker	Unit	Maker	Unit	Maker	Unit
TOYOTA	399.199	TOYOTA	321.818	TOYOTA	349.682	TOYOTA	347.626	TOYOTA	352.161	TOYOTA	331.797
DAIHATSU	185.226	DAIHATSU	167.808	HONDA	185.438	DAIHATSU	173.353	DAIHATSU	202.738	DAIHATSU	177.284
HONDA	159.147	HONDA	159.253	DAIHATSU	173.221	HONDA	171.574	HONDA	162.170	HONDA	137.229
SUZUKI	154.923	SUZUKI	121.805	SUZUKI	83.539	SUZUKI	101.652	DAIHATSU	132.861	DAIHATSU	119.011
DAIHATSU	141.962	DAIHATSU	112.527	DAIHATSU MOTOR	61.220	DAIHATSU MOTOR	69.893	SUZUKI	118.014	SUZUKI	100.383
NISSAN	33.789	DATSUN	29.358	FUSO	28.709	FUSO	38.727	FUSO	51.470	FUSO	42.754
ISUZU	28.273	NISSAN	25.108	DATSUN	24.968	HINO	26.567	HINO	39.737	HINO	31.068
HINO	28.493	HINO	21.576	HINO	19.823	ISUZU	17.792	ISUZU	26.098	ISUZU	25.270
DATSUN	20.520	ISUZU	19.350	ISUZU	14.612	NISSAN	13.657	WULING	17.002	WULING	22.343
FORD	12.008	MAZDA	8.895	NISSAN	12.548	DATSUN	9.449	DATSUN	10.433	NISSAN	12.302

Source: Gaikindo (2020)

Table 1 can be seen that Honda experienced a sales decline in 2019 as much 2,491 units. In 2015, Honda was third position behind Toyota and Daihatsu, but in 2016, Honda placed second behind Daihatsu. In 2017, Honda experienced a decline in sales and placed third passed by Daihatsu. In 2018,

Honda remained in third place and there was a decrease in sales of 9,404 units in 2019 experienced the most decrease of 24,941.

PT Honda Prospek Motor has a target of 2020 can place second, by passing Daihatsu. To increase sales of the car, PT Honda Prospek Launched a new product in the low sport utility vehicle class, namely Honda BR-V (Bolt Runabout Vehicle). The product is a crossover or CUV (Cross Over Vehicle) segment, with the aim of providing choice to consumers between the MPV and Low SUV segments. Based on the results of research that has been done by the R&D team of PT Honda Prospek Motor, Honda BR-V cars are products made to fill the void of Honda products in the low SUV class. Research conducted by using segmenting, targeting and positioning strategies (Kotler and Keller, 2015), PT Honda Prospek Motor sees a large enough BR-V opportunity to attract consumers to buy the product. At the beginning of the launch, honda BR-V received an excellent response from consumers since it was officially launched in January 2016, Honda BR-V sales stagnated and tended to fall. The above phenomenon occurs in almost all dealers in Indonesia, this is what attracts researchers to conduct research on the phenomenon of Honda BR-V car sales that are not as successful as their predecessors, especially in bandung dealers where researchers domiciled.



Figure 1. Honda BR-V

Preliminary data that can be obtained by researchers is the achievement of targets that have been set by PT Honda Prospek Motor for dealers in the city of Bandung. Honda car dealers in Bandung consist of 5 dealers 3S (sales, service and spare parts), namely: Honda IBRM, Honda Autobest, Honda Pasteur, Honda Ahmad Yani, and Honda Sonic. The achievement of the sales target of 5 dealers is shown from Table 2:

Table 2. Achievement of Honda BR-V Sales Target at Honda Dealers Bandung

Dealer	Jan	Feb	Mar	Apr	Total	Target	Ach.
							(%)
HAY	42	44	14	38	138	194	71.1%
IBRM	56	54	31	48	189	282	67.0%
AUTOBEST	67	47	20	39	173	241	71.8%
SONIC	34	24	10	26	94	187	50.3%
PASTEUR	63	49	18	28	158	236	66.9%
Total	262	218	93	179	752	1140	66.0%

Source: Honda Bandung (2020)

In Table 2, it can be seen that honda BR-V sales at bandung dealers achieved to the sales target of only 66%, so this reinforces the indication that Honda BR-V sales are not in accordance with the target set by PT Honda Prospek Motor. Achieving this target can be a problem, either for PT Honda Prospek Motor which already produces cars in accordance with the 2020 year sales forecast or for dealers who have to sell to consumers. Supply is a lot but the demand is little resulting in the accumulation of goods in the warehouse. Based on the above phenomenon, researchers will further examine the purchasing decisions made by consumers towards the purchase of the Honda BR-V. Car purchase decisions are influenced by many marketing stimulus or stimulus factors such as quality product attributes, attractive product promotion, affordable and competitive prices, and a reputable brand image (Kotler & Keller, 2015).

Honda BR-V Harga & Kredit

Simulasi Kredit

DP

25%

Tenor

48 Bln

HITUNG

Varian / Harga	Bodi	Transmisi	Bahan Bakar	DP	Angsuran
Honda BR-V S 6MT Rp 248,9 Juta	SUV	MT Manual	Bensin	Rp 62,22 Juta	Rp 4,74 Juta
Honda BR-V E MT Rp 264,2 Juta	SUV	MT Manual	Bensin	Rp 66,05 Juta	Rp 5,03 Juta
Honda BR-V E CVT Rp 274,4 Juta	SUV	AT Otomatis	Bensin	Rp 68,6 Juta	Rp 5,23 Juta
Honda BR-V Prestige Rp 291,3 Juta	SUV	MT Manual	Bensin	Rp 72,82 Juta	Rp 5,55 Juta

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Figure 2. BR-V Pricing and Promotion

The research conducted by Tri Wibowo, Sri Purwanti (2012) explained that the decision to purchase Toyota cars at PT Nasmoco Gombel Semarang was positively influenced by product quality, price, and promotion. The research was strengthened by Wilson Setiawan, Sugiono Sugiharto (2014) who examined the influence of marketing mix on the decision to purchase Toyota Avanza type G cars in Surabaya. Similar research conducted by Ahmad Muanas (2014) that products, prices, and promotions influenced the position of car purchase decisions at Buana Indomobil Strada Surabaya. Based on the problem found that honda BR-V sales target is not achieved and with the background that has been described before, the objectives to be achieved in this research are. To find out and analyze the effect of product quality on consumer decisions in purchasing Honda BR-V cars at Honda Dealers Bandung. To find out and analyze the effect of price on consumer decisions in buying Honda BR-V cars at Honda Bandung Kota dealers. To find out and analyze the effect of promotion on consumer decisions in buying Honda BR-V cars in Honda Bandung

LITERATURE REVIEW

- Marketing is the process of managing profitable customer relationships, and the marketing goal is to attract new customers by promising value excellence and maintaining and growing new customers by promising value excellence and maintaining and growing existing customers by giving satisfaction (Kotler and Keller, 2015). Whereas, the broad definition of marketing is a social and managerial process in which individuals or organizations obtain what they need and want through creation and exchange of value with others (Kotler and Armstrong, 2013).
- Product quality is closely related to customer value and satisfaction (Kotler and Armstrong, 2013). Product quality depends on its ability to satisfy customer needs stated or implied (*The American society for quality in* Kotler & Armstrong, 2013). The definition of product quality is as something that can be offered into the market to be noticed, owned, worn, or consumed so as to satisfy desires and needs (Kotler, 2015). Quality is when our customers come back and our products don't come back (Siemens in Kotler & Armstrong, 2013). Consumers will love products that offer the best quality, performance and innovative complements (Kotler & Keller, 2015). Therefore, market leaders typically offer high quality products and services that deliver the most superior customer value (Kotler & Keller, 2015). Product Quality Dimensions, there are nine dimensions of product quality according to Kotler and Keller (2015) are as follows: Shape, covering the size, shape, or physical structure of the product. Features, characteristics of the product that complement the basic functions of the product. Quality performance, is the degree to which the main characteristics of the product operate.
- Price is one of the elements of the marketing mix that generates revenue. Price is the easiest element in a marketing program to adjust and also

communicates the positioning of the intended value of the company's product or brand to market (Kotler and Keller, 2015). According to Kotler and Armstrong (2013), there are several factors considered in pricing, namely *Value-based pricing*, using the perception of the buyer's value, not the seller's cost, as pricing.

Prices are calculated together with other marketing mix variables before the marketing program is set. Pricing based on *good value pricing*, offers the right combination of quality and good service at a reasonable price. *Value-added pricing, rather than cutting prices* to match competitors, manufacturers add value-added features and services to offer them and support higher prices. Pricing with the calculation of the target cost, namely starting with the calculation of the ideal selling price, then targeting the cost that ensures the price can be achieved. The price set by the company is too high will cause a lack of demand from consumers but the company will lose if the price is too low (Kotler and Armstrong, 2013). Companies should consider prices based on cost by value. In Figure 2 can be seen the comparison between pricing based on cost and pricing based on value.

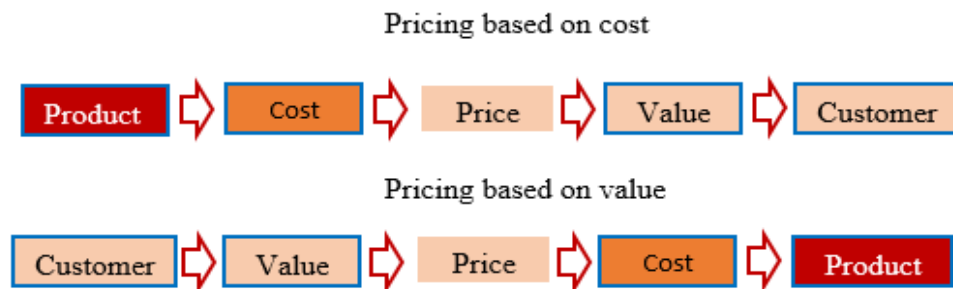


Figure 3. Pricing based on cost versus pricing based on value

Source: Kotler and Armstrong, 2013.

In the concept of integrated marketing communication, the company must carefully coordinate these promotional elements to deliver a clear, consistent, and persuasive message about the organization and its products (Kotler and Armstrong, 2013). Integrated marketing communication strategy that has been successfully done by the company is a marketing mix (marketing mix), also called the company's marketing communion mix is a specific blend of advertising, sales promotion, public relations, personal sales, and direct marketing that the company uses to communicate customer value persuasively and build customer relationships (Kotler and Armstrong, 2013). Meanwhile, according to Kotler and Keller (2015), said that If done correctly, marketing communication can provide great rewards. How communication works and what marketing communications can do for companies. Corporate communications also discuss how holistic markets combine and integrate marketing communications. To understand the marketing mix described by Kotler and Armstrong (2013), we can find out by understanding the definition of each of these promotional tools, namely: *Advertising*, all forms of paid non-personal presentations and promotion of ideas, goods, or services with certain

sponsors. *Sales promotion*, Short-term incentives to encourage the purchase or sale of products or services. *public relations*.

- **Purchasing Decision.** Basic psychological processes play an important role in understanding how consumers actually make their purchasing decisions (Kotler and Keller, 2015). Marketing researchers have developed a "level model" of the purchasing decision process through five stages, namely: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Obviously, the purchasing process begins long before the actual purchase and has consequences long after.

As for the stages of the purchasing process, namely: Introduction to the problem. The purchasing process begins with the introduction of needs; buyers recognize the problem or need. Buyers feel the difference between real circumstances and desired circumstances. Information seekers are the stage of the buyer's decision-making process where consumers want to find more information. Consumer sources of information are personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, dealers, packaging, displays), public sources (mass media, internet search), and sources of experience (handling, inspection, use of products). Alternative Evaluation. Consumers will process competitive brand information and conduct assessments, final grades. There is no single process used by all consumers. Some basic concepts that will help us understand the evaluation process: First, consumers try to satisfy a decision. Second, consumers are looking for certain benefits of product solutions. Third, consumers see each product as a group of attributes with a variety of capabilities to deliver the benefits necessary to satisfy these needs. The attributes of buyer interest vary by product. Consumer purchasing decisions are the most preferred brand, but two factors can be between purchasing intentions and purchasing decisions. These two factors, namely the establishment factor of others and the situation factor that is not anticipated. A consumer's decision to modify, delay or avoid decision status is strongly influenced by perceived risks. Marketers must understand the factors that cause taste, the risks in consumers and provide information and support that will reduce the perceived risk. Post-purchase behavior. Marketing communications should supply confidence and evaluation that strengthen consumer choice and help it feel comfortable about the brand. Therefore, the task of the marketer does not end with the purchase. Marketers should observe post-purchase satisfaction, post-purchase actions, and post-purchase product usage.



Source: Kotler and Keller, 2015

Figure 4. Purchasing decision process

Figure 2 explains how a customer considers buying a product, so it can be seen that the factors of product quality, design, price and brand are

considerations in the decision making of the customer to buy a product. In this case, customers who will buy a BR-V car will certainly make a purchasing decision taking into account the factors of product quality, design, price, promotion and brand image.

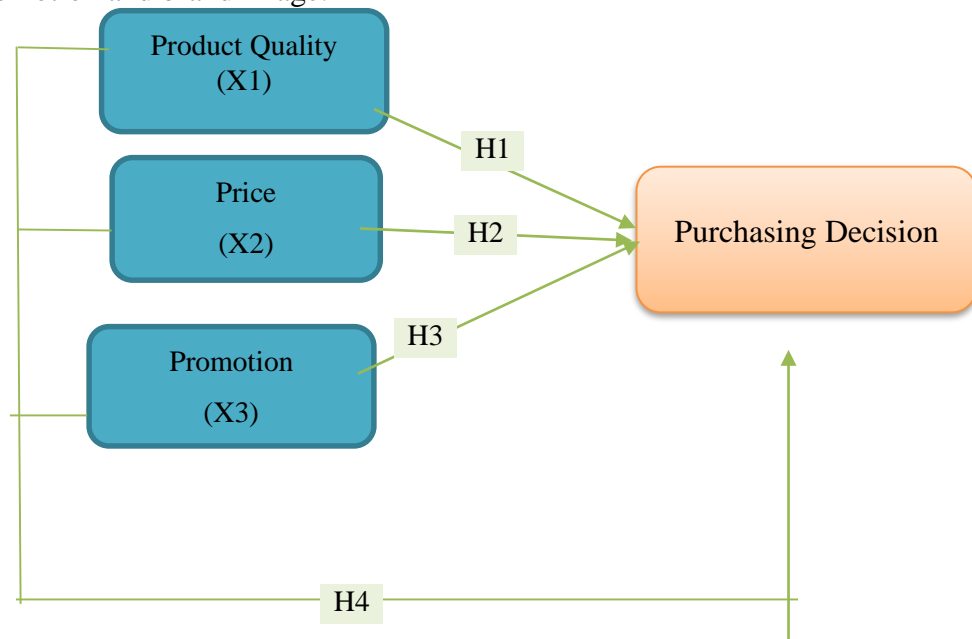


Figure 5. Frame Work

Hypothesis

Hypothesis 1: Product quality affects consumer decision to buy Honda BR-V cars

Hypothesis 2: Price affects consumers decision to buy Honda BR-V cars

Hypothesis 3: Promotion influences consumer decision to buy Honda BR-V

Hypothesis 4: Product quality, price, and promotion jointly influence consumers decisions in purchasing a Honda BR-V.

Research Methodology and Hypothesis

The research promosi entitled The influence of product hargaquality, price, and promotion on the decision to purchase Honda BR-V cars (Case study at Honda dealers in Bandung) is categorized as exsplanatory research with quantitative approach. Exsplanatory research aims to obtain answers about "how" and "why" a phenomenon occurs. This research method is descriptive and Verifikative. The analysis unit is a consumer of Honda cars. The population in this study was buyers of Honda BR-V cars in Bandung City Dealers in 2020 many as 370 people. The population was taken only in 2020 years due to the record sales of Honda BR-V cars at the Bandung City Dealers. In this study, researchers assigned a sample of 200 people. Because with a sample of 200 people can represent the existing population. Hypothesis Test using regression model is used to analyze the influence of various independent variables on a dependent variable. The statistical value t shows how far individual independent variables affect dependent variables, also

called partial tests. The F test is used to indicate whether all independent variables included in the regression equation simultaneously affect dependent variables. The coefficient of determination (R^2) essentially measures how far the model (Product Quality, Price and Promotion) can go in explaining the variation of dependent/non-free variables (Purchasing Decisions).

Research Finding and Argument

This analysis examines the influence of Product Quality, Price, and Promotion on Honda BRV Purchasing Decisions, the first stage in regression analysis is calculating the correlation matrix between exogenous variables and endogenous variables.

Table 3. Product Quality, Price, and Promotion Correlation Matrix Against the Purchase Decision of the Honda BRV

		Correlations			
		Decision	Product Quality	Price	Promotion
Pearson Correlation	Decision	1,000	.635	.697	.621
	Product Quality	.635	1,000	.692	.671
	Price	.697	.692	1,000	.645
	Promotion	.621	.671	.645	1,000
Sig. (1-tailed)	Decision	.	.000	.000	.000
	Product Quality	.000	.	.000	.000
	Price	.000	.000	.	.000
	Promotion	.000	.000	.000	.
N	Decision	200	200	200	200
	Product Quality	200	200	200	200
	Price	200	200	200	200
	Promotion	200	200	200	200

Table 4 shows the correlation coefficient of Product Quality, Price, and Promotion to Honda BRV Purchasing Decision, as follows:

- The correlation coefficient between product quality and purchasing decisions is $r = 0.6635$, this means there is a strong relationship between product quality and purchasing decisions. If interpreted according to the criteria in Sugiyono (2014) then the close correlation of product quality with purchasing decisions is strong because it ranges from 0.660 to 0.7799, and the direction is positive, this means that if the quality of the product increases then the purchasing decision is also increasing.
- The correlation coefficient between price and purchase decision is $r = 0.69692$, this means there is a strong relationship between the price and the purchase decision. If interpreted according to the criteria in Sugiyono (2014) then the close correlation of prices with purchasing decisions is strong because it ranges from 0.600 up to 0.799 and the direction is positive, this means that if the price increases then the purchasing decision is also increasing.
- The correlation coefficient between promotion and purchase decision is $r = 0.621$, this means there is a strong relationship between

promotion and purchase decision. If interpreted according to the criteria in Sugiyono (2014) then the close correlation of prices with purchasing decisions is strong because it ranges from 0.600 up to 0.799 and the direction is positive, this means that if the promotion increases then the purchase decision is also increasing.

After knowing the correlation coefficient of each exogenous variable with endogenous variables, the next step is to calculate the regression coefficient and calculate the large contribution of combined influence (coefficient of determination / R^2) given by exogenous variables to endogenous variables. The results of data processing using SPSS 23.0 program, can be seen in the following table.

Table 4. Coefficient of Regression of Product Quality, Price, and Promotion Against the Purchase Decision of the Honda BRV

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,725	1,489		1,158	,248
	Product Quality	.032	.021	,219	3,041	,003
	Price	,301	,052	,408	5,830	,000
	Promotion	.125	,041	,211	3,093	,002

Source: Data processing using SPSS 23.0 program

Table 4 can be seen koefisian regressionfor product quality of 0.032, price of 0.301 and promotion 0.125.

The amount of combined influence contribution (R^2) given by the third canbe seen in the following table.

Table 5. The Combined Effect (Coefficient of Determination) of Product Quality, Price, and Promotion on Honda BRV Purchasing Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.557	.550	3,10607

a. Predictors: (Constant), Promotions, Prices, Quality_product

b. Dependent Variable: Decision

Source: Data processing using SPSS 23.0 program

In Table 5, it can be seen that the value of R Square (R^2) obtained is 0.557 which indicates that by testing the model together the quality of the product, price, and promotion contributed 55.7% influence to the purchase decision, while as much as $(1-R^2) = 1-0.557 = 0.443$ or 44.3% the remaining contribution of influence given by other factors not studied such as satisfaction, motivation of purchase, and others.

Hypothesis 1: Product quality affects consumer decisions in buy a Honda BR-V car

Value t_{table} used as a critical value in this t test is 1.97 obtained from the t distribution table with α 5% and $df (n(200-k(3)-1) = 197$ for the two-party test. A summary of the test results is presented on table 6 down below.

Table 6. t (Partial) Effect of Product Quality on purchasing decisions

Model	t_{count}	t_{table}	Sig.	A	Description	Conclusion
$X_1 \rightarrow Y$	3.031	1,97	0.003	0,05	Ho rejected	Significant

Source: Data processing using SPSS 23.0 program

Hypothesis 2: Price affects consumers' decision to buy Honda BR-V cars

Value t_{table} used as a critical value in this t test is 1.97 obtained from the t distribution table with α 5% and $df (n(200-k(3)-1) = 197$ for the two-party test. A summary of the test results is presented on the following Table 7.

Table 7. Test t (Partial) Effect of price terhadap purchase decision

Model	t_{count}	t_{table}	Sig.	A	Description	Conclusion
$X_2 \rightarrow Y$	5.820	1,97	0.000	0,05	Ho rejected	Significant

Source: Data processing using SPSS 23.0 program

Hypothesis 3: Promotion affects consumers' decision to buy Honda BR-V

The table t_{value} used as a critical value in this t test is 1.97 obtained from the t distribution table with α 5% and $df (n(200-k(3)-1) = 197$ for the two-party test. A summary of the test results is presented on the following Table 8.

Table 8. Test t (Partial) Effect of promotion terhadap purchase decision

Model	t_{count}	t_{table}	Sig.	A	Description	Conclusion
$X_2 \rightarrow Y$	3.091	1,97	0.002	0,05	Ho rejected	Significant

Source: Data processing using SPSS 23.0 program

Hypothesis 4: Product quality, price, and promotion jointly influence consumers' decisions in purchasing a Honda BR-V.

The statistical test used to test the hypothesis of this model together is test F. Test results using SPSS 23.0 program can be presented in the following table.

Table 9. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2375,460	3	791,820	82.073	.000 ^b
	Residual	1890,947	196	9,648		
	Total	4266,406	199			

a. Dependent Variable: Decision

b. Predictors: (Constant), Promotions, Prices, Product Quality

Test F (Test model together)
(Source: Data processing using SPSS 23.0)

In Table 9 can be seen the value of F_{count} obtained is 82,073. The F_{table} value of the table used as a critical value in this joint model test is 2.65 obtained from the F distribution table with a α of 5%, $df_1(k)$ 3 and df_2 ($n(200)-k(3)-1$)=197.

• **Partial Coefficient of Determination**

The effect of each partial independent variable on purchasing decisions can be calculated by multiplying the standardized coefficients value with the zero-order correlation contained in Table 4.10.

Table 4.10. Coefficient of Partial Determination of product quality, price, and promotion of purchasing decisions

Model		Standardized Coefficients	Correlations		
		Beta	Zero-order	Partial	Part
1	(Constant)				
	Product Quality	,219	.635	,212	,145
	Price	,408	.697	,384	,277
	Promotion	,211	.621	,216	,147

Source: SPSS 23.0 processing results

- Variable product quality = $0.219 \times 0.635 \times 100\% = 13.90\%$. From the above results, it is known that the coefficient value of product quality determination to purchase decision is 13.90%. This means that the product quality variable partially affects the purchasing decision of 13.90%.
- Variable price = $0.408 \times 0.697 \times 100\% = 28.43\%$. From the above results, it is known that the price determination coefficient value of the purchase decision is 28.43%. This means that the price variable partially affects the purchase decision by 28.43%.
- Variable promotion = $0.211 \times 0.621 \times 100\% = 13.10\%$. From the above results, it is known that the value of the coefficient of promotion determination against the purchase decision is 13.10%. This means that the promotional variable partially affects the purchase decision by 13.1%.

Based on the results of a large calculation of the influence / contribution of each independent variable to the purchase decision can be known that among the three independent variables, kualitas product quality contributes 13.90%, but the price gives the most influence to the purchase decision of 28.43%. Conversely, the promotion has the least influence on the purchase decision of 13.10%.

CONCLUSION

Conclusion

The results stated that product quality variables have a significant effect on the purchasing decision of Honda BRV. The variable regression coefficient of product quality has a positive sign which means the better the product quality, the more interested consumers are to buy a Honda BRV. This is supported by the calculation obtained from the t value of the product quality variable against the consumer purchasing decision of 3.031 with significance value close to zero. then from t table on $\alpha = 5\%$ and free degree 196 obtained table t_{value} of 1.97. Because t_{count} (3.031) greater than the table t_{table} (1.97), then at a 5% error rate it was decided to reject H_0 so H_a , meaning there was a significant influence of product quality had a significant effect on the purchase decision of the Honda BRV. The results prove that product quality can influence purchasing decisions.

The results stated that the variable price significantly influenced the decision to purchase the Honda BRV. The variable price regression coefficient has a positive sign which means the better the price offered, the more interested consumers are to buy a Honda BRV. This is supported by the calculation obtained from the t value of the price variable against the consumer purchasing decision of 5.820 dengan value of significance close to zero. then from t table on $\alpha = 5\%$ and free degree 196 obtained table t_{value} of 1.97. Because t_{count} (5.820) greater than t_{table} (1.97), then at a 5% error rate it was decided to reject H_0 so H_a , meaning there is a significant influence of the price on the decision to purchase the Honda BRV. The results prove that price can influence purchasing decisions.

The results stated that product quality promotion variables kualitas have a significant effect on the purchasing decision of Honda BRV. The coefficient of promotional regression has a positive sign which means that the better the promotion offered, the more interested consumers are to buy a Honda BRV. This is supported by the calculation obtained from the t value of the promotional variable against the consumer purchasing decision of 3.091 with value of significance close to zero. then from t table at $\alpha = 5\%$ and free degree 196 obtained table t_{value} of 1.97. Because t_{count} (3.091) greater than the table t_{table} (1.97), then at a 5% error rate it was decided to reject H_0 so H_a , meaning there was a significant influence of the price had a significant effect on the decision to purchase the Honda BRV. The results prove that promotion can influence purchasing decisions.

Statistical test results together have a significant influence between product quality variables, price, and promotion on Honda BRV purchasing decisions. Simultaneously product quality, price, and promotion contributed 55.7% influence to the purchase decision, while the remaining 44.3% were explained by other factors that were not studied.

SUGGESTIONS

To increase sales and attract consumers to buy a Honda BR-V, it must be able to improve the quality of good products and be able to make the appearance more attractive. From the consumer response to the quality of this product

there are four points that get below average value, namely the elegant interior design of the Honda BR-V, the size or dimensions of the Honda BR-V that is not too large, the first impression sees the BR-V is not good, and the Honda BR-V can be relied on in all terrains. This can be used as a consideration of PT Honda Prospek Motor that interior design must be made better than the current condition, then the appearance as an SUV must be more gentle and stocky as a characteristic of SUV cars in order to convince consumers to use it in all road terrains in Indonesia. For example, with minor changes on the Dashboard, luggage and side parts to be more different in the appeal of the Honda Mobilio, or in the fox by duplicating the Honda HR-V.

To increase sales and attract consumers to buy a Honda BR-V, may consider the results of respondents' responses regarding price. There are three responses of respondents that can be considered, namely, Honda BR-V price that is not in accordance with the desired expectations, dp that is still expensive and small discounts. The price policy must be responded by the Company, both PT Honda Prospek Motor as a manufacturer and Dealer as a retail seller. The policy that can be done is to provide a large discount or discount or provide additional bonuses in the form of accessories, free service maintenance costs during the warranty period of 3 years (meticulous package) and so on, then provide ease of payment by providing a cheaper down payment (DP) facility. This dealer can cooperate with leasing or credit agencies that can adopt to the consumer's wish.

For promotional activities, Honda Ahmad Yani dealers must be able to maintain the frequency of publicity through exhibitions, showroom events, and so on. For ad stars and ad language should be changed to become more attractive to consumers. In terms of publicity through various media must be increased in intensity, especially the offers made by salespeople.

In terms of purchasing decisions again at Honda dealers Ahmad Yani must be filled with good service and attractive discounts, and provide more value for consumers because when compared with other dealers, consumers become no longer interested in buying Honda BR-V cars at Honda Ahmad Yani dealerships.

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