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The Influence of Service Quality and Product Quality toward Purchase Decision of Honda Motorcycle at AHM Bintaro

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Abstract. *This study aims to find out the influence of service quality and product quality toward purchase decisions of Honda motorcycles at Bintaro AHM. The method used is explanatory research with analysis techniques that use statistical analysis with the testing of regression, correlation, determination and hypothetical test. The results of this study indicate that service quality has a significant influence toward purchase decisions by 38.7%, the hypothetical test is obtained that t count > t table or (7.865 > 1.984). Product quality has a significant influence toward purchase decisions by 50.4%, the hypothetical test is obtained that t count > t table or (9.976 > 1.984). Service quality and product quality simultaneously have a significant influence toward purchase decisions with the regression equation of Y = 8.545 + 0.280X1 + 0.519X2 and the contribution of the influence is 57.4%, the hypothetical test is obtained that F count > F table or (65.339 > 2.700).*

Keywords: *Service Quality, Product Quality, Purchase Decisions.*

1. INTRODUCTION

In this era of globalization, the development of the times is getting more advanced, there are many very significant changes that have occurred from the previous era. These conditions give rise to free trade which makes the world seem limitless. Many producers of products and services from one country compete with other countries' producers to attract consumers in international trade. With the fourth largest population in the world, Indonesia is a wetland for producers. The automotive industry can be classified into several types, some of which are the motorcycle industry and the car industry. The increasing mobility of society at this time and supported by the lack of representation of public transportation in Indonesia, the producers make the automotive industry of car and motorcycle growing rapidly. The government is considered unable to provide good transportation services to the community. This makes people have a high desire to use private vehicles, both two-wheeled and four-wheeled vehicles, which is one of the reasons this industry is experiencing rapid growth.

The emergence of two-wheeled vehicles proves that motorcycles are not only a fast-moving means of transportation, but rather a means of transportation that is practical and affordable. Motorcycles are a type of vehicle that is commonly owned by various economic circles, ranging from the upper, middle, and even lower-income groups who also own two-wheeled vehicles. With the increasingly diverse consumer demands, entrepreneurs are competing to get sympathy and loyalty from their potential customers. If consumers have decided to become customers, it can be sure that they will buy products produced by that

company.

Product quality is one of the factors that consumers consider before buying a product. For the product quality, Honda is known as an economical motorcycle which has a stubborn engine and durable spare parts. With good and reliable product quality, the product will always be embedded in the minds of consumers, because consumers are willing to pay a certain amount of money to buy a quality product. After seeing the quality of the products offered, consumers will automatically try to compare the quality of services provided, in this case the company is required to provide service quality that is able to affect added value, thus it will be different from the service quality of competitors, so that service quality is one of the factors consumer considerations before buying a product. With satisfactory service quality, it will encourage consumers to purchase the product concerned. If a company is able to provide a good service, directly or indirectly, its service image will be widespread because the satisfaction felt by its customers will be conveyed from one customer to another in a chain, so it can attract more customers.

Dealer or showroom is one of the after-sales services provided by AHM company to make it easier for consumers to view and search for product information offered, and also to make purchases. Honda AHM Bintaro. In 2019, starting from January to December, there was a decrease in sales volume at Bintaro Honda AHM dealers. Even though in certain months the sales volume has increased, but it decreased again in the following month. The table below is a report on motorcycle sales at Bintaro Honda AHM from January to December 2019.

The Table of Motorcycle Sales at Bintaro Honda AHM Dealer in 2019

Month	Target (Unit)	Sales (Unit)
January	80	64
February	85	80
March	85	69
May	85	82
July	85	59
August	85	65
September	85	54
Oktober	85	63
November	85	60
Desember	85	58

Based on the information data in the table above, it can be seen that the volume of motorcycle sales at the Bintaro Honda AHM during 2019 has experienced fluctuating developments but overall decreased sales.

Based on the background above, the authors are interested in conducting a study entitled : "The Influence of Service Quality and Product Quality toward Purchase Decisions of Honda Motorcycle at Bintaro AHM".

2. LITERATURE REVIEW

2.1 Quality of The Services

Service quality intended in this study is a measure of how well the level of service provided by a company is able to fulfill the desires or expectations of consumers. Service quality indicators are as follows :

a. Tangibles (physical evidence), it is relating to the appearance of employees at Bintaro Honda AHM Dealer.
b. Reliability, it is the one of indicators relating to the ability of employees at Bintaro Honda AHM Dealer to assist consumers in making the purchase transaction process easily.

c. Assurance (Guarantee), it refers to the ability of the dealer in terms of keeping appointments to the consumers.
d. Empathy, it is relating to the staff hospitality when serving consumers.
e. Responsiveness, it is relating to the speed of employees at Bintaro Honda AHM Dealer in welcoming and serving customers who come.

2.2 Quality of The Product

The quality of product in this study is the quality or superiority of Honda motorcycle products that can influence the purchase decisions of consumers. Product quality indicators are as follows :

a. Performance, it is relating to the efficiency of a Honda motorcycle.
b. Endurance, it refers to the endurance of Honda motorcycle engines.
c. A feature, it is the Idling Stop System (ISS) technology which makes Honda motorcycle more environmentally friendly.
d. Reliability, it means that Honda motorcycles are not easily damaged and have a long economic life.
e. Design, it is a more sporty and elegant form of Honda motorcycles.
f. Suitability, it's consumer perceptions about Honda motorcycles in accordance with consumer needs in carrying out daily activities.

2.3 Purchase Decisions

The purchase decision intended in this study is a strong sense of self-confidence in consumers which is the belief that the decision of purchasing energy drinks is correct. According to Aaker (2008: 225), purchase decisions of consumers have the following indicators:

a. Purchasing stability, it is a strong desire in the minds of consumers to buy Honda motorcycle.
b. Considerations in buying, it is the perception of consumers to prefer Honda motorcycle over other brands.
c. Attribute compatibility with desires and needs, it is the consumer perceptions of interest in Honda motorcycle compared to other brands because it fit their needs.

3 RESEARCH METHODS/METHODOLOGY

The population in this study amounted to 100 respondents at Bintaro AHM. The sampling technique in this study was saturated sample, where all members of the population were sampled. Thus the sample in this study amounted to 100 respondents. The type of research used is associative, where the goal is to find out the influence of independent variable toward dependent variable either partially or simultaneously. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothetical test..

4 RESULTS AND DISCUSSION

4.1 Descriptive Analysis

In this test, it is used to find out the minimum and maximum scores, *mean score* and standard deviation of each variable. The results are as follows :

Table 1. The Result of Descriptive Statistics Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality (X1)	100	32	48	38.47	4.106
Product Quality	10	30	45	38.47	3.622

(X2)	0				
Purchase Decision (Y)	100	32	46	39.28	3.571
N Valid (listwise)	100				

Service quality obtained a minimum *variance* of 32 and a maximum *variance* of 48 with a 3.85 *mean* score and a standard deviation of 4.106.
Product quality obtained a minimum *variance* of 30 and a maximum *variance* of 45 with a 3.85 *mean* score and a standard deviation of 3.622.
Purchase decision obtained a minimum *variance* of 32 and a maximum *variance* of 46 with a 3.92 *mean* score and a standard deviation of 3.571.

4.2 Verificative Analysis

In this analysis, it is intended to find out the influence of independent variables toward the dependent variables. As for the following test results:

a. Multiple Linear Regression Analysis

This regression test is intended to find out the change of a dependant variable if an independent variable changes. As for the results of the test as follows:

Table 2. The Result of Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.545	2.699		3.166	.002
	Service Quality (X1)	.280	.070	.322	3.996	.000
	Product Quality (X2)	.519	.079	.526	6.525	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the result of the test at the table above, it is obtained the regression equation of Y = 8.545 + 0.280X1 + 0.519X2. From this equation described as follows:

1) A 8.545 constant is meant that if service quality and product quality do not exist. Thus, there is a value of purchase decision of 8.545 points.
2) Service quality regression coefficient of 0.280, this number is positive means that with an increase in service quality by 0.280, purchase decision will also increase by 0.280 points.
3) Product quality regression coefficient of 0.519, this number is positive means that with an increase in product quality by 0.519, purchase decision will also increase by 0.519 points.

b. Correlation Coefficient Analysis

Correlation coefficcient analysis is intended to find out the power levels of the relation of independent variables toward the dependent variables both partially and simultaneously. The test results are as follows:

Table 3. The Result of Service Quality Correlation Coefficcient Test Toward Purchase Decision.

Correlations[b]

		Service Quality (X1)	Purchase Decision (Y)
Service quality (X1)	Pearson Correlation	1	.622**
	Sig. (2-tailed)		.000
Purchase decision (Y)	Pearson Correlation	.622**	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=100

Based on the results of the test, a correlation value of 0.622 means that service quality has a strong relation toward purchase decision.

Table 4. The Result of Product Quality Correlation Coefficcient Test Result toward Purchase Decision.

Correlations[b]

		Product Quality (X2)	Purchase Decision (Y)
Product Quality (X2)	Pearson Correlation	1	.710**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.710**	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=100

Based on the results of the test, a correlation value of 0.710 means that product quality has a strong relation toward purchase decision.

Table 5. The Result of Correlation Coefficient Test of Service Quality and Product Quality Simultaneously toward Purchase Decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.574	.565	2.354

a. Predictors: (Constant), Product Quality (X2), Service Quality (X1)

Based on the result of the test, a correlation value of 0.758 means that service quality and product quality simultaneously have a strong relation toward purchase decision.

c. Determination Coefficient Analysis

Determination coefficient analysis is intended to find out the percentage of the influence of independent variables toward dependent variables both partially and simultaneously. The test results are as follows:

Table 6. The Result of Service Quality Determination Coefficient Test toward Purchase Decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622[a]	.387	.381	2.810

a. Predictors: (Constant), Service Quality (X1)

Based on the result of the test, a determination value of 0.387 means that service quality has an influence contribution of 38.7% toward purchase decision.

Table 7. The Result of Product Quality Determination Coefficient Test toward Purchase Decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.504	.499	2.528

a. Predictors: (Constant), Product Quality (X2)

Based on the result of the test, a determination value of 0.504 means that product quality has an influence contribution of 50.4% toward purchase decision.

Table 8. The Result of Determination Coefficient Test of Service Quality and Product Quality toward Purchase Decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.574	.565	2.354

a. Predictors: (Constant), Product Quality (X2), Service Quality (X1)

Based on the result of the test, a determination value of 0.574 means that service quality and product quality simultaneously have an influence contribution of 57.4% toward purchase decision, while the remaining of 42.6% is influenced by other factors.

d. Hypothetical Test

Partial Hypothetical Test (t Test)

Hypothetical test with t test is used to find out which partial hypotheses are accepted.
First hypothesis: There is a significant influence of service quality toward purchase decision.

Table 9. The Result of Service Quality Hypothesis Test toward Purchase Decision.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.469	2.661		6.941	.000
	Service Quality (X1)	.541	.069	.622	7.865	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results at the table above, it is obtained that the value of t count > t table or (7.865 > 1.984), thus the first hypothesis proposed has a significant influence between service quality toward purchase decision is accepted.

Table 10. The Result of Product Quality Hypothesis Test toward Purchase Decision.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.363	2.710		4.562	.000
	Product Quality (X2)	.700	.070	.710	9.976	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results at the table above, it is obtained that the value of t count > t table or (9.976 > 1.984), thus the second hypothesis proposed has a significant influence between product quality toward purchase decision is accepted.

Simultaneous Hypothetical Test (F Test)

Hypothetical test with the F test is used to find out which simultaneous hypotheses are accepted.At the third hypothesis, there is a significant influence between service quality and product quality toward purchase decision.

Table 11. The Result of Service Quality and Product Quality Hypothesis Test toward Purchase Decision.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	724.427	2	362.214	65.339	.000[b]
	Residual	537.733	97	5.544		
	Total	1262.160	99			

Based on the test result at the table above, it is obtained that the value of the F count > F table or (65.339 > 2.700), thus the third hypothesis proposed has a significant influence between service quality and product quality toward purchase decision is accepted.

DISCUSSION

1. The Influence of Service Quality toward Purchase Decision.

Service quality has a significant influence toward purchase decisions with a correlation value of 0.622 or has a strong relation with the influence contribution of 38.7%. Hypothetical test is obtained that the value of t count > t table or (7.865 > 1.984). Thus the first hypothesis proposed has a significant influence between service quality toward purchase decision is accepted.

2. The Influence of Product Quality toward Purchase Decision.

Product quality has a significant influence toward purchase decisions with a correlation value of 0.710 or has a strong relation with the influence contribution of 50.4%. Hypothetical test is obtained that the value of t count > t table or (9.976 > 1.984). Thus

the second hypothesis proposed has a significant influence between product quality toward purchase decision is accepted.

3. The Influence of Service Quality and Product Quality toward Purchase Decision

Service quality and product quality have significant influence toward purchase decisions which are obtained the regression equation of Y = 8.545 + 0.280X1 + 0.519X2, the correlation value of 0.758 or have a strong relation with influence contribution of 57.4% while the remaining of 42.6% is influenced by other factors. Hypothetical test is obtained that the value of F count > F table or (65.339 > 2.700). Thus the third hypothesis proposed has a significant influence between service quality and product quality toward purchase decisions is accepted.

CONCLUSION

Service quality has a significant influence toward purchase decisions with the influence contribution of 38.7%. Hypothetical test is obtained that the value of t count > t table or (7.865 > 1.984). Product quality has a significant influence toward purchase decisions with the influence contribution of 50.4%. Hypothetical test is obtained that the value of t count > t table or (9.976 > 1.984). Service quality and product quality have a significant influence toward purchase decisions with the influence contribution of 57.4% and the remaining of 42.6% is influenced by other factors. Hypothetical test is obtained that the value of F count > F table or (65.339 > 2.700).

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