Pengaruh Kualitas Produk, Desain Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Vario Pada Konsumen di Kota Lhokseumawe

The Influence of Product Quality, Product Design and Price on Vario Motorcycle Purchasing Decisions among Consumers in Lhokseumawe City

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Article Info	Abstract
	This research aims to determine the influence of product quality, product design and price on decisions about product quality, product design and purchase price for Vario motorbikes among consumers in Lhokseumawe City. The research method used is a quantitative method with multiple linear regression analysis techniques. The research results show that it significantly influences the decision to purchase a Vario motorbike. These findings show the importance of companies maintaining product quality, developing unique designs and setting appropriate prices in order to increase consumer buying interest, especially among the people of Lhokseumawe. ***Keywords : Product Quality, Product Design, Price and Purchasing Decisions***

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk, Desain Produk dan Harga Terhadap Keputusan kualitas produk, Desain Produk dan harga Pembelian Sepeda Motor Vario Pada Konsumen di Kota Lhokseumawe Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara signifikan mempengaruhi keputusan pembelian Sepeda Motor Vario. Temuan ini menunjukkan pentingnya perusahaan untuk menjaga kualitas produk, mengembangkan desain yang unik serta menetapkan harga yang sesuai agar dapat meningkatkan minat beli konsumen, khususnya di kalangan masyarakat Lhokseumawe.

Kata Kunci : Kualitas Produk, Desain Produk, Harga dan Keputusan Pembelian.

INTRODUCTION

The advancement of time and the increasing need for mobility have driven the demand for motorcycles as the primary mode of transportation, especially in major cities such as Lhokseumawe. Affordable prices, accessible credit systems, and fuel efficiency have made motorcycles the preferred choice among the public, particularly for the lower-middle class. Amid this growing demand, competition in the motorcycle industry has intensified, with major brands

such as Honda, Yamaha, and Suzuki competing to offer high-quality products, competitive pricing, and attractive designs.

The Honda Vario has become one of the most favored motorcycles due to its reliable engine, modern design, and affordable price. However, as consumer behavior becomes more selective, factors such as product quality, design, and price have become the main considerations in purchasing decisions.

According to Kotler and Armstrong (2020), a purchase decision is a process in which consumers choose products to fulfill their needs, influenced by information, brand perception, and expected satisfaction. Tjiptono et al. (2019) further explain that purchasing decisions involve searching for information, evaluating alternatives, and selecting products.

Product quality, as stated by Kotler et al. (2018), is related to performance and customer satisfaction. Product design, according to Mahardika & Wayansantika (2021), goes beyond physical appearance it also includes functional value and consumer appeal. Meanwhile, price, as explained by Zukarnaen (2023), reflects how much value consumers perceive from the product.

Previous studies (Elvira Jaslin, 2024; Arlia & Nurhayati, 2024) have also shown that product quality, design, and price significantly influence purchasing decisions. Therefore, this research aims to examine how these three factors affect consumers' purchasing decisions of the Honda Vario motorcycle.

RESEARCH METHODS

This research uses a quantitative approach with an associative method, which aims to determine the influence of two or more variables, namely product quality, product design, and price on purchasing decisions. The population in this study is all people who use Vario Motorcycles in the city of Lhokseumawe. The sampling technique used is sampling with the aim of a sample size of 105 respondents.

The type of data used in this study is primary data obtained directly from respondents through questionnaire distribution. Research instruments are first tested for validity and reliability before use. The measurement scale used is the Likert scale with five response options.

The data analysis technique used is multiple linear regression to test the simultaneous and partial effects of independent variables on dependent variables. The F-test is used to test the simultaneous effect, while the t-test is used to test the partial effects of each independent variable. In addition, the determination coefficient analysis (R^2) is used to determine the extent to which independent variables contribute to explaining dependent variables.

RESULTS AND DISCUSSION
Results of Validity Test and Reliability Test

According to Ghozali (2021) aims to measure the validity or invalidity of the statement in the questionnaire that has been made. A questionnaire is said to be valid if the statement on the questionnaire is able to express something that will be measured by the questionnaire. This is declared valid if the value of rcalculate> rtable then the item is declared valid, if calculate < rtable then the item is declared invalid.

Based on the data from the value of all answers for the variable indicators of Product Quality, Product Design and Price. To measure the variables in this study, each has a high correlation of r_table. The value of r_table for (df) = n-2 = 105-2 = 103. The value of r_table is 0,191. Based on the results in the table, it can be concluded that all answer indicators in this study are declared valid.

According to Sugiyono (2019) in the ongoing study, it is explained that the reliability test is used to show the level of reliability, accuracy, accuracy, and consistency of indicators in the questionnaire, this test is useful to ensure whether the questionnaire can be used. If the measuring tool gives the same result consistently when used repeatedly, then the measuring tool is considered reliable. Reliability research that implements the Cronbach Alpha (\alpha) statistical test to assess internal consistency. A construct or variable is stated to be reliable if the Cronbach Alpha value reaches at least 0.60.

The result shows that the Cronbach Alpha value of each variable is> 0,60, so all variables can be stated as reliable. This shows that all question items used can produce consistent data. Reliability shows that if the same person answers the questionnaire, they will give the same or similar answers. This can help ensure that the resulting measurements are reliable and not affected by unwanted factors.

Classical Assumption Test Results
Normality Test Results

According to Ghozali (2021), normality test is one type of statistical test used to find out whether the data used in the research has a normal distribution or not. Normality test is very important in statistical analysis because many statistical methods require data to be normally distributed. The normality test aims to find out whether the data used in the research has a normal distribution or not. In this research to determine normality using normal probability plot (PP-plot) from regression standard residual graph analysis. If the histogram graph depicts a distribution pattern that is not tilted to the right and left, then this result shows that the data is distributed normally. The methods used to test normality in this study are histogram graph, normal probability plot, and Kolmogrov-Smirnov test. From this explanation, it can be seen in Figure 4.1 as follows:
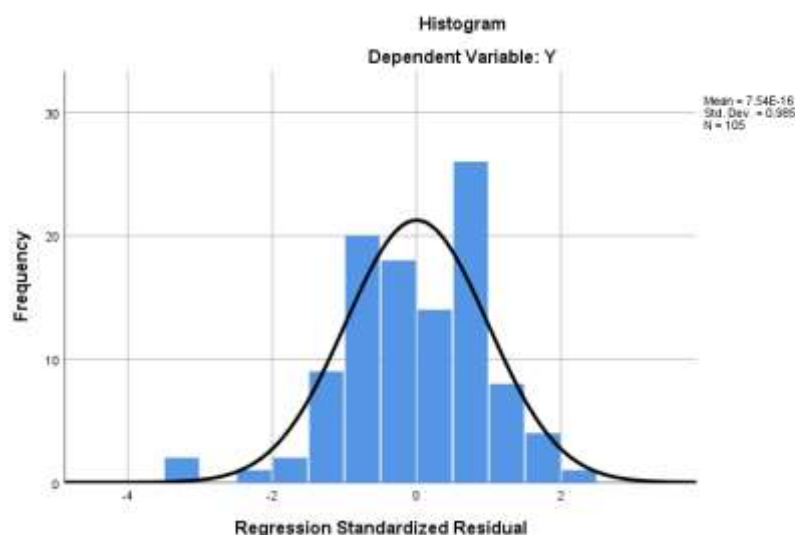

Figure 4.1 Normality Test Results with Histogram Graphs

Based on Figure 4.1 above, which fulfills the bell line, it means that the data can be said to be normally distributed.
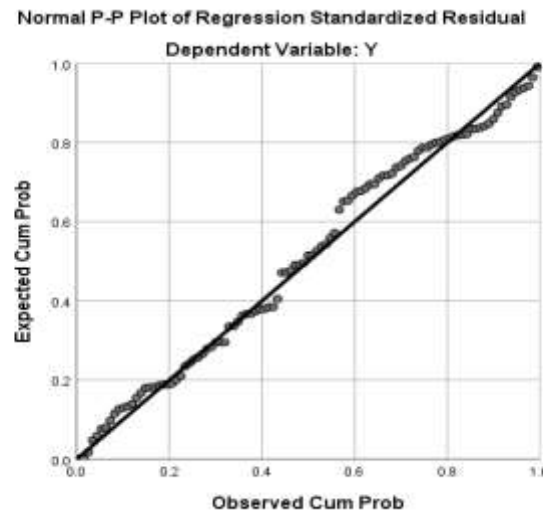
Figure 4.2 Normality Test P-P Plot Of Regression Standardized Residual

Based on Figure 4.2, it can be seen that the data is scattered around the diagonal line and follows the line pattern. This shows that the data in this study has a normal distribution. A model can be said to have a normally distributed residual if the points on the normal probability plot graph are located around a diagonal line. In addition, the significance value of the Kolmogorov-Smirnov test that exceeds the significance level ($\alpha = 0.05$) also shows that the data is normally distributed.

Discussion

The Effect of Product Quality on Purchase Decisions

Product quality is one of the main factors that affect consumer decisions in making purchases. Products with good quality tend to be able to meet consumer expectations, both in terms of durability, function, and aesthetics. In this context, high product quality can increase customer satisfaction levels and strengthen consumer trust in the brand, which ultimately drives purchasing decisions. The results of the analysis show that there is a positive and significant influence between product quality and purchasing decisions, where the higher the consumer perception of the quality of a product, the greater the likelihood that consumers will make a purchase.

Based on the research results, it was found that product quality has a positive and significant effect on purchasing decisions. This finding indicates that the better consumers perceive product quality, the more likely they are to make a purchase. These results align with research conducted by Krisna et al. (2021), which concluded that product quality is a crucial factor influencing purchasing decisions.

Based on the results of the questionnaire, it is known that consumers pay great attention to various aspects of product quality, such as durability, design, ease of use, and product suitability with their expectations. Consumers also show a tendency to remain loyal to products that they consider to have superior quality. Thus, it can be concluded that product quality plays a significant role in influencing consumer purchasing decisions.

The Influence of Product Design on Purchasing Decisions

Product design is one of the important elements that affects consumer perception and interest in making purchasing decisions. An attractive, functional, and suitable design with consumer

preferences can increase the added value of a product in the eyes of consumers. Based on the results of the questionnaire obtained, the majority of respondents stated that visual appearance, shape, color, and design uniqueness are the main considerations in choosing a product.

Good design not only strengthens brand identity, but also creates emotional appeal that can increase consumer loyalty. Therefore, product design has a significant influence on purchasing decisions. This result is in line with previous research by Bella Margareta (2024), which stated that effective design can increase product competitiveness in the market and encourage consumer preferences.

The Influence of Price on Purchase Decision

Price is one of the main factors in the purchasing decision-making process. Prices that are considered in accordance with the quality and benefits obtained will increase the likelihood of consumers making a purchase. Based on the results of the questionnaire, most of the respondents stated that they tend to choose products with prices that are commensurate with the value offered, both in terms of quality, brand, and design.

In addition, consumers also pay attention to the affordability and price comparison between similar products before deciding to buy. This shows that price has an important role in shaping consumer perception of a product. This finding is in line with the opinion of Kotler and Armstrong (2018) which states that price is one of the most flexible elements of marketing mix and directly affects consumer purchasing behavior.

CONCLUSION

Based on the results of the research test that has been carried out with the title Influence of Product Quality, Product Design and Price on Vario Motorcycle Purchase Decisions on Consumers in Lhokseumawe City. So the conclusion of this study is as follows:

1. Product quality is proven to have a positive and significant effect on purchasing decisions, so that H1 is declared accepted. This finding shows that product quality is an important factor that affects consumer satisfaction with the goods used. This result reinforces the view that product quality plays a role in determining purchasing decisions. Consumers tend to choose Vario motorcycles if they feel the quality is in line with expectations. Products with good quality can grow trust, give a sense of satisfaction, and encourage consumers to buy and repurchase.

2. Product design has a positive and significant effect on purchasing decisions, so that H2 is declared accepted. This result indicates that product design has an important role in driving purchasing decisions. Good design not only strengthens brand identity, but also creates emotional appeal that can increase consumer loyalty.

3. The price is proven to have a positive and significant influence on the purchase decision, so that H3 is declared accepted. This finding shows that price is one of the important factors that affect consumer satisfaction with a product. The more the price matches the value perceived by consumers, the more likely they are to buy the product. Competitive price and proportional to product quality is the main consideration in making purchasing decisions. This result supports the previous assumption that price plays a role in influencing consumers' decision to buy.

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