
The Effect Of Product Quality, Price And Promotion On Customer Satisfaction Of Honda Scoopy Motorcycles With Purchase Decisions As Intervening Variables At Honda Mina SPN Dealership, Ranah Batahan District

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Abstract

The results of this research are There is a significant influence of product quality on the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer. There is a significant influence of price on the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer. There is a significant influence of promotion on the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer. There is a significant influence of product quality on customer satisfaction for Honda Scoopy motorbikes at the Mina Spn Motor Dealer. There is a significant influence of price on customer satisfaction for Honda Scoopy motorbikes at the Mina Spn Motor Dealer. There is a significant influence of promotion on customer satisfaction for Honda Scoopy motorbikes at the Mina Spn Motor Dealer. There is an insignificant influence on purchasing decisions on customer satisfaction for Honda Scoopy motorbikes at the Mina Spn Motor Dealer. There is an insignificant influence of product quality on customer satisfaction through the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer. There is an insignificant influence of price on customer satisfaction through the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer. There is an insignificant effect of promotion on customer satisfaction through the decision to purchase a Honda Scoopy motorbike at the Mina Spn Motor Dealer

Keywords: Product Quality, Price, Promotion, Customer Satisfaction And Purchasing Decisions.

INTRODUCTION

Along with the development of the times, today the automotive industry, especially motorcycles, is growing very rapidly. This is marked by the continuous increase in the number of vehicles seen from vehicle mobility such as in rural to urban areas which continue to crowd traffic. The increasing growth of society also affects the demand for motorcycle needs on an ongoing basis in order to meet the needs for survival. This is because motorcycles are a practical, dynamic and easy-to-operate means of transportation, suitable for all roads, making motorcycles a very important means of transportation for the community. With this, the growth of the company must continue to do its best. Along with the many requests and needs of the community for adequate transportation facilities. and followed by the birth and growth of new companies that always try their best to get and maintain the existing market share. The demand for motorized vehicles is so high, faced with automotive manufacturers of motorcycles to be driven to offer products that are able to meet all the demands of prospective buyers (Adinugroho and Halim, 2023).

This opportunity makes manufacturers compete to create creative and innovative products and have the best product quality to attract consumers. All companies basically want their business to be successful. In the midst of tight competition caused by the variety of existing motorcycle brands, Honda branded motorcycles have long been in Indonesia along with their advantages that are able to make them always superior in the market and meet consumer needs for tough, fuel-efficient, and economical motorcycles. In this case, Honda is able to develop technology that can provide answers to consumer needs, namely "stubborn" engines and fuel efficiency which makes Honda a pioneer of economical two-wheeled vehicles. Not wanting to lose to other companies, Honda always sells products with the best quality and has added value compared to other products in order to get

increasing sales results every year so that it can achieve the company's existing goals. Honda also offers motorcycles with various types that are designed and designed based on consumer needs. With the aim of differentiating it from other products and to get more value in front of consumers, Honda also innovates in each of its products. This can be seen on the Honda Scoopy motorbike with its distinctive tagline "Live Uniqly Different" (www.astra-honda.com).

From the explanation above, the researcher is interested in conducting research on the Honda Scoopy branded motorcycle product, because the Honda Scoopy is very much in demand by the community. In the author's place of residence, namely West Pasaman, the author observed that every house on average has a Honda Scoopy vehicle, even in one house it is not uncommon to have 1 to 3 Honda Scoopy motorbikes if the family members have many members. In fact, to get the Honda Scoopy unit, you must first make an indent, and even if the indent is made, consumers must wait for an unspecified period of time, it could be that the indent estimate is around 1 to 3 months in the future. Even if it is ready at the dealer, it is certain that consumers cannot choose the available color series. The price of the Honda Scoopy (OTR) ranges from IDR 21,970,000 - IDR 23,000,000 depending on the series desired by the consumer, quite expensive compared to the Honda Beat type and others (astra-honda.com). From the statement above, the author observes why consumers are so interested in the Honda Scoopy even though to get a unit requires a fairly expensive price compared to other Honda types, and have to wait quite a long time if they make an indent.

Table 1. Mina Spn Sales Table 2018-2022

No	Year	Sales/Unit
1	2018	287 unit
2	2019	313 unit
3	2020	163 unit
4	2021	256 unit
5	2022	289 unit

Source: Mina Spn Dealer

Based on the sales table above, in 2018 287 motorcycle units were sold with a percentage of 22%, then in 2019 there was a fluctuation, namely Honda motorcycle sales increased to 313 motorcycle units sold with a percentage of 24%, and in the following year 2020 where this year was the peak of the Covid-19 pandemic so that the weakening of the community's economy resulted in a decrease in purchasing decisions for motorcycles at that time, this year 163 motorcycle units were sold with a percentage of 12%, then in 2021 there was an increase in sales because the community's economy had slowly improved with sales of 256 motorcycle units sold with a percentage of 20%, and in 2022 there was another increase in sales with 289 motorcycle units sold with a percentage of 22%.

It can be concluded that in the last 5 years the highest sales of the Mina Spn Ranah Batahan dealer were in 2019, and the lowest sales experienced occurred in 2020.

Based on the above phenomenon, it can be observed from the fluctuating sales reflecting that there is ongoing consumer behavior that has its own impact on the growth of consumer interest and is something that encourages consumers to make purchasing decisions for Honda Scoopy motorcycles.

RESEARCH METHODS

This study uses the Structural Equation Modeling (SEM) analysis tool using the Partial Least Square (PLS) program. Partial Least Square (PLS) is a component-based approach to testing structural equation models or commonly called SEM. The reason this study uses PLS is that PLS tests latent variables (this study uses constructs and is correlational between constructs), data does not need to be homogeneous, the model is new, can do path analysis (direct and indirect), and PLS allows samples with small numbers. Partial Least Square (PLS) is based on the idea of having two 57 interactive

procedures that use least squares estimation for single and multi-component models. By applying the procedure, this algorithm aims to minimize the variance of all dependent variables, therefore the cause and direction between all variables need to be clearly defined. Partial Least Square (PLS) is divided into measurement models and structural models. Partial Least Square (PLS) is a powerful method because it is not based on many assumptions. Data does not have to be multivariate normally distributed (indicators with categorical, ordinal, interval and ratio scales can be used in the same model) and the sample size does not have to be large (Evi and Rachbini, 2023).

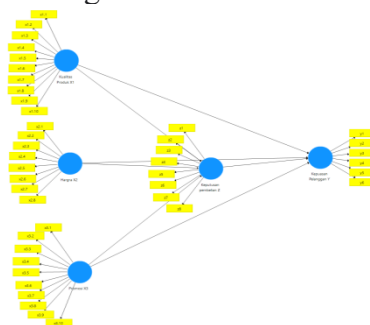
RESULTS AND DISCUSSION

This study obtained data aimed at the community who are consumers at the Mina SPN Motor Dealer, Ranah Batahan District, West Pasaman Regency. The purpose of distributing the questionnaire was to determine and confirm valid respondents used in this study. In addition, the purpose of distributing the questionnaire was to confirm that the variables or constructs could be used as research objects from the analysis of factors that influence consumer satisfaction through purchasing decisions. In this study, the researcher used primary data obtained from respondents' answers to several statements in the research questionnaire and the results could not be generalized, they could only describe the situation at the time the data was collected. In this study, the researcher distributed and collected questionnaires for one month, starting from December 13, 2023 to January 31, 2024. The number of questionnaires distributed was 100. The number of questionnaires returned was also 100 and all of them could be processed. This is because SEM-PLS does not require a large number of respondents, and the minimum number of respondents considered valid is 30 respondents (Ghazali, 2018).

Data Analysis Test Results

The path diagram of the causal relationship between constructs and indicators is shown in the following image:

Figure 1. Structural Model



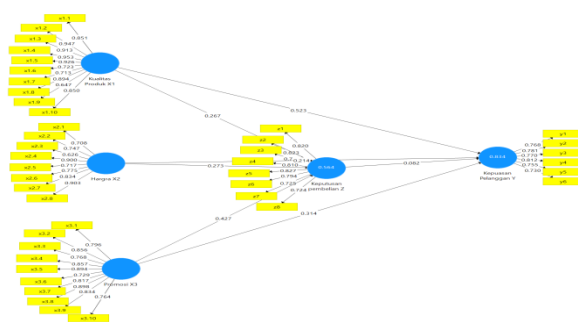
Source: SmartPLS Processing 2024

The data processing technique in this study uses the SEM method based on partial last square requiring two stages for research from a research model, namely the outer model and the inner model.

Results of the Measurement Model Evaluation (Outer Model) (Before Elimination)

The Outer Model Evaluation was carried out to see the validity and reliability values of the measurements in this study. And aims to see whether the instruments used for the customer satisfaction variables, purchasing decisions, product quality, price, promotion have a good level of accuracy and consistency (Ghozali, 2018). The results of processing with the PLS algorithm for the outer model are presented in the following figure:

Figure 2. Outer Model (Before Elimination)

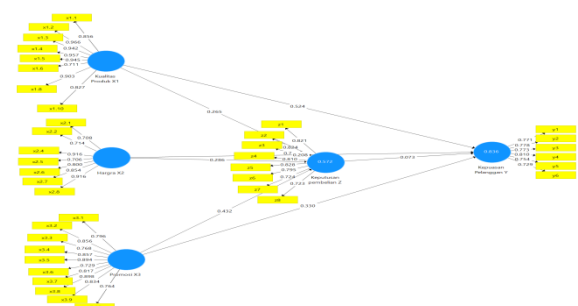


Source: SmartPLS Processing 2024

Based on the image above, there is an outer loading value that has not reached the validity standard in convergent validity or below <0.70 , so there are several variables that have not been able to explain their indicators.

Results of the Measurement Model Evaluation (Outer Model) (After Elimination)

Figure 3. Outer Model (After Elimination)



Source: SmartPLS Processing 2024

Based on the Figure above, it can be explained that the outer loading of all indicators has reached an outer loading value of more than 0.70. And the variables that were eliminated were the product quality variable X1 (indicator X1.7 and X1.9) and the Price variable X2 (X2.3) because the outer loading value on the indicator in question was below 0.70. So that the results of the table above indicate that each study variable has been able to be explained by its indicator and meets the requirements of convergent validity (Valid).

Evaluation of the outer model has three stages of testing, namely convergent validity testing, discriminant validity testing, and reliability testing. The following are the results of the three stages of testing.

Convergent Validity Test Results

The convergent validity test is carried out to determine the validity of the relationship between each indicator and its latent variables. An indicator can be said to be valid if the outer loading or factor loading value is above 0.70 (Ghozali and Latan, 2018). The results of the out-er loading test of the variables in this study can be seen in the table below:

Table 1. Outer Loading Value

Outer Loading					
Matrks	Harga X2	Kepuasan...	Keputusa...	Kualitas P...	Promosi ...
x1.1				0.856	
x1.10				0.827	
x1.2				0.966	
x1.3				0.942	
x1.4				0.957	
x1.5				0.945	
x1.6				0.711	
x1.8				0.903	

	Hargra X2	Kepuasan...	Keputusa...	Kualitas P...	Promosi ...
x2.1	0.708				
x2.2	0.714				
x2.4	0.916				
x2.5	0.706				
x2.6	0.800				
x2.7	0.854				
x2.8	0.916				
	Hargra X2	Kepuasan...	Keputusa...	Kualitas P...	Promosi ...
x3.1					0.796
x3.10					0.764
x3.2					0.856
x3.3					0.768
x3.4					0.857
x3.5					0.894
x3.6					0.729
x3.7					0.817
x3.8					0.898
x3.9					0.834
	Hargra X2	Kepuasan...	Keputusa...	Kualitas P...	Promosi ...
y1		0.771			
y2		0.778			
y3		0.773			
y4		0.810			
y5		0.754			
y6		0.729			
z1			0.821		
z2			0.824		
z3			0.718		
z4			0.810		
z5			0.828		
z6			0.795		
z7			0.724		
z8			0.723		

Source: SmartPLS Processing 2024

It can be seen in the table above that this is the result of outer loading after elimination, the outer loading value is > 0.70 so it is concluded that each indicator of each question is stated as a valid convergent validity value.

Discriminant Validity Test Results

Constructs with measurements greater than the size of other constructs will show latent constructs in predicting measurements in their blocks higher than the measurements in other blocks. It can be concluded that the correlation of constructs with measurement items (indicators) has a good discriminant validity value. Another way to measure discriminant validity other than the cross loading value is to look at the AVE (average variance extracted) value. The standard for measuring the AVE value is > 0.50 which can be seen in the table below:

Table 2. AVE Value

	Rata-rata Varians Diekstrak (AVE)
Hargra X2	0.651
Kepuasan Pelanggan Y	0.592
Keputusan pembelian Z	0.611
Kualitas Produk X1	0.796
Promosi X3	0.678

The AVE results in the table above show that the AVE value for each variable is greater than 0.50 so that it can be proven that the AVE value concludes that all research variables have met good convergent validity.

Reliability Test Results

In addition to validity measurements, in conducting model measurements, reliability measurements are also carried out to prove the accuracy, consistency and precision of the instrument

in measuring the construct. The assessment that is usually used to assess construct reliability and is stated as Reliable if the composite reliability value is > 0.60 as seen in Table.

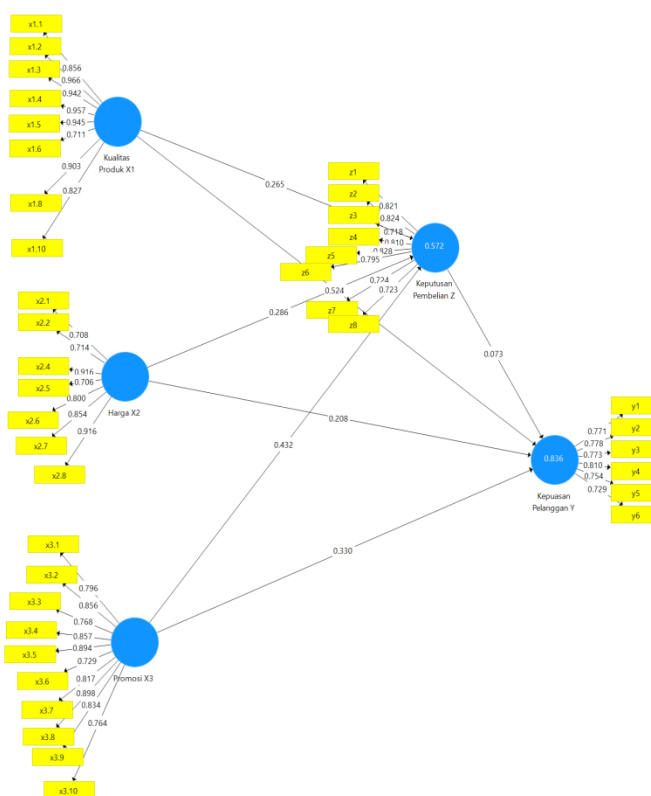
Table 3. Composite Reliability

	Cronbach's Alpha	rho_A	Reliabilitas Komposit
Hargra X2	0.908	0.923	0.928
Kepuasan Pelanggan Y	0.864	0.871	0.897
Keputusan pembelian Z	0.909	0.912	0.926
Kualitas Produk X1	0.962	0.966	0.969
Promosi X3	0.947	0.951	0.954

Source: SmartPLS Processing 2024

Based on the results in the table above, it shows that the composite reliability value for each construct is > 0.70, so it can be proven that the composite reliability value shows that the value of each construct or variable has good reliability and is reliable. Then the Cronbach's Alpha results prove that the value > 0.70 shows that the measurement of the construct has a good or reliable level of data reliability.

Figure 4. Outer Model Equation



Source: SmartPLS Processing 2024

Based on the image of the outer model structure above, Equation I can be taken, which is a description of the magnitude of the influence of the Product Quality, Price, and Promotion constructs on Customer Satisfaction with the existing coefficients plus the error rate which is an estimation error or which cannot be explained in the research model.

- a) Equation model I, is a description of the magnitude of the influence of the Product Quality, Price and Promotion constructs on Purchasing Decisions with the existing coefficients plus the error rate which is an estimation error or which cannot be explained in the research model.

$$Z = 0.265 X_1 + 0.286 X_2 + 0.432 X_3$$

- b) Equation model II, is a description of the magnitude of the product quality, price, promotion, and purchasing decision constructs on customer satisfaction with the existing coefficients plus the error rate which is an estimation error or which cannot be explained can be explained in the research model.

$$Y = 0.524 X_1 + 0.208 X_2 + 0.330 X_3 + 0.073 Z$$

Structural Model Evaluation Results (Inner Model)

In the inner model test, there are two stages of testing, namely model testing and path testing. This inner model test aims to describe the relationship between latent variables. To see and assess the inner model test, start by looking at the R Square value which functions to see how much influence each variable contributes. Based on the results of the R Square values 0.70, 0.50, 0.25, it can be said that the model is strong, moderate, and weak. The structural model can be seen in the table below:

Based on the table above, it can be seen that the R-Square value of the Customer Satisfaction construct is 0.836 or 83.6%, which illustrates the magnitude of the influence received by the Customer Satisfaction construct from product quality, price, promotion and Purchasing decisions. While the R-Square value for the Purchasing Decision construct of 0.572 or 57.2% shows the magnitude of the influence given by product quality, price, promotion in explaining or influencing Purchasing decisions.

The next test is to conduct a t-statistic test to assess the parameters and significant values of the t-statistics and to find out whether the hypothesis in the model can be accepted or rejected. The results of the t-statistic test > from the t-table 1.96 then the hypothesis is declared acceptable, but if from the t-table <from 1.96 then the hypothesis is rejected. So to see the path coefficient value, you can see the table below:

Table 4. Path Coefficient Value

	Sampel A...	Rata-rata...	Standar ...	T Statistik...	P Values
Hargra X2 -> Kepuasan Pelanggan Y	0.208	0.185	0.089	2.326	0.022
Hargra X2 -> Keputusan pembelian Z	0.286	0.295	0.080	3.573	0.001
Keputusan pembelian Z -> Kepuasan Pelanggan Y	0.073	0.084	0.070	1.043	0.300
Kualitas Produk X1 -> Kepuasan Pelanggan Y	0.524	0.493	0.105	5.000	0.000
Kualitas Produk X1 -> Keputusan pembelian Z	0.265	0.282	0.079	3.368	0.001
Promosi X3 -> Kepuasan Pelanggan Y	0.330	0.362	0.116	2.848	0.005
Promosi X3 -> Keputusan pembelian Z	0.432	0.417	0.085	5.071	0.000

	Sampel A...	Rata-rata...	Standar ...	T Statistik...	P Values
Hargra X2 -> Keputusan pembelian Z -> Kepuasan Pelanggan Y	0.021	0.026	0.025	0.829	0.409
Kualitas Produk X1 -> Keputusan pembelian Z -> Kepuasan Pelanggan Y	0.019	0.025	0.023	0.863	0.390
Promosi X3 -> Keputusan pembelian Z -> Kepuasan Pelanggan Y	0.032	0.033	0.029	1.089	0.279

Source: SmartPLS Processing 2024

Based on the table above, it can be seen that the SmartPLS test shows that the results of the research hypothesis test contain six hypotheses that are accepted because they have a t-count value greater than the t-table so that the hypothesis is accepted. Then there are four hypotheses that are rejected because they have a t-count value smaller than the t-table.

Hypothesis Testing

H1: The effect of product quality on purchasing decisions. Where the t-statistic or t-count value with t-table 1.96 at alpha 5%. Where if the t-statistic value > t-table 1.96 at alpha 5% or a value of 3,368 < 1.96 P-Value 0.0001 < 0.05 then the hypothesis can be accepted or H0 is rejected and H1 is accepted.

H2: The effect of price on purchasing decisions. Where the t-statistic or t-count value with t-table 1.96 at alpha 5%. Where if the t-statistic value > t-table 1.96 at alpha 5% or 3,573 < 1.96 P-Value 0.001 < 0.05 then the hypothesis can be accepted or H0 is rejected and H2 is accepted.

H3: The effect of promotion on purchasing decisions. Where the t-statistic or t-count value with t-table 1.96 at alpha 5%. Where the t-statistic value > t-table 1.96 at alpha 5% or 5,071 > 1.96 P-Value 0.000 < 0.05 therefore H0 is rejected and H3 is accepted.

H4: The effect of product quality on customer satisfaction. Where the t-statistic value > t-table 1.96 at alpha 5% or 5,000 < 1.96 P-Value 0.000 > 0.05 therefore H0 is accepted and H4 is accepted.

H5: The effect of price on customer satisfaction. Where the t-statistic value > t-table 1.96 or 2.326 > 1.96 P-Value 0.022 < 0.05 thus the hypothesis can be accepted or H0 is rejected and H5 is accepted.

H6: The effect of promotion on customer satisfaction. Where the t-statistic value > t-table 1.96 or 2.848 > 1.96 P-Value 0.005 < 0.05 thus the hypothesis can be accepted or H0 is rejected and H6 is accepted.

H7: The effect of purchasing decisions on customer satisfaction. Where the t-statistic value > t-table 1.96 or 1.043 > 1.96 P-Value 0.300 < 0.05 thus the hypothesis can be accepted or H0 is rejected and H7 is rejected.

H8: Product quality affects customer satisfaction through purchasing decisions. Where the t-statistic value < t-table 1.96 or 0.863 < 1.96 P-Value 0.390 > 0.05 thus the hypothesis can be accepted or H0 is accepted and H8 is rejected.

H9: Price affects customer satisfaction through purchasing decisions. Where the t-statistic value < t-table 1.96 or 0.829 < 1.96 P-Value 0.409 > 0.05 thus the hypothesis can be accepted or H0 is accepted and H9 is rejected.

H10: Promotion affects customer satisfaction through purchasing decisions. Where the t-statistic value < t-table 1.96 or 1.809 < 1.96 P-Value 0.279 > 0.05 thus the hypothesis can be accepted or H0 is accepted and H10 is rejected.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

1. There is a significant influence of product quality on the decision to purchase a Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
2. There is a significant influence of price on the decision to purchase a Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
3. There is a significant influence of promotion on the decision to purchase a Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
4. There is a significant influence of product quality on customer satisfaction of the Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
5. There is a significant influence of price on customer satisfaction of the Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
6. There is a significant influence of promotion on customer satisfaction of the Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
7. There is an insignificant influence of purchasing decisions on customer satisfaction of the Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
8. There is an insignificant influence of product quality on customer satisfaction through the decision to purchase a Honda Scoopy motorcycle at the Mina Spn Motor Dealer.
9. There is an insignificant influence of price on customer satisfaction through the decision to purchase a Honda Scoopy motorcycle at the Mina Spn Motor Dealer.

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