



The Effect of Product Quality and Brand Image on Purchasing Decisions for Yamaha Mio Motorbikes at PT. Jayamandiri Gemasejati Bogor

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ABSTRACT

This study aims to determine the effect of product quality, and brand image on purchasing decisions on Yamaha Mio motorbikes at PT. Jayamandiri Gemasejati Bogor simultaneously and partially. The subject of this research is the buyer of Yamaha Mio product at the company PT. Jayamandiri Gemasejati Bogor. The sample in this study amounted to 100 respondents conducted by purposive sampling. The data analysis technique in this study used the IBM SPSS 25 software application. Data analysis uses descriptive analysis, verification analysis with a quantitative approach. The data analysis method used in this study is multiple linear regression analysis. The results showed that product quality, brand image, and purchasing decisions with good criteria. Simultaneously and partially product quality and brand image have a positive and significant effect on purchasing decisions on Yamaha Mio products at PT. Jayamandiri Gemasejati Bogor.

INTRODUCTION

In the era of globalization, competition in the business world is increasingly competitive, which results in every company trying to become a winner in marketing its products. Along with the growing human population, the development of increasingly sophisticated science and technology, and the higher level of community mobility, it greatly affects the fulfillment of needs, especially transportation needs, especially two-wheeled vehicles or motorbikes. Many companies engaged in the motorcycle business are present to meet the driving needs of the community, resulting in the emergence of competition between companies in the two-wheeled automotive industry to present the advantages of their products in capturing consumer attention.

According to Kotler and Armstrong (2018: 158), consumer purchasing decisions focus more on the process of purchasing goods and services carried out by end consumers either alone or households that are used for personal use. According to Kotler and Armstrong (2018), the factors that influence purchasing decisions are product quality and brand image. According to Tjiptono (2018: 164), product quality is the ability of a product to provide sufficient results or performance that even exceeds what consumers want. Good product quality makes consumers tend to make purchasing decisions, but if the product quality is poor, it is likely that consumers will not make purchasing decisions for the product. Indicators of product quality according to Tjiptono (2015: 315), consist of performance, features or features, reliability or reliability, specifications, durability, serviceability, aesthetics, and perceived quality. Apart from product quality, another factor that can influence purchasing decisions is brand image. According to Kotler and Keller (2016: 60), brand image is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds. Brand image indicators according to Kotler and Keller (2016: 78), consist of maker image, user image, and product image.

PT Jayamandiri Gemasejati Bogor is an authorized Yamaha dealer engaged in the sale of automotive vehicles, especially motorcycles with the Yamaha brand. Until now, the company continues to develop services for the sale and service of Yamaha motorcycles, both in terms of sales, and in terms of after-sales service, in order to provide the best service for its customers, from time to time. To serve and fulfill the needs of consumer demand for motorcycles, especially Yamaha, the company develops sales business in various regions / areas including: Jakarta, Bogor, Depok, Tangerang, Bekasi and West Java. Until now, JG Motor has 30 (thirty) branches.

Based on data from the branch office of PT Jayamandiri Gemasejati Bogor, it can be seen that companies are competing to get a position in the business competition with the aim of making a profit. In facing this competition, company management must have good skills and be sensitive to the competition that occurs in order to anticipate and win business competition so that it can run the company effectively and efficiently (Wibowo, 2019). Every company wants to provide the best products for consumers so that their products have an advantage over competitors' products. Based on the results of the pre-survey distribution regarding product quality, the features and reliability indicators are

the highest indicators stating that Yamaha Mio products do not have attractive features and Yamaha Mio products do not have good components. This causes the product quality of Yamaha Mio motorbikes at PT Jayamandiri Gemasejati Bogor not to be a driving force for consumers to make purchasing decisions.

Apart from product quality, another important factor that can influence purchasing decisions is brand image. Based on the pre-survey results, the indicators of brand image that are not in accordance with consumer expectations which have the highest results are in the product image indicator stating that Yamaha Mio products are not a trusted brand. This causes the brand image of Yamaha Mio motorbikes to be said to be still low.

In this study, the variables of product quality, brand image were chosen by the author to analyze. These variables are variables that can influence purchasing decisions. Based on the background of the problem, it is suspected that the purchase decision was not reached, this is because product quality, brand image have an important role in determining purchasing decisions.

LITERATURE REVIEW

According to Tjiptono (2016: 52), product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of customer needs or assess how far these properties and characteristics meet their needs. According to Kotler and Keller (2016: 60), brand image is the buyer's memory becomes the basis for buyers to express their awareness of the brand. Meanwhile, according to Kotler and Armstrong (2016: 101), purchasing decisions are components of purchasing behavior, namely appearances, products, ideas or products as determined, purchased, consumed by individuals or groups.

Previous research conducted by Purna, et al (2020), Mubarok (2018), stated that product quality and brand image have a positive and significant effect simultaneously on purchasing decisions. In the research of Sudarijati, et al (2020), it states that product quality and brand image have a positive and significant effect simultaneously on purchasing decisions. Meanwhile, research conducted by Adiputra and Khasanah (2016) states that product quality and brand image have a positive and significant effect simultaneously on purchasing decisions.

H1 : Product quality and brand image simultaneously have a positive and significant effect on purchasing decisions.

According to Adiputra and Khasanah (2016), that product quality has a positive and significant effect on purchasing decisions. The results of this study are supported by research conducted by Ernawati (2019), stating that product quality has a significant and positive effect simultaneously on purchasing decisions. The research is in line with research conducted by Prasetyo, et al (2018), showing that product quality has a positive and significant effect partially on purchasing decisions.

H2 : Product quality has a positive and significant effect on purchasing decisions.

Brand image is one of the factors that can influence purchasing decisions. Consumers will consider purchasing if the company's brand image is not good in the eyes of consumers. Previous research conducted by Illah and Nugraha

(2020), showed that there is a positive and significant influence between brand image on purchasing decisions. Likewise, research conducted by Mukaromah and Rofiah (2019), shows that there is a positive and significant influence between brand image on purchasing decisions. Meanwhile, according to Purnama, et al (2020), it shows that partially there is a positive and significant influence of brand image on purchasing decisions.

H3 : Brand image has a positive and significant effect on purchasing decisions.

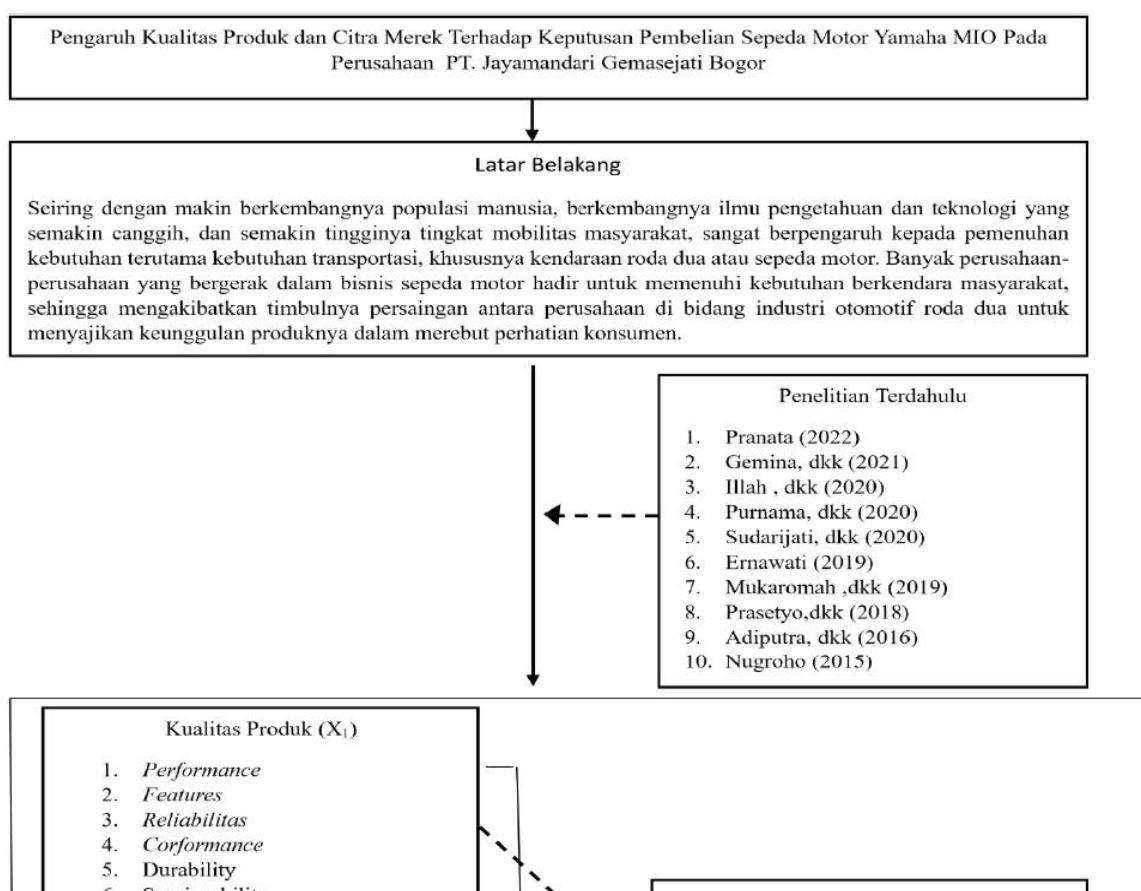


Figure 1. Framework of Thought

METHODOLOGY

This research was conducted to obtain an overview of the effect of product quality and brand image on purchasing decisions for Yamaha Mio at PT Jayamandiri Gemasejati Bogor. This research method uses descriptive and verification methods with a quantitative approach. The population and sample technique in this study were 100 respondents. With data collection techniques consisting of literature study, interviews, distributing questionnaires, and observation or observation at the research location. The data testing method in this study is validity and reliability testing, classical assumption tests carried out with the help of the Statistical Package For the Social Sciens (SPSS) software program. Before testing the relationship between variables, validity and reliability tests and classical assumption tests were carried out.

RESEARCH RESULTS

Cusumer Characteristics

In this study, the population is consumers who have made purchases at PT Jayamandiri Gemasejati Bogor. The questionnaire was distributed to 100

consumers with the characteristics that the majority were male as many as 66 people and the rest were female, with an age of 26-30 years. Then the last level of education is SMA / SMK. Occupation of private employees with monthly income ranging from Rp. 3,000,000-Rp.5,000,000.

Consumer Responses to Product Quality Variables

Based on the results of consumer responses regarding product quality variables, it is known that the product quality variable is included in the good criteria with an average of 3.85. This shows that consumers of Yamaha Mio products in purchasing products are good. Of the eight product quality indicators, the highest indicator, namely the performance indicator, has a score of 4.26. This means that consumers have a very good perception of product performance. The performance indicator is likely to include aspects such as reliability, durability, speed, accuracy and ease of use. The lowest score is on the features indicator of 3.64, indicating that consumers are quite satisfied with the features offered by the product, although there may be some features that can still be added or improved.

Consumer Responses to Brand Image Variables

Based on the results of consumer responses regarding the brand image variable, it is known that the brand image variable is included in the good criteria with an average of 3.74. This shows that Yamaha Mio consumers think that the brand image offered is good. Of the three brand image indicators, the highest indicator, namely the maker image indicator, has a score of 3.89. This means that consumers have a positive perception of Yamaha's quality, credibility, and reputation as a Yamaha Mio manufacturer. Consumers believe that Yamaha produces high-quality, innovative, and valuable Mio scooters. The lowest score is on the product image indicator of 3.52. This means that consumers are not fully confident in the quality of Yamaha Mio's design or performance. This is due to the negative experience of high expectations and comparisons with other products.

Customer Responses to Purchasing Decision Variables

Based on the results of consumer responses regarding purchasing decision variables, it can be seen that the purchasing decision variable falls into good criteria with an average of 3.90. This shows that the Yamaha Mio purchasing decision is good. Of the six indicators of purchasing decisions, the highest indicator, namely the distributor choice indicator, has a score of 4.04. This means that consumers are very satisfied with the choice of distributors available, showing easy access and strategic location. Contributing factors include the variety of distributors, ease of access, product availability and good customer service. The lowest score is on the product choice indicator of 3.62. This means that consumers are quite satisfied with the choice of products available, showing sufficient product variety and good quality. Contributing factors include product variety, product quality, product price and product innovation. Companies need to maintain satisfaction with dealer choice and develop new products, and monitor consumer responses.

Multiple Linear Regression Analysis Results

Table 1 Regression Coefficients and Significant Test Coefficients

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.561	3.648		1.250	.214		
	Kualitas Produk	.177	.076	.186	2.336	.022	.578	1.730
	Citra Merek	1.394	.165	.670	8.428	.000	.578	1.730

a. Dependent Variable: Purchase Decision
 Source: Data Processed, 2024.

Based on Table 1 of the multiple linear regression analysis results, a regression equation with the estimated model is obtained as follows:

$$Y = 4,561 + 0,177X_1 + 1,394X_2 + \varepsilon$$

Based on the regression equation, it is known that the product quality variable (X1) and brand image (X2) are positive. So that it will show the higher the value of the independent variable, the higher the purchasing decision on Yamaha Mio products at PT. Jayamandiri Gemasejati.

Hypothesis Testing

1. Testing the Regression Model Simultaneously (Uji-F)

Based on the results of the degrees of freedom, the Ftabel value is obtained 2.698. It can be seen that Fcount is greater than Ftable, namely $88.313 > 2.698$, it can be concluded that Ho is rejected and Ha is accepted. This means that the independent variables in this study, namely product quality and brand image, have a positive and significant effect on purchasing decisions for Yamaha Mio products at PT Jayamandiri Gemasejati.

2. Partial Regression Model Testing (Uji-t)

a. The Effect of Product Quality (X1) on Purchasing Decisions (Y)

Based on Table 1, it can be seen that the tcount on the product quality variable is 2.336 and the ttable value for $\alpha = 0.5$ with a degree of freedom of $100-1-1 = 98$ is 1.661, meaning that $tcount > ttable$ ($2.336 > 1.661$) then Ho is rejected and Ha is accepted. This means that product quality (X1) has a positive and significant effect partially on purchasing decisions (Y).

b. The Effect of Brand Image (X2) on Purchasing Decisions (Y)

Based on Table 1, it can be seen that the tcount on the brand image variable is 8.428 and the ttable value for $\alpha = 0.5$ with a degree of freedom of $100-1-1 = 98$ is 1.661, meaning that $tcount > ttable$ ($8.428 > 1.661$) then Ho is rejected and Ha is accepted. This means that brand image (X2) has a positive and significant effect partially on purchasing decisions (Y).

DISCUSSION

Multiple correlation analysis is carried out to determine the relationship between product quality variables and brand image on purchasing decisions, namely by looking at the R value. Based on the results of multiple correlation analysis, the R or correlation value of 0.803 is obtained, which is in the value range (0.80-1.000), including in the very strong category. The relationship between the independent variable and the dependent variable has a strong relationship. This means that when the independent variable increases, it will be followed by an increase in the value of the dependent variable.

Based on the results of testing the coefficient of determination, it is known that the R Square obtained is 0.646 or 64.6%. This shows that the percentage contribution of the influence of product quality and brand image on purchasing decisions is 64.65 and the remaining 35.4% is influenced by other factors not examined such as culture, social, references, experience, personality, trust and self-concept (Firmansyah, 2019).

CUNCLUSIONS

1. Consumer responses to product quality, brand image and purchasing decisions for Yamaha Mio product at PT Jayamandiri Gemasejati are as follow:
 - a. Consumer responses to product quality are in the good category with the highest score on the performance indicator. While the lowest score is on the product feature indicator.
 - b. Consumer responses to brand image in the good category with the highest score on the maker image indicator. While the lowest score is the product image indicator.
 - c. Consumer responses to purchasing decisions in the good category with the highest score on the distributor choice indicator. While the lowest score is the product choice indicator.
2. Based on the results of the simultaneous test (F test), it shows that product quality and brand image simultaneously have a positive and significant effect on purchasing decisions for Yamaha Mio products at PT Jayamandiri Gemasejati.
3. The partial test results (t test) are as follows:
 - a. Product quality (X1) has a positive and significant effect on purchasing decisions for Yamaha Mio products at PT Jayamandiri Gemasejati.
 - b. Brand image (X2) has a positive and significant effect on purchasing decisions for Yamaha Mio products at PT. Jayamandiri Gemasejati.

RECOMMENDATIONS

Based on the research results and conclusions obtained, the authors propose the following recommendations:

1. Although the product quality is in the good category, the company must continue to improve the quality and diversity of the products offered. The company needs to take several strategic steps. First, it is important to monitor and measure customer satisfaction regularly through surveys, interviews and feedback collection. This data can be used to identify areas for improvement and track progress. Analysis of sales, customer service and social media data is also important to spot trends or better services. Benchmarking against competitors to identify the company's strengths and weaknesses is also important should continue to innovate and develop new products to meet evolving customer needs.
2. Brand image, although in the good category, the company must continue to improve the brand image offered. The company must always ensure that the product brand message is always aligned across all platforms, from websites,

social media, to marketing materials. Build a strong and cohesive brand image by maintaining brand values and personality in every communication. Also, continue to innovate and develop new products or services to show the company's commitment to providing the best for customers.

3. Purchasing decisions, although in the good category, but for companies must continue to improve product purchasing decisions. Companies can implement several strategies such as understanding customer needs and wants, offering the best products and services, building trust and totality, utilizing effective marketing, optimizing the purchasing process, utilizing technology and monitoring and measuring performance.

ADVANCED RESEARCH

This research is a reference and reference. Future researchers regarding marketing management, especially product, price and location, should deepen more about other factors that can influence purchasing decisions such as political financial economy, technology, promotion, process, people and physical evidence, in order to obtain more varied results and influence purchasing decisions to add greater significant value.

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