

## The Influence Of Price and Brand Image on The Purchase Decision of Honda Vario Motorcycle Techno 125 PGM FI in Medan

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**Abstract:** Purchase decision is a purchase intention from consumers. Decreasing purchasing decisions is a difficult problem for companies. With declining purchases, it will be difficult for companies to market their products. Price is the value in terms of money paid by consumers as a selling price for the product. Comparison of existing prices will make consumers make choices about the quality offered by these products. Brand image is the value possessed by the product in determining the choice of a product. The theory used in the research is marketing management theories related to price, brand image and purchasing decisions. The research method used is a quantitative approach. The data testing technique uses the slovin formula. Methods of data collection by interview, distribution of questionnaires and documentation study. The analytical method used is multiple linear regression, the coefficient of determination of the test simultaneously (F-Test) and partially (T-Test). The population used is 746 consumers and the number of samples used is 260 people. The results showed that the price and brand image simultaneously and partially had a significant effect on purchasing decisions with a coefficient of determination of 27.3% and the remaining 72.7% explained by independent variables that were not examined such as product quality, service and product. .With the value of  $F_{count} > F_{table}$  ( $49,622 > 3.08$ ) and the t-test value  $t_{count} > t_{table}$  for the price variable ( $4.734 > 1.983$ ) and the brand image variable ( $8.095 > 1.983$ ). Thus the price and brand image have a positive and significant effect on purchasing decisions.

Keywords: Price, Brand Image and Purchase Decision.

### Introduction

The increasingly high competition between companies and the increasing need for transportation equipment brings opportunities for four-wheeled automotive companies, which are desperately needed by many public audiences as a means of daily transportation that is more efficient and dynamic. Currently, many motorcycle brands have emerged with various models, designs, and prices that are quite competitive. For companies engaged in the automotive sector, this condition is an opportunity to dominate market share in the transportation sector.

One of the things that can influence purchasing decisions is price. Price is the value in terms of money paid by consumers as a selling price of the product. Price is the most important factor in determining consumer choice in making a purchase. Comparison of existing prices will make consumers make choices about the quality offered by these products. In addition to price, another thing that affects is the brand image. Brand image becomes an important thing in marketing the product. Brand image is the value possessed by the product in determining the choice of a product. Brand image will make a consumer's consideration of a product they will buy.

Price is thought to be one of the factors considered in making a purchase. Lower prices and other considerations of benefits are thought to influence consumer choices. The more expensive price of the Honda Vario 125 makes consumers tend not to buy the Honda Vario. Various advantages offered by other companies also make Honda Vario enthusiasts decline. The following is price comparison data in the company. The price offered by the company has not been able to become the basis for consumers because consumers find similar products at lower prices than the products sold by the company. This is in accordance with the indicators of price, namely price is a statement of the value of a product, price is an aspect that is obvious to buyers, and price is a determinant of demand.

In addition to price, brand image is also suspected to be one of the important things in supporting consumer considerations in making purchases. The image of the Honda Vario 125 Fi brand which has not been very good in the community can be seen from the number of offers that are not effective and not balanced with consumers who make purchases. This shows that the offer made by the company is not effective in improving the brand image of the Honda Vario 125 Fi.

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## Literature Review

### Background Theory

According to Sunyoto (2014: 131), "Price is the amount of money needed to get a certain number of products or a combination of goods and services and the amount of money charged for a particular product." According to Herlambang (2014: 47), "Price is the total value that consumers exchange for the benefits of ownership of a product or service. Elements of a flexible marketing mix, where one day the price will be stable within a certain time but in an instant the price can also increase or decrease and is also the only element that generates revenue from sales. "Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and in a certain place." Based on the above theory, it can be concluded that price is a company's selection of the general price level that applies to certain products, relative to the level of competitors.

According to Assauri (2014:223-224), "The role of price is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's market share, in addition to increasing sales and company profits." According to Lupiyoadi (2013: 136), "Pricing activities play an important role in the marketing mix process, because price determination is directly related to the income received by the company." According to Sangadji and Sopiah (2103:206), "Price is one of the most important attributes evaluated by consumers, and managers must be fully aware of its role in shaping consumer attitudes." Based on the above theory, it can be concluded that price is an attribute that is evaluated by consumers and has an important role in the income that will be received by the company.

According to Tjiptono (2012: 317) the price indicators are:

1. Price is a statement of the value of a product.
2. Price is an aspect that is visible to buyers.
3. Price is the main determinant of demand.

4. Prices are directly related to revenue and profit.
5. Prices are flexible, meaning they can be adjusted quickly.
6. Price affects image and positioning strategy.
7. Price is the No.1 problem managers face.

According to Hasan (2013: 210), "Brand image is a set of tangible and intangible properties, such as ideas, beliefs, values, interests, and features that make it unique." According to Sangadji and Sopiah (2013: 327), "Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as we think about other people." According to Herlambang (2014: 36), "Brand is a term, sign, symbol, or design, or a combination of these which is intended to identify the products or services of one seller or group of sellers and differentiate them from those of competitors." Based on the above theory, According to Sunyoto (2014: 107), "Image or product image can be a significant reference to consumers. The image of a product that is acceptable to consumers means that consumers agree with the existence of the product and then that agreement is realized by purchasing decisions. According to Sangadji and Sopiah (2013:327), "The brand image can be positive or negative, depending on one's perception of the brand. It can be seen that the components of brand image are the types of brand associations, and the support, strength, and uniqueness of brand associations." According to Tjiptono and Chandra (2012:263), "Brands play a crucial role as identification of product sources, assigning responsibility to specific manufacturers or distributors, reducing risk, reducing internal and external search costs, promises or special bonds with manufacturers, symbolic tools that project self-image, and signal quality." Based on the above theory, it can be concluded that Brand Image is the perception that exists on the product and consumer responses in assessing the ability of the product to gain trust.

According to Hasan (2013: 210), brand image has a series of properties. This is taken as an indicator of brand image, namely

1. Idea or belief
2. Values
3. Interest
4. Features that make it unique

According to Nitisusastro (2013: 195) "Confirming that consumer decision making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes and environmental factors with which humans exchange in all aspects of their lives". According to Sangadji and Sopiah (2013:37) "The purchase decision is a stage in the purchase decision-making process until consumers actually buy the product." According to Tjiptono (2015: 184) "Purchase decisions are behaviors shown by consumers in searching for, buying, using, evaluating, and stopping consumption of products and services that they expect to satisfy their needs." Based on the above theory,

According to Kotler and Keller (2013: 72), "Purchase decisions are based on how consumers perceive prices and what current actual prices they consider-not prices stated by marketers." According to Sudaryono (2016: 131), "The purchase decision will be given by using the rule of balancing the positive side with the negative side of a brand (Compensatory decision rule) or finding the best solution from the consumer's perspective (non-compensatory decision rule), which after consumption will be evaluated again. ." According to Abdullah and Tantri (2015: 125) "Consumers have complex buying behavior if they are very involved in a purchase and are aware of significant differences between various brands. Consumers are very involved when a product is expensive, rarely bought, risky, and has high personal expression.

According to Sudaryono (2016:119-120), every buying decision has a structure that includes several components, namely:

1. Decisions about product types.  
Consumers can make the decision to buy a radio or use the money for other purposes. In this case the company should focus on people who are interested in buying radios and other alternatives they are considering.
2. Decisions about product form  
Consumers can make the decision to buy a particular radio. The decision also concerns the size, sound quality, style and so on.
3. Decision about brand  
Consumers can make decisions about which brand they will buy. Each brand has its own specialty.
4. Decision about the seller  
Consumers have to decide where the radio will be purchased, whether at a convenience store, electrical appliance store, radio specialty store or other store.
5. Decision on product quantity  
Consumers have to make decisions about how much product to buy at a time.
6. Decision about the time of purchase  
The consumer must make a decision about when he should make a purchase.
7. Decision on payment method  
Consumers must make a decision about the method or method of payment for the product purchased, whether in installments or in cash.

According to Herlambang, (2014: 61) For low-priced goods (*low-involvement*) the decision-making process is carried out easily, while for high-involvement goods the decision-making process is carried out with careful consideration. According to Marwanto (2015: 182), in determining the price of a product, producers must be more rational. Seeking maximum profit is not prohibited. However, the thing that must be remembered is the ability and purchasing power of consumers towards our products.

According to Sangadji and Sopiah (2013:338), revealed that a positive brand image provides benefits for producers to be better known to consumers. In other words, consumers will determine their choice to buy products that have a good image. Vice versa, if the brand image is negative, consumers tend to consider further when buying a product. According to Sunyoto (2014: 107), "Image or product image can be a significant reference to consumers. The image of the product that is received by the consumer means that the consumer agrees with the existence of the product and then the agreement is realized with a product purchase decision. The image of the product that is not accepted by consumers, indicates the consumer's disapproval and is realized not to buy it. Thus the brand has a direct impact on the market. According to Hasan (2013:201), "Brand equity is an important part of marketing. Each product must describe its own attributes, these attributes will have consequences on brand equity and consumer preferences for the brand. When brand ownership is firmly attached to perception and has become a consumer preference, then the brand does not know the crisis period, the crisis comes again and again, competitors attack in various ways, consumers will still choose the brand to meet their needs.

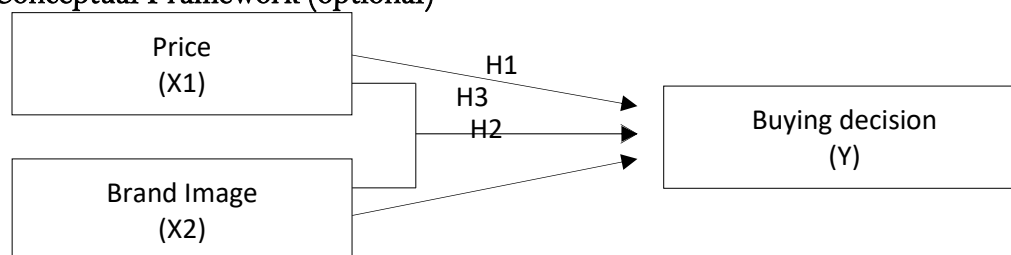
### Previous Studies

According to Herlambang, (2014: 61) for low-involvement goods, the decision-making process is carried out easily, while for high-involvement goods, the decision-making process is carried out with careful consideration. According to Tjiptono, (2008:152) Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information. According to Marwanto (2015: 182), in determining the price of a product, producers must be more rational. Seeking maximum profit is not prohibited. However, the thing that must be remembered is the ability and purchasing power of consumers towards our products.

According to Sangadji and Sopiah (2013:338), revealed that a positive brand image provides benefits for producers to be better known to consumers. In other words, consumers will determine their choice to buy products that have a good image. Vice versa, if the brand image is negative, consumers tend to consider further when buying a product. According to Sunyoto (2014: 107), "Image or product image can be a significant reference to consumers. The image of the product received by the consumer means that the consumer agrees with the existence of the product and then the agreement is realized by making a product purchase decision. The image of the product that is not accepted by consumers, indicates the consumer's disapproval and is realized not to buy it. Thus the brand has a direct impact on the market." According to Hasan (2013:201), "Brand equity is an important part of marketing. Each product must describe its own attributes, these attributes will have consequences on brand equity and consumer preferences for the brand. When brand ownership is firmly attached to perception and has become a consumer preference, then the brand does not know the crisis period, crises come again and again, competitors attack in various ways, consumers will still choose the brand to meet their needs.

Purchasing decisions become an important thing in determining a product or servicewhat the customer will choose. Determination of purchasing decisions can be influenced by several things, one of which is price and brand image. Price is a payment for the value of a product purchased by the customer. Price is a choice for customers. Prices are in accordance with the wishes and of course the quality will make customers buy the product. Brand image is a value in the brand sold by the company in relation to customer recognition. A well-known brand image is often a comparison and a special value for customers as a whole when buying a product.

#### Conceptual Framework (optional)



**Figure 1. Conceptual Framework**

## Methodology

This research was conducted in Medan, which is located in Medan Sunggal, Medan City, North Sumatra 20123. According to Sugiyono (2012:13), the approach used in this study is a quantitative approach. Quantitative research method is a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses.

The type of research conducted by the researcher is descriptive quantitative. According to Sugiyono (2012:8), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses. has been established.

The total population used in this study was 746 people. The number of samples that will be used in this study is 260 people with random sampling and the number that will be used for validity and reliability is 30 people from the rest of the population as research samples.

Data collection methods used in this study were interviews, questionnaires and documentation studies. The types and sources of data in this study are data primary and secondary data

Model of research is  $\text{purchasing decisions} = a - b_1(\text{price}) + b_2(\text{Brand Image}) + e$

H1: price has an effect on purchasing decisions

H2: Brand Image has an effect on purchasing decisions

H3: Price and Brand Image has an effect on purchasing decisions

This research method is quantitative with multiple linear analysis by SPSS

## Results and Analysis

### Results

Hypothesis testing used in this research is by using multiple linear regression analysis. The regression model used is as follows:

**Table 1. Multiple Linear Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,435	2.025		6.635	.000
Price	.380	.080	.253	4.734	.000
Brand Image	.417	.052	.432	8.095	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2022 (Data processed)

$$\text{Purchase Decision} = 13,435 - 0.380 \text{ Price} + 0.417 \text{ Brand Image}$$

The meaning of the multiple linear regression equation above is: The constant of 13,345 states that if the price and brand image do not exist or are constant then the purchase decision for Honda Vario Techno 125 PGM Fi at PT. Capella Dinamik Nusantara is 13,345 units. The price regression coefficient is 0.380 and is positive, this means that every 1 unit price increase will increase the purchase decision of Honda Vario Techno 125 PGM Fi at PT. Capella Dinamik Nusantara is 0.380 units with the assumption that other variables are constant. The brand image regression coefficient is 0.417 and is positive, this means that every 1 unit increase in brand image will cause an increase in purchasing decisions for Honda Vario Techno 125 PGM Fi at PT. Capella Dinamik Nusantara is 0.417 units with the assumption that other variables are constant.

The coefficient of determination is intended to determine how much the model's ability to explain the dependent variable.

**Table 2. Coefficient of Determination Test**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528a	.279	.273	5.99050

a. Predictors: (Constant), Brand Image, Price

b. Dependent Variable: Purchase Decision

Source: Research Results, 2022 (Data processed)



The results of the Coefficient of Determination Test obtained the Adjusted R square value of 0.273, this means 27.3% of the variation of the dependent variable purchasing decisions for Honda Vario Techno 125 PGM Fi at PT. Capella Dinamik Nusantara which can be explained by the variation of the independent variable price and brand image, the remaining 72.7% (100% - 27.3%) is explained by other variables not examined in this study, such as product quality, service and product.

### Robustness Test

The F test is used to show whether all the independent variables included in the model have a joint effect on the dependent variable.

**Table 3. F Uji test**  
**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3561,500	2	1780,750	49,622	.000a
	Residual	9222,715	257	35,886		
	Total	12784.215	259			

a. Predictors: (Constant), Brand Image, Price

b. Dependent Variable: Purchase Decision

Source: Research Results, 2022 (Data processed)

Simultaneous / joint significance test (F statistic test) produces a calculated F value of 49,622 At degrees of freedom 1 ( $df_1 = k - 1 = 3 - 1 = 2$ , and degrees of freedom 2 ( $df_2 = nk = 260 - 3 = 257$ , where  $n$  = number of samples,  $k$  = number of variables, then the value of F table at the 0.05 significance level of confidence is 3.08. Thus, from the SPSS calculation results, the calculated F value =  $49.622 > F \text{ table} = 3.08$  with a significance level 0.000 because  $F \text{ count} = 49.622 > F \text{ table} = 3.08$  and significance probability  $0.000 < 0.05$ , then  $H_1$  is accepted, meaning that price and brand image simultaneously have a positive and significant effect on purchasing decisions for Honda Vario Techno 125 PGM Fi.

The t-test test is used to show how far the influence of one independent variable on the dependent variable.

**Table 4. t test**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,435	2.025		6.635	.000
	Price	.380	.080	.253	4.734	.000
	Brand Image	.417	.052	.432	8095	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2022 (Data processed)

The value of t table for probability 0.05 at degrees of freedom ( $df$ ) = 257 is 1.98326. Thus the results of the t-test can be explained as follows: The results of the partial t-test calculation obtained

the t-value of 4.734 with a significant value of 0.000. The value of t count > t table or  $4.734 > 1.983$ , and a significance < 0.05 then  $H_a$  is accepted, meaning the price positive and significant effect on purchasing decisions Honda Vario Techno 125 PGM Fi. The results of the partial t-test calculation obtained the t-count brand image of 8.095 with a significant value of 0.000. The value of t count > t table or  $8.095 > 1.983$ , and a significance < 0.05 then  $H_a$  is accepted meaning brand image has a positive effect and significance < 0.05 then  $H_a$  is accepted which means brand image positive and significant effect on purchasing decisions Honda Vario Techno 125 PGM Fi.

### Analysis

The results of research conducted by researchers prove that there is an influence of price on purchasing decisions for Honda Vario Techno 125 PGM Fi at PT. Capella Dynamics Nusantara. in line with the first hypothesis ( $H_1$ ). This can be seen from the results of the partial test (t-test) where the value of t count > t table ( $4.734 > 1.983$ ) and a significance value of  $0.000 < 0.05$ . So the results of the study rejected  $H_0$  and accepted  $H_a$ . The results of this study are in line with the theory Herlambang, (2014: 61) For low-involvement goods, the decision-making process is carried out easily, while for high-involvement goods, the decision-making process is carried out with careful consideration. The results of this study are also in accordance with the research of Prasastyaningras (2016) who conducted a study entitled The Effect of Image, Product Quality and Price on Cellular Card Purchase Decisions.

The results showed that the price variable had a positive and significant effect on purchasing decisions. The price problem in the company is the selling price of the Honda Vario 125, which has a higher price than other similar products on the market. The price offered by the company has not been able to become the basis for consumers because consumers find similar products at lower prices than the products sold by the company. This is in accordance with the indicators of price, namely price is a statement of the value of a product, price is an aspect that is obvious to buyers, and price is a determinant of demand. Thus, it is concluded that the answers of respondents who are at a value of 2 (disagree) which support the phenomenon of the problem are at question points at number 2,4,5 amounting to 27.95% on the problem of the lack of feasibility of the Honda Vario 125 Fi price value has been recognized by consumers, the lack of affordability of the price offered by the company with the ability of the customer, the lack of influence of price on the demand for the Honda Vario 125 Fi product. Questionnaire problems supported by respondents include clarity of prices offered to encourage consumer purchases, affordability of prices offered by companies with customer capabilities.

This can be solved by setting a clear price and creating several new motorcycle products that are affordable for the company. Thus, the perception of price changes and the existence of products that have affordable prices for the Honda Vario version will make consumers able to buy Honda Vario. The results of the study are also in line with the significance of Assauri's theory (2014: 223-224), "The role of price is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's market share, in addition to increasing sales and company profits." . Pricing, both increasing and decreasing, will affect the level of sales. Prices that match the quality even though they are more expensive in general will still be used by consumers because they have got a place from consumers.

The results of research conducted by researchers prove that there is an influence of brand image on purchasing decisions for Honda Vario Techno 125 PGM Fi purchasing decisions at PT. Capella Dynamics Nusantara. in line with the second hypothesis ( $H_2$ ). This can be seen from the results of the partial test (t-test) where the value of t count > t table ( $8.095 > 1.983$ ) and a significance value of  $0.000 < 0.05$ . So the results of the study rejected  $H_0$  and accepted  $H_a$ . The results of this study are in line with the theory of Sangadji and Sopiah (2013: 338), revealing that a positive brand image provides benefits for producers to be better known to consumers. In other words, consumers will determine



their choice to buy products that have a good image. Vice versa, if the brand image is negative, consumers tend to consider further when buying a product. The results of this study are also in accordance with the research of Yustiawan (2016) who conducted a study with the title The Influence of Product Quality, Price and Brand Image on Purchase Decisions for Honda Vario. The results showed that the brand image variable had a positive and significant effect on purchasing decisions.

The problem with the brand image in the company is that the offers and purchases made by the company to consumers are not balanced. The largest difference occurred at the end of December 2017 as many as 88 consumers. This shows that the Honda Vario brand image has not been able to fulfill the elements in the brand image such as tangible and intangible properties, such as ideas, beliefs, values, interests and features that make it unique. Thus, it is concluded that respondents' answers that are at a value of 2 (disagree) that support the phenomenon of the problem are at question points number 1,2,3,4,5,6,7,8,9,10 of 37.8% on the problem. consumer interest in the discussion of product ideas on product design Honda Vario 125 Fi, level of consumer satisfaction in product design Honda Vario 125 Fi, level of consumer confidence in the Honda Vario 125 Fi brand, consumer confidence in the durability of Honda Vario 125 Fi products for long term use, the ability of the Honda Vario 125 Fi product to give a sense of pride during use, the perception that is formed in consumers when using the Honda Vario 125 Fi, the ability of the Honda Vario 125 Fi to become the main choice for consumers, the convenience of consumers in using the Honda Vario 125 Fi brand, Honda Vario 125 Fi is able to attract the attention of consumers, complete features of the Honda Vario 125 Fi.

Questionnaire problems supported by respondents include consumer interest in discussing product ideas on product design for Honda Vario 125 Fi, level of customer satisfaction in product design for Honda Vario 125 Fi, product capabilities for Honda Vario Techno 125 PGM Fi giving a sense of pride when used. This can be solved by making innovations in the latest designs, providing promotions to consumers who make purchases with reduced installments and this will certainly create pride that will appear itself in the use of the Honda Vario Techno 125 PGM Fi motorcycle.

## Conclusion and Recommendation

### Conclusion

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

1. Testing the results partially shows that the price positive and significant effect on the decision to purchase a motorcycle Honda Vario Techno 125 PGM-Fi
2. Testing the results partially shows that Brand Image has a positive and significant effect on the decision to purchase a Honda Vario Techno 125 PGM-Fi motorcycle
3. Simultaneous test results show that price and brand image have a positive and significant effect on purchasing decisions for Honda Vario Techno 125 PGM-Fi motorcycles.

### Recommendation

Based on the previous conclusions, the researchers suggest the following:

1. For researchers, the results of this research can be used as knowledge material to broaden research horizons in the field of marketing management science.
2. For further researchers, in order to further develop theories regarding variables that are suspected to have a relationship with purchasing decisions such as: service quality, promotion and price
3. For companies, it is recommended for a more suitable price and of course given credit relief in order to be able to reach all levels of consumers in the company. In addition, it is necessary to improve the brand image of the company by holding more intense promotions in order to get more consumers

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