The Influence of Service Quality, Price, and Brand Loyalty on Motorcycle Purchase Decision at Dealer CV. Andalas Motor Bengkalis

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ARTICLE INFO

ABSTRACT

This study aims to determine the effect of Service Quality, Price, and Brand Loyalty on Motorcycle Purchase Decisions at dealer CV.Andalas Motor Bengkalis. This research is associative research. The population used by consumers who buy motorbikes at dealer CV Andalas Motor Bengkalis with a sample size of 100 respondents. The technique used is multiple linear regression with the regression model $Y = 1.821 + 0.163X_1 + 0.299X_2 + 0.207X_3 + e$. The results of this study indicate that partially service quality has a positive and significant effect on purchasing decisions with tcount 2.466, price has a positive and significant effect on purchasing decisions with tcount 4.045. Brand loyalty has a positive and significant effect on purchasing decisions with tcount 6.158. Simultaneously, Service Quality, Price, and Brand Loyalty have a positive and significant effect on motorcycle purchasing decisions at dealer CV.Andalas Motor Bengkalis with Fcount 67.837 seen from the coefficient of determination 67.9%.

Keywords: Service Quality, Price, Brand Loyalty, Purchase Decision.

1. Introduction

The development and growth of the automotive industry is currently very rapid, this is indicated by the increasing quantity of vehicles currently owned by the public. Especially in the motorcycle industry, its development is very visible, motorbikes are born with various brands, models, types, colors and other specifications. All of this is in line with increasing population activity in various aspects.

Some of the factors that influence motorcycle purchasing decisions are quality of service, service quality becomes an important thing because service quality is a strategy to attract more new customers, retain existing customers, avoid customer movement and create special advantages. Companies that prioritize good service quality will have an impact on consumer satisfaction in purchasing decisions for motorcycle products.

Another factor is price. Price is important because it is an important factor in a company to get a profit. Many companies go bankrupt because they set price. That are not suitable in the market. The price set must be in accordance with the consumer's economy, so that consumers can buy these goods and services. Therefore, fixing the right price needs great attention from the company.

In Bengkalis there is a CV.Andalas Motor Dealer. This dealer is the first dealer in Bengkalis, a dealer that sells Honda motorcycles. This dealer is located on Jalan Hasanudin Bengkalis, where this location is in the middle of a crowd. Andalas motorbike dealers must be able to provide the best for consumers or customers and use the right marketing strategies to be able to compete with competitors in terms of customer needs and satisfaction to buy a product or service.So that the determination of a mature and precise strategy needs to be considered by the dealer CV. Andalas Motor Bengkalis to be able to compete with other dealers.

Based on the background stated, this is an interesting object of research to be studied because this dealer has a strategic location, good quality service and a price that is affordable for consumers in making motorcycle purchasing decisions in this place. So that the author also thought to do research with the title "The Influence of Service Quality,Price,and Brand Loyalty on Motorcycle Purchase Decision at Dealer CV.Andalas Motor Bengkalis".

Purpose of the study, to determine the partial effect of service quality, price, and brand loyalty on motorcycle purchasing decisions at the dealer CV. Andalas Motor Bengkalis and To determine the effect of service quality, price, and brand loyalty motorcycle purchasing decisions simultaneously at dealer CV. Andalas Motor Bengkalis.

In this research is inseparable from the results of previous research that have been carried out as a comparison and study including research with the title The Effect of Price and Service Quality on Motorcycle Purchase Decisions at CV.Antara Service Lestari Medan (Adha, 2019). In this research, the

conclusions (1) The price variable in the study has a positive effect on motorcycle purchasing decisions at CV. Antara Service Lestari Medan, so the hypothesis H1 is accepted and H0 is rejected., (2) Service quality variables in this study have a positive significant effect on motorcycle purchasing decisions. at CV. Antara Jasa Lestari Medan, then hypothesis H1 is accepted and H0 is rejected., (3) Price and service quality variables have a significant positive effect on bicycle purchasing decisions simultaneously (simultaneously) at CV. Antara Service Lestari Medan. Meanwhile Pratama (2019) conducted entitled The Effect of Product Quality, Price and Brand Image on Purchasing Decisions of Honda Motorbikes at Tunas Jaya Magelang Dealer. In his research, the results of the regression analysis showed that the variable product quality had a positive effect on the disclosure of purchasing decisions, the price variable also had a positive effect on purchasing decisions, while the brand image had no effect on purchasing decision making.

In this study, there are several general theories, Marketing mix is a collection of controlled tactical marketing tools that a company combines to generate the response it wants in the target market (Akhiri, 2020). Service quality is something that consistently meets or exceeds consumer expectations (Permatasari, 2017). The meaning of price according to Kotler is the amount of money that is charged to a certain product (Sunyoto, 2013). Brand loyalty is a strong commitment to subscribe or buy back a brand consistently in the future (Jabir, 2016). Only loyalty can make customers buy a particular brand and refuse to switch brands, despite the intense competition for promotional advertising. Purchasing decisions are actions from consumers to want to buy products or not of the various factors that influence consumers to purchase a product or service, usually consumers always consider the quality, price, promotion, location and products that are well known to the public (Adha, 2019).

2. Research Method

The research conducted at the dealer CV.Andalas Motor Bengkalis which is located at Jl. Hasanudin Bengkalis. The Object of the research to be carried out is the consumers who have bought a motorcycle at the dealer CV.Andalas Motor Bengkalis.Type of the Data used in this study include qualitative and quantitative data. In this study, the data sources used are primary data and secondary data. The population that will be used as a research is consumers who have bought a motorcycle at the dealer CV.Andalas Motor Bengkalis the minimum sample for this study was 96 respondents, a sample of 100 respondents was taken. In this study, research used a nonprobability sampling technique with a purposive sampling type.To obtain data in this study using data collection techniques literature review and questionnaire.Data processing technique with editing, coding, tabulation, and analysis with SPSS version 22. The data measurement scale used in this study is a likert scale. Data analysis method are descriptive statistics, classical assumption, and regression analysis. The research hypothesis uses the T test, F test, and the Coefficient of Determination (R^2). Research models in this study using a dual paradigm model with three independent variables X_1, X_2, and X_3 with one dependent variable Y. The type of research used is associative research.

3. Result and Discussion

Respondent data obtained will be tested with the classical assumption test. The classical assumption test used consists of a data normality test using the P-Plot test in the form of a diagonal line or a holographic graph showing a normal distribution pattern, so that the regression model fulfills the assumption of normality. Based on multicollinearity test result all variables have a tolerance value above 0.10 and a VIF value <10. So it can be concluded that the regression model in this study does not occur Multicollinearity between independent variables. Based on the Heteroscedasticity Test using the Scatterplot Graph, it shows that there is no clear pattern, as well as the dots that are evenly spread below and above or around the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model in this study. This analysis is to determine the direction of the relationship between the independent variable with the dependent variable whether each independent variable is positively or negatively.

Table1. Result of t Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.821	1.610		1.131	.261		
	Service Quality	.163	.066	.187	2.466	.015	.579	1.726
	Price	.299	.074	.318	4.045	.000	.541	1.850
	Brand Loyalty	.207	.034	.457	6.158	.000	.605	1.653

Data Source: Processed data ,2020

Based on table 1.Test the influence of the service Quality (X1) variable on purchasing decisions at dealer CV. Andalas Motor Bengkalis. From the calculation, it turns out that the value of tcount (2.466)> t table (1.660) with a significant level of 0.015 <0.05. So the conclusion is H1 is accepted and Ho is rejected.

It means that the service quality variable partially has a positive and significant effect on purchasing decisions at dealer CV. Andalas Motor Bengkalis.

The influence of the variable Price (X2) on purchasing decisions at dealer CV. Andalas Motor Bengkalis. From the calculation, it turns out that the value of tcount (4.045) > ttable (1.660) with a significant level of 0.000 <0.05. Then the conclusion is H2 is accepted and Ho is rejected. This means that the partial price variable has a positive and significant effect on purchasing decisions at dealer CV. Andalas Motor Bengkalis.

Test the influence of the Brand Loyalty (X3) variable on purchasing decisions at dealer CV Andalas Motor Bengkalis. From the calculation, it turns out that the value of tcount (6.158) > ttable (1.660) with a significant level of 0.000 <0.05. Then the conclusion is H3 is accepted and Ho is rejected. This means that the variable Brand loyalty has a positive and significant effect on purchasing decisions at dealer CV. Andalas Motor Bengkalis.

Based on table, it shows that the multiple linear regression equation obtained from the results of the analysis test is as follows:

$$Y = 1{,}821 + 0.163X1 + 0.299X2 + 0.207X3 + e$$

The regression equation has the following meanings, The constant value (a) is 1,821, this means that if the independent variables, namely service quality, price and brand loyalty, are considered constant, then the value of the dependent variable, namely the purchase decision, is 1,821 units. The regression coefficient value of the Service Quality variable (X1) of 0.163 indicates that an increase in service quality of 1 unit will increase the purchase decision by 0.163 units. The regression coefficient value of the Price variable (X2) is 0.299, indicating that the price of a motorcycle that is affordable and in accordance with the benefits and quality received will increase the motorcycle purchase decision by 0.299 units. The regression coefficient value of the Brand Loyalty variable (X3) is 0.207, indicating that brand loyalty has an effect on increasing motorcycle purchasing decisions by 0.207 units..

Table 2. Result of F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.226	3	92.409	67.837	.000[b]
	Residual	130.774	96	1.362		
	Total	408.000	99			

ANOVA[a]

Data Source: Processed data ,2020

Based on the table above, it is known that the Fcount value is 67,837 and the Ftable value is 2.70. Because the value of Fcount is greater than Ftable, namely 67.837 > 2.70, then Ha is accepted and H0 is rejected, which means that the variable service quality, price and brand loyalty simultaneously have a significant effect on Purchase Decision.

Table 3. Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.669	1.167

Data Source: Processed data ,2020

Based on the table, the R Square value is 0.679. Thus it shows that the purchase decision can be explained by service quality, price, and brand loyalty of 67.9% and the remaining 32.1% is explained by other variables not examined in this study.

4. Conclusion

Test the influence of the Service Quality (X1) variable on purchasing decisions at dealer CV. Andalas Motor Bengkalis, the conclusion is H1 is accepted and Ho is rejected. It means that the service quality variable partially has a positive and significant effect on purchasing decisions at dealer CV. Andalas Motor Bengkalis. The influence of the variable Price (X2) on purchasing decisions at dealer CV. Andalas Motor Bengkalis, Then the conclusion is H2 is accepted and Ho is rejected. This means that the partial price variable has a positive and significant effect on purchasing decisions at dealer CV. Andalas Motor Bengkalis. Test the influence of the Brand Loyalty (X3) variable on purchasing decisions at dealer CV Andalas Motor Bengkalis, Then the conclusion is H3 is accepted and Ho is rejected. This means that the variable Brand loyalty has a positive and significant effect on purchasing decisions at dealership CV. Andalas Motor Bengkalis. Service quality, price and brand loyalty variables simultaneously have a significant effect on purchasing decisions, then H4 is accepted and Ho is rejected. From the results of the regression analysis, the R Square value was 0.679. Thus, it shows that purchasing decisions can be explained by service quality, price, and brand loyalty of 67.9% and the remaining 32.1% is explained by other variables not examined in this study.

Researchers provide several suggestions, For companies with a lot of competition in the field of motorcycle buying and selling, it is expected that CV. Andalas Motor Bengkalis must often provide Honda product promos so that customers and potential customers want to always buy and become loyal to the Honda brand. Promos that can be given can be in the form of cashback or discounted prices for every purchase of Honda products, getting additional accessories for every purchase of Honda products in cash so that consumers are satisfied with their motorcycle purchases. For further researchers, in this study there are 3 independent variables that influence bicycle purchase decisions motor, namely service quality, price and brand loyalty. We recommend that further researchers look for variables that also influence purchasing decisions in addition to price and service quality such as location, promotion, brand image and others so that it is hoped that the research will be more optimal.

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