The Influence of Product Design, Product Quality, Price and Promotion on the Decision to Purchase Yamaha Motorbikes at PT. Alfa Scorpi Batam Centre

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ABSTRACT

This research aims to determine and analyze the influence of product design, product quality, price and promotion on purchasing decisions for Yamaha motorbikes at PT. Alfa Scorpi Batam Center. The population of this research is consumers at PT. Alfa Scorpi Batam Center. The sample used in this research was 60 respondents. Based on data analysis, the research results show that product design (X_1) positively and significantly affects purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center, Product Quality (X_2) positively and significantly affects Purchasing Decisions at PT. Alfa Scorpi Batam Center, Price (X_3) positively and significantly affects purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center, Promotion (X_4) positively and significantly affects purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center, Product Design, Product Quality, Price and Promotion simultaneously positively and significantly affect (Y) at PT. Alfa Scorpi Batam Center.

Keywords: Product Design, Product Quality, Price, Promotion, Purchasing Decisions.

INTRODUCTION

The growth of motorbike consumers has increased tremendously. Amid intense competition due to the many new brands, Yamaha motorbikes, which have been in Indonesia for a long time, with all their advantages, continue to dominate the market and simultaneously fulfill the need for rugged, economical transportation. Responding to these challenges, the organization behind the success of Honda motorbikes in Indonesia continues to strengthen itself. The superiority of Yamaha motorbike technology is recognized and has been proven on various occasions, both on the road and on the race track. Yamaha also develops technology that can answer needs.

Purchasing decisions are actions taken by consumers to purchase a product (Harahap, 2018). Therefore, consumer purchasing decisions are a process of selecting one of several alternative problem solutions with real follow-up. After that, consumers can evaluate their choices and then determine their next attitude.

Table 1. Yamaha Motorcycle Sales

No	Type/Variant	2021	2022	2023
1	Yamaha Matik	221 Unit	148 Unit	99 Unit
2	Yamaha Bebek	165 Unit	66 Unit	35 Unit
3	Yamaha Sport	98 Unit	44 Unit	23 Unit
Total		484 Unit	258 Unit	157 Unit

Source: Alfa Scorpi Batam Center

Based on the sales data above, it can be seen that motorbike sales have decreased due to competition so that the 2021 Yamaha automatic variant sold 221 units in 2023, decreasing to 99 units, then followed by sales of the duck type which also experienced a decrease in sales in 2021,

165 units were sold, while in 2023 they were sold. 35 units, then the position with the fewest sales is the Yamaha sport motorbike, in 2021 it sold 98 units and in 2023 sales will be 23 units. These sales results indicate that there are competition issues that occur in product design, product quality, price and promotions in product sales, resulting in a decrease in purchases from consumers.

Product design is important in choosing a product by consumers so that purchasing decisions occur. Because the external shape of a product is what other people will see when consumers use it. Product design includes shape, color, and appearance. The elegant appearance and attractive colors will attract consumers' attention—today's motorbike consumers like agile, nimble, more comfortable vehicles—Yamaha motorbikes at PT. Alfa Scorpi Batam Center has provided various motorbike models, from automatic to manual. However, PT. Alfa Scorpi Batam Center provides too many Honda automatic motorbikes with the same design and specifications. There are not many different types of models offered to consumers, of course, this is very different from PT. Alfa Scorpi central branch. It should be PT. Alfa Scorpi Batam Center also provides many Yamaha motorbike models, so consumers can be interested in purchasing PT. Alfa Scorpi Batam Center.

According to Philip Kotler and Kevin Lane Keller (2018), the product concept holds that consumers will favor those products that offer the most quality, performance, or innovative features. From this statement it can be interpreted that a consumer will tend to choose or like products that are higher quality, better and more innovative. The level of product quality of a company is determined by the level of satisfaction of a consumer after or currently consuming a product from a company. According to Cannon, Perreault, Mccarthy (2019) product quality is the product's ability to satisfy customer needs or desires.

The objectives of this research are as follows:

a. To find out and analyze the influence of product design on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center;

b. To find out and analyze the influence of product quality on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center;

c. To find out and analyze the influence of price on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center;

d. To find out and analyze the influence of promotions on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center;

e. To find out and analyze the simultaneous influence of product design, product quality, price, and promotion on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center.

THEORETICAL BASIS

Products

According to Tjiptono (2018), a product is anything a producer offers for attention, ownership, search, purchase, use, or consumption by the market to fulfill the needs or desires of the market concerned.

Price

Kotler and Armstrong (2016) define price as the total value that consumers exchange for the benefits they obtain or use for goods and/or services.

Product Design

According to Hidayah (2017), product design is a practical activity that also includes economic, global, social, technological, and cultural elements in various dynamics.

Promotion (Promotion)

According to Tjiptono (2018), promotion is a form of marketing communication. Marketing communications are activities that seek to disseminate information, influence/persuade, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the company's products.

Product Quality

Ranto (2018) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs

Buying decision

According to Alma (2016), purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy.

Framework of thinking
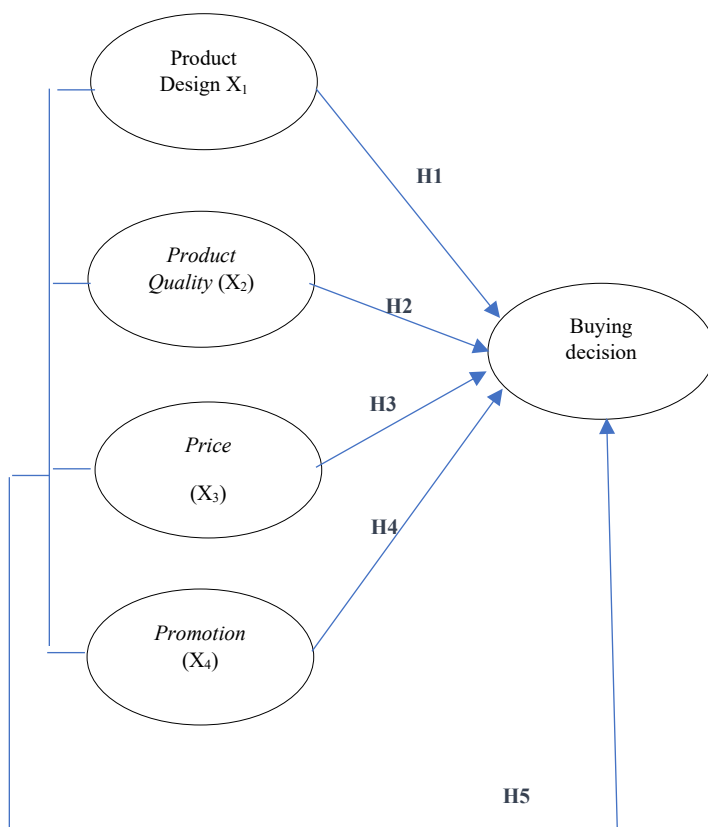
Research Hypothesis

This research has the following research hypothesis:

H1 : It is suspected that product design has a significant influence on purchasing decisions for Yamaha motorbikes at PT. Alfa Scorpi Batam Center.

H2 : It is suspected that product quality has a significant influence on the decision to purchase Yamaha motorbikes at PT. Alfa Scorpi Batam Center.

H3 : It is suspected that price significantly influences the decision to purchase a Yamaha motorbike at PT. Alfa Scorpi Batam Center.

H4 : It is suspected that promotions significantly affect purchasing decisions for Yamaha motorbikes at PT. Alfa Scorpi Batam Center.

H5 : It is suspected that product design, product quality, price and promotion significantly influence purchasing decisions for Yamaha motorbikes at PT. Alfa Scorpi Batam Center.

RESEARCH METHODS

Research Types and Designs

The techniques and tools used in this research are quantitative based on the type of problem studied. Researchers want to know whether product design, product quality, price, and promotion influence the decision to purchase Yamaha Motorbikes at PT. Alfa Scorpi Batam Center.

Population

The population in this study were Yamaha Motorbike consumers at PT. Alfa Scorpi Batam Center.

Sample

The number of samples used was 60 respondents.

Instrument Analysis Techniques

Validity Test

Measuring the level of validity or not of a questionnaire can use the Pearson value, where the validity test requirements use the R table (R table > R count) so it can be declared valid. The

validity value must have a total score value (total score from the questionnaire value) (Sunyoto, 2015).

Table 2: Product Design Variable Validity Test Results (X_1)

No	Statement	R Count	R Table	Information
1.	X1_1	0.612	0.361	Valid
2.	X1_2	0.647	0.361	Valid
3.	X1_3	0.830	0.361	Valid
4.	X1_4	0.770	0.361	Valid
5.	X1_5	0.793	0.361	Valid
6.	X1_6	0.754	0.361	Valid
7.	X1_7	0.688	0.361	Valid
8.	X1_8	0.611	0.361	Valid
9.	X1_9	0.830	0.361	Valid
10.	X1_10	0.770	0.361	Valid
11.	X1_11	0.793	0.361	Valid
12.	X1_12	0.754	0.361	Valid
13.	X1_13	0.688	0.361	Valid

| 14. | X1_14 | 0.611 | 0.361 | Valid |

Table 3: Product Quality Variable Validity Test Results (X_2)

No	Statement	R Count	R Table	Information
1.	X2_1	0.856	0.361	Valid
2.	X2_2	0.948	0.361	Valid
3.	X2_3	0.948	0.361	Valid
4.	X2_4	0.948	0.361	Valid
5.	X2_5	0.948	0.361	Valid
6.	X2_6	0.856	0.361	Valid
7.	X2_7	0.948	0.361	Valid
8.	X2_8	0.503	0.361	Valid
9.	X2_9	0.948	0.361	Valid
10.	X2_10	0.856	0.361	Valid
11.	X2_11	0.948	0.361	Valid
12.	X2_12	0.856	0.361	Valid

Table 4: Price Variable Validity Test Results (X_3)

No	Statement	R Count	R Table	Information
1.	X3_1	0.818	0.361	Valid
2.	X3_2	0.813	0.361	Valid
3.	X3_3	0.838	0.361	Valid
4.	X3_4	0.504	0.361	Valid
5.	X3_5	0.734	0.361	Valid
6.	X3_6	0.834	0.361	Valid
7.	X3_7	0.557	0.361	Valid
8.	X3_8	0.731	0.361	Valid
9.	X3_9	0.750	0.361	Valid
10.	X3_10	0.625	0.361	Valid
11.	X3_11	0.731	0.361	Valid
12.	X3_12	0.750	0.361	Valid

Table 5: Promotion Variable Validity Test Results (X_4)

No	Statement	R Count	R Table	Information
1.	X4_1	0.903	0.361	Valid
2.	X4_2	0.903	0.361	Valid
3.	X4_3	0.903	0.361	Valid
4.	X4_4	0.779	0.361	Valid
5.	X4_5	0.779	0.361	Valid
6.	X4_6	0.903	0.361	Valid

Table 6: Purchasing Decision Variable Validity Test Results (Y)

No	Statement	R Count	R Table	Information
1.	Y_1	0.465	0.361	Valid
2.	Y_2	0.465	0.361	Valid
3.	Y_3	0.560	0.361	Valid
4.	Y_4	0.653	0.361	Valid
5.	Y_5	0.642	0.361	Valid

6.	Y_6	0.561	0.361	Valid
7.	Y_7	0.668	0.361	Valid
8.	Y_8	0.715	0.361	Valid
9.	Y_9	0.465	0.361	Valid
10.	Y_10	0.560	0.361	Valid
11.	Y_11	0.653	0.361	Valid
12.	Y_12	0.642	0.361	Valid
13.	Y_13	0.561	0.361	Valid
14.	Y_14	0.668	0.361	Valid
15.	Y_15	0.715	0.361	Valid

Source: Primary data processed, 2024

From all the statements for each variable (supervision, motivation, work discipline, training, and work performance), it can be seen that the validity test results of the r calculated value are greater than those in the r table, namely the r calculated value of 0.361. Thus, the conclusion is that all variables are declared valid.

Reliability Test

Question items are said to be reliable or reliable if someone's answer to the question is consistent (Sunyoto, 2015). A construct or variable is said to be reliable if it provides a Conbarch Alpha value > 0.60 (Ghozali, 2013).

Table 7: Questionnaire Reliability Test Results for product design, product quality, price, and promotion on purchasing decisions

No.	Variabel	Cronbach Alpha	Information
1	Product Design	0.862	Reliabel
2	Product Quality	0.951	Reliabel
3	Price	0.884	Reliabel
4	Promotion	0.927	Reliabel
5	Buying decision	0.725	Reliable

Based on these values, it can be concluded that the statement items for each research variable are reliable.

Data Analysis Techniques

The data analysis technique in this research uses parametric statistics. The data analysis process was carried out with the help of the SPSS for Windows program. The level of error tolerance determined in this research is 5%.

RESEARCH RESULTS AND DISCUSSION

Normality Test

If the residual data distribution is normal, then the line depicting the actual data will follow the diagonal line (Ghozali, 2013).

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: KEPUTUSAN PEMBELIAN
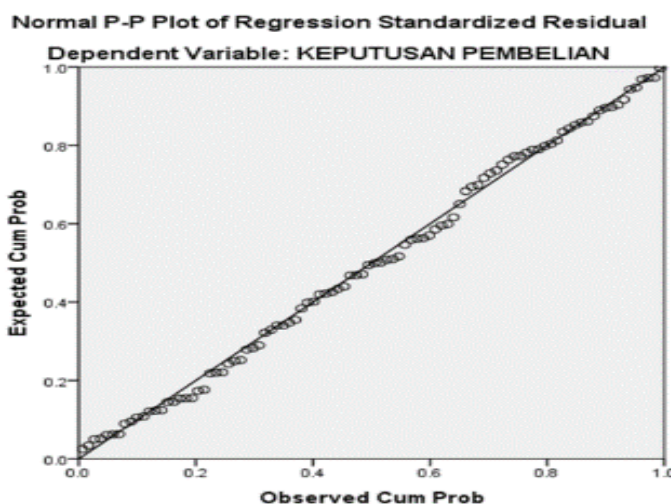
It can be seen from the P-P Plot normality graph that the points are spread around the diagonal line and the distribution follows the direction of the diagonal line. So it is concluded that it meets the normality assumption.

Multicollinearity Test

The cut off value that is commonly used to indicate the presence of multicollinearity is a tolerance value > 0.0, or the same as a VIF value < 10. If the detection assumptions above are not found in the regression model, then the regression model used in this research is free from multicollinearity, and vice versa (Ghozali, 2013).

**Table 8: Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Design	.905	1.105
Product Quality	.969	1.032
Price	.918	1.090
Promotion	.854	1.171

a. Dependent Variable: PURCHASE DECISION

Based on Table 8 above, all independent variables have a tolerance value greater than 10% (0.10), and the VIF value is smaller than 10, so it can be concluded that the regression model is nonmulticollinear.

Heteroscedasticity Test

If a certain pattern is regular then heteroscedasticity occurs. And if there is no clear pattern and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur (Ghozali: 2013).
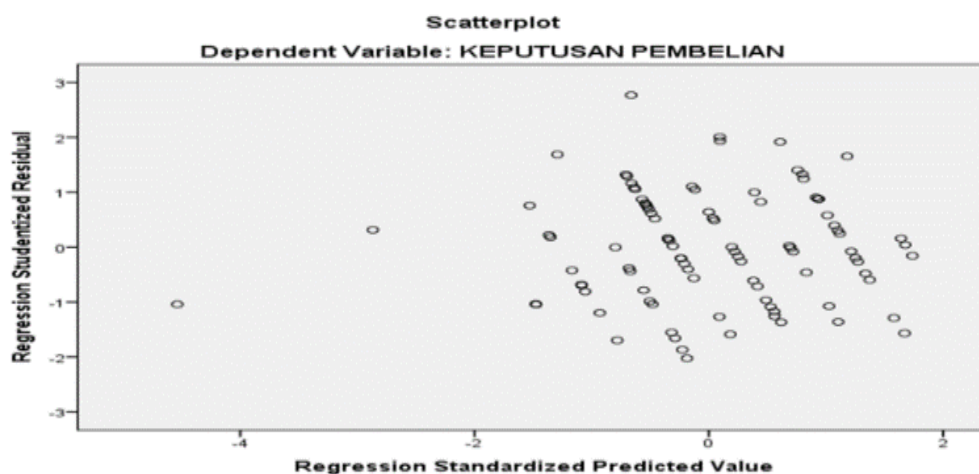
Source: Primary data processed SPSS 22, 2024

From the output results above, it can be seen that the points do not form a clear pattern. The points spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem in the regression model.

Multiple Linear Regression

Table 9: Regression Equations

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.285	1.348		3.179	.002
Product Design	.201	.022	.293	9.069	.000
Product Quality	.043	.017	.082	2.627	.010
Price	.071	.021	.106	3.309	.001
Promotion	.091	.022	.135	4.060	.000

a. Dependent Variable: PURCHASE DECISION

Based on this table, the regression equation for the variables product design, product quality, price, promotion on purchasing decisions is:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

$Y = 4.285 + 0.201\ X_1 + 0.043\ X_2 + 0.071\ X_3 + 0.091\ X_4 + e$

Model interpretation:

a. Constant (a) = 4,285, indicating a constant price, if the value of the independent variable = 0, then the purchasing decision value (Y) will be 4,285;

b. The product design variable has a regression coefficient value of 0.201, this means that if the value of other independent variables is fixed or does not change, then every 1 point or 1% increase in the product variable will increase purchasing decisions by 0.201. The product coefficient is positive, meaning that there is a positive relationship between the product and the purchasing decision, meaning that as the product value increases, the purchasing decision can increase;

c. The product quality variable has a regression coefficient value of 0.043. This means that if the value of other independent variables is constant or does not change, then every 1 point or 1% increase in the price variable will increase purchasing decisions by 0.043. The price coefficient is positive, meaning that there is a positive relationship between price and purchasing decisions, meaning that as the price value increases, purchasing decisions can increase;

d. The price variable has a regression coefficient value of 0.071, this means that if the value of other independent variables is fixed or does not change, then every 1 point or 1% increase in the place variable will increase purchasing decisions by 0.071. The place coefficient is positive, meaning that there is a positive relationship between place and purchasing decisions, meaning that as the value of place increases, purchasing decisions can increase;

e. The promotion variable has a regression coefficient value of 0.091, this means that if the value of other independent variables is fixed or does not change, then every 1 point or 1% increase in the promotion variable will increase purchasing decisions by 0.091. The promotion coefficient is positive, meaning that there is a positive relationship between promotion and purchasing decisions, meaning that as the promotion value increases, purchasing decisions can increase.

Hypothesis Testing

In this study, the t-table value was 1.987, the decision criteria were as follows:

1. If t-count > t-table, then H0 is rejected or Ha is accepted

2. If t-count < t-table, then H0 is accepted or Ha is rejected. Data was processed using a sample of 96 people with the following results.

Table 10: t Test Results for Product Design Variables, Product Quality, Price, Promotion on Purchasing Decisions

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.285	1.348		3.179	.002
	Product Design	.201	.022	.293	9.069	.000
	Product Quality	.043	.017	.082	2.627	.010
	Price	.071	.021	.106	3.309	.001
	Promotion	.091	.022	.135	4.060	.000

a. Dependent Variable: PURCHASE DECISION

Based on the table above, the results of the t test analysis are as follows

a. The product design variable (X_1) partially has a positive and significant effect on the decision to purchase Yamaha Motorbikes at PT. Alfa Scorpi Batam Center. This can be seen from the

significant product (X_1) 0.000 < 0.05, and the t-count value 9.069 > t-tabe 1.987, so H0 is rejected and H1 is accepted. So the hypothesis which states that there is an influence of product design on purchasing decisions is accepted;

b. The product quality variable (X_2) partially has a positive and significant effect on purchasing decisions. Yamaha Motorcycles at PT. Alfa Scorpi Batam Center This can be seen from the significant price (X_2) 0.010 < 0.05, and the t-count value 2.627> t-table 1.987, so H0 is rejected and H2 is accepted. So the hypothesis which states that there is an influence of product quality on purchasing decisions is accepted;

c. The price variable (X_3) partially has a positive and significant effect on the decision to purchase Yamaha Motorbikes at PT. Alfa Scorpi Batam Center. This can be seen from the significant place (X_3) 0.001 < 0.05, and the t-count value 3.309> t-table 1.987, so H0 is rejected and H3 is accepted. So the hypothesis which states that there is an influence of price on purchasing decisions is accepted;

d. The promotion variable (X_4) partially has a positive and significant effect on purchasing decisions for Yamaha Motorbikes at PT. Alfa Scorpi Batam Center. This can be seen from the significant promotion (X_4) 0.000 < 0.05, and the t-count value 4.060> t-table 1.987, so H0 is rejected and H4 is accepted. So the hypothesis which states that there is an influence of promotion on purchasing decisions is accepted.

F Test Results

In this study, the f-table value was 2.32, the decision criteria were as follows:

1. If f-count > f-table, then H0 is rejected or Ha is accepted
2. If f-count < f-table, then H0 is accepted or Ha is rejected.

Table 11: F Test Results Product design variables, product quality, price, promotion on purchasing decisions

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	383.320	5	76.664	193.607	.000[b]
Residual	35.638	55	.396		
Total	418.958	60			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PRICE, PRODUCT QUALITY, PRODUCT DESIGN, PROMOTION

Based on the test results in the table above, it can be seen that the F-count value is 193,607 with an F-table value of 2.32 so that the F-count value is greater than the F-table (193,607> 2.32), and the significance level is 0.000 < 0.05, so H0 is rejected and H6 is accepted , So the hypothesis which states that there is an influence of product design, product quality, price, promotion has a significant influence on the decision to purchase Yamaha Motorbikes at PT. Alfa Scorpi Batam Center.

Coefficient of Determination (R^2)

The numerical coefficients shown show the extent to which the model formed can explain the actual conditions.

Table 12: **Coefficient of Determination Test Results (R2) Product design variables, product quality, price, promotion on purchasing decisions**

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.957[a]	.915	.910	.62927

a. Predictors: (Constant), PRICE, PRODUCT QUALITY, PRODUCT DESIGN, PROMOTION

b. Dependent Variable: PURCHASE DECISION

Source: Primary data processed SPSS 22, 2024

Based on the table above, the coefficient of determination (Adjusted R Square) obtained is 0.915. This means that the ability of the independent variable to explain the dependent variable is 91%; the remaining 9% is explained by other variables outside of product design, product quality, price, and promotion.

DISCUSSION

This research indicates that product design partially has a positive and significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center. This can be seen from the significant product (X_1) 0.000 < 0.05, and the t-count value 9.069> t-table 1.987, so H0 is rejected and H1 is accepted. So the hypothesis, which states that there is an influence of product design on purchasing decisions, is accepted.

This research is in line with research conducted by Tina Martini (2019) Analysis of the Influence of Price, Product Quality and Design on Decisions to Purchase Honda Brand Scooter Motor Vehicles.

The results of this research indicate that product quality partially has a positive and significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center. This can be seen from the significant product quality (X_2) 0.010 < 0.05, and the t-count value 2.627> t-table 1.987, so H0 is rejected and H2 is accepted. So the hypothesis which states that there is an influence of product quality on purchasing decisions is accepted.

This research is in line with research conducted by Dwi Wahyo (2020) The Influence of Price, Product Design, Product Quality and Brand Image on Consumer Purchasing Decisions on Yamaha Products in Yogyakarta

The results of this research show that the price variable (X3) partially has a positive and significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center. This can be seen from the significant value (X_3) 0.001 < 0.05, and the t-count value 3.309> t-table 1.987, so H0 is rejected and H3 is accepted. So the hypothesis which states that there is an influence of price on purchasing decisions is accepted.

This research is in line with research conducted by Mustikasari (2021) The Influence of Product Quality, Product Design and Price on Yamaha Gresik Purchase Decisions.

The results of this research show that promotion (X_4) partially has a positive and significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center. This can be seen from the significant promotion (X_4) 0.000 < 0.05, and the t-count value 4.060> t-table 1.987, so H0 is rejected and H4 is accepted. So the hypothesis which states that there is an influence of promotion on purchasing decisions is accepted.

This research is in line with research conducted by Diputra and Kuaat et al (2020) The Influence of Products, Services and Promotions on Customer Satisfaction in Purchasing Decisions for Yamaha Semarang.

The results of this research show that there is a significant influence of product design, product quality, price, promotion on purchasing decisions at PT. Alfa Scorpi Batam Center. This can be

seen from the F-count value of 50,121 with an F-table value of 2.43 so that the F-count value is greater than the F-table (193,607> 2.43), and the significance level is 0.000 < 0.05, so H0 is rejected and H5 is accepted.

This research is in line with research conducted by Tina Martini (2019), Wahyo (2020), Mustikasari (2021), Kuat et al (2020).

Conclusion

Based on the results and discussion above, it can be concluded as follows:

a. Product design has a significant influence on purchasing decisions at PT. Alfa Scorpi Batam Center;
b. Product quality has a significant influence on purchasing decisions at PT. Alfa Scorpi Batam Center;
c. Price has a significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center;
d. Promotion has a significant effect on purchasing decisions at PT. Alfa Scorpi Batam Center;
e. Product design, product quality, price and promotion significantly influence purchasing decisions at PT. Alfa Scorpi Batam Center.

Suggestion

Based on the results of this research, the following suggestions or input can be concluded:

a. From the product design variable, Yamaha is expected to provide product variants and always update product designs;

b. From the product quality variable, it is hoped that Yamaha will improve the quality of its products, especially on automatic motorbikes;

c. From the price variable, it is hoped that Yamaha will increase the number of discount promotions;

d. From the promotional variable, it is hoped that Yamaha will expand its promotions, such as local Batam and social media promotions.

e. 91% of purchasing decisions are influenced by product design, product quality, price, and promotion, while the remaining 9% are influenced by other variables not examined in this research. It is hoped that further research can add other variables that can influence purchasing decisions at PT. Alfa Scorpi Batam Center.

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