



## PURCHASING DECISION JUDGING FROM PRODUCT DESIGN, PRODUCT QUALITY, AND BRAND IMAGE

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**Abstract:** The two-wheeler industry in Indonesia has a very positive trend. Advanced technology science as a means of smoothing the flow of communication and transportation, which causes very competitive competition. This study aims to test product design, product quality, the brand image on the purchase decision of a Mio motorcycle at a Yamaha Sumber Baru Dealer Rejeki Kartasura. The research sample was 70 consumers and used the multiple linear regression method. The results of product design, product quality, a brand image simultaneously and partially have a significant effect on the purchase decision of the Mio Motor at Yamaha Sumber Baru Dealer Rejeki Kartasura. Three independent variables can explain the purchase decision.

**Keywords:** Brand Image; Product Design; Product Quality; Purchase Decisions

### INTRODUCTION

The development is getting more advanced as it is now followed by advanced technology. One of them is Indonesia, a developing country that is enthusiastic about following technological developments to win the Padang market in the global market as well as a means of transportation that supports everyone's needs. The current demand for the vehicle industry in Indonesia is increasing. This is influenced by an increase in population. The regulations and policies implemented by the government do not limit the use of motorbikes in Indonesia.

The level of demand and demand for motorized vehicles is increasing rapidly which causes big cities to experience a density of vehicles on the roads. Even so, motorbikes are an alternative vehicle that is simple and fast on the road. For this reason, consumers consider making the purchase decision they want (Achidah & Hasiolan, 2016). The design of a product appearance has benefits, design is more than just an outer shell. Good design is judged by a deep understanding of customer needs. More than just creating product or service attributes, design involves shaping the experience of using the product for the customer. Therefore, product design should not think too much about the product attributes of technical specifications, which are more concerned with how customers use and benefit from the product (Supriyatna, 2020).

The quality of company products that are running well can be seen from the rapidly increasing sales. Maintain and improve product quality for consumer desires to make repeat purchase decisions. Consumers expect conformity price with the quality of the product received (Prasetyo & Wijayanto, 2012). Brand image is the result of the view or perception of a particular product, the brand contributes to the expansion of a company. products with different brands have different qualities. consumers in society if the product brand can be a priority for consumers. Consumers will choose products that are useful and upon recommendation from someone (Rawung & Sumarauw, 2015). Brand image embedded in someone will lead to trust in the product they will buy (Suciningtyas, 2012).

New Source Yamaha Dealer Rejeki Kartasura is an official Yamaha dealer which makes it one of the goals to purchase the motorbike they want. This dealer already has a name that is well known to many consumers, especially someone who owns or buys motorcycle products. Yamaha Dealer Sumber Baru Rejeki Kartasura. Mio products in particular are having trouble selling. On a year-to-year basis, the sales volume of Mio's



products has fluctuated. The decline in sales at the New Sumber Rejeki Kartasura Yamaha Dealer, especially the Yamaha Mio motorbike product, was caused by the Yamaha Mio motorbike design that was too small which consumers felt was less elegant and not multi-functional, the design lacked development from year to year, almost said there was no change from year to year, interior or features are limited, striping body is too simple lack of aesthetics of the Mio Motor.

Another factor that causes the decline in sales of Yamaha Mio motorbikes is that the quality of Mio products is less desirable by consumers who are only equipped with a 110 cc engine but too much fuel consumption with accelerated acceleration of engine rotation or motor speed is not optimal, the absence of an ABS that makes This system is one of the rider's safety features when busking. Not only that, the resistance of the engine is quickly damaged. Sales have decreased continuously from year to year, the brand image of Yamaha Mio has decreased. Lack of consumer interest in buying causes the marketing division to work hard to market Mio products so that consumers make purchases. Citra Yamaha Mio is currently unable to compete with its main competitor, Honda Beat. Over time, the Honda Beat was able to get a good perception from the public.

Purchasing decisions are consumer decisions from a real purchase, whether to buy or not to determine the process in deciding for the process of making a product purchase (Tjiptono, 2012). Purchasing decisions are consumer decisions taken to make product purchases based on the stages before buying including their needs (Supriyatna, 2020).

Product designs that are considered simple to facilitate the goods are expected in the eyes of buyers to influence consumers to buy them (Achidah & Hasiolan, 2016). Product design indicators Wicaksono (2015) namely: Characteristics of a product, Product quality according to standards or suitability, Durability of a product within a certain time, Testability of products that already have a standard, Product models that consumers want. Product quality is an important aspect of getting a good perception of consumers, the product is one of the variables that can determine activities in company business. The existence of products can create expected goals (Amstrong, 2014). There are indicators of product quality (Tjiptono, 2012 ). The performance or basic function of production, complementary features of the product, product durability, suitability, standardization of a product, product durability for a certain time, defined services, aesthetic appeal, perception of the resulting product.

A brand image is a naming mark carried out by service providers or producers of goods-producing products or services so that consumers can easily and quickly understand them. If the brand naming is successful in the market, there will be an increase in the name in the community, you will experience the introduction of the brand, making a visit or buying a brand is the best way to be able to provide a form of quality assurance (Supriyatna, 2020). Products that have a good brand image will provide a sense of comfort when buying them which makes the product's assessment good (Rahman & Suhayani, 2019). Brand image indicators Rangkuti (2019) are as follows: Introduction to how much a brand is introduced by consumers, Product reputation according to Proven record, Emotional attractiveness of consumer products, Consumer product loyalty.

Based on the background and problem formulation, the research objectives to be achieved are as follows: Knowing the simultaneous influence of product design variables, product quality, and brand image on purchasing decisions for Yamaha Mio motorbikes at New Sumber Rejeki Kartasura Yamaha Dealers. Knowing the effect of product design variables on purchasing decisions for Yamaha Mio motorbikes at New Sumber Rejeki Kartasura Yamaha Dealers. Knowing the effect of variable product quality on purchasing

decisions for Yamaha Mio motorbikes at New Sumber Rejeki Kartasura Yamaha Dealers. Knowing and explaining brand image variables have a significant effect on purchasing decisions for Yamaha Mio motorbikes at PT Dealer Yamaha Sumber Baru Rejeki Kartasura.

## METHODS

This type of descriptive quantitative research. Place of research in purchasing decisions in terms of product design, product quality, and image of the Mio Motor brand at Yamaha Dealer Sumber Baru Rejeki Kartasura, Central Java. The population in this study used all Mio Motor consumers at Yamaha Dealer Sumber Baru Rejeki Kartasura as many as 70 respondents using multiple regression analysis methods. The author chose this location because the Yamaha Sumber Baru Dealer Rejeki Kartasura in this place is an authorized Yamaha dealer whose sales for the last three months have decreased. After all, based on interviews with consumers, the lack of demand from Mio has caused sales to decline.

## RESULT AND DISCUSSION

### Data Analysis

**Table 1. Normality Test Results**

Variable	p-value
Unstandardized Residual	0.200

Source: Processing SPSS (2021)

Results Table 1 with a significance value with a nominal value of 0.200. The results of the Kolmogorov-Smirnov value with a nominal significance greater than 0.05. Then all questions are processed in the normal distribution.

**Table 2. Multicollinearity test**

Variable	Tolerance VIF	
Product design / X1	0,823	1,215
Product quality / X2	0,838	1,194
Brand image / X3	0,976	1,025

Source: Processing SPSS 2021

Results from Table 2 VIF values  $<10$  and the resulting values of tolerance close to 1 or above 0.1. This means there is no multicollinearity problem.

**Table 3. Heteroscedasticity Test**

Variable	P-value
Product design / X1	0,156
Product quality / X2	0,647
Brand image / X3	0,733

Source: Processing SPSS 2021

Table 3 p-value  $> 0.05$ , the variable is free from heteroscedasticity problems.



**Table 4. Hypothesis Test Results**

Variabel	Koefisien Regresi (B)
(Constant)	3,818
Product design / X1	0,452
Product quality / X2	0,229
Brand image / X3	0,262

Source: Processing SPSS 2021

With a constant value of 0.452, all independent variables are considered constant, then the level of purchasing decisions will increase by 0.452.  $b_1 = 0.452$  product design (X1) has a positive value, if the product quality (X2) and brand image (X3) are considered constant, then there is an increase in product design (X1) increasing by purchasing decisions, namely 0.452.  $b_2 = 0.311$  product quality (X2) is positive, if the product design (X1) and brand image (X3) are constant, then an increase in product quality (X2) can increase purchasing decisions, namely 0.311.  $b_3 = 0.262$  brand image (X3) is positive, if the product design (X1) and product quality (X2) are considered constant, then an increase in the brand image (X3) can increase purchasing decisions, namely 0.262.

**Table 5. F test**

Variable	F <sub>count</sub>	Sig.
Product design/ X1 Product quality/ X2 Brand image/ X3	18,920	0,000

Source: Processing SPSS 2021

The value of  $F_{count} > F_{table}$  with a nominal value of  $18.920 > 2.70$ , collectively, the independent variables have influenced the purchase decision of a Mio Motorbike at a Yamaha Sumber Baru Dealer, Rejeki Kartasura.

**Table 6. The t-test**

Variable	t <sub>count</sub>	Sig.
Product design/ X1	5,090	0,000
Product quality/ X2	2,968	0,004
Brand image/ X3	2,278	0,026

Source: Processing SPSS 2021

$t_{count}$  is greater  $t_{table}$  (1.987) with a significant nominal value less than 0.05 ( $\square$ ) the variables of which are all significant and partially have a positive effect on purchasing decisions for Mio Motor at Yamaha Dealer Sumber Baru Rejeki Kartasura.

**Table 7. R2 test / Determination**

Adjusted R Square
0,438

Source: Processing SPSS 2021

The value of Adjusted R square is 0.386, meaning that the variation of changes in purchasing decision variables can be explained by the product design variable (X1), product quality (X2), and brand image (X3) by 43.8%. Others are explained by other variables such as location, facilities, store atmosphere, and others.



A trendy design and a modern and innovative style will increase interest in buying. Consumers also choose Mio to look small and slim, comfortable to use according to its standard of use. Not only that, Yamaha Mio has a non-perishable engine that has passed the emission and wearability test. Equipped with an attractive and unique product color that will make a different impression from other motorcycle brands.

Consumer perceptions of the product image The Yamaha Mio product have a powerful engine and are good for long trips and is not easily damaged. Besides, it also has complete spare parts for periodic damage that are easily found in various regions. Mio products have engine specifications and model sizes to suit the needs of its users with a stylish and modern design. Mio products in all circles say that quality products are better than other brands at affordable prices. Yamaha Mio has a nice color and elegant design equipped with good safety features, making users feel safe and comfortable.

Yamaha Mio has a good reputation among other matic motorbikes which are the first published matic motorcycles in Indonesia. Yamaha Mio is now well known in every circle and has products at affordable prices by providing a wide selection of varied products with unique and elegant designs. The brand image will form confidence and trust in the image of Yamaha Mio.

### CONCLUSION

Variables of product design, product quality, and brand image simultaneously have a positive and significant effect on purchasing decisions for Yamaha Mio motorbikes at Yamaha Sumber Baru Dealer Rejeki Kartasura. Product design has a positive and significant influence on the purchase decision of a Yamaha Mio at Yamaha Sumber Baru Dealer Rejeki Kartasura. Product quality has a positive and significant influence on the purchase decision of a Yamaha Mio at Yamaha Sumber Baru Dealer Rejeki Kartasura. Brand image has a positive and significant influence on the purchase decision of a Yamaha Mio at Yamaha Sumber Baru Dealer Rejeki Kartasura. Contribution of product quality, product design, brand image to the purchase decision of a Yamaha Mio at Yamaha Dealer New Sumber Rejeki Kartasura

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