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(A Survey of Honda Consumers Ahmad Yani in Bandung)

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ABSTRACT

Almost all industries experience growth as a result of globalization, at least with the automotive industry in Indonesia, especially in the car industry. Indonesian occupation assumes Honda as a car brand that has reliable engine quality, accessible parts, ease of maintenance, and after-sales prices that are relatively higher compared to other brands. One of Honda's products is Honda Brio, which currently has problems with product quality that is problematic in master braking, high prices and weak Honda Brio brand equity. The aim of the researcher is to find out how much the influence of product quality, price and brand equity on the purchase decision of Honda Brio. Case studies were conducted at Honda Ahmad Yani Bandung. The research method used is qualitative and quantitative. Data obtained through questionnaires, field observations and interviews. One hundred respondents became research samples. Data was collected through a questionnaire that was processed by a path model that influenced the purchase decision of Honda Brio. Data results conducted with SPSS 23 show product quality, price and brand equity have a positive influence on product quality. And simultaneously there is a significant influence on product quality, price, and brand equity on purchasing decisions. Then partially there is a significant influence on product quality, price and brand equity on purchasing decisions.

Keywords: Quality of Product, Price, Brand Equityand Purchase Decision

1. Preliminary

Globalization has had a huge impact on various aspects of life, one of which is in the aspect of technology. Technology that is increasingly developing seems to result in the needs and desires of the community always changing from time to time, so that the company must also adjust to the changing market conditions. Companies must be able to identify competition in the market and how to win it. Companies can achieve success if consumers see the products of the company can meet their needs, be aware of the product and its capabilities, decide whether the product is the best solution available, decide to buy it, and feel satisfied with the results of the purchase.

Almost all industries experience development as a result of globalization, especially in the automotive industry in Indonesia. This can be seen from the increasing number of cars owned by the public at present, which is reflected in the activities of cars in large cities. In addition, the types of vehicles offered by various car brands in the automotive

market are also increasingly diverse. This causes consumers to have a variety of car prudok choices to meet their needs and desires.

On the other hand, the development of the automotive industry seems to be accompanied by the rapid development of the population. With the increasing number of population, it is needed supporting facilities in the form of transportation facilities to support all one's activities every day. The existence of a car as a means of transportation favored by the people of Indonesia is useful to improve one's mobility in a certain distance, so that it can facilitate the completion of work more quickly.

The development of the automotive industry has resulted in intense competition and the emergence of new brands that are trying to seize the market from the old brands. In addition, the number of car products that have the same shape, usefulness and attractive features make it difficult for consumers to differentiate between car products. To overcome this, companies are required to always innovate their products. Innovation can mean many things, such as innovation in marketing strategies, corporate structures, or production processes (Dwyer and Tanner, 2009: 243). Car manufacturers are required to provide products in the form of cars that meet the needs and desires of consumers, namely cars that are comfortable to drive, with fuel consumption that is efficient and environmentally friendly, has a modern exterior and interior design, and is supported by a high security system. Every company hopes that its products can be accepted by the market, triggering initial purchases and providing good consumer perceptions of the products offered by the company (Nugroho, 2013).

Indonesia is the largest car user in the world, as evidenced by the large population of cars.

Tabel 1.1

Penjualan Merek Mobil Terlaris di Indonesia

(Tahun 2015-2017)

Penjualan Tahun 2015		Penjualan Tahun 2016		Penjualan Tahun 2017	
Merek	**Unit**	**Merek**	**Unit**	**Merek**	**Unit**
Toyota	321.818	Toyota	381.570	Toyota	371.332
Daihatsu	167.808	**Honda**	**199.364**	**Honda**	**186.859**
Honda	**159.253**	Daihatsu	189.683	Daihatsu	186.381
Suzuki	121.805	Suzuki	92.950	Suzuki	111.660
Mitsubishi	112.527	Mitsubishi	66.443	Mitsubishi	79.807
Datsun	29.358	Datsun	25.483	Hino	29.645
Nissan	25.108	Hino	21.903	Isuzu	20.085
Hino	21.576	Isuzu	16.848	Nissan	14.488
Isuzu	19.350	Nissan	13.153	Datsun	10.484
Mazda	8.895	Mazda	5.107	Mazda	3.861
Chevrolet	4.541	Chevrolet	2.540	Chevrolet	3.617

(*Sumber : www.gaikindo.com*)

Judging from Table 1.1 Honda is always ranked second and contributing to the largest number of car sales in Indonesia. But on the other hand, sales of Honda brand cars in 2015 to 2017 have never been ranked first in car sales, and are always under Toyota's sales. It was proven that in 2017 sales experienced a decline in sales of 186,859 units, compared to the previous 2016 sales of 199,364 units in all types of Honda products. But in general the public assumes Honda as a car brand that has reliable engine quality, easy-to-obtain spare parts, easy maintenance, and after-sales prices that are relatively higher when compared to other brands.

Among the various types of cars offered in the Indonesian automotive market, the type of city car is still a favorite of Indonesian people. The price is very affordable due to tax relief, and besides being fuel-efficient, low pollution levels and produced domestically are the basic concept of

LCGC (Low Cost Grren Car). The type of city car that is increasingly increasing the value of its sales makes the majority of car manufacturers in the country more vigorous to increase the type of car. One of the most interesting advantages of this type of car is that the price offered is very cheap when compared to similar cars.

Although the price of this type of car is quite cheap, in fact when viewed from the specifications and also the display offered by each manufacturer such as Datsun, Honda, Toyota, Daihatsu, and also Suzuki can almost all meet the needs of the Indonesian people who might this is looking for the best city car at a fairly cheap price.

One of the biggest cities in Indonesia, the development of the automotive industry is very fast, the city of Bandung. It is proven by the high mobility and use of cars. With the development of the car industry in the city of Bandung, supported by many Honda dealers making Honda as one of the favorite brands in the selection of alternative car purchases. Bandung has 8 of the largest Honda dealers, namely Honda IBRM, Honda Autobest, Honda Yani Honda, Honda Sonic, Honda Cimahi, Honda Cibiru, Honda Pasteur, and Honda Soreang.

Tabel 1.2

Penjualan Mobil *City Car* di Bandung

Tahun 2017

Merek	Unit
Toyota Calya	5.212
Daihatsu Sigra	4.551
Honda Brio	**4.486**
Daihatsu Ayla	2.000
Toyota Agya	1.700
Datsun Go	874
Suzuki Karimun Wagoon	658

(Sumber : www.gaikindo.com)

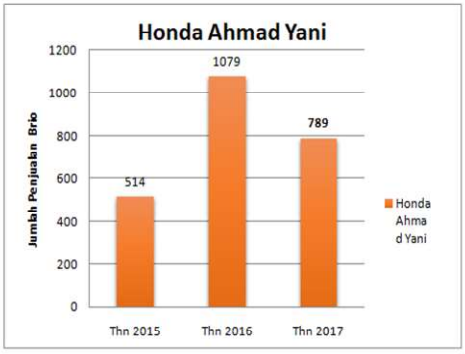
Judging from the table 1.2 above, some City Car sales in the city of Bandung, Honda Brio sales were ranked third. Because competitors are increasingly innovative in displaying more attractive quality and capacity. Another factor that resulted in the sale of Honda brio was ranked third according to sources from kompasotomotif.com namely Honda Prospect Motor (HPM) officially announced Re-Call on Honda Brio. Due to the problems in the master cylinder component and the master power of the Honda Brio car braking system. The car that was Re-Called was Honda Brio which was produced in 2017. Honda recalled to ensure high safety and quality standards for its products, this program is our responsibility. Therefore this program is part of our ongoing evaluation of our products, in order to achieve customer satisfaction.

Among these dealers, Honda Ahmad Yani, the third largest dealer in Bandung, has complete facilities, good service, and easy access because the dealer layout is in the middle of the city, making it easier for people to buy Honda cars.

Tabel 1.3

Penjualan Honda Brio di Ahmad Yani

2015-2017



(Sumber : Data Penjualan Honda Ahmad Yani)

In 2014 November, the beginning of the opening of Ahmad Ahmad dealership

was conceived, the sale of Honda Brio from 2015 to 2016 experienced a fairly rapid sales growth, and seen from table 1.3 in 2017 the sale of Honda Brio experienced a significant decline due to the re-call of Honda brio is the result of the problem with the product braking master. As a result, the decision to purchase Honda Brio cars decreased.

Another factor causing the decline in sales of Honda Brio is the high selling price of vehicles in this city car class.

Tabel 1.4
Daftar Harga Mobil City Car di Kota Bandung
Tahun 2017

Honda		Toyota		Daihatsu	
Type	Harga	Type	Harga	Type	Harga
Brio		Calya		Sigra	
Satya E MT	145.000.000	E MT Std	141.260.500	X MT	130.650.000
Satya E CVT	154.000.000	E MT	144.060.500	X AT	143.450.000
RS MT	166.500.000	G MT	149.660.500	R MT	136.550.000
RS CVT	181.500.000	G AT	161.660.500	R AT	149.350.000
RS CVT Ltd	185.500.000	Agya		Ayla	
		G MT 1.0	141.933.000	M MT	112.150.000
		G MT 1.2	146.033.000	M AT	121.250.000
		G AT 1.2	160.033.000	X MT	119.550.000
		G MT Trd	149.233.000	X AT	128.650.000
		G AT Trd	162.333.000	R MT 1.2	135.400.000
				R AT 1.2	145.450.000

(Sumber : Pricelist dealer honda, dealer toyota dan dealer daihatsu 2017)

Judging from table 1.4 competitors have more competitive and reasonably priced vehicle prices compared to the high price of Honda brio, it can be seen from the comparison with the lowest type of Honda Brio. The price of Honda Brio's highest tye is IDR 185,500,000 almost equivalent to the MVP type car, compared to its competitors Toyota with the highest unit price of IDR 162,333,000 and Daihatsu IDR 145,450,000. Because of the high price factors offered by Honda, the sales of Honda brio decreased in 2017. It can be said that prices can have an impact on consumer decisions in purchasing Honda Brio cars.

Tabel 1.5
Top Brand City Car
Tahun 2017

Merek	TBI	TOP
Honda Jazz	24.0%	TOP
Toyota Yaris	10.6%	TOP
Toyota Agya	9.2%	
Honda Brio	**9.0%**	
Daihatsu Ayla	6.2%	

(*Sumber : www.topbrand-award.com*)

From table 1.5 the Honda brand is at the top of the 2017 top brand award, but with a good reputation Honda Jazz type. because Honda has a good reputation in the eyes of the public. Although the Honda Brio type is ranked fourth indicates the weakness of Honda Brio brand equity, and also the price factor is quite high in the city car car class. Journal of "Influencing Differentiation, Product Quality and Brand Equity Towards Coca-Cola Purchasing Decisions at PT. Build Wenang Beverages Company in Manado "analyzing brand equity is the added value placed on a brand to be accepted and to increase consumer confidence when buying the product. Products that have strong brand equity will increase customer loyalty, while negative brand equity from a product will reduce customer loyalty. Sales fluctuations that occur indicate there are factors that influence consumer purchasing decisions. Product quality factors, prices, and brand equity are factors that are taken into consideration to decide to buy a product.

2. Literature Review

2.1 Product Quality

2.1.1 Definition of Product Quality

One of the main values expected by customers from producers is the highest quality of products and services. Product quality is how to

describe the product can provide something that can satisfy consumers.

Kotler and Keller are translated by Bob Sabran (2012: 143), stating that product quality is the ability of an item to provide results or performance that is appropriate even more than what the customer wants.

The opinions raised by Kotler and Keller above are in line with the concepts presented, where Kotler and Keller (2012: 121) state that product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and improvements and valuable attributes. others. Product quality is an important thing that must be endeavored by every company if they want the ones produced can compete in the market to satisfy the needs and interests of consumers.

2.1.2 Product Quality Indicator

According to Garvin, quoted by Fandy Tjiptono (2012: 121) the quality of products has indicators that are as follows:

1. Performance
2. Features
3. Compliance with specifications
4. Durability
5. Reliability
6. Serviceability
7. Aesthetics
8. Perceived Quality

2.2. Price

2.2.1 Definition of Price

In the process of buying and selling prices become one of the most important parts, because prices are a medium of exchange in transactions. Price is the only element of a flexible marketing mix that can change at any time. Price is also a competitive factor in marketing products. According to Kotler and Armstrong (2012: 314) the price is "The amount of money charged for a product or service, the sum of the values that customers exchange for the product or service".

Another definition put forward by Buchari Alma (2011: 169), suggests that price is the value of an item which is expressed by money. Meanwhile, according to Djaslim Saladin (2010: 159) suggests that prices are components that generate income while others produce costs.

2.2.2. Price Indicator

According to Stanton in Rosvita (2010: 24) there are several dimensions that characterize prices, namely:

1. Affordability of prices
2. Price suitability with product quality
3. Price competitiveness
4. Price suitability with benefits

2.3 Brand Equity

2.3.1 Definition of Brand Equity

Ekuitas Brand equity or brand equity according to Hasan (2014: 226) is the most valuable asset in business in underlying image, personality, identity, attitude, associative intimacy and brand awareness.

According to Keler (2013: 71) states that brand knowledge is the key in building a strong brand equity because this can make a brand different from other brands.

According to Kotler and Keller (2012: 243), brand equity is the added value given to products and services. Brand equity can be reflected in the way of thinking, feeling, and acting in relation to the brand, and also the price, market share, and profitability that the brand provides for the

company. Shocker and Weitz in Gil (2007: 191), classify brand equity dimensions into two, namely brand image and brand loyalty. Agarwal and Rao in Gil (2007: 191), suggested two main indicators on brand equity, namely overall quality and choice intention.

2.3.2 Brand Equity Indicator

According to Aaker, in Durianto, et al (2004: 4), argues that brand equity is grouped into several indicators. The indicator is

1. brand awareness,
2. brand association,
3. Perceived quality perception
4. brand loyalty

2.4 Purchase Decision

2.4.1 Definition of Purchase Decision

The purchase decision according to Kotler and Amstrong (2012: 154) is the buyer's decision on the product to be purchased. The purchase decision refers to the buying behavior of consumers both individuals and households that buy goods and services for personal consumption. Some purchasing situations are characterized by low consumer involvement but significant differences between brands. In this situation, consumers often switch brands. Brand switching occurs because of looking for variations rather than dissatisfaction.

Purchasing decisions according to Tjiptono (2008: 21): A process where consumers recognize the problem, find information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision.

2.4.2 Purchase Decision Indicator

There are several stages in the decision-making process, including (Kotler and Keller, 2012: 166):

1. Introduction to needs
2. Information retrieval
3. Alternative evaluation
4. Purchase decision
5. Post purchase behavior

2.5 Hypothesis

According to Sugiyono (2011: 64) "the hypothesis is a temporary answer to the formulation of the research problem, in which the formulation of the research problem has been stated in the form of a question sentence". In this study there are temporary estimates of the research objectives that have been discussed previously, including:

1. a. Consumer response regarding Hodan Brio has good product quality
   b. Consumer response regarding Honda Brio has the right price
   c. Consumer response regarding Honda Brio has strong brand equity
   d. The consumer's decision to buy Honda Brio is high.
2. There is a product quality influence on the decision of the Honda Brio car purchase
3. There is a price effect on the Honda Brio car purchase decision
4. There is influence of brand equity on the Honda Brio car purchase decision
5. There is influence of product quality, price, and brand equity on the Honda Brio car purchase decision

3. Research Method

Research was conducted on consumers who bought and came to Honda Ahmad Yani Bandung. The

research object is the first independent variable (Product Quality), the second Price and the three Brand Equity, while the Purchase Decision is the dependent variable.

The type of research carried out is descriptive and verivative methods. Descriptive Method is a method used to describe or analyze a research result but is not used to make broader conclusions. While the verification method is intended to test hypotheses using statistical calculations

In descriptive research, data collection methods use secondary data, primary data (survey), panel or observation. Primary data was obtained from company employees by interviewing and filling out questionnaires. While secondary data is obtained from companies in the form of documents or from other people.

Based on the understanding of the population, the consumer population purchasing Honda Brio cars in Honda Ahmad Yani Bandung from 2015-2017 was 2,382 and the samples taken n = 2,382 / (1+ (2,382 x 0.01)) n = 96 people. From the results of the Slovin calculation, there were 96 respondents with a level of accuracy of 0.1. And researchers took a sample of 100 people to represent consumers in Honda Ahmad Yani Bandung.

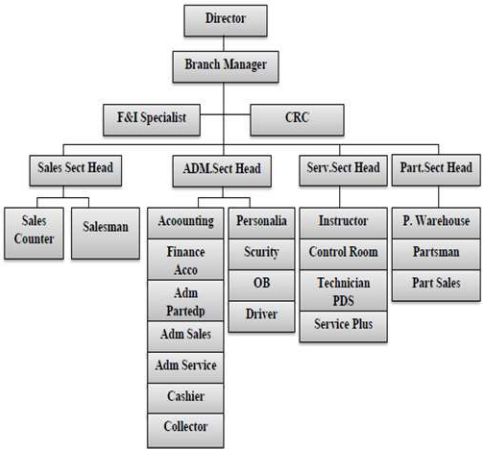
In this study, the classical assumption was tested to find out normal and correlated data. To test the hypothesis using the f test and t test which aims to examine the effect simultaneously and partially between independent variables with the dependent variable in this case that affects the purchase decision.

4. Research Result

4.1 Company Profil

Honda Ahmad Yani is the third official Honda Dealer in Bandung. Honda Ahmad Yani Bandung with an address on Jl. Ahmad Yani no.352, East Bandung, West Java, is equipped with integrated sales and after-sales services (sales, service, spare parts) in accordance with the standards of the Bandung Honda Dealer. Honda Ahmad Yani Bandung has a comfortable and modern showroom that can display up to 6 of the newest Honda cars in Bandung. Honda Dealer Ahmad Yani Bandung has a magnificent smoking area, customer lounge and showroom that has been equipped with an executive lounge lounge, Wi-Fi & Internet Corner services, and Kids Corner. For after-sales service, Honda Ahmad Yani Bandung has service facilities equipped with 13 general repair bays, 6 quick service bays, and spooring balancing facilities. Honda Ahmad Yani Bandung also has an area of spare parts to ensure availability of Honda parts with more complete and faster for consumers in the Bandung area. The presence of Honda Ahmad Yani Bandung will meet the needs of customers for Honda services and products in the city of Bandung, where the number of Honda consumers in the Bandung area continues to increase from year to year.

4.1.1 Organizational Structure



Honda A Yani has an organizational structure for the operational tasks of a business activity. In accordance with the function of workers, the implementation of each task for each job is carried out.

4.2 Consumer Response

4.2.1 Consumer Response Regarding Product Quality

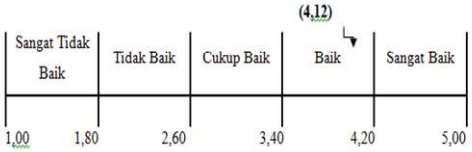
Table 4.1
Recapitulation

Indikator	Skor	Mean	Kategori
Kinerja	815	4,08	Baik
Daya Tahan	832	4,16	Baik
Kesesuaian dengan Spesifikasi	807	4,04	Baik
Fitur	814	4,07	Baik
Keandalan	806	4,03	Baik
Pelayanan	836	4,18	Baik
Estetika	841	4,21	Sangat Baik
Kualitas Produk yang dipersepsikan	832	4,16	Baik
Total dan rata-rata Kualitas Produk	**6583**	**4,12**	**Baik**

Secara keseluruhan hasil pengolahan yang disajikan pada tabel

Overall the processing results presented in the table produce a total score of 6583 with an average of 4.12. The mean value is entered into the continuum line, the measurement of which is determined in the following way:

• Maximum Index Value = 5
• Minimum Index Value = 1
• Interval distance = [maximum value - minimum value]: 5
= [5 - 1]: 5
= 0.8
• Overall average
= [(6583): (100x16)]
= 4.11



Showed that the score obtained was 6583 with an average of 4.12. So from that we can conclude that the respondent's response regarding product quality as a whole is in a good category. Products with good quality and trustworthy will always be embedded in the minds of consumers, because consumers are willing to pay some money to buy the product.

Product quality is determined by a set of uses and functions, including performance / performance, durability, conformity with specifications, product aesthetics, and also perceived quality / product impression (Mullins and Boyd in Kotler 2009: 362).

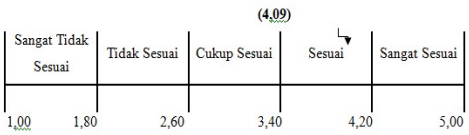
4.2.2 Consumer Response Regarding Price

Table 4.2
Recapitulation

Indikator	Skor	Mean	Kategori
Keterjangkauan Harga	826	4,13	Sesuai
Kesesuaian Harga dengan kualitas produk	831	4,16	Sesuai
Daya Saing Harga	821	4,11	Sesuai
Kesesuaian Harga dengan manfaat	793	3,97	Sesuai
Total dan rata-rata	**3271**	**4,09**	**Sesuai**

Overall the processing results presented in the table produce a total score of 3271 with an average of 4.09. The mean value is entered into the continuum line, the measurement of which is determined in the following way:

• Maximum Index Value = 5
• Minimum Index Value = 1
• Interval distance = [maximum value - minimum value]: 5
= [5 - 1]: 5
= 0.8
• Overall average
= [(3271): (100x8)]
= 4.09



The calculation in the table shows that the score obtained is 3271 with an average of 4.09. Therefore we

can conclude that the respondent's response to the overall price is in the appropriate category. Pricing determines consumer purchasing decisions, prices have an important meaning, because price is one of the most important attributes evaluated by consumers in making decisions to purchase prices used by consumers to decide how to get benefits and value from their purchasing power.

According to the journal Ummu Habibah and Sumiati (2016) From the results of the descriptive analysis of the research on the indicators contained in the price variable that the price overlap, the suitability of prices with product quality, price competitiveness, price suitability with a significant effect on purchasing decisions.

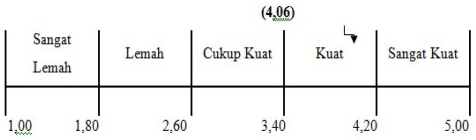
4.2.3 Consumer Response Regarding Brand Equity

Table 4.3
Recapitulation

Dimensi	Skor	Mean	Kategori
Kesadaran Merek	772	3,86	Kuat
Persepsi Kualitas	814	4,07	Kuat
Asosiasi Merek	824	4,12	Kuat
Loyalitas Merek	837	4,19	Kuat
Total dan rata-rata	**3247**	**4,06**	**Kuat**

Overall the processing results presented in the table produce a total score of 3247 with an average of 4.06. The mean value is entered into the continuum line, the measurement of which is determined in the following way:

• Maximum Index Value = 5
• Minimum Index Value = 1
• Interval distance = [maximum value - minimum value]: 5
= [5 - 1]: 5
= 0.8
• Overall average
= [(3247): (100x8)]
= 4.06



From the calculation in the table shows the score obtained is 3247 with an average of 4.06. Therefore we can conclude that the respondent's response to the brand equity is in the overall strong category. For this reason, brands need to be managed, developed, strengthened and improved in quality so as to provide sustainable competitive advantage.

Previous research conducted by Liao, et al., (2006) in Taiwan with the title "Study of Relationship Between Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty" revealed that brand awareness has a positive influence on brand loyalty through perceived quality as the mediator.

4.2.4 Consumer Response Regarding Purchase Decision

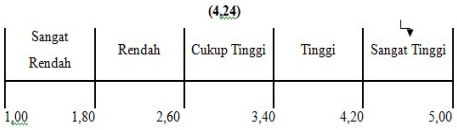
Table 4.4
Recapitulation

Indikator	Skor	Mean	Kategori
Pengenalan Masalah	848	4,24	Sangat Tinggi
Pencarian Informasi	839	4,20	Tinggi
Evaluasi Alternatif	827	4,14	Tinggi
Keputusan Pembelian	849	4,25	Sangat Tinggi
Perilaku Setelah Pembelian	869	4,35	Sangat Tinggi
Total dan rata-rata	**4232**	**4,24**	**Sangat Tinggi**

Overall the processing results presented in the table produce a total score of 4232 with an average of 4.24. The mean value is entered into the continuum line, the measurement of which is determined in the following way:

• Maximum Index Value = 5
• Minimum Index Value = 1

• Interval distance = [maximum value - minimum value]: 5
= [5 - 1]: 5
= 0.8
• Overall average
= [(4232): (100x10)]
= 4.24



From the calculation in the table shows the score obtained is 4232 with an average of 4.24. Therefore we can conclude that the respondent's response to behavior after purchase as a whole is in a very high category. This indicates that every consumer does this in making a decision to purchase a Honda Brio car.

4.3 Multiple Regression Analysis

Table 4.5
Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,347	,282		1,232	,221
	Kualitas Produk (X1)	,458	,083	,460	5,524	,000
	Harga (X2)	,204	,083	,189	2,447	,016
	Ekuitas Merek (X3)	,256	,083	,254	3,087	,003

a. Dependent Variable: Keputusan Pembelian (Y)

$Y = 0{,}347 + 0{,}458\ X_1 + 0{,}204\ X_2 + 0{,}256 X_3$

The regression coefficient value on the independent variables illustrates that if it is estimated that the independent variables increase by one unit and the value of the other independent variables is estimated to be constant or equal to zero, then the value of the dependent variable is expected to rise or fall according to the sign of the independent variable regression coefficient.

From the multiple linear regression equation above obtained a constant value of 0.347. That is, if the Purchasing Decision variable is not affected by the three independent variables namely Product Quality and Price and Brand Equity are zero, then the average purchase decision value will be 0.347.

Signs of regression coefficients independent variables indicate the direction of the relationship of the variables concerned with the Purchase Decision.

Regression coefficients for independent variables X1 are positive, indicating a unidirectional relationship between Product Quality and Purchase Decisions. Variable regression coefficient X1 of 0.458 means that for each increase in product quality of one unit will cause an increase in the purchase decision of 0.458.

The regression coefficient for independent variables X2 is positive, indicating the existence of a unidirectional relationship between Price and Purchase Decision. Variable regression coefficient X2 of 0.204 means that for every increase in price of one unit will cause an increase in the purchase decision of 0.204.

The regression coefficients for independent variables X3 are positive, indicating the existence of a direct relationship between Brand Equity and Purchase Decisions. Variable regression coefficient X3 of 0.256 means that for every increase in Brand Equity of one unit will cause an increase in Purchasing Decision of 0.256

4.4 Multiple Correlation

Table 4.6
Multiple Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709[a]	,502	,487	,56390

SPSS software output results above, obtained the correlation

coefficient (R) of 0.709. This shows that there is a strong relationship between Product Quality, Price, and Brand Equity on Purchase Decisions

4.5 Coefficient of Determination

Table 4.7
Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709[a]	,502	,487	,56390

Based on the table above, the value of Adjusted R square is 0.502 or 50.2%. This means that the Product Quality, Price, and Brand Equity variables have an effect of 50.2% on the Purchase Decision. While the remaining 49.8% is the contribution of other variables other than Product Quality, Price and Brand Equity.

This check can also be known from the journal: Denny Kristian and Rita Widayanai (2016) regression calculations can be seen that the R Square determination coefficient obtained is 0.402. This means that 40.2% of the variation in purchasing decisions can be explained by variations of the two independent variables namely product quality and price. While the remaining 59.8% is explained by reasons outside the model.

Table 4.8
Determination Partial

Model	Satndardized Coefficient	Coreelations		
	Beta	Zero-order	Partial	Part
1. (Constant)				
Kualitas Produk	,458	,637	,491	,749
Harga	,204	,411	,242	,870
Ekuitas Merel	,256	,519	,301	,768

The following are the results of the partial effect of free variable variability on the dependent variable with the formula beta x zero order:

1. Product quality = 0.458x0.637
   = 0.291 or 29.1%
2. Price = 0.204x0.411
   = 0.083 or 8.3%
3. Brand Equity = 0.256x0.519
   = 0.123 or 13.2%

The day of the calculation above, it can be seen that the most dominant variable on purchasing decisions is product quality of 29.1%, then brand equity of 13.2% and price of 6.3%.

4.6 Test of F (Simultan)

Table 4.9
Test of F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30,789	3	10,263	32,275	,000[b]
	Residual	30,526	96	,318		
	Total	61,315	99			

From the table above, the calculated F value is 32.275. Because the calculated F value (32.275)> F table (2.699), then Ho is rejected. Thus it can be concluded that simultaneously there is a significant effect of Product Quality, Price, and Brand Equity on Purchase Decisions.

Because Product Quality, Price, and Brand Equity influence simultaneously on Decision Purchasing means that the regression model can be used to predict Purchase Decisions

4.7 Test of T (Partial)

Table 4.10
Test of T

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,347	,282		1,232	,221
	Kualitas Produk (X1)	,458	,083	,460	5,524	,000
	Harga (X2)	,204	,083	,189	2,447	,016
	Ekuitas Merek (X3)	,256	,083	,254	3,087	,003

1. The variable X1 has a calculated t value greater than the value of t table. Because the value of t count (5.524)> t table (1.985), then Ho is rejected. Therefore it can be concluded that partially there is a

significant influence of Product Quality (X1) on Purchase Decisions (Y).

2. 2. The X2 variable has a calculated t value greater than the value of t table. Because the value of t count (2.447)> t table (1.985), then Ho is rejected. Therefore it can be concluded that partially there is a significant influence of Price (X2) on Purchase Decisions (Y).
3. 3. The X3 variable has a calculated t value greater than the value of t table. Because the value of t arithmetic (3.087)> t table (1.985), then Ho is rejected. Therefore it can be concluded that partially there is a significant influence of Brand Equity (X3) on Purchase Decisions (Y).

5. Conclusions and Recommendation

5.1 Conclusions

Based on the research that has been done regarding the Effect of Product Quality, Price, and Brand Equity, on the Purchase Decision, the researcher can draw the following conclusions:

1. a. The quality of the Honda Brio car product is in a good category with a score of 6583 and an average of 4.12. The highest aesthetic indicator with a score of 841 with an average of 4.21 and the lowest indicator of reliability with a score of 806 with an average of 4.03.

   b. The price of the Honda Brio car in the category corresponds to a score of 3271 and an average of 4.09. The highest indicator of price suitability with product quality with a score of 831 with an average of 4.16, and the lowest indicator of price suitability with benefits with a score of 793 with an average of 3.97

   c. The Honda Brio brand equity in good category with a score of 3247 and an average of 4.06. The highest indicator of brand loyalty with a score of 837 with an average of 4.19 and the lowest indicator of brand awareness 772 with an average of 3.86.

   d. The decision to purchase a Honda Brio car is in the very good category with a score of 4232 and an average of 4.24. The highest behavioral indicator after purchase with a score of 869 with an average score of 4.35 and the lowest alternative evaluation indicator with a score of 827 with an average score of 4.14.

2. Product Quality has a significant influence on the positive direction of the Purchasing Decision, meaning that if the Product Quality increases, the Purchasing Decision will increase.
3. Prices give a significant influence on the positive direction of the Purchase Decision means that if the price increases then the purchase decision will increase.
4. Brand equity provides a significant influence in the direction of positift towards the decision of the supervisor means that if the brand equity increases, the purchase decision will increase.
5. Variables of Product Quality, Price, and Equity Brand together have a significant influence on the Purchasing Decision variable.

5.2 Recommendations

In this study, researchers gave advice to Honda Dealer Ahmad Yani yotu as follows:

1. Judging from the variable quality of Honda Brio car products already in good category and there are no bad categories. But there needs to be improvement in some indicators, especially reliability indicators that get the lowest average value compared to other indicators even though they are in good category but need attention from the company by applying High Quality Control to each core component (engine, brakes, gear box) from Honda Brio
2. The price variable has a pretty good indicator, only on the price suitability indicator with the lowest benefit. So the company reviews again about the price of Honda Brio cars which are fairly high in the city car class, by adjusting prices to competitors. Or give discounts that attract consumers' attention.
3. In the brand equity variable brand awareness gets the lowest score compared to other indicators. Companies need promotion by promoting routine Honda events with the Honda Brio main display so that brand awareness is reshaped in the eyes of consumers.

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