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The Effect Of Product Quality On Purchasing Decisions

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Abstract: In this study there are two variables, namely variable X (Product Quality) and variable Y (Purchase Decision). This research was conducted to determine the Product Quality at PT. X, Purchase Decision at PT. X, and the effect of product quality on purchasing decisions at PT. X. The methods used in this research are descriptive methods and verification methods. The data used are primary and secondary data generated through observation, interviews, questionnaires (questionnaires) and literature. Sampling was done with *purposive sampling* technique. The hypothesis of this study is that there is an effect of product quality on purchasing decisions at PT. X. To measure the influence of these variables, the classical assumption test, simple linear regression, and the coefficient of determination are used with the help of the *software application system* (SPSS). Based on the results of data analysis using statistical methods, the results of the classical assumption test are valid and *reliable*, the results of the correlation coefficient are included in the strong category, and the coefficient of determination (KD) is large. Based on these results it can be concluded that product quality has a positive and significant effect on purchasing decisions at PT. X.

Keywords: Product Quality and Purchasing Decisions

INTRODUCTION

In the current era of globalization, companies are required to be able to adapt and compete with their competitors along with the development of increasingly sophisticated science and technology. Companies must determine various considerations in the business industry which has now entered the industrial era 4.0, which is intended so that the objectives of a company can be achieved optimally. This encourages companies to produce quality, innovative and varied products in large quantities. The company continues to strive so that the products it produces can be desired and accepted by consumers, which will then be purchased with a high purchase rate. Therefore, companies are required to be able to determine the best strategy used in selling their products.

Of the various industrial sectors, one of the fastest growing industries in Indonesia today is the automotive industry. In its development, motorbikes are used as a means of transportation in supporting economic activities because of their benefits and uses. This is evidenced by the increasingly dense traffic flow by motorized vehicles which are considered very practical and

economical when compared to public transportation, so it is not surprising that in motorcycle sales there is very intense competition by offering product quality and competitive prices.

The rapid growth of the automotive industry has made motorcycles a lucrative market in Indonesia. This is influenced by the growth of new companies competing to gain and maintain existing market share, as well as the entry of a number of motorcycle manufacturers from China and Japan. Manufacturers are competing to create quality products and create new innovations to attract consumers so as to increase competition between producers. It is very important for a company to be able to win a market competition. Producers are required to always keep up with market developments by paying attention to things that make consumers interested in choosing a product, which will then become the basis for making purchasing decisions from a consumer.

According to Kotler & Keller (2016: 194) defines that purchasing decisions are part of consumer behavior about how consumers choose, buy, use goods, services or ideas that begin when consumers recognize problems or needs that are triggered by internal or external stimuli to satisfy needs and wants. So that purchasing decisions made by consumers involve consumer confidence in a product that gives rise to a sense of confidence in the purchasing decisions taken. One of the factors that influence purchasing decisions is product quality. Product quality has an important meaning for the company because it can affect the company's success in building its reputation and become a competitive tool for a company in facing its competitors. According to Kotler and Keller (2016: 156) product quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs. Every company that wants to be able to meet the needs and desires of customers will try to make quality products, which are displayed both through the outer characteristics *(design)* of the product, as well as the *core (core) of the product* itself. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the products offered. Product quality is one of the keys to consumer purchasing decisions, because in buying a product a consumer does not only buy the product, but also the product itself. but consumers also buy the advantages or benefits of the products they buy.One company that pays attention to product quality is a motorcycle company. Motorbikes are considered an effective and economical means of transportation in supporting daily activities. The higher level of mobility in today's society can have a direct influence on meeting the need for transportation. This requires producers to be more sensitive to existing changes including consumer wants and needs, thus causing intense competition among automotive industry players who are increasingly active in innovating both related to product quality and variety, marketing strategies, and others. Meanwhile, the automotive industry in Indonesia is dominated by various motorcycle brands such as Honda, Yamaha, Kawasaki, Suzuki, TVS and several other brands.

The following is data on motorcycle sales in Indonesia based on the Indonesian Motorcycle Industry Association (AISI) in 2021.

Table 1. Motorcycle Sales Data based on the Indonesian Motorcycle Industry Association (AISI) in 2021

Manufacturer	Sold (Unit)	Percentage (%)
Honda	3,928,788 Units	77,68%
Yamaha	1,063,866 Units	21,04%
Kawasaki	43,540 Units	0,86%
Suzuki	18,380 Units	0,36%
TVS	2,942 Units	0,04%
Total	5,057,516 Units	100%

Source: https://warungasep.net

Based on the data in table 1 above, it is known that the most popular motorcycle in

Indonesia is Honda with a market share of 77.68% and sales of 3,928,788 units. In second place is Yamaha with a market share of 21.04% and sales of 1,063,866 units. Then Kawasaki with a market share of 0.86% and sales of 43,540 units. Suzuki with a market share of 0.36% and sales of 18,380 units. And TVS with a market share of 0.04% and sales of 2,942 units.

PT Mora Yamaha is one of the companies that cooperates with Yamaha Indonesia Motor Manufacturing (YIMM) and has several branches spread across Indonesia. PT. X is one of several branches of PT Mora Yamaha that sells various types of Yamaha motorbikes. Not only open a *dealer*

PT Mora Yamaha also opened a workshop for motorcycle *service*. PT Mora Yamaha has sold many *matic* motorbikes compared to duck motorbikes, because currently *matic motorbikes* are the *favorite* motorbikes for the community. Apart from its advanced technology, it is also easy to use.

This can be seen from the table below regarding the sales data of Yamaha brand *matic* and duck motorbikes at PT.. X in the 2019-2022 period.

Table 2. Sales Data of Yamaha Brand Matic and Duck Motorcycles at PT. X for the 2019-2022 Period

Type	Products	Sold
Matic	NMax	1,883 Units
(3,680 Units)	Aerox	850 Units
	Lexi	384 Units
	Mio	363 Units
	Fino	200 Units
Ducks	Jupiter	12 Units
(78 Units)	Vega	32 Units
	MX King	34 Units

Source: Data processed by researchers, 2023

Based on the data in table 2 above, it can be seen that the sales results between *automatic* motorbikes and ducks are dominated by *automatic motorbikes* with total sales of 3,680 units during the 2019-2022 period. If the sales results data between *matic* and duck motorcycles are compared, it can be seen that the total sales of *matic* motorcycles are much higher than duck motorcycles. In addition, it can also be seen that Yamaha Nmax ranks first and is the most popular *automatic* motorcycle in the community.

Yamaha NMax is a *premium* 155cc class *matic* motorcycle launched in 2015. Yamaha NMax has earned a prestigious title because of the quality of the products contained therein. Some of the advantages found in Yamaha NMax include an elegant and modern *body* design, innovations made by Yamaha through the 155cc *Blue Core* engine with VVA (*Variable Valve Actuation) valve* which makes its performance the best with stable engine rotation and efficient fuel consumption, front and rear lights equipped with power-saving LEDs, the first *double disk brake* and ABS *(Anti-lock Brake System)* features in Indonesia for duck scooters coupled with a *speedometer* that displays many functions in the MID *(Multi Intellligent Display)* like big motorbikes and cars. This makes Yamaha Nmax unique because it adds to the competition in the automotive industry. Because of these advantages, Yamaha NMax deserves to be named *Bike of The Year, The Best Duck Scooter, Best Technology & Features, Best Fuel Comsumption*, Best *Performance,* and *Motor Cycle of The Year* in the 155cc duck scooter category (https://www.indomoto.com).

Currently, Yamaha NMax motorcycle is in great demand by the general public, especially among young people. Apart from having a *sporty* design, Yamaha NMax is also equipped with other modern features which are the main attraction considering that NMax motorbikes have good quality in the minds of consumers, especially in Tanjungsari. The

following is the target data and realization of Yamaha NMax motorcycle sales at PT. X during the 2019-2022 period.

Table 3. Yamaha NMax Motorcycle Sales Data at PT. X for the 2019-2022 Period

Period	Sales Realization Per Year				
	Sales Target	2019	2020	2021	2022
January	65	62	53	40	28
February	65	33	70	19	32
March	65	32	47	32	37
April	65	45	14	41	48
May	65	66	8	46	41
June	65	40	27	45	54
July	65	43	31	30	47
August	65	45	23	44	38
September	65	39	32	50	45
October	65	41	23	37	42
November	65	39	22	35	39
December	65	68	40	31	39
Total	**780**	**553**	**390**	**450**	**490**

Source: Data processed by researchers, 2023

Based on the data in table 3 above, it can be seen that in 2019 PT. X set a sales target of 780 units, while the sales realization only reached 553 units. This also happened in subsequent years, where the 2020 sales target was still set at 553 units while the sales realization only reached 553 units.
390 units. Then in 2021 the sales target was 780 units while the sales realization only reached 450 units. And in 2022 the sales target is still at 780, while the sales realization shows that NMAX sales are only able to reach 490 units.

METHODS

The method used in this research is a descriptive verification method. The population that will become research units or respondents in this study is 471, namely consumers who are recorded in the company's data are consumers who have purchased Yamaha NMax motorbikes during 2019-2022. Based on the above calculations, to simplify the calculation, the sample size (n) studied is rounded up to 83 people.

Analysis Design and Hypothesis Testing

Validity Test and Reliability Test

Validity Test

This validity test was carried out on consumers of PT. X using the *Product moment* correlation formula.

Reliability Test

The reliability test used in this study is to use the *Cronbach's Alpha* statistical test which is one of the measuring tools in SPSS to measure reliability.

Descriptive Analysis

The analysis method used in this research is descriptive with a quantitative approach. With this method, data will be compiled, analyzed and interpreted about the meaning of the data collected or the variables studied. This method has the characteristics of focusing on solving problems in the present and actual, the data collected will be arranged, explained and then analyzed.

Classical Assumption Test

Normality Test

The statistical test used to test the normality of the data in this study is the Kolmogorov-Smirnov normality or sample test. According to Ghozali (2019: 85) if there is data normality, the residuals will be normally distributed and *independent*. There are two criteria for determining normality, namely:

a. The significance number (Sig) > α = 0.05 (5%) then the data is normally distributed.
b. Significance number (Sig) < α = 0.05 (5%) then the data is not normally distributed.

Linearity Test

Ghozali (2016: 159) states that the linearity test is used to see whether the model specifications used are correct or not. Whether the function used in an empirical study should be linear, quadratic, or cubic. Good data should have a linear relationship between the *dependent* variable and the *independent* variable, as follows:

1. If the probability value is> 0.05, then the relationship between the independent variable product quality (X) and the dependent variable purchasing decisions (Y) is linear.
2. If the probability value is <0.05, then the relationship between the independent variable product quality (X) and the dependent variable purchasing decisions (Y) is not linear.

Heteroscedasticity Test

According to Ghozali (2018: 137) the heteroscedasticity test aims to determine whether in a regression model there is an inequality of *variance* from the residuals of one observation to another. If the *variance from* the residuals of one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity.

***Product Moment* Correlation Analysis**

Correlation analysis is useful for determining a quantity that states how strong the relationship between a variable and another variable is.

The correlation coefficient (r) ranges from -1 to +1. The strength of the relationship is known from the numerical value, while the direction is expressed in positive (+) or negative (-) form. Which the utilization criteria are as follows:

1. If the value of r> 0, it means that there is a positive linear relationship. The greater the value of variable X, the greater the value of variable Y, or the smaller the value of variable X, the smaller the value of variable Y.
2. If the value of r < 0, it means that there is a negative linear relationship. The smaller the value of variable X, the greater the value of variable Y, or the greater the value of variable X, the smaller the value of variable Y.
3. If r = 0, it means there is no relationship at all between variable X and variable Y.
4. If r = 1 and r = -1, it means there is a perfect linear relationship.

The level of relationship strength is known from the correlation value (r) obtained. Which is explained in the following table:

Table 4. Correlation Level and Relationship Strengt

No.	Correlation Value (r)	Relationship Level
1	0,00 - 0,199	Very Weak
2	0,20 - 0,399	Weak
3	0,40 - 0,599	Simply
4	0,60 - 0,799	Strong
5	0,80 - 0,1000	Very Strong

Simple Linear Regression Analysis

According to Sugiyono (2017: 260) regression analysis is to make a decision whether the increase and decrease in the *dependent* variable (bound) can be done through an increase in the *independent* variable (free) or not. The *independent* variable (free) and the *dependent* variable (bound) have a functional or causal relationship which is the basis of linear regression. By using the following linear regression equation:

$$Y = a+bX$$

Description:

Y = Value of dependent variable X = Value of independent variable
a = Constant (if the value of X = 0) b = Simple regression coefficient

Coefficient of Determination (R2)

The coefficient of determination is a value that can describe the extent to which the independent variables in the study can influence the dependent variable from the influence of other variables outside the regression model in the study. According to Ghozali (2018: 97) the coefficient of determination is used to measure the ability of the independent variable to the dependent variable. The coefficient of determination is between zero and one. The value (r^2) means that the ability of the *independent* variables (free) in explaining the variation in the *dependent* variable (bound) is very limited. The coefficient of determination can be calculated using the following formula:

$$Kd = r^2 \times 100\%$$

Description:
Kd = Coefficient of Determination
r^2 = Correlation Coefficient

Hypothesis Test

The t test aims to determine the effect between the *independent* variable (free) and the *dependent* variable (bound) partially. To find out whether there is a significant effect of each *independent* variable (free), namely product quality on one *dependent* variable (bound), namely purchasing decisions. Then the significant value of t is compared with the degree of confidence. The significance test of the hypothesis is carried out with a significance level of 0.05, using the following formula:

$$\frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \text{ t count}$$

Description:
t = The t-test coefficient
r = Correlation Coefficient n = Number of Samples

RESULTS AND DISCUSSION

Research Results

Validity Test and Reliability Test

Validity Test

The validity test will test each of the variables to be used in this study. The following is from processing the validity test data Product Quality (X) and Purchase Decision (Y) calculated using the IBM SPSS 25 computer application program.

Table 5. Validity Test

Variables	Item Symbol	r count	r table	Description
Product Quality (X)	X.1	0,655	0,2159	Valid
	X.2	0,257	0,2159	Valid
	X.3	0,483	0,2159	Valid
	X.4	0,401	0,2159	Valid
	X.5	0,554	0,2159	Valid
	X.6	0,466	0,2159	Valid
	X.7	0,333	0,2159	Valid
	X.8	0,678	0,2159	Valid
	X.9	0,357	0,2159	Valid
	X.10	0,689	0,2159	Valid
	X.11	0,656	0,2159	Valid
	X.12	0,481	0,2159	Valid
Purchase Decision (Y)	Y.1	0,446	0,2159	Valid
	Y.2	0,492	0,2159	Valid
	Y.3	0,508	0,2159	Valid
	Y.4	0,446	0,2159	Valid
	Y.5	0,293	0,2159	Valid
	Y.6	0,447	0,2159	Valid
	Y.7	0,322	0,2159	Valid
	Y.8	0,507	0,2159	Valid
	Y.9	0,517	0,2159	Valid
	Y.10	0,539	0,2159	Valid

Source: Data processed by SPSS 25, 2023

Based on table 5 above, it can be seen that the results of the validity test calculation between each indicator of variable X regarding Product Quality and variable Y regarding Purchasing decisions show significant results, namely showing that rcount> rtable, meaning that all statement items are declared Valid. Thus, this research instrument can be used as a valid measuring instrument and is suitable for use as a measuring instrument in research.

Reliability Test

In the calculation of the statement reliability test between the Product Quality variable and the Purchasing Decision using the Cronbach's Alpha value approach with the Alpha value, where if Alpha Cronbach> 0.60 then the measuring instrument is declared reliable and vice versa if Alpha Cronbach <0.60 then the measuring instrument is declared unreliable. The results of processing X and Y reliability test data using the IBM SPSS 25 computer application program are shown in the table below:

Table 6. Reliability Test

Variables	Cronbach's Alpha	Alpha	Description

Product quality (X)	0,716	0,60	Reliable
Purchase Decision (Y)	0,678	0,60	Reliable

Source: Data processed by SPSS 25, 2023

From table 6, it can be seen that the results of the calculation of the X and Y variable reliability test show significant results which indicate that the Cronbach Alpha value is 0.60, meaning that the decision results are declared reliable. Thus that the research instrument (questionnaire data) can be used as a valid measuring tool in research and can be used as an example for future use.

Classical Assumption Test

Normality Test

Table 7. Normality Test
One-Sample Kolmogorov-Smirnov Test

N		83
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.42190093
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.038
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on table 7 above, it can be seen that for normality testing on Product Quality and Purchasing Decision data is described in the Kolmogorov smirnov method, based on the results of the above calculations, the Asymp Sig. value is 0.200, which means it is greater than the Alpha value (0.05). This shows that in this study the data is declared normally distributed.

Linearity Test

The linearity test was conducted to determine whether there was a linear relationship between the two research variables. A linear relationship illustrates that changes in the predictor variable will tend to be followed by changes in the criterion variable by forming a linear line. The criteria for seeing whether the two variables are linearly related or not are as follows:

a. If the sig *deviation from* Linearity> 0.05 then the two variables are declared linear.
b. If the sig *deviation from Linearity* <0.05 then the two variables are declared non-linear.

The results of the linerity test of the two variables can be seen in table 4.6 below:

Table 8. Linearity Test

ANOVA Table		
	Sum of Squares	Mean Square

				df		F	Sig.
Purchase Decision * Product Quality	Between Groups	(Combined)	567.556	15	37.837	6.192	.000
		Linearity	495.984	1	495.984	81.168	.000
		Deviation from Linearity	71.571	14	5.112	.837	.628
	Within Groups		409.408	67	6.111		
	Total		976.964	82			

The calculation of the relationship linearity test in this study used the help of the *Statistical Package For Science* (SPSS) version 25 computer program. Based on table 4.6 above, the results of the linearity test of the relationship between the Product Quality variable and the Purchasing Decision are described in the Anova Table method. It is known that sig. *Deviation from linearity of* 0.628> 0.05, it can be concluded that there is a linear relationship between Product Quality and Purchasing Decisions.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an unequal *variance* from the residuals of one dxvd to another. The way to predict the presence or absence of heteroscedasticity in a model is to look at the pattern of the Scatterplot image. If there is no pattern clear, and the points spread above and below the number 0 on the Y axis, heteroscedasticity occurs. The following is a heteroscedasticity test using IBM SPSS 25 software.

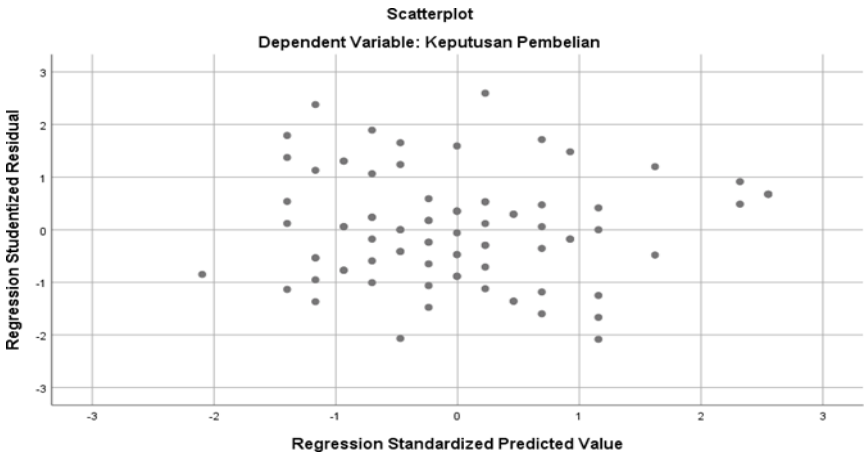

Figure 1. Heteroscedasticity Test

Based on the picture above, in the *scatterplot it* can be seen that the data spreads randomly, this shows that the distribution of Product Quality and Purchasing Decision data is spread out so that it can be said that in the regression model formed there is no heteroscedasticity problem. Therefore, it can be concluded that the data processed does not have residual similarities, because basically this heteroscedasticity test is used to determine any deviations from the classical assumption requirements in linear regression, where in the regression model the conditions must be met that there is no heteroscedasticity.

Simple Linear Regression Analysis

Simple Linear Regression Analysis is used to determine whether there is an influence of Product Quality on Purchasing Decisions at PT. X. Based on the results of data processing with the help of SPSS version 25, results can be obtained as in the table below:

Table 9. Simple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.134	3.078		4.592	.000
	Product Quality	.572	.063	.713	9.139	.000

a. Dependent Variable: Purchase Decision

Based on table 4.9 above, a simple linear regression equation is obtained as follows:

$$Y = 14{,}134 + 0.572X$$

The equation above shows that :

1. The value of a is an *intercept* or constant, with a value of 14,134, which means that without the Product Quality variable the value of the Purchase Decision is 14,134 and is constant.
2. While b is the regression coefficient, with the acquisition of a regression value of 0.572, which means that when there is an increase in product quality by one unit, the Purchasing Decision at PT. X will have an effect of 0.572.

Product Moment Correlation Coefficient Analysis

To determine the magnitude of the relationship between the two variables, namely Product Quality on Purchasing Decisions, a correlation coefficient test is carried out. Based on calculations using SPSS 25, the correlation coefficient value is known as follows:

Table 10. Product Moment Correlation Coefficient Analysis

Correlations

Product Quality	Pearson Correlation	1	.713**
	Sig. (2-tailed)		.000
	N	83	83
Purchase Decision	Pearson Correlation	.713**	1
	Sig. (2-tailed)	.000	
	N	83	83

Based on table 10, it is known that the correlation coefficient value is 0.713. This shows that there is a strong relationship between Product Quality and Purchasing Decisions at PT. X which is based on the level of correlation coefficient value between 0.60-0.799.

Coefficient of Determination (R2)

Table 11 Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713a	.508	.502	2.437

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Purchase Decision

$KD = (r)^2 \times 100\%$

$= (0.713)^2 \times 100\%$

$= 0{,}508 \times 100\%$

$= 50{,}8\%$

Based on the results of these calculations, a score of 50.8% was obtained. Thus it can

be said that Product Quality contributes or influences purchasing decisions at PT. X. While the remaining 49.2% is influenced by other factors not examined in this study such as price, promotion, brand image and other factors.

Hypothesis Testing

Table 12. Hypothesis Test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.134	3.078		4.592	.000
	Product Quality	.572	.063	.713	9.139	.000

a. Dependent Variable: Purchase Decision

From the calculation of the t test, it is obtained that tcount = 9.139 while ttable = 1.66388 means tcount> ttable, then H1 is accepted and H0 is rejected, meaning that there is an influence between Product Quality on Purchasing Decisions at PT. X.

Discussion

Product Quality at PT. X

Based on the results of descriptive analysis of product quality variables at PT. X, it is in the agree or good category. This is indicated by respondents' responses to the twelve indicators of product quality which are used as instruments (measuring instruments) stating answers in the agree or good category. The recapitulation results with the smallest value of variable X (Product Quality) of 298 are in the statement indicator "The speed of Yamaha NMax is satisfactory and uses efficient fuel". While the largest value of variable X (Product Quality) of 381 is in the statement indicator "Yamaha NMax has a spacious trunk so that it can accommodate many items". The overall Product Quality variable has a total score of 4,069. Based on the Continuum Interval of the Product Quality variable, the total score of 4,069 is in the interval 3,386.4 - 4,183.2 in the agree or good category. This shows that overall Product Quality at PT. X is classified as a good category.

Purchase Decision at PT. X

Based on the results of descriptive analysis of the Purchasing Decision variable at PT. X is in the good category. This is indicated by the respondents' responses to the ten indicators of Purchasing Decisions which are used as instruments (measuring instruments) state answers in the agree or good category. The recapitulation results with the smallest value of variable Y (Purchase Decision) of 332 are in the statement indicator "I decided to buy Yamaha NMax because there are several things that are more profitable than other brands (easy maintenance, cheap spare parts, etc.)". Meanwhile, the largest value of variable Y (Purchase Decision) of 370 is in the statement indicator "I decided to buy a Yamaha Nmax because I needed it as a means of transportation" and "I recommend Yamaha NMax to others".

The Effect of Product Quality on Purchasing Decisions at PT. X

Based on the results of the correlation analysis, it shows that the correlation between Product Quality and Purchasing Decisions has a strong correlation, this is indicated by the correlation value (r) of 0.713. As for linear regression

The simple equation between Product Quality and Purchasing Decisions is shown by Y = 14.134 + 0.572X. This equation shows that the constant is 14,134, which means that without the Product Quality variable, the value of the Purchasing Decision is 14,134 and is constant.

Product Quality shows a positive regression of 0.572, which means that when there is an increase in product quality by one unit, the Purchasing Decision at PT. X will have an effect of 0.572. The coefficient of determination from the simple linear regression is 50.8%, this shows that the Product Quality variable contributes 50.8%, while the remaining 49.2% is influenced by other variables not examined in this study such as price, promotion, brand image and other factors.

CONCLUSIONS

Product quality at PT. X is seen from the dimensions of *Performance*, *Range and type of features*, *Reability and durability*, *Maintability and serviceability* and *Sensory characteristics Etchical profile and image* based on the responses of respondents, the overall average is in the good category. The highest statement is that the Yamaha NMax motorcycle has a spacious trunk so that it can accommodate a lot of items, indicating that the average consumer is satisfied with the quality of the products owned by PT. X, although there are still some features that are not optimal, the quality of the products at PT. X is already running well. Purchasing decisions at PT. X seen from the dimensions of problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior based on respondents' responses, the overall average is in the very good category. The highest statement, namely I decided to buy a Yamaha Nmax motorcycle because I needed it as a means of transportation and I recommend Yamaha NMax motorcycle products to others, shows that the average consumer has made an optimal purchasing decision at PT. X. This is evidenced by the results of the purchase decision assessment that has been carried out that the assessment is above average. Based on the hypothesis testing that has been carried out, it can be concluded that the results obtained are H1 accepted and H0 rejected, meaning that there is a positive and significant influence between product quality on purchasing decisions for Yamaha NMax motorbikes at PT.

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Advice

It is hoped that this research will be used as reference material for further research and development so that it is not fixated on factors such as in this study, namely product quality, but can add other factors that might influence purchasing decisions such as price, promotion,

Brand image and other factors and hopefully this research can be useful for readers, especially researchers.

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