



DOI: <https://doi.org/10.38035/dijms.v7i1.5685>
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The Influence of Product Quality, Price, and Promotion on the Purchase Decision of Honda Motorcycles

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Abstract: This study aims to analyze the influence of product quality, price, and promotion on the purchasing decisions of Honda motorcycles, and to identify the most dominant influencing variable. This research is quantitative with a case study on Honda Matic motorcycle users in the city of Blora. The sampling was conducted using a purposive sampling technique with a total of 110 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the SPSS software. The results of the study show that: (1) Product quality has a positive and significant effect on purchasing decisions. (2) Price has no significant effect on purchasing decisions. (3) Promotion has a positive and significant effect on purchasing decisions. (4) Product quality, price, and promotion simultaneously have a significant effect on purchasing decisions. The analysis also found that promotion is the most dominant variable influencing the purchasing decisions of Honda Matic motorcycles in the city of Blora. The coefficient of determination (R^2) indicates that 41.7% of the purchasing decision variable can be explained by the variables of product quality, price, and promotion, while the remainder is influenced by other factors outside this study.

Keyword: Product Quality, Price, Promotion, Purchase Decision, Honda Motorcycle.

INTRODUCTION

The rapid development in the era of globalization has driven significant changes in various sectors, including the emergence of a free trade climate that makes business competition increasingly fierce. Indonesia, with its large population, has become a highly potential market for both domestic and foreign producers. One of the industries experiencing rapid growth is the automotive industry, driven by increasing public mobility and the need for efficient means of transportation. Among various types of vehicles, motorcycles occupy a dominant position as the main choice of the people because they are considered practical, fast, and affordable for various economic groups (Moercahyono & Pasaribu, 2023). This high demand requires companies to continuously innovate and understand the factors that influence consumer behavior in order to win market competition. This phenomenon makes consumer

purchasing decisions a crucial variable that needs to be studied in depth by industry players (Anggar, 2018).

PT Astra Honda Motor (AHM) has long been a pioneer and market leader in the motorcycle industry in Indonesia, with a highly dominant market share, particularly in the automatic scooter (matic) segment. To maintain its position, the company needs to comprehensively understand the key elements that become the main considerations for consumers in choosing a product. Three central factors strongly suspected to influence purchasing decisions are product quality, price, and promotion. Product quality, defined as a product's ability to perform its function which includes durability, reliability, and precision (Andriyani & Zulkarnaen, 2017), forms the foundation of consumer trust. Honda is known for producing fuel-efficient, durable, and long-lasting spare parts (Almunadi & Arifin, 2021).

Furthermore, price refers to the amount of money charged for a product or service (Aptaguna & Pitaloka, 2016), where setting competitive prices that align with the value received becomes an important consideration for consumers (Suhada et al, 2025). Finally, promotion functions as a persuasive communication activity to inform, persuade, and remind consumers about a product or brand (Krabes, 2015), which can effectively stimulate purchase interest through various channels such as advertising and personal selling (Amelia et al., 2025).

Although Honda has established itself as a market leader, the dynamic competition and the emergence of new competitors with aggressive strategies demand continuous evaluation of the marketing strategies applied. There are inconsistencies in previous research results regarding the influence of these variables. For example, some studies found that price has a significant effect (Fatmawati & Soliha, 2017), while other studies showed the opposite result, where price has no significant effect (Nardo & Prasetyo, 2022). Similarly, promotion was found significant by some researchers (Nurhayati, 2017), but insignificant by others (Rosintasn et al., 2020).

This research gap indicates the importance of conducting further studies in a specific context, such as among Honda Matic motorcycle users in Blora City, to provide clearer empirical insights. Based on this phenomenon, this study formulates the following research questions: (1) Does product quality affect the purchasing decision of Honda motorcycles? (2) Does price affect the purchasing decision of Honda motorcycles? (3) Does promotion affect the purchasing decision of Honda motorcycles? (4) Among these three variables, which has the most dominant influence?

In line with the research questions outlined, this study has several main objectives. First, to analyze and empirically prove the influence of product quality, price, and promotion variables on the purchasing decision of Honda motorcycles. Second, this study aims to identify which variable among product quality, price, and promotion has the most dominant influence in shaping consumer purchasing decisions (Winarti et al., 2023). The results of this study are expected to provide significant benefits for various parties. For companies, the findings can serve as strategic input in formulating more effective and efficient marketing policies, particularly in resource allocation for quality improvement, pricing, and promotional activities. For academics and future researchers, this study is expected to serve as a valuable scientific reference, enriching the literature in the field of marketing management, and becoming a basis for future research development in different contexts or with different variables.

METHOD

Research methodology is the scientific framework that serves as a guideline for conducting research systematically and in a structured manner. This section describes all stages undertaken, starting from determining the type of research, defining operational variables, sampling techniques, data collection methods, to data analysis techniques used to answer the research questions and test the formulated hypotheses. This study employs a quantitative approach. According to Sugiyono, a quantitative approach is a research method based on the

philosophy of positivism, used to study a specific population or sample by collecting data through research instruments and analyzing it statistically to test hypotheses (Sugiyono, 2017). This approach was chosen because it is relevant to the research objective, which is to measure and analyze the causal relationships between independent variables (product quality, price, promotion) and the dependent variable (purchase decision).

In this study, a variable is defined as an attribute or characteristic of an object that exhibits certain variations to be studied and concluded upon (Sugiyono, 2016). Two types of variables are used. First, independent variables, which cause changes in other variables, consisting of: Product Quality (X_1), namely consumers' perception of product characteristics such as performance, reliability, and aesthetics; Price (X_2), namely the monetary value exchanged for a product, measured in terms of affordability and suitability with quality; and Promotion (X_3), namely all forms of persuasive company communication measured through advertising and personal selling. Second, the dependent variable, namely Purchase Decision (Y), which is the process of selecting a product by consumers after going through various stages of consideration.

The population targeted in this study consists of all consumers or users of Honda automatic motorcycles in Blora Regency. Since the total population cannot be precisely determined (infinite population), the sample size was calculated using Cochran's formula. With a confidence level of 95% and a margin of error of 10%, a minimum sample size of 96.04 respondents was obtained, which was then rounded up and increased to 110 respondents to anticipate invalid data. Sampling was carried out using a non-probability sampling technique through purposive sampling, in which samples were selected based on specific criteria aligned with the research objectives, namely active users of Honda automatic motorcycles in the study area.

Data collection in this study comes from both primary and secondary sources. Primary data were obtained directly from respondents through the distribution of questionnaires containing a series of closed-ended statements regarding the variables of product quality, price, promotion, and purchase decision. Respondents' responses were measured using a five-point Likert Scale, ranging from "Strongly Disagree" to "Strongly Agree." Meanwhile, secondary data were collected from relevant literature studies, including previous research journals, textbooks, scientific articles, as well as other supporting data obtained from reliable online sources.

All collected data were then analyzed quantitatively using SPSS (Statistical Package for the Social Sciences). The analysis process began with instrument testing, which included a validity test to ensure that each questionnaire item measured the appropriate variable, and a reliability test to measure the internal consistency of the instrument. Before conducting regression analysis, a series of classical assumption tests were carried out to ensure that the model met the requirements of a good model (Best Linear Unbiased Estimator - BLUE), consisting of normality test, multicollinearity test, and heteroscedasticity test. Subsequently, to determine the direction and magnitude of the influence of independent variables on the dependent variable, multiple linear regression analysis was employed using the equation model:

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

The final stage was hypothesis testing, conducted through a partial test (t-test) to examine the individual influence of each variable, a simultaneous test (F-test) to examine their joint influence, and a coefficient of determination (R^2) analysis to determine how much the independent variables could explain the dependent variable.

RESULTS AND DISCUSSION

The presentation of results begins with a description of the research object, respondent characteristics, instrument testing results, descriptive statistical analysis, and hypothesis testing results. The discussion section will then interpret these findings, relate them to the theoretical framework and previous studies, and answer the research questions that have been formulated.

Description of the Research Object

The object of this research is the purchase decision of Honda motorcycles, with a case study focused on users of Honda automatic motorcycles in Blora City. Specifically, this study analyzes the influence of three independent variables product quality (X_1), price (X_2), and promotion (X_3) on the dependent variable, namely purchase decision (Y). Honda motorcycles were chosen as the object because of their dominant position in the Indonesian motorcycle market. PT Astra Honda Motor (AHM), as an industry pioneer, successfully sold 4.9 million units in 2024 and controlled around 77% of the national market share. The largest contribution came from automatic scooter (skutik) models such as BeAT, Scoopy, and Vario, which accounted for around 90% of total sales. The factors under focus product quality, price, and promotion are strongly suspected to be the main considerations for consumers. Honda's product quality is well known for its fuel efficiency, durable engines, and availability of spare parts. Meanwhile, Honda's prices are considered competitive, and its extensive promotional strategies across various media also serve as an additional attraction for consumers.

Respondent Characteristics

Data for this research were collected from 110 respondents who are users of Honda automatic motorcycles in Blora City. Based on the collected data, the majority of respondents were male (56.4%). In terms of age, the largest groups were young productive ages, namely 20–29 years (38.2%) and 30–39 years (32.7%). Viewed from the type of occupation, respondents were dominated by private employees (40.9%) and entrepreneurs/self-employed (22.7%). In terms of income levels, most respondents were in the lower-middle to middle-income category, with the largest group earning between IDR 2,000,000 and IDR 3,999,999 (34.5%).

Validity and Reliability Tests

Before further data analysis, instrument testing was conducted. The Validity Test was carried out to ensure that each question item in the questionnaire truly measured what it was intended to measure. By comparing the r-count value with the r-table (0.1874 for $N=110$), the results showed that all statement items for the variables Product Quality (X_1), Price (X_2), Promotion (X_3), and Purchase Decision (Y) were declared VALID, since all r-count values were greater than the r-table value. Next, the Reliability Test was conducted to determine the consistency of the measurement instrument. Using Cronbach's Alpha technique, the results showed that all variables had Cronbach's Alpha values above the critical value of 0.60 (Purchase Decision = 0.763; Product Quality = 0.786; Price = 0.844; Promotion = 0.684). Thus, all instruments used in this research were declared RELIABLE and suitable for further analysis.

Descriptive Statistical Analysis

Descriptive statistical analysis provides a general overview of the data distribution from respondents' answers. For the Purchase Decision variable (Y), the average (mean) score was 35.04, indicating a tendency toward positive perceptions from respondents. A similar result was found for the Product Quality variable (X_1) with a mean of 34.95 and the Promotion variable (X_3) with a mean of 30.77. The Price variable (X_2) had a mean of 26.44. Overall, the average scores of all variables indicate that respondents tended to give favorable or agreeing assessments of the statements presented in the questionnaire. The relatively small standard

deviations across all variables indicate that respondents' answers did not vary widely and tended to be uniform.

Classical Assumption Test

The classical assumption test was conducted to ensure that the regression model used met the criteria of a good model (Best Linear Unbiased Estimator BLUE). The results of the Normality Test using the Kolmogorov-Smirnov test showed a significance value of 0.366, which is greater than 0.05. This indicates that the research data are normally distributed. The results of the Multicollinearity Test showed that all independent variables had Tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10, indicating that there was no multicollinearity problem in the regression model. Finally, the results of the Heteroscedasticity Test using the Glejser method showed significance values for all independent variables greater than 0.05, so it can be concluded that the regression model is free from heteroscedasticity symptoms.

Multiple Linear Regression Analysis and Hypothesis Testing

Multiple linear regression analysis was used to determine the effect of the independent variables on the dependent variable.

Table 1. Results of Multiple Linear Regression Analysis and Hypothesis Testing Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.718	3.646		1.843	.458
	Product Quality	0.220	0.096	0.224	2.293	.024
	Price	0.196	0.143	0.117	1.373	.173
	Promotion	0.502	0.120	0.413	4.195	.000

a. Dependent Variable: Purchase Decision

Table 2. Results of F-Test (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	367.485	3	122.495	25.243	.000 ^b
	Residual	514.370	106	4.853		
	Total	881.855	109			

Table 3. Results of R-Square (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.400	2.203

a. Predictors: (Constant), Promotion, Product Quality, Price

b. Dependent Variable: Purchase Decision

Based on the analysis results, the regression equation is as follows:

$$[Y = 6.718 + 0.220(X_1) + 0.196(X_2) + 0.502(X_3) + e]$$

The hypothesis testing results are as follows:

1. Effect of Product Quality (H1):

The product quality variable (X₁) has a significance value of 0.024 (< 0.05) with a positive coefficient. This means product quality has a positive and significant effect on purchase decision. The first hypothesis (H1) is accepted.

2. Effect of Price (H2):

The price variable (X_2) has a significance value of 0.173 (> 0.05). This means price does not have a significant effect on purchase decision. The second hypothesis (H2) is rejected.

3. Effect of Promotion (H3):

The promotion variable (X_3) has a significance value of 0.000 (< 0.05) with a positive coefficient. This means promotion has a positive and significant effect on purchase decision. The third hypothesis (H3) is accepted.

4. Simultaneous Effect (H4):

The F-Test results show a significance value of 0.000 (< 0.05). This means product quality, price, and promotion together (simultaneously) have a significant effect on purchase decision. The fourth hypothesis (H4) is accepted.

This indicates that 41.7% of the variation in purchase decisions can be explained by product quality, price, and promotion variables. The remaining 58.3% is explained by other factors outside this research model.

Discussion

The findings of this study provide several important insights. The acceptance of the hypothesis that product quality has a positive and significant effect confirms that consumers in Blora City highly consider aspects of reliability, durability, and performance of Honda products when making purchasing decisions. This finding is consistent with the research conducted by Maghfur & Wahyuni, which indicates that Honda's image as a high-quality product has been strongly embedded in the minds of consumers (Maghfur & Wahyuni, 2022).

Interestingly, price was found to have no significant effect. This can be interpreted as consumers in the study area perceiving the price of Honda motorcycles to be commensurate with the quality and value offered (value proposition). Therefore, fluctuations or price differences with competitors do not become the main determining factor. Consumers may prioritize quality and brand image over price differences. This finding is similar to the research of Nardo & Prasetyo, who also found no significant effect of price (Nardo & Prasetyo, 2022).

Conversely, promotion was proven to have a positive and significant effect and even emerged as the most dominant variable. This is evidenced by the highest standardized beta coefficient value (0.413). This finding highlights the effectiveness of the marketing communication strategies carried out by PT AHM. Various promotional activities, ranging from mass media advertisements to social media campaigns, have successfully created awareness, built interest, and ultimately encouraged consumers to make purchases. The dominant influence of promotion implies that in a competitive market, the ability to persuasively communicate product advantages becomes the key to winning consumer preference.

CONCLUSION

This study concludes that among the variables tested product quality, price, and promotion both product quality and promotion have a positive and significant effect on purchasing decisions for Honda motorcycles in Blora City, with promotion emerging as the most dominant factor. Price, on the other hand, was found to have no significant influence, indicating that consumers perceive Honda's pricing as fair relative to the value and quality offered. The regression analysis further shows that 41.7% of the variation in purchasing decisions can be explained by these three variables, while the remaining 58.3% is influenced by other factors outside the research model. These findings emphasize the importance of maintaining product quality and strengthening promotional strategies as key drivers in shaping consumer purchasing behavior.

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