

Influence of Product Quality, Price and Digital Marketing Against Decision Purchase Motorcycle Yamaha in Maharaya Motor Makassar

Andi Alfianto Anugrah Ilahi^{1*}, Muhammad Fahimi Bin Sofian^{2*},
Hamida Hasan³, Firman Alimuddin⁴

^{1, 3, 4} Andi Sapada Institute of Social Sciences and Business, Management and Professional Studies

E-mail: alvian260@gmail.com^{1*}, muhd_fahimi@msu.edu.my^{2*}

Abstract

The purpose of this study was to determine the effect of product quality, price and digital marketing on purchasing decisions for Yamaha motorbikes at Maharaya Motor Makassar City. The data analysis method used is validity test, reliability test, multiple linear regression, partial tests, simultaneous test and coefficient of determination to find out the hypothesis in this study. The results of the analysis of the data obtained by the researchers indicates that Product Quality (X^1) does not partially influence the Purchase Decision of Yamaha Maharaya Motor Makassar City ($1.572 < 2.003$) and a significant level ($0.122 > 0.05$). Price (X^2) has a partial effect on purchasing decisions for Yamaha motorbikes at Maharaya Motor Makassar City ($2.581 > 2.003$) and significant ($0.012 < 0.05$). Digital Marketing (X^3) has no significant effect partially on the purchasing decision of Yamaha Maharaya Motor Makassar City ($-0.154 < 2.003$) and significant ($0.878 > 0.05$). Product quality, price and digital marketing have a significant simultaneous effect on purchasing decisions for Yamaha motorbikes at Maharaya Motor Makassar City ($2.892 > 2.77$). The R Square or R Square value obtained is 0.134, meaning 13.4% influence product quality, price and digital marketing on purchasing decisions for Yamaha motorbikes at Maharaya Motor Makassar City, while the remaining 86.6% is influenced by other variables not examined, such as promotion, location, purchase satisfaction and so on.

Keywords: Products quality; Price; Digital Marketing; Decision; Purchase

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara kualitas produk dan harga serta pemasaran digital terhadap keputusan pembelian motor Yamaha di Maharaya Motor Makassar City. Metode analisis data yang digunakan adalah uji validitas, uji reliabilitas, regresi linier berganda, uji parsial, uji simultan dan penentuan koefisien untuk mengetahui hipotesis dalam penelitian ini. Data hasil analisis yang diperoleh peneliti menunjukkan bahwa Kualitas Produk (X_1) Tidak berpengaruh secara parsial terhadap keputusan pembelian sepeda motor Yamaha di Maharaya Motor ($1,572 < 2,003$) dan tingkat signifikan ($0,122 > 0,05$). Harga (X_2) sebagian mempengaruhi keputusan untuk membeli sepeda motor Yamaha di Maharaya Motor ($2.581 > 2.003$) dan signifikan ($0.012 < 0.05$). Digital Marketing (X_3) does not have a partially significant effect on decisions purchasing a Yamaha

motorbike at Maharaya Motor ($-0.154 < 2.003$) and significant ($0.878 > 0.05$). Product quality, price and digital marketing influential significant in a way simultaneous to decision purchase Motorcycle Yamaha in Maharaya Motor Makassar City ($2.892 > 2.77$). The R Square or R Squared value obtained at 0.134, meaning 13.4% of the influence of product quality, price and digital marketing on the decision to purchase a Yamaha motorbike at Maharaya Motor Makassar City meanwhile the rest as big as 86.6% influenced by other variables Which not researched like promotion, location, satisfaction purchase and so forth.

Kata Kunci: Produk Berkualitas; Harga; Pemasaran Digital; Keputusan; Beli

Introduction

Marketing is the spearhead in a business venture, whether it still is in startups, or have reached a large level. In a world of fierce competition, company sued so that still endure life And develop. By Because That a marketer is sued to understand the main problems in the field And compile strategy so that can reach objective company. Marketing it's not solely the activity of selling products and services, but in marketing there must be Work The same Which good delivery part so that achieved marketing which effective.(Arifuddin & Alimuddin, 2023)

Connect with it's complicated problem marketing so felt by para shrewd businessman, especially one whose market is in the hands of buyers, to be able to carrying out efforts and activities in a definite, purposeful, concrete, discerning manner in reality. So in marketing it is necessary to apply a principle, principles marketing is is something proposition Which can in prove it the truth. Principles it is obtained based on experience or on obtained on the basis of analysis and conclusions from the facts collected. Principles what applies in the field of marketing needs to be known and understood by those who his task dabbling in in field That, Because with own principle That they in expect can solve the problem marketing with the best.

Consumers are stimulated by the concept that the company must first obtain offer goods or service (Product) Which needed by onsumer, then The company decides the cost (price) of goods or services according to the circumstances targeted consumers, after that they can find out what the availability is Digital marketing is one of the marketing or promotional activities for a brand or products using digital media or the internet. The goal of digital marketing is For interesting consumer And candidate consumer rapidly.

Based on previous research conducted by (Anwar & Satrio, 2015) that is about influence price And quality product to decision purchase with the results obtained from this research, namely that prices have a significant effect and negative towards buying decision Quality the product has a significant effect and positive to decision purchase.

Researcher A.Miftha Rizki Utami (2018) with the title influence of product quality, price, and social media-based promotions on consumer purchasing decisions CV. Ospinachi Arlos Brilliant Makassar. Results study Which obtained that is Promotion influential significant to decision purchase whereas qualityproduct And price No influential significant to decision purchase as well as Quality product,

price, And promotion based social media influential simultaneous to decision purchase.

Researchers Achmad Fadjri and Parlagutan Silitonga (2019) with the title influence product quality, price perception, and digital marketing on purchase satisfaction at Pizza Marzano Pondok Indah Mall 2 shows that the research results are variable product quality, price and digital marketing combined will be found that there is that influence third real variable For determine satisfaction customer.

Researcher Francilia Marsilina Plush (2019) with title influence digital marketing on purchasing decisions at Matahari Department Store Manado Town Square research results show that the results of linear regression analysis simple so obtained mark coefficient regression Which positive. So that can It is said that the direction of influence of digital marketing variables on decision variables purchase that is positive.

Researcher Fitri Aprilia Rahmawati (2020) with the title influence of product quality, price, and direct marketing on purchasing decisions and consumer satisfaction Yamaha motorbikes, the results obtained from this research are price, direct marketing and purchasing decisions have a significant effect on motorcycle consumer satisfaction Yamaha while quality product No significant effect on satisfaction consumer Motorcycle Yamaha.

Maharaya Motor Makassar City has a vision, namely to become a Motorcycle Dealer Group Yamaha is the biggest and the best and healthiest financing company and trustworthy in Indonesia. Whereas The mission that is give service best to consumers with the 3T concept, namely Fastest, Easiest, and Most Reliable but still heed precautionary aspect so that become company which Healthy And strong.

Based on observations made by researchers at Maharaya Motor Makassar City, looking at the product quality at Maharaya Motor Makassar City which markets the product vehicle bicycle motorcycle with various type qualification sale product Which varies, causing people to complain about the quality of the product not the same as the quality of the previous product. On the other hand, the price difference between Maharaya Motor Makassar City with similar companies is making an increase internal competition selling the best-selling products on the market. From both factor quality product And price, Also related with digital marketing or promotion Which done in a way on line.

Material And Method

A. Management Marketing

Marketing Management is an analytical activity, planning, implementation, and control of programs created to form, build, and maintain, profits from exchange through target markets To use reach objective organization (company) in long-term.

Marketing management according to Manullang and Hutabarat (2016:3) in is the process of analyzing, planning, carry out And control activity in marketing Which cover idea-ideas, goods and services based on exchange with the aim of producing satisfaction consumer And not quite enough answer producer.(Handika & Darma, 2018)

Definition of marketing management according to Dharmesta and Handoko (2008:64) Management Marketing is analysis, supervision And process making programs Which aim For influence exchange with market Which desired with Meaning For fulfil objective company. According to Alma (2010:130) Management marketing is planning, instruction And controller from all over activity marketing something company. Marketing management functions to manage demand at the moment certain.(Ilahi & Asike, 2023)

Whereas according to Kotler And Keller (2012:5) management marketing is a series of actions of thinking, pricing, promotion and channeling the idea of obtaining an exchange that satisfies an individual's goals in a organization.

B. Quality Product

Quality is a factor in satisfying needs that cannot be separated from the product or service Which generated by company. Quality product is understanding that the product offered by the seller has selling value more Which No owned by product competitor.(Ilahi et al., 2023)

Quality Product According to Arumsari (2012:45) is factors Which contained in an item or result that causes the item or result Which suitable with objective goods Which produced.

According to Kotler and Keller (2016:37) state that product quality is a product's ability to perform its functions, that ability includes durability, reliability, accuracy, which the product obtains by means of whole.

According to Tjiptono (2015:105) that definition conventional from quality is performance as direct picture from something product , reliability, easy For used, aesthetics And etc. In meaning strategy, quality is all Something that can provide need consumer in accordance with What Which desired consumer.

C. Price

According to Tjiptono (2016:218) price can stated in a number of term, for example dues, tariff, rent, flower, premium, commission, wages, wages, honorarium, tuition fees and so on. From a marketing point of view it is a monetary or other measures (including other goods and services) exchanged to obtain ownership rights or use a good and service.

According to Habibah & Sumiati (in Jasmine And Dwijayanti, 2020:5) that's it price is total score Which covers goods And service Which be delivered as pendant from goods.(Muslimin et al., 2021).

According to Riyono And Budiharja in (in Jasmine And Dwijayanti, 2020:5) Also of the opinion that price is something that is created replacement object nor service by customer. According to Wijayanti (2017: 186), price is a product or services that are closely related to the quality of the product or service itself. If quality product is Which best, naturally price will is at on flat-flat.

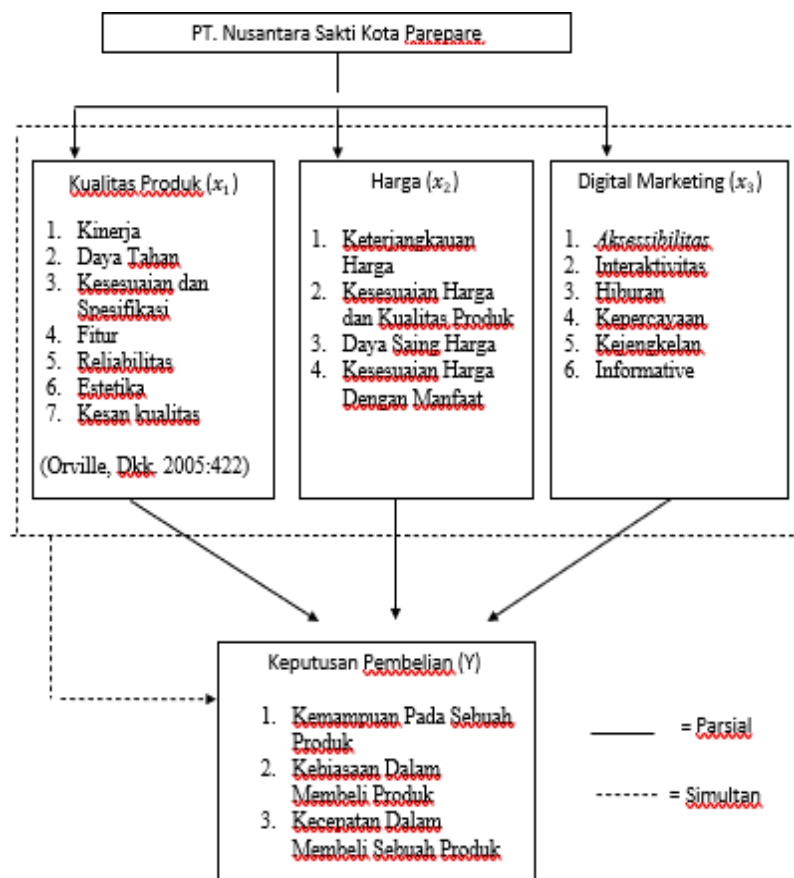
D. Digital Marketing

According to (Purwana et al., 2017) So on basically digital marketing is activity marketing Which use media digital with using the internet which utilizes media in the form of the web, social media, e- mail, databases, mobile/ wireless And digital tv To use increase target consumers and for know profile, behavior, product value, and loyalty para customer or target consumer For reach objective marketing.

According to (Ilahi et al., 2024) argue that Digital Marketing is an application of the internet and is related to technology digital Where inside it relate with communication traditional Forreach objective marketing. Matter the can achieved For increase knowledge about consumers such as profiles, behavior, values, and level of loyalty, then bringing together targeted communications and online services accordingly need each individual.

According to Sanjaya (2009:13) that activity- activity marketing will done equal intensive use media computer, Good start from offer product, payment And the delivery. In context marketing global make Lots organization start think about And look for method savings. No become confidential general that cost biggest organization always originate from cost marketing And power Work.

E. Framework of Thought



Method

This research was conducted at Maharaya Motor Makassar City address on Jl. Bau Massepe No. 195, KP. Baru, West Bacukiki District, City Makassar, Sulawesi South. Study This done during not enough more 5 month. Type study quantitative with the sample determination method using the "Roscoe Formula", where sampling techniques viz if in research will perform analysis with Multivariate (correlation or regression multiple), so amount member sample at least 15 times the number of variables studied (Sugiyono, 2012:130). So because study This consists of 4 variable, so amount the sample is $4 \times 15 = 60$ respondents. Based on the theory above, this research will take samples Respondents were 60 consumers at Maharaya Motor Makassar City. Data analysis using Multiple Linear Regression analysis and processed using the SPSS application V.26

Results

A. Partial Test (Test t)

The t test is used to test the significance of the relationship between variables X and variable Y partially or it can be said that the t test basically shows how much Far One variable independently individual in explained variations dependent.

Table 1
Test Partial (Test t)
Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
	B	Std. Error	Beta			
(Constant)	2,027	1,080			1,878	,066
1 X1	,232	,148		,199	1,572	,122
X2	,336	,130		,322	2,581	,012
X3	-,026	,172		-,020	-,154	,878

a. Dependent Variables: Y

Source: Data Primary Which processed, 2022

B. Test Simultaneous (Test F)

The F statistical test is used to find out whether all variables are independent Which entered in model have influence in a way together- The same (simultaneous) on leadership, work environment and work motivation variables to performance employee.

Table 2
Test Simultaneous (Test F)ANOVA a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2,351	3	,784	2,892	,043 ^b
Residual	15,175	56	,271		
Total	17,526	59			

a. Dependent Variables: Y

b. Predictors: (Constant), X₃, X₂, X₁

Source: Data Primary Which processed, 2022

The table above shows that the results of the simultaneous test or F test are where F-count value $>$ F table is $2.892 > 2.77$ with a significance level of $0.043 < 0.05$. This proves that product quality, price and digital marketing simultaneously has a significant effect on purchasing decisions on motorbikes Yamaha Maharaya Motor Makassar City.

C. Coefficient Determination

Test coefficient determination (R^2) used For test how much big influence variable independent to variable dependent. Processing data with program SPSS 26, give results as following:

Table 3

Test Coefficient Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,366 ^a	,134	,088	,521

a. Predictors: (Constant), X_3 , X_2 , X_1

Source: Data Primary Which processed, 2022

Based on the table above, it shows that the coefficient of determination test results obtained mark (R Square) Which obtained as big as 0.134 Which means 13.4% purchasing decisions at Maharaya Motor Makassar City is influenced by variables quality product, price And digital marketing whereas the rest as big as 86.6% influenced by other variables outside the variables studied such as service quality, promotion, location, And other etc.

Discussion

This research was carried out by selecting three independent variables, namely Quality Product (X^1), Price (X^2), Digital Marketing (X^3) on Purchasing Decisions (Y) Maharaya Motor Makassar City, with results Which obtained as following:

1. Influence Quality Product to the Decision Purchase

The Product Quality regression coefficient (X^1) value of 0.232 is positive Which means that increasingly Good product quality, then purchasing decisions will the more increase.

Based on the results of the calculations that have been carried out, a value is obtained mark t count $<$ t table as big as $1,572 < 2.003$ with results significant as big as 0.112

$>$ 0.05. This shows that product quality does not have a significant effect partially on purchasing decisions. In this research the hypothesis is submitted about variable product quality This rejected.

2. Influence Price to the Decision Purchase

Mark coefficient regression Price (X^2) as big as 0.336 worth positive Which means that the better the price, the more purchasing decisions will increase. Based on the calculation results Which have been done, so t value is obtained count $>$ t table as big as $2,581 > 2,003$ with results significant as big as $0.012 < 0.05$. Matter This showing that price influential significant in a way Partialto decision purchase. On study This hypothesis Which submitted about variable price This accepted.

3. Influence Digital Marketing on Decisions Purchase

The work motivation coefficient value (X3) is (-0.026) which has a negative value means that the better the work motivation, the less purchasing decisions will be increase.

Based on the results of the calculations that have been carried out, the t value is obtained count < t table of (-0.154) < 2.003 with a significant result of 0.878 > 0.05. This shows that digital marketing does not have a significant effect partially on purchasing decisions. In this research the hypothesis is submitted about variable digital marketing This rejected.

4. Influence Product quality, Price, and Digital Marketing to Decision Simultaneous purchase of test results or the F test is where the F-calculated value > F table as big as 2,892 > 2.77 with level significance 0.043 < 0.05. Matter This proves that product quality, price and digital marketing have an influence significantly simultaneous impact on purchasing decisions on Yamaha Maharaya Motor Makassar City. decision purchase Also produce Corrected Item-Total Correlation (r_{count} ≥ r_{table}). So it can be concluded that all instruments or question items are significantly correlated to score total And stated valid as well as can used in analysis data furthermore.

Conclusion

From discussion Which has explained on, so writer interesting conclusion as follows. Partially in this research you can is said to be a quality variable The product does not have a partially significant effect on motorbike purchasing decisions Yamaha because the calculated t value < t table is 1.572 < 2.003 with significant results as big as 0.112 > 0.05. For variable price influential significant in a way Partial to the decision purchase motorcycle Yamaha Because mark t count > t table as big as 2,581 > 2.003 with a significant result of 0.012 < 0.05. Meanwhile, for digital variables marketing does not have a partially significant effect on purchasing decisions Yamaha motorbikes because of the t value count < t table of (-0.154) < 2.003 with results significant at 0.878 > 0.05. So it can be concluded that there are 2 variables does not have a partially significant effect on purchasing decisions, namely variables product quality and digital marketing while only one variable has an influence partially significant to purchasing decisions, namely the price variable. By simultaneous on study This can said quality product, price, And digital Marketing has a significant simultaneous influence on motorbike purchasing decisions Yamaha Maharaya Motor Makassar City because the F test is where the calculated F value is > F_{table} as big as 2,892 > 2.77 with level significance 0.043 < 0.05.

References

- [1] Arifuddin, A., & Alimuddin, F. (2023). Pengaruh Kualitas Produk, Harga dan Digital Marketing Terhadap Keputusan Pembelian Motor Honda di PT Nusantara Sakti. *Jurnal Ilmiah Multidisiplin Amsir*, 1(2), 153–161.
- [2] Handika, M. R., & Darma, G. S. (2018). Strategi pemasaran bisnis kuliner menggunakan influencer melalui media sosial instagram. *Jurnal Manajemen Bisnis*, 15(2), 192–203.



- [3] Ilahi, A. A. A., & Asike, A. (2023). Pengaruh Kualitas Produk dan Harga Mobil Rush Terhadap Keputusan Pembelian Pada PT. Hadji Kalla Cabang Parepare. *Economics and Digital Business Review*, 4(2), 347–356.
- [4] Iahi, A. A. A., Runtu, M. R. G., & Sapada, M. I. A. (2024). Pelatihan Digital Marketing Untuk Meningkatkan Penjualan UKM Pada Masyarakat Kelurahan Salo. *Amsir Community Service Journal*, 2(1), 18–21.
- [5] Ilahi, A. A. A., Serang, S., & Suriyanti, S. (2023). Pengaruh Bauran Pemasaran Terhadap Kepuasan Nasabah Di PT. Pegadaian Cabang Sidrap. *SEIKO: Journal of Management & Business*, 6(2).
- [6] Muslimin, U., Machmud, M., & Hasanuddin, H. (2021). The Effect of Promotion Mix on Consumer Loyalty at PT. Hadji Kalla Sidrap Branch. *International Journal of Management Progress*, 2(2), 1–13.