Analysis The Influence of Prices and Features of Honda Vario 125 CBS 2020 on Purchase Decisions for Candidate Consumers in The Tangerang City Region

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Abstract - *This study aims to determine the purchase decision for the Honda Vario 125 CBS 2020 in the Tangerang City area. The level of congestion in big cities continues to increase so that many people decide to work using motorbikes, because it speeds up time compared to cars and certainly makes it cost effective. The research method used ismethod probability sampling with a population of 52 with accidental sampling technique. Calculations using the Slovin formula with a sample size of 46.01 people, then rounded up to 50 samples. The test results show that 77% of customer satisfaction can be influenced by product quality and service quality, while the remaining 23% is influenced by other variables that are not explained in the linear regression model such as price, promotion, etc. PT. Wahana Artha Ritelindo is advised to maintain service stability because if the services provided decline, consumers will switch to competitors. The results of this study indicate that, there is a significant influence between the Honda Vario 125 CBS 2020 product on the price effect at PT. Wahana Honda Jatiuwung, as evidenced by the value of $t_{count} = 6.294 > t_{table} = 0.2787$; sig 0.000 <0.05 and the regression coefficient (b) is 0.689. There is a significant influence between the influence of features on PT. Wahana Artha Ritelindo, as evidenced by the value of $t_{count} = 6.295 > t_{table} = 0.2787$; sig = 0.000 <0.05 and the regression coefficient (b) is 0.678. There is a significant influence on the effect of purchasing decisions at PT. Wahana Artha Ritelindo, evidenced by the value of $F_{count} = 8.160 > F_{table} = 0.2787$; sig = 0.000 <0.05 and the value of the regression coefficient (b_1) is 0.372; the value of the regression coefficient (b_2) is 0.630.*

Keywords: Price Effect, Feature Effect and Purchase Decision Effect.

I.   INTRODUCTION

Today, motorbikes have become the mainstay of transportation for Indonesians. Not only the upper middle class but also many ordinary people who already own these two-wheeled vehicles as private vehicles. This type of two-wheeled vehicle is in great demand because it is considered easy to travel and supports daily activities, the increasing congestion in big cities is the main factor in the high public interest in buying motorbikes, regardless of the production marketed by well-known brands that are currently controlling the best-selling market bought by the community.   There are even certain types of orders through *ident* for several months the motorcycle industry in Indonesia is currently showing an interesting phenomenon. One of the companies that controls the market share of motorcycle sales in Indonesia is PT Astra Honda Motor, this company is arguably the largest producer in motorcycle sales, as evidenced by the sales of Japanese products that still lead the automotive market, especially scooter motorbikes, which contribute to sales. motor vehicle. The Vario CBS 125 2020 is one of the vehicles issued by Honda.

II.   LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A.   *Marketing Management Marketing*

Management is a series of processes of analysis, planning, implementation, and control of a marketing activity in which the goal is to achieve company targets. According to Assauri (2001: 12) defines marketing management as an activity of analyzing, planning, implementing and controlling programs designed to form, build and maintain profits from exchanges through target markets in order to achieve long-term organizational goals.

B.   *Price*

 Price is a crucial activity that supports the successful operation of both profit and non-profit organizations. Price is also the only element of the marketing mix that brings income to organizations, which regarding price decisions is not easy to do if too expensive can increase short-term profits but are difficult for consumers to reach (Tjiptono, 2017: 369). According to Zeithaml (2013) Price is a sacrifice for something that is obtained to obtain a product or service. Price affordability is something that is in accordance with the purchasing power of consumers so that when prices are affordable consumers will make purchasing decisions. The definition of price according to Kotler and Keller (2009) is one of the elements of the marketing mix that generates revenue, another element that generates price costs is the easiest element in a marketing program to adjust product features, channels and even communication takes a lot of time. According to H. Abdul Manap (2016) the notion of price, value and utility are interrelated concepts. What is meant by utility is an attribute attached to an item that enables the item to meet its*needs*,*wants*and satisfies consumers (*satisfaction*). *Value* is the value of a product to be exchanged for other products. This value can be seen in the barter situation, namely the exchange between goods for goods. Currently, our economy is no longer bartering, but has used money as a measure called price. So the price (*Price*) is the value of an item expressed in money.

According to Kotler (2009), there are 4 (four) price indicators, namely as follows:
1) Price Affordability
   Affordable prices are what consumers expect before they make a purchase. Consumers will look for products whose prices they can afford.
2) Price Match with Product Quality
   For certain products, usually consumers do not mind having to buy relatively expensive prices as long as the product quality is good. However, consumers prefer products with low prices and good quality
3) Price Competitiveness
   The company determines the selling price of a product by considering the price of the product sold by its competitors so that the product can compete in the market.
4) Price Match with Benefits
   Consumer sometimes ignore the price of a product but are more concerned with the benefits of the product.

C.   *Features*

Features are a competitive means to differentiate the company's products from competitors' products (Kotler and Armstrong, 2008: 273). Product features can influence purchasing decisions, because a product can be offered with various features. Features are characteristics that complement the basic functions of Kotler and Keller (2012) products. Attempts to be the first to introduce valuable new features are one of the most effective ways to compete. A product can be offered with a variety of features. Companies can create a higher

level model by adding some features. Features are competitive tools to differentiate a company's product from competitors' products. According to Cravens (1998), features can also be used as a means of differentiating a brand from its competitors. Various similar products can be seen differently by consumers from the feature comparisons in them, namely the comparison of feature completeness, sophistication of features or features that are highlighted from one feature in a product compared to other products. Features are elements of a product that are considered important by consumers and are used as the basis for making a purchase decision Tjiptono (2002).

To measure the Product Feature variable, an instrument developed by Kotler and Keller (2012) is used, with indicators:

1)   Diversity of Features

2)   Quality Features

3)   Importance Feature

4)   Completeness of Features

Product features are a competitive means to differentiate the company's products from competitors. In making a product, it is necessary to have something special, unique and different from other products, features or specifications in the product can certainly represent the advantages of the product itself from the features or specifications of the product itself, consumers can distinguish from one product to another. Some experts said about product features, along with the understanding of features. "Features have a key role in making a good product. Features are often associated with the benefits or functionality of a product (Aminiar et al., 2020; Lestari et al., 2020; Nazelina et al., 2020).

According to Kotler and Keller, translated by Bob Sabran (2011: 8) Features are one of the eight dimensions of product quality. Features can be said as secondary aspects of a product. Identical features with something unique, distinctive, and special that are not owned by other products, so that it becomes a means of competition to differentiate the company's products from similar products from competitors. According to Dewi and Jatra (2013) Features are additional characteristics that designed to increase consumer interest in the product or improve product functions. Meanwhile, according to Ginting (2012: 97) Features are a competitor's tool to differentiate (differentiate the company's products from competitors' products. Based on the understanding that has been put forward by experts, it can be concluded that features are an important part. of the product attributes which reflects the benefits and functions of a product. Features are also something special that are created in products that are not found in other products so that they differentiate these products from competing products and can be used as a basis for consumer consideration in making purchases. As one part of product attributes, features can be concluded that features are an important part of product attributes that reflect the benefits and functions of a product. Features are also something special that are created in products that are not found in other products so that they differentiate these products from competing products and can be used as a basis for consumer consideration in making purchases. As part of the product attribute, a feature is a creative, subjective work created by the producer to please, and provide information and description to readers about the product or product aspect. According to Dewi and Jatra (2013) features are additional characteristics that are designed to increase consumer interest in the product or enhance product functionality.

D. *Purchase Decision*

The decision to buy arises because of an objective judgment or emotional impulse. According to Kotler and Armstrong (2012) states that,*"Purchasedecision is the buyer's decision about the which brand to*purchase,"the purchase decision is the stage where the decision process isconsumer *the actual* to purchase products. Consumers as the main actors in the purchasing process are always the concern of producers. Customer satisfaction is a key element in modern marketing. Competition in marketing can be won if the company is

able to create and retain customers. The way that companies must do to retain customers is by understanding the behavior of target consumers comprehensively, this understanding is used to design, communicate and deliver marketing programs more effectively than competitors. Purchasing decisions are a key part of consumer behavior that leads to the purchase of goods and services to meet their needs either by paying for or exchanging the goods they own. Producers highly expect an increase in purchasing decisions for goods and services because this can automatically increase company profits. Based on the level of purchasing involvement, the purchasing process by the end consumer can be grouped into three types, namely nominal (*habitual*) *decision making, limited decision making* and *extended decision. making*, Tjiptono (2014).

Factors that influence purchasing decisions according to Kotler and Armstrong (2008), there are four factors that influence consumer behavior in deciding to make a purchase, namely:

1) Cultural factors Cultural
factors have a broad and deep influence on behavior, including culture (culture, sub-culture, and social class). Culture is an arrangement of the basic values, perceptions, desires, and behaviors that members of a society learn from their families and other important institutions.
2) Social Factors
Consumer behavior is also influenced by social factors such as reference group, family and role and status.
3) Personal factors
A buyer's decision is also influenced by personal characteristics such as the buyer's age and life cycle stage, occupation, economic circumstances, lifestyle and personality.
4) Psychological factors
A person's purchasing choices are also influenced by the main psychological factors, namely motivation, perception, learning process, and beliefs and attitudes.

Indicators purchasing decisions, according to Kotler and Armstrong (2008) indicator of purchasing decisions are as follows: (1) Purchasing stability after knowing product information, (2) Deciding to buy because of the most preferred brand, (3) Buy because it suits your wants and needs, (4) Purchased because it was recommended by others.

E. Previous Research Results

According to Neo Rangga Yusron (2016), said that the increase in purchasing decisions for Honda motorcycles was significantly influenced by brand awareness and brand loyalty, while perceived quality and brand association did not have a significant effect on this study. The variable that has the most dominant influence is brand loyalty because the majority of prospective buyers of Honda motorbikes already own Honda motorbikes with other variants. The variables that did not have a significant andeffect *negative* were perceived quality and brand association. Perceptions of quality and brand association do not have a significant effect because the majority of respondents are familiar with the Honda brand and have used Honda motorcycles for a long time, price is not the most fundamental decision in deciding to buy a Honda motorbike. The general description of respondents is able to show that gender, age, occupation and education level are able to show who the Honda motorbike consumers are and from which circle.

F. Hypothesis Development

The hypothesis is a temporary answer to the formulation of research problems where the formulation of the research problem has been stated in the form of a question sentence (Sugiyono, 2016: 99). Hypothesis is a temporary statement regarding the relationship between the variables which are the object of research.

H_1 : Price has a significant and positive effect on purchasing decisions

H_2 : Features have a significant and positive effect on purchasing decisions

H_3 : Prices and features have a significant effect on purchasing decisions
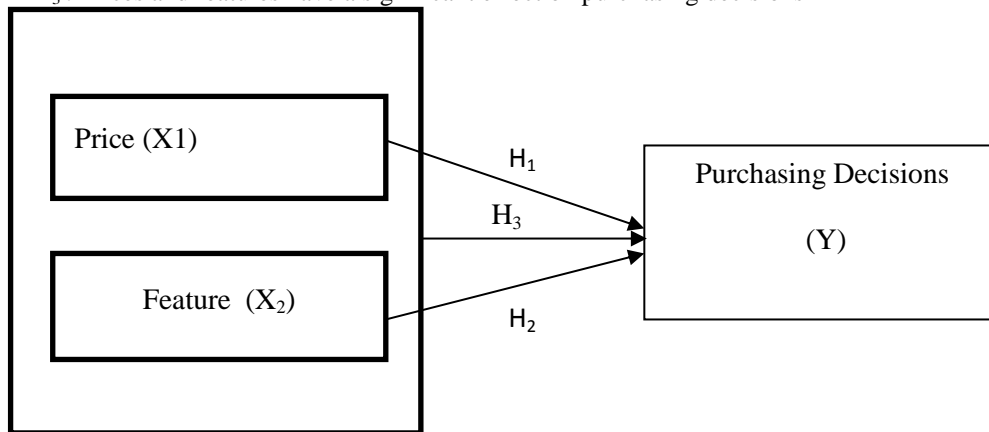

Figure 1. Theoretical Framework

III.   RESEARCH METHODS

A.   Research Design

The research design used in this research is casual associative research, or quantitative research methods where data is obtained from distributing questionnaires *online* via *google form* to consumers purchasing a Honda Vario 125 CBS motorbike 2020 and then the data will be analyzed either manually or by using the help of SPSS so that a fairly clear picture of the problems at hand can be obtained and conclusions and solutions can be drawn from problem solving.

B.   Population and Sample

According to Sugiyono (2019: 26) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn.

According to Sugiyono (2018: 81) the sample is part of the number of characteristics possessed by the population. If the population is large and it is impossible for the researcher to study everything in the population, for example, because of limited funds, energy and time, the researcher can use a sample taken from that population. The population in this study consumers of Honda Vario 125 CBS, namely consumers who have purchased products at PT. Honda rides in 2020, amounting to 50 people.

IV.   RESEARCH RESULTS AND DISCUSSION

A.   Sample Description

Table 1. Characteristics Based on Gender

Gender	Frequency	Percentage
Male	20	40%
Female	30	60%
Total	**50**	**100**

Table 2. Characteristics based on Age of Respondents

Class Interval	Frequency	Percentage
Under 20 years old	3	6%
21-30 years	44	88%
Over 30 years old	3	6%
Total	50	100%

Table 3. Respondents' Profession

Class Interval	Frequency	Percentage of
Students / Students	35	71%
Private Employees	6	11%
Self Employed	5	10%
Others	4	8%
Total	**50**	**100%**

B. *Validity Test Results*

The validity test is used to obtain valid data. According to Husein Umar (2019: 63), the validity test is useful to find out whether there are questions on the questionnaire that must be deleted or replaced because they do not measure what they want to measure. To find the validity of an item, we correlate the item score with the total of the items. If the coefficient between items and total items is equal to or above 0.3 then the item is declared *valid*, but if the correlation is below 0.3 then the item is declared *invalid.* In finding the correlation value, the writer uses the formula *Pearson Product Moment.* You do this by comparing between r_{count} and r_{table} with an error rate (significant) of 5%. While the value of r_{table} in this study with a significance of 0.05 and the number of samples = 50-2 (48). If the value of $r_{count} > r_{table}$ then the data is declared valid, whereas if $r_{count} < r_{table}$ then the data is declared invalid.

Table 4. Validity Test Results

Variable	Item	rhitung	rtabel	Description
(X1) Price	X1.1	0.746	0.2787	Valid
	X1.2	0.347	0.2787	Valid
	X1.3	0.602	0.2787	Valid
	X1.4	0.509	0.2787	Valid
	x1.5	0.814	0.2787	Valid

	X1 .6	0.320	0.2787	Valid
	X1.7	0.670	0.2787	Invalid
	X1.8	0.690	0.2787	Valid
	X1.9	0.833	0.2787	Valid
	X1.10	0.763	0.2787	Valid
(X2)Features	X2.1	0.712	0.2787	valid
	X2.2	0.650	0.2787	invalid
	X2.3	0.643	0.2787	invalid
	X2.4	0.474	0.2787	invalid
	X2.5	0.340	0.2787	valid
	X2.6	0.805	0.2787	invalid
	X2.7	0.656	0.2787	valid
	X2 .8	0.648	0.2787	Valid
	X2.9	0.562	0.2787	Valid
	X2.10	0.805	0.2787	Valid
(Y) Purchase Decision	Y.1	0.885	0.2787	Valid
	Y.2	0.846	0.2787	Valid
	Y.3	0.561	0.2787	Valid
	Y.4	0.833	0.2787	Valid
	Y.5	0.873	0.2787	Valid
	Y.6	0.700	0 , 2787	Valid
	Y.7	0.832	0.2787	Valid
	Y.8	0.892	0.2787	Valid
	Y.9	0.854	0.2787	Valid
	Y.10	0.884	0.2787	Valid

Based on Table 4, it shows that all statements on each variable are valid to be used as statements in measuring prices and features of purchasing decisions.

C. Reliability Test Results

According to Husein Umar (2019: 63) the reliability test is useful for determining whether the questionnaire instrument is declared reliable, that is, it can be used consistently. Reliability test is carried out jointly on all

statements. The purpose of the reliability test is to find out whether the questionnaire used in this study shows the level of accuracy, accuracy, and consistency even though this questionnaire was used twice or more at other times. The reliability test was carried out on the statement items in the questionnaire which had been declared valid.

The reliability value is expressed by the coefficient *Cronbach Alpha* based on the criteria of the lowest limit of reliability is 0.6. If the test criteria are met, the questionnaire is declared *reliable*.

Table 5. Reliability Test Results

Variable	Alpha Coefficient	Conclusion	
(X1) Price	0.689	> 0.6	Reliable
(X2) Features	0.678	> 0.6	Reliable
(Y) Purchase Decision	0.774	> 0.6	Reliable

Based on table 5. It shows that the value of *Cronbach's Alpha* > 0.60 is declared *reliable*.

D.   Classical Assumption Test Results

1.   Normality test

According to Ghozali (2018: 16) there are 2 (two) ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical analysis.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters[a, b]	Mean	.0000000

	Std. Deviation		2.12353846
Most Extreme Differences	Absolute		.084
	Positive		.084
	Negative		-.079
Test Statistic			.084
Asymp. Sig. (2-tailed)^c			.200^d
Monte Carlo Sig. (2-tailed)^e	Sig.		.508
	99% Confidence Interval	Lower Bound	.495
		Upper Bound	.521

Based on the test results table above, it is known that the Asymp.Sig (2-*tailed*) *Unstandardized Residual is* 0.200. This variable shows that the calculation result is greater than the significance level of 0.05 or 5%. So it can be concluded that the data is normally distributed.
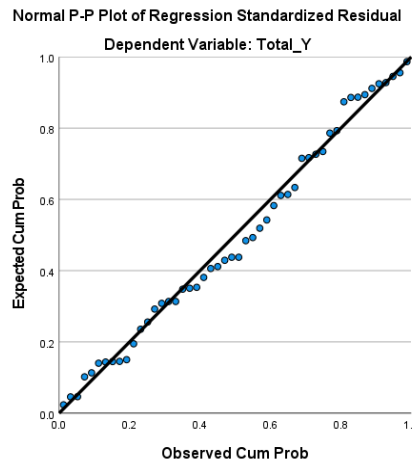
Figure 2. Normality P-P Plot Results

Figure 2. Shows the data spread around the diagonal line and follows the direction of the diagonal line or graph so that a decision can be made that the data is normally distributed.
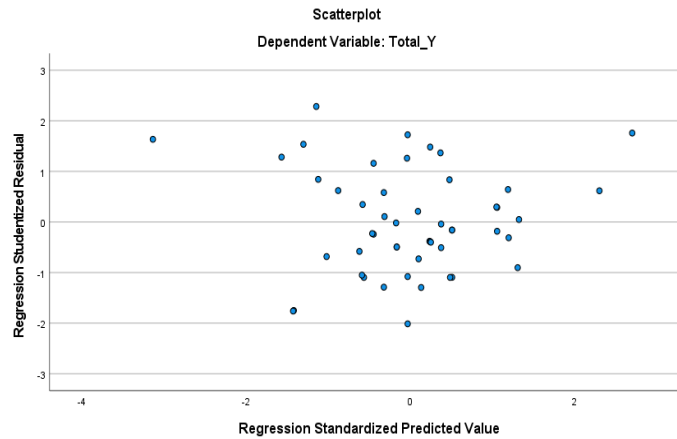
Figure 3. Heteroscedasticity   **Results**

Based on Figure 3. Shows the data spread above and below the number 0 and there is no clear pattern so that a decision can be made that there is no heteroscedasticity.

E.   Hypothesis test

There are 2 (two) types of hypothesis testing, first the parisial test or t test and simultaneous test or F test. The t test will show how much influence one independent variable individually has in explaining the variation of the dependent variable (Ghozali, 2016: 97). If t count> t table, then H_0 is rejected and Ha is accepted or the independent variable individually (partially) affects the dependent variable. The F test is a test of the overall significance of the regression line, whether Y is linearly related to X_1, and X_2 If the results of the calculation of F count> F (table) then H_0 is accepted and Ha is rejected, so it can be said that the variables of the regression model are unable to explain the dependent variable. Conversely, if F count> F (table) then H_0 is rejected and Ha is accepted, it can be concluded that the three independent variables (X_1, X_2) together have a significant effect on the dependent variable (Y).

Table 7. Hypothesis Price Test Results on Purchasing Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,384	4,767		-0290	0773
HARGA_X1	0,192	0,2650,059		1,936	0,372

Based on Table 7. Obtained the value of Sig. amounting to 0.059, thus a decision can be made that $H_{a \text{ is}}$ accepted and$_{Ho \text{ is}}$ rejected because the value of Sig> 0.05 so that it can be concluded that there is a significant relationship between price and purchasing decisions.

Table 8.Test Results of Hypothesis Features on Purchasing Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,384	4,767		-0290	0773
FITUR_X2	0,151 0,572		0,630	4,187	0,000

Based on Table 8. Obtained the value of Sig. of 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between brand image and purchasing decisions.

Table 9. Hypothesis Test Results of Prices and Features on Purchasing Decisions

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1127,546	2	562,773	39,640	.000
Residual	668,454	47	14,222		
Total	1796,000	49			

Based on table 10. Obtained the value of Sig. amounting to 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between price, brand image and service quality on purchasing decisions.

Discussion

From the results of hypothesis testing based on Table 7. The Sig value was obtained. amounting to 0.000, thus a decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between the price and the purchase decision. The price regression coefficient of 0.372 means that each additional (+) 1 unit price (X_1) there will be an increase in Purchase Decision (Y) by 0.372 units. Based on Table 8. Obtained the value of Sig. amounting to 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so that it can be concluded that there is a significant relationship between features and purchasing decisions. The feature regression coefficient of 0.630 means that for each additional (+) 1 feature unit (X_2), there will be an increase in Purchase Decision (Y) by 0.630 units. Based on Table 10. Obtained the value of Sig. amounting to 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between price and features on purchasing decisions. Price regression coefficient (X_1) of 0.372 means that each additional (+) 1 unit price (X_1) there will be an increase in purchasing decisions (Y) by 0.372 units, when Feature (X_2) is considered fixed (*Cateris Paribus*). The feature regression coefficient (X_2) is 0.103, which means that for each additional (+) 1 unit of Feature (X_2) there will be an increase in Purchase Decision (Y) by 0.630 units, when Price (X_1) is considered fixed (*Cateris Paribus*).

Based on Table 10. The beta coefficient value of the price (X_1) is 265 or 2.65% and the feature beta coefficient value (X_2) is 572 or 57.2%. So it can be concluded that Features (X_2) are more influential on purchasing decisions (Y).

V.   CONCLUSION AND SUGESTION

A.   *Conclusion*

Based on the results of the Analysis of the Influence of Prices and Features of the Honda Vario 125 CBS 2020 on Purchasing Decisions of Prospective Consumers in Tangerang City, the authors draw the following conclusions:

1)   From the results of the partial t test hypothesis test on the variable price of the Honda Vario CBS 125 in 2020 on the consumer purchasing decision variable, it states that the price variable of the Honda Vario CBS 125 in 2020 has a significant effect on the variable of consumer purchasing decisions. Based on the results of the hypothesis calculation, it is known that $t_{arithmetic} < t_{table}$, 91,936 <,02.01200, then according to the test conditions a decision can be made, namely $H_{0 \ is}$ accepted, with the direction of the relationship is positive and the level of relationship between the variable price Honda Vario CBS 125 in 2020 to consumer purchasing decision variable is moderate.

2)   From the results of the partial t test hypothesis test on the variable features of the Honda Vario CBS 125 in 2020 on the consumer purchasing decision variable, it is stated that the variable features of the Honda Vario CBS 125 in 2020 have a significant effect on the variable of consumer purchasing decisions. Based on the results of the calculation of the hypothesis it is known that $t_{count} > | t_{table} | 4.187 > | 2.01200$, then according to the test conditions a decision can be made, namely $H_{0 is}$ rejected, with the direction of the relationship is positive and the level of relationship between the variable features of the Honda Vario CBS 125 in 2020 to consumer purchasing decision variable is moderate.

3)   From the results of the simultaneous F test hypothesis test on the Honda Vario CBS 125 price variable in 2020 and the Honda Vario CBS 125 2020 feature variable on the consumer purchasing decision variable, it states that the price and feature variables simultaneously have a significant effect on consumer purchasing decision variables. Based on the results of the calculation of the hypothesis, it is known that $F_{count} > | F_{table} | 18,990 > | 3.19 |$, it can be concluded that $H_{0 is}$ accepted with the direction of the relationship is positive and the level of the relationship between the variables Production planning and raw material inventory to the variable Production results is moderate .

B.   Suggestion

Based on the conclusions of the research results regarding the Analysis of the Influence of Prices and Features of the Honda Vario 125 CBS 2020 Motorcycle on Purchasing Decisions of Prospective Consumers in Tangerang City, the authors try to put forward some suggestions which hopefully can be taken into consideration for the company PT. Astra Honda Motor (AHM), namely:

1.   It is recommended to further researchers that the object under study is not only respondents around STIE Development Insan, but also can be done in other locations such as other campuses or even other places where research is possible.

2.   It is suggested that further researchers conduct research using more field data collection techniques such as interviews and observations so that the results obtained will be more accurate.

3.   It is recommended that further researchers in conducting research not only use Honda Vario with Agnes Monica as *celebrity endorsers*, but also can use other products such as Yamaha Jupiter with Komeng as *celebrity endorsers*.

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