

Effect Of Price, Product Quality And Service On Vario 150 Motorcycle Sales At Tunas Honda Pramuka Dealer Bandar Lampung

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The Effect Of Price, Product Quality And Service On Vario 150 Motorcycle Sales At Tunas Honda Pramuka Dealer Bandar Lampung

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Service, Sales, SPSS

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ABSTRACT

PT Astra Honda Motor is a company in charge of manufacturing, assembling and distributing Honda type and brand motorcycles. This company is a company in Indonesia that has rights as an ATPM or Sole Agent for Honda motorcycles. 2001. Knowing that there are limited abilities and time, researchers only see and need to provide clear and focused problem boundaries. So that the problem is limited to discussing only the influence of price, product quality and service on sales of the Honda Vario 150 motorbike at the Honda Tunas Pramuka dealer in Bandar Lampung. In this study using a quantitative method in which the sample in this study amounted to 45 respondents, the analysis technique used was the classical assumption test, multiple linear regression test, with the results of the study that there was an influence between Price on Sales of 25.71%, then the influence between Quality Product on Sales is 69.05%, then the influence between Service on Sales is 39.31% and the influence of the variables Price, Product Quality and Service on Sales is 1.3%. The results of this study are variable X1 (Price), variable X2 (Quality of Products) and variable X3 (Service) significantly influence Sales (Y), of 1.3%, which means that these three variables influence each other and influence one another.

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assumption test, multiple linear regression test, with the results of the study that there was an influence between Price on Sales of 25.71%, then the influence between Quality Product on Sales is 69.05%, then the influence between Service on Sales is 39.31% and the influence of the variables Price, Product Quality and Service on Sales is 1.3%. The results of this study are variable X1 (Price), variable X2 (Quality of Products) and variable X3 (Service) significantly influence Sales (Y), of 1.3%, which means that these three variables influence each other and influence one another.

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INTRODUCTION

PT Astra Honda Motor is a company engaged in manufacturing and assembly as well as a distributor for motorcycles brand Honda. This company is one of the first companies to have rights as the sole agent or ATPM in Indonesia for Honda motorcycles. PT Astra Honda Motor or AHM is the pioneer of the motorcycle industry in Indonesia which was founded on June 11, 1971 which was originally named PT Federal Motor. In 2001, this PT carried out a merger or merger of companies by changing its name, namely PT Astra Honda Motor which has a 50:50 share split with PT Astra International Tbk and Honda Motor Co.

Competition in the current global era, a company is asked to offer a product with a quality and has more value, so different rights will emerge from its competitors. In a decision to buy a Honda motorcycle brand with the Vario 150 type, it can be influenced by competition for a product with the Yamaha brand with the Aerok 155cc type and Suxiki Impulse 125cc F1, so the decision to buy from consumers in buying a Honda Vario 150 motorbike has decreased. In a survey that has been conducted, the price comparison for the 150cc Vario is 25 million, and its competitor Yamaha Aerx 155 cc is around 24 million, while the Suzuki Impluse 125cc F1 is only priced at 16 million. This price will also affect sales in the future due to an interest from people who have different desires for each level in product quality, price and service at the Honda Vario 150cc, the higher the sales, the Honda Vario 150cc motorbike brand will be absorbed by PT Astra Honda Motor in the marketing department to have a further sales strategy.

Table 1. Motorcycle Sales in 2022

No.	Per month	Commodity Name	Number Sold (Unit)	Target per/month (Unit)	Percent level
1	April	Honda Vario 150	14	13	8%
2	May	Honda Vario 150	9	13	-31%
3	June	Honda Vario 150	13	13	0%
4	July	Honda Vario 150	15	13	15%
5	August	Honda Vario 150	17	13	31%
6	September	Honda Vario 150	14	13	8%
7	October	Honda Vario 150	13	13	0%

Source: Dealer Tunas Honda Pramuka Lampung, 2022

From Table 1 above, there was a failure to achieve a target in May of -31 percent, which should have targeted 13 units sold and only 9 units sold. Based on the information and description above, the researcher will conduct a study entitled the effect of price, product quality and service on sales of the 150 cc Vario motorbike at the Tunas Honda Pramuka Dealer, Lampung.

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LITERATURE REVIEW

Marketing

Tjiptono (2012) states that marketing is an individual activity that is directed at fulfilling needs and desires either through barter or buying and selling transactions. So if it is concluded that marketing is an attitude in determining

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and fulfilling human needs with a view to satisfying their needs and human desires themselves. The success of a marketing is a key to the success of a company.

Price

A price is a statement of value for a product or a *statement of value* where this price is a mix element of a marketing that is easily available and different from the product and a commitment from the dealer. This price can change so quickly according to the needs and requests of consumers (Payne, 2018).

Product quality

Kotler (2015) explained that product quality is the ability of the product to provide demonstration and function so that this will include overall durability, reliability, accuracy, and ease of operation as well as products where other product attributes also have high credibility.

Service

Customer service is a management system that is coordinated for a continuous supply of impact services both when ordering and when goods or services are received, used to satisfy customers in a long term (Christopher, 2008).

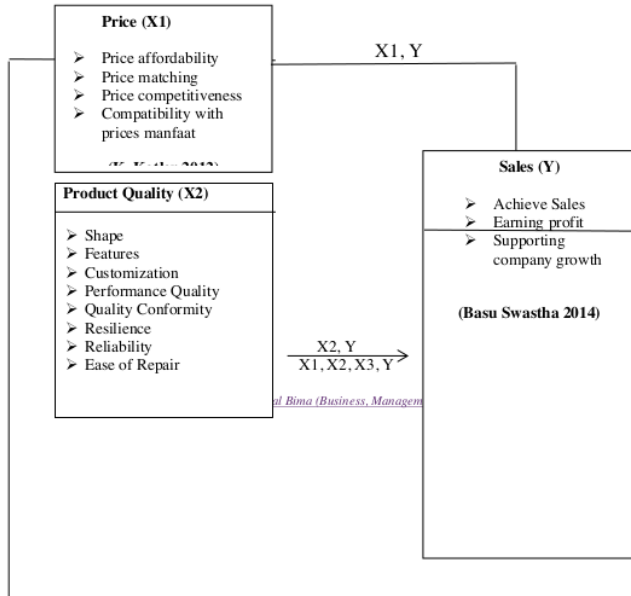
Sale

According to (Swastha, 2010), Sales can be interpreted as the total of a transaction which originates from a company or business from a certain time. This sale is used by the company through costs, profit contribution, level of capital withdrawal, and residual profits. To increase sales, companies will look for various ways and tactics. So Sales can be said as the result of sales activities as measured by units.

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conceptual framework



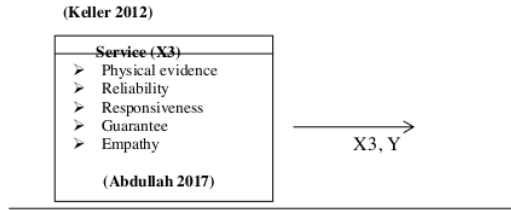


Figure 1. Conceptual Framework

RESEARCH METHOD
LOGY

This study used a quantitative approach, with a population of 105 people, and a sample of 45 people. The following is the population distribution of consumer data in tabular form, as follows:

Table 2. Customer Data Population

No	Month	Amount
1.	April	16
2.	May	10
3.	June	15
4.	July	16
5.	August	18
6.	September	15
7.	October	15
	Total	105

Source: Data processed in 2022

The data analysis technique used is validity test, reliability test and multiple linear regression with the regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + Et \tag{1}$$

Information:

Y: Customer Satisfaction

α : Constant/ Intercept

X1: Price

X2: Product Quality

X3: Service

In knowing the magnitude of the influence of the independent variables, namely X1, X2, X3 on the dependent variable, namely Y, the determining coefficient formula or KP or commonly called the determinant coefficient is used (Ridwan, 2014) as follows:

$$KP = r^2 \times 100\% \tag{2}$$

Where:

KP: The coefficient of determination

R: Correlation coefficient

And for testing hypothetically a partial test is carried out with the T test and the formula is

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \tag{3}$$

Source: Sugiyono (2016)

Then in testing the hypothesis simultaneously using the F test as as follows:

$$F = \frac{R^2(n-k-1)}{k(1-R^2)} \tag{4}$$

With the interpretation table on the correlation coefficient is as follows

Table 3. Interpretation of the correlation coefficient

Coefficient Intervals	Influence Level
0,00-0,199	Very weak
0,20-0,399	Weak
0,40-0,599	Currently
0,60-0,799	Was
0,80-1,000	Very Tight

Source: Sugiyono (2015)

RESULTS AND DISCUSSION

In testing the questions that have been asked for this study by comparing the correlation values of the total question points. So that the conclusion is if the value of $r_{count} > r_{table}$ then the item will be declared valid. So that the r_{table} is 0.294 with a significance level of 5%.

Table 4. Price Variable Instrument Validity Test (X1)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,505	0,294	$r_{count} > r_{table}$	Valid
2	0,431	0,294	$r_{count} > r_{table}$	Valid
3	0,296	0,294	$r_{count} > r_{table}$	Valid
4	0,537	0,294	$r_{count} > r_{table}$	Valid
5	0,450	0,294	$r_{count} > r_{table}$	Valid
6	0,460	0,294	$r_{count} > r_{table}$	Valid
7	0,437	0,294	$r_{count} > r_{table}$	Valid
8	0,366	0,294	$r_{count} > r_{table}$	Valid
9	0,576	0,294	$r_{count} > r_{table}$	Valid
10	0,557	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test on all statement items in the variable X1, namely prices, all are valid with $r_{count} > r_{table}$.

Table 5. Instrument Validity Test Variable X2 (Product Quality)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,295	0,294	$r_{count} > r_{table}$	Valid
2	0,447	0,294	$r_{count} > r_{table}$	Valid
3	0,368	0,294	$r_{count} > r_{table}$	Valid
4	0,651	0,294	$r_{count} > r_{table}$	Valid
5	0,500	0,294	$r_{count} > r_{table}$	Valid
6	0,301	0,294	$r_{count} > r_{table}$	Valid
7	0,477	0,294	$r_{count} > r_{table}$	Valid
8	0,504	0,294	$r_{count} > r_{table}$	Valid
9	0,350	0,294	$r_{count} > r_{table}$	Valid
10	0,439	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test in all question items variable X2, namely product quality, it is known that all are valid and can be used for further testing.

Table 6. Instrument Validity Test Variable X3 (Service)

Questions	r _{Count}	r _{Table}	Condition	Conclusion
1	0,413	0,294	r _{count} > r _{table}	Valid
2	0,315	0,294	r _{count} > r _{table}	Valid
3	0,311	0,294	r _{count} > r _{table}	Valid
4	0,349	0,294	r _{count} > r _{table}	Valid
5	0,415	0,294	r _{count} > r _{table}	Valid
6	0,500	0,294	r _{count} > r _{table}	Valid
7	0,437	0,294	r _{count} > r _{table}	Valid
8	0,535	0,294	r _{count} > r _{table}	Valid
9	0,611	0,294	r _{count} > r _{table}	Valid
10	0,334	0,294	r _{count} > r _{table}	Valid

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Based on the results of the validity test carried out to prove the X3 variable, namely services, it can be concluded that all are valid with r_{count} > r_{table} and can be continued for the next test.

Table 7. Instrument Validity Test Variable Y (Sales)

Questions	r _{Count}	r _{Table}	Condition	Conclusion
1	0,312	0,294	r _{count} > r _{table}	Valid
2	0,661	0,294	r _{count} > r _{table}	Valid
3	0,461	0,294	r _{count} > r _{table}	Valid
4	0,339	0,294	r _{count} > r _{table}	Valid
5	0,396	0,294	r _{count} > r _{table}	Valid
6	0,537	0,294	r _{count} > r _{table}	Valid
7	0,497	0,294	r _{count} > r _{table}	Valid
8	0,650	0,294	r _{count} > r _{table}	Valid
9	0,595	0,294	r _{count} > r _{table}	Valid
10	0,297	0,294	r _{count} > r _{table}	Valid

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Based on the results of the validity test on the question items for the Y variable, namely sales, all conclusions are valid with r_{count} > r_{table} so that further tests can be carried out.

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Reliability Test

Based on the reliability test involving all the components of the question with the conclusion that the Cronbach's Alpha value is > 0.60, then everything is reliable. By using SPSS version 23, the results show that:

Table 8. Research Reliability Test

Variable	Cronbach's Alpha Value	Conclusion
Price	0,630	Reliable
Product quality	0,610	Reliable
Service	0,619	Reliable
Sale	0,637	Reliable

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Source : Primary Data and Analysis 9 SS

Based on the calculation results, the Cronbach Alpha value for each variable is greater than 0.60 so that it can be concluded that all variables are reliable and can be continued for further research.

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Description Anal

By using a Likert scale, namely Very good (SB), Good (B), Fairly Good (CB), Not Good (TB), Very Not Good (STB). Then the following results from the distribution of data for each variable are as follows:

Table 9. Distribution Data for X1 (Price)

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	30	67%
2	Good	34- 41	15	33%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
Amount			45	100%

Source : Primary Data and Analysis SPSS

From Table 9 it can be explained that the price variable or X1 is included in the very good category with a percentage of 67% of the 30 respondents who answered very well,

Table 10. Distribution Data of Respondents' Answers for X1 (Price)

No	Question	Shoes Max	Real Score	%	Criteria
1.	Is the price offered relatively cheap?	225	191	85%	Very good
2.	Are motorcycle products sold at affordable prices?	225	197	88%	Very good
3.	Is the price offered in accordance with market prices?	225	194	86%	Very good
4.	Is the price in accordance with the quality of the product offered?	225	204	91%	Very good
5.	Are the products offered competitive with market prices?	225	190	84%	Very good
6.	Has the product affected competitiveness with other product prices?	225	187	83%	Good
7.	Can the price be competitive in the modern market?	225	188	84%	Very good
8.	Is the price offered in accordance with the benefits obtained by consumers?	225	202	90%	Very good
9.	If the price changes, will consumers still buy the motorcycle product?	225	202	90%	Very good
10.	Are the products offered accessible to all consumers?	225	200	89%	Very good
Rate- Rate		225	195	87%	Very good

Based on Table 10, it can be explained that there is an average value of respondents' answers from all the question points about the price variable or X1 as much as 225 with a percentage of 82 percent, the criteria is good.

Table 11. Distribution Data for X2

No	Category	Class Interval Score	Frequency	Presentase
1.	Very good	42- 50	23	51%
2.	Good	34- 41	22	49%
3.	Pretty good	26- 33	0	0%
4.	Not good	18 -25	0	0%

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