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THE INFLUENCE OF PRICE, BRAND IMAGE, AND PRODUCT QUALITY ON THE DECISION TO PURCHASE A VIAR THREE-WHEEL MOTORCYCLE

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ABSTRACT

The purpose of this research is to determine the influence of the variables Price, Brand Image and Product Quality on the Purchase Decision of a Viar Three-Wheeled Commercial Motorbike in DKI Jakarta. This research uses quantitative methods. with a sample size of 100 respondents using *purposive sampling technique* . Data collection techniques through questionnaires. The data analysis used was SEM (*Structural Equation Modeling*) using smartPLS software. The research results show that the relationship between price and purchasing decision variables has a significant effect because it has a T statistic value of 3,484 > t table and a P value *of* 0.000 < 0.05. The original sample value of 0.357 indicates that the relationship between price and purchasing decisions is positive. Brand image has a significant influence on purchasing decisions because it has a T statistic value of 3,269 > t table and a P value *of* 0.001 < 0.05. The original sample value of 0.588 indicates that the price and purchasing decision is positive. Product quality has no significant influence on purchasing decisions because it has a T statistic value of 0.287 < t table and a P value *of* 0.774 > 0.05. The original sample value of 0.050 indicates that the direction of the relationship between product quality and purchasing decisions is positive .

Keywords: Price; Brand Image; Product quality ; Buying decision

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INTRODUCTION

The importance of government support for the micro, small and medium enterprise sector has proven to be a major contributor to Indonesia's current economic growth. Based on information released by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM) during 2022, the MSME sector in Indonesia recorded positive growth, with the number of business units reaching 8.71 million (Kemenkopukm, 2023). Based on data from the Ministry of Cooperatives and Human Resources regarding the number of MSMEs in Indonesia in 2022 , it is known that West Java Province occupies the top position as the province with the largest number of MSMEs, reaching 1.49 million business units . Meanwhile, DKI Jakarta recorded a number of around 650 thousand business units .

This data is in line with the current need for commercial vehicles, so it has experienced a significant increase. The high price of four-wheeled vehicles used for commercial purposes and congestion problems which can cause delivery delays to become an actual problem. Almost all logistics activities in Indonesia are closely related to the role of goods vehicles such as trucks or pick-ups. Commercial vehicle manufacturers continue to innovate to remain competitive with other commercial vehicle products. Therefore, the number of commercial vehicles also influences the economic condition of a region. (Sari, 2023).

Commercial vehicles based on motorbikes have become popular in recent years. This commercial vehicle has three wheels, with one wheel at the front and two wheels at the back which are used to support the weight of the "tub" which is used to store goods. The shape of the tub varies with the driver's cabin to anticipate rain and heat, making it easier to choose according to what is needed , the price is more affordable and maintenance is easier. Three-wheeled motorbikes can be an alternative to support commercial activities, because three-wheeled motorbikes are cheaper than pick-up cars, so they are very suitable for small businesses (Lano, 2023).

Brands such as TOSSA, VIAR, and KAISAR have emerged as a result of the rapid growth of the commercial vehicle industry. Every manufacturer is always thinking of new ways to make their products better so they can beat their competitors in the future. Winning the hearts of customers and trying to make them satisfied with the products being sold is one way to achieve this, not just relying on a brand image that is already known by the public. Brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Kotler & Keller, 2016).

Based on data from otomoifo, in the price data for three-wheeled commercial motorbikes as of 2023. It is known that commercial vehicles from the VIAR brand are more expensive than those from the TOSSA and KAISAR brands, as can be seen in Figure 1.1. The price of a three-wheeled commercial motorbike with the Viar brand for a carrying capacity of 500kg is sold at Rp. 24,600,000 while the Emperor brand is sold at Rp. 18,750,000. Viar, as a three-wheeled product, is in great demand, especially for three-wheeled vehicles. Therefore, it is not surprising that VIAR is in the spotlight in motorbike reviews Understanding consumer needs can help understand the many factors that influence purchasing decisions. One important factor in understanding purchasing decisions is understanding the price and quality of the product. If each consumer can

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be explained clearly and then know their interests, purchasing decisions will result in product choices and consumers will get the best price. According to Budiman Bancin (2021), purchasing decisions are a decision-making process that can be influenced by consumer or customer behavior.

The Viar three-wheeled commercial motorbike creates a good image of the brand and the quality of the products sold in an effort to win the competition. Product quality must support this image to meet customer needs and desires by providing driving comfort. Viar is a pioneer of three-wheeled commercial motorbikes with an axle system, contemporary design, innovative features and engines and easily available spare parts. It is hoped that product quality will improve and prices will continue to compete with competitors, making the Viar three-wheeled commercial motorbike have a good brand reputation in the eyes of consumers.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Price

According to Kotler & Armstrong (2018), price is the total value given by customers to obtain the benefits they have or use goods or services. Historically, price has been the primary factor influencing buyers' choices. Price is the only element in the marketing mix that generates revenue; all other elements represent costs. Price is part of the update of what will be marketed, the income obtained or the financing obtained. Making it easy for marketing, which can be done by aligning the features of the product, the distributor or other things (Kotler & Keller, 2016). According to Kotler & Armstrong (2018), there are four price indicators, namely as follows: 1) Price Affordability. 2) Prices according to capabilities or price competitiveness.

Brand

According to Kotler & Armstrong (2018), a brand is a name, term , symbol, design, or combination of these that identifies goods or services from one seller or group of sellers and differentiates them from competitors. Consumers see a brand as an important part of a product or service, and a brand can also add value to the product or service. A brand is a name, term, symbol, or design, or a combination thereof, that identifies the maker or seller of goods or services (Kotler & Keller, 2016). The function of brands for companies and consumers is as follows (Kotler & Keller, 2016): 1) The role of brands for consumers. 2) The Role of Brands for Companies.

Brand Image

Brand image is an extrinsic characteristic, which means something that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers. (Kotler & Keller, 2016). According to Clow & Baack (2018), brand image is a reflection of the feelings that consumers and businesses have about the entire organization as well as individual products or product lines. According to Kotler & Keller (2016), brand image indicators include the following: 1) Strength. 2) Uniqueness. 3) Likes.

Product quality

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Product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the product or service provided and will influence customers to buy the product again. (Kotler & Keller, 2016). According to Kotler & Armstrong (2018), product quality is a description of the product's ability to carry out its functions adequately in terms of stability, reliability, accuracy, ease of operation, repair and other characteristics. Product quality indicators according to Kotler & Keller (2016), include the following: 1) *Performance* . 2) *Durability* . 3) *Conformance to specifications* (conformity to specifications). 4) *Features* . 5) *Reliability* (Constraints). 6) *Aesthetics* (Aesthetics). 7) *Perceived quality* (Impression of Quality). 8) *Repairabiliy* (Repair). 9) *Customization* .

Buying decision

According to Kotler & Armstrong (2018), Purchasing Decisions are buying the most preferred brand, but two factors can emerge from purchasing decisions. The first factor is other people's attitudes, the second factor is unexpected situational factors. Purchasing decisions are a form of selection and interest in buying the most preferred brand among a number of different brands (Kotler & Keller, 2016). In the consumer decision making process, factors that play an important role in searching for and evaluating alternatives are external stimuli and psychological factors. People's social influence is greatly influenced by what other people think and how they behave. Reference groups, especially informal ones, have high source credibility, which is defined as a source of persuasive impact, derived from perceived expertise, trustworthiness, and trustworthiness. Informal sources are people the recipient of the message knows personally, such as a parent or friend who provides information or product advice, or someone they meet and respect online.

Attitude is a learned tendency to behave consistently favorably or unfavorably toward a particular object (product, brand, service, price, package, advertising, promotional media, or retailer selling the product, etc.). Attitude reflects a favorable favorable evaluation. Or unfavorable information about an object is learned from direct experience with the product, word of mouth, exposure to mass media, and other sources of information that consumers encounter. (Fanny & Budi, 2019). Based on the definition according to the experts above, it can be concluded that a purchasing decision is a form of selection that consists of several stages to purchase the most preferred brand among a number of preferred brands. There are five stages that consumers go through in the purchasing decision making process, including the following (Firmansyah, 2018): 1) Problem Recognition. 2) Information Search. 3) Evaluation of Alternatives. 4) Purchase Decision. 5) Post-Purchase Behavior.

According to Kotler & Keller (2016), purchasing indicators include the following: 1) Product Choice, Consumers can make a decision to purchase a product or use their money for other purposes. 2) Brand Choice, Consumers must make a decision about which brand name to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand. 3) Choice of Dealer, Consumers must make a decision about the name of the dealer they

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want to visit. Each consumer is different in terms of determining a dealer, this could be due to close location, cheap prices, complete inventory, convenience in shopping, space, etc. 4) Purchase Time, Consumer decisions in selecting purchase time can be different, for example some buy every day, once a week, once every two weeks and so on. 5) Purchase Amount, Consumers can make decisions about how much product to spend at any one time. There may be more than one purchase, in which case the company must prepare many products according to different wishes. 6) Payment Method, Consumers can make decisions about the payment method that will be made by making a decision to use the product or service. Currently purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by technological aspects used in payments

Research Hypothesis

According to Sugiyono (2019), a hypothesis is a temporary answer to the problem formulation in a study. It is said to be temporary because the answers given are based on relevant theories and not yet based on data collection. In this research, there are two temporary allegations or hypotheses as follows:

H1 : Price influences purchasing decisions
H2 : Brand image influences purchasing decisions
H3 : Product quality influences purchasing decisions

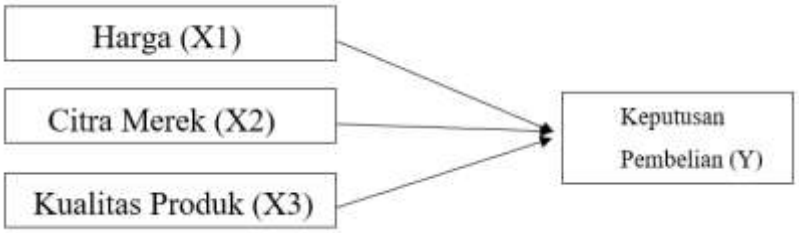

Figure 1. Conceptual Framework

RESEARCH METHODS

This type of research is quantitative research. The data used in this research is primary data. According to Sugiyono (2019), primary data is a data source that directly provides data to data collectors. The primary data used in this research is data obtained based on answers to questionnaires distributed to all respondents. The population in this research is all consumers who

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currently use or have used three-wheeled commercial motorbikes in DKI Jakarta. Then, to calculate the sample, researchers used the *Solvin formula.*

Information :

n : Sample Size

$$n = \frac{Z^2 \, x \, P \, (1 - P)}{d^2}$$

$$n = \frac{1{,}96^2 \, x \, 0{,}5 \, (1 - 0{,}5)}{0{,}10^2}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96{,}04$$

Z : Z score obtained from the normal distribution table which has a confidence level of 95%, then the z score is 1.96

P : Maximum estimated proportion 0.5

d : Maximum sampling error 10%

Based on the calculation results above, the sample in the research to be conducted is 100 respondents. The sampling method in this research uses *non-probability sampling* with *purposive sampling technique* . This questionnaire was distributed directly to consumers who were met by the researcher, then the researcher gave the questionnaire to the consumer via *Google form* which was opened on the researcher's or consumer's cell phone. Data analysis used in this research is using *Structural Equation Modeling* (SEM) with PLS software. PLS has the ability to explain the relationship between variables and the ability to carry out analyzes in one test and then finally continue with hypothesis testing.

RESULTS AND DISCUSSION

Research result

Partial Least Square (PLS) Analysis

The research results were obtained from the form of relationship between the variables in the research. There are 3 independent variables in this research, namely Price (X1) Brand Image (X2) and Product Quality (X3), while the dependent variable in this research is Purchase Decision (Y). In PLS-based structural equation modeling, the first step taken is to determine the specifications consisting of a measurement model (*outer model*) and a structural model (*inner model*). *The outer model* is the relationship between the indicator variables and the latent variables. *The inner model* designed in this research is the relationship between exogenous variables and endogenous variables. According to Ghozali (2015) the indicators in the reflective model are a manifestation of the construct. All indicators will reflect the same construct, to see the research results through PLS by designing *an outer model* and *inner model* , the influence of

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the relationship between the independent variable and the dependent variable is constructed through a path diagram.

Measurement Model Analysis (Outer Model)

In this measurement model analysis (*Outer Model*) the measurement model will be *Convergent Validity* , *Average Variance Extracted* (AVE), *Discriminant Validity* and *Composite Reliability* . The following is a measurement model calculated using the PLS Algorithm:

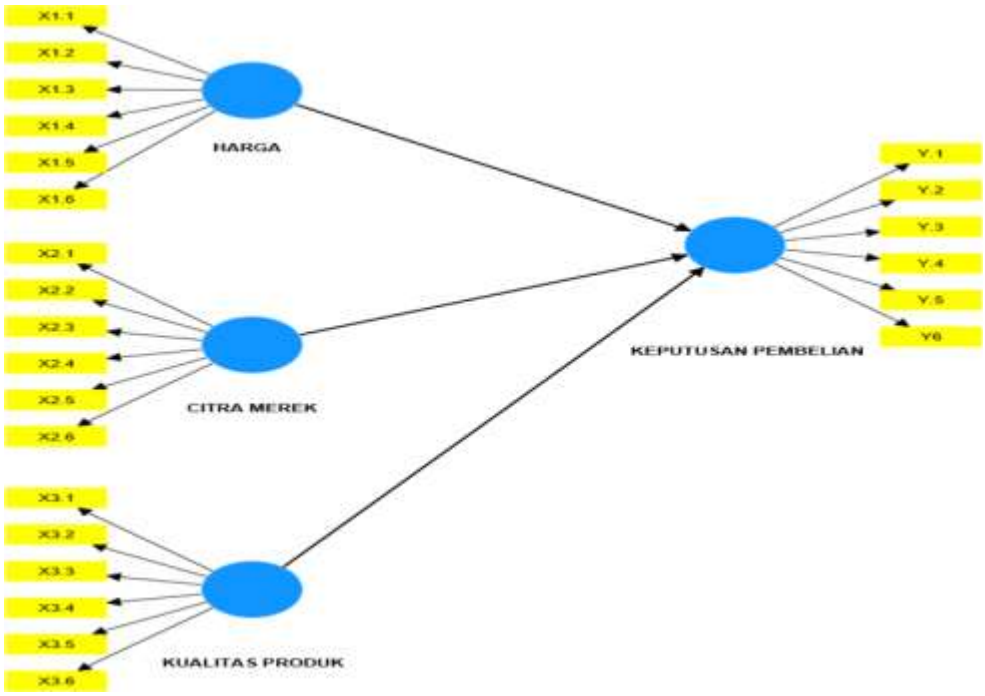

Figure 2. *Outer Model*

The validity test in this research was carried out by calculating *convergent validity* using the *loading factor value.* The success indicator for this test is declared valid if it has a loading factor value > 0.5, but it is better if the value is > 0.7. The following results of the *convergent validity test* can be seen in table 1.

Table 1. *Outer Loading*

Variable	Indicator	Outer Loading	AVE	Information
Price (X1)	X1.1	0.765	0.609	Valid
	X1.2	0.827		Valid
	X1.3	0.717		Valid
	X1.4	0.773		Valid
	X1.5	0.788		Valid
	X1.6	0.806		Valid
Brand Image (X2)	X2.1	0.819	0.710	Valid
	X2.2	0.790		Valid

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Variable	Indicator	Outer Loading	AVE	Information
Product Quality (X3)	X2.3	0.875	0.719	Valid
	X2.4	0.847		Valid
	X2.5	0.859		Valid
	X2.6	0.864		Valid
	X3.1	0.836		Valid
	X3.2	0.866		Valid
	X3.3	0.849		Valid
	X3.4	0.847		Valid
	X3.5	0.853		Valid
	X3.6	0.835		Valid
Buying decision (Y)	Y.1	0.854	0.686	Valid
	Y.2	0.679		Valid
	Y.3	0.847		Valid
	Y.4	0.843		Valid
	Y.5	0.871		Valid
	Y6	0.858		Valid

Based on table 1, it can be seen that the *outer loading results* of each research variable indicator have a value of > 0.7. These results show that all indicators are valid. Apart from being seen from the loading factor value, convergent validity can also be seen from the *Average Variance Extracted* (AVE) value. In this case the AVE value for each variable is > 0.5. These results show that all indicators are valid. Furthermore, *Discriminant Validity* can be tested by considering that the design *loadings* on the targeted construct must be greater than other constructs. *The discriminant validity* test results are as follows:

Table 2. *Cross Loading*

Indicator	Price (X1)	Brand Image (X2)	Product Quality (X3)	Purchase Decision (Y)
X1.1	**0.765**	0.458	0.483	0.546
X1.2	**0.827**	0.510	0.569	0.614
X1.3	**0.717**	0.571	0.633	0.643
X1.4	**0.773**	0.484	0.563	0.552
X1.5	**0.788**	0.509	0.552	0.638
X1.6	**0.806**	0.645	0.672	0.710
X2.1	0.543	**0.819**	0.688	0.689
X2.2	0.569	**0.790**	0.759	0.706
X2.3	0.630	**0.875**	0.843	0.788
X2.4	0.642	**0.847**	0.807	0.752
X2.5	0.599	**0.859**	0.768	0.773
X2.6	0.478	**0.864**	0.776	0.730
X3.1	0.653	0.725	**0.836**	0.739

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Indicator	Price (X1)	Brand Image (X2)	Product Quality (X3)	Purchase Decision (Y)
X3.2	0.672	0.783	**0.866**	0.745
X3.3	0.632	0.753	**0.849**	0.714
X3.4	0.619	0.830	**0.847**	0.735
X3.5	0.554	0.794	**0.853**	0.701
X3.6	0.671	0.791	**0.835**	0.729
Y.1	0.740	0.723	0.756	**0.854**
Y.2	0.581	0.618	0.552	**0.679**
Y.3	0.687	0.727	0.687	**0.847**
Y.4	0.633	0.746	0.733	**0.843**
Y.5	0.657	0.769	0.758	**0.871**
Y.6	0.657	0.773	0.755	**0.858**

cross loading results shown in table 2 above, it can be seen that the price variable is variable (X1), brand image variable (X2), and product quality variables (X3) has a greater value compared to the other construct numbers. The purchase satisfaction variable (Y) has a greater value than the variable X. Next, the Reliability Test is carried out by looking at the results of the *Cronbach alpha value* and the *composite reliability value* . The criteria used so that the construct can be said to be reliable if the *Cronbach alpha value* is > 0.7, while for *the composite reliability value* it can be said to be reliable if the value is > 0.6. The following are the results of the reliability test calculations which can be seen in table 3, as follows:

Table 3. *Cronbach's alpha & Composite reliability*

Variable	Cronbach's alpha	Composite reliability	Information
Price (X1)	0.918	0.936	Reliable
Brand Image (X2)	0.871	0.903	Reliable
Product Quality (X3)	0.907	0.929	Reliable
Purchase Decision (Y)	0.922	0.939	Reliable

Based on the reliability test results which can be seen in table 3, the *Cronbach alpha value is > 0.7 and the composite reliability* value is > 0.6, so it can be concluded that all variables in this study are reliable.

Structural Model Analysis (Inner Model)

The structural model analysis (*Inner Model*) aims to test the R-Square, *Goodness of Fit* (GoF) assessment and *Path Coefficient Test* . The following is a measurement model calculated using *bootstrapping* .

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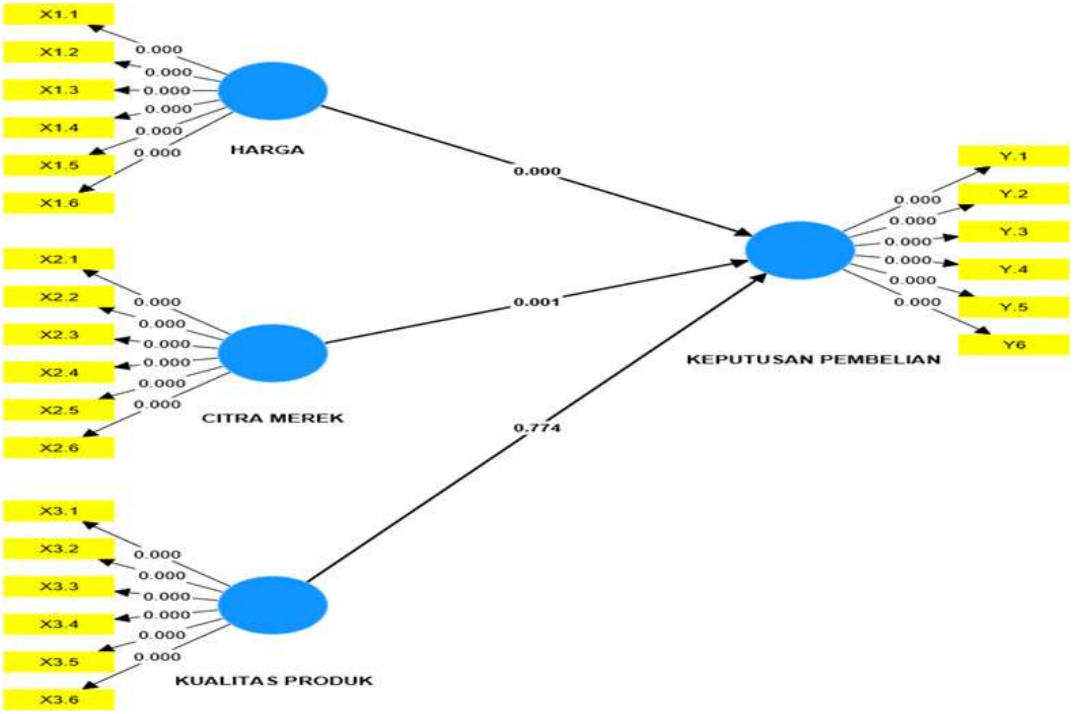

Figure 3. *Inner Model*

The R-square test in this research is used to measure how much the exogenous (*independent*) variable contributes to the endogenous (*dependent*) variable by looking at *the output* R-square value. The R-square *output* results can be seen in the following table:

Table 4. *R-Square*

Variable	R-square	R-square adjusted
Buying decision	0.845	0.840

Based on table 4, it can be seen that the R-square value is 0.793, this shows that the price variable (X1), brand image variable (X2) and product quality variables (X3), so it can be concluded that each construct can explain the purchasing decision variable by 84.5%, while the remaining 15.5% is explained by variables outside the research, for example product variables, promotions. Next, the *Goodness of Fit* (GoF) test or model fit is used to see the *Standardized Root Mean Square Residual* (SRMR) value and the *Normed Fit Index* (NFI) value. It is said to be Fit if the SRMR value is <0.10, while for the NFI value, the value obtained is a value between 0 – 1 or > 0.6, the closer to 1, the better. Model fit can be seen in table 5 below.

Table 5. *Goodness of Fit*

	Saturated models	Estimated model
SRMR	0.070	0.070
d_ULS	1,479	1,479
d_G	1,648	1,648
Chi-square	724,327	724,327

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NFI	0.710	0.710

Based on the results above in table 5, it can be seen that the *Standardized Root Mean Square Residual* (SRMR) value is 0.070 < 0.10, so it can be concluded that it meets the model fit criteria. The *Normed Fit Index (NFI)* value is 0.710, this value is in the value range 0-1, so it can be concluded that the model meets the fit criteria. Next, the *path coefficient test* is used to see how much influence the independent variable has on the dependent variable, tested using T-statistics. Testing was carried out using *bootstrapping analysis,* namely by comparing statistics with the T-table. The T-table value can be determined based on a significance of 0.05. The following are the results of the *path coefficient test* .

Table 6. *Path Coefficients*

	Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Price (X1)	Price -> Purchase Decision	0.357	0.361	0.102	3,484	0,000
Brand Image (X2)	Brand Image -> Purchase Decision	0.588	0.584	0.180	3,269	0.001
Product quality (X3)	Product Quality -> Purchase Decision	0.050	0.051	0.176	0.287	0.774

Based on table 6 above, it can be seen that the relationship between the price variable (X1) and the purchasing decision variable (Y) has a significant effect because it has a T statistical value of 3,484 > t table and a P value *of* 0.000 < 0.05. The original sample value of 0.357 indicates that the direction of the relationship between the price variable (X1) and the purchasing decision variable (Y) is positive. The brand image variable (X2) with the purchasing decision variable (Y) has a significant effect because it has a T statistical value of 3,269 > t table and a P value *of* 0.001 < 0.05. The original sample value of 0.588 indicates that the direction of the relationship between the price variable (X1) and the purchasing decision variable (Y) is positive. The product quality variable (X3) and the purchasing decision variable (Y) do not have a significant effect because they have a T statistical value of 0.287 < t table and a P value *of* 0.774 > 0.05. The original sample value of 0.050 indicates that the direction of the relationship between the product quality variable (X3) and the purchasing decision variable (Y) is positive.

Hypothesis testing

H 1: Effect of Price on Purchasing Decisions

The first hypothesis tests the influence of price variables towards purchasing decisions, has a T statistic T statistic of 3.484 > t table and a P value *of* 0.000 < 0.05. From the results of these

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data it can be concluded that the price variable (X1) significant influence on purchasing decisions (Y)

Hypothesis 1: Accepted

H 2: Influence of Brand Image on Purchasing Decisions

The second hypothesis tests the influence of brand image variables on purchasing decisions has a T statistic value of 3,269 > t table and a P value *of* 0.001 < 0.05. From the results of these data it can be concluded that the brand image variable (X2) significant influence on purchasing decisions (Y)

Hypothesis 2: Accepted

H 3: Influence of Product Quality on Purchasing Decisions

The third hypothesis tests the influence of product quality variables on customer satisfaction, has a T statistic value of .287 < t table and a P value *of* 0.774 > 0.05. From the results of these data it can be concluded that the product quality variable (X3) does not have a significant effect on purchasing decisions (Y)

Hypothesis 3: Rejected

Discussion

The Influence of Price on Purchasing Decisions

The results of hypothesis testing show that price has a significant effect on purchasing decisions. Based on the results of the analysis which refers to the results of the respondents' answers, the price variable influences purchasing decisions . In this regard, companies should still be able to provide more affordable prices. The results of this research are in line with the results of research (Teddy & Zuliestiana, (2020) which states that price has a significant effect on purchasing decisions, as well as research results from Indrianto , (2021) which states that price has a significant effect on purchasing decisions

The Influence of Brand Image on Purchasing Decisions

The results of hypothesis testing show that brand image has a significant effect on purchasing decisions. Based on the results of the analysis which refers to the results of the respondents' answers, this could be because the Viar Tricycle Commercial Motorcycle brand has safe operational standards and has passed trials . In this regard, companies should continue to maintain their brand image by maintaining uniqueness and paying attention to the benefits that consumers will receive, so that it can still be profitable for the company. The results of this research are in line with the results of research from Putri, Kristin & Nugroho, (2021) stating that brand image has a significant influence on purchasing decisions, as well as research results from Putri, Khaswarina, & Septya, (2022) stating that brand image has a significant influence on purchasing decisions .

The Influence of Product Quality on Purchasing Decisions

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The results of hypothesis testing show that product quality does not have a significant effect on purchasing decisions. Based on the results of the analysis which refers to the results of the respondents' answers, the price quality variable turns out to not be a factor that influences purchasing decisions. In this regard, companies should be able to develop quality products whose benefits can be accepted by consumers. The results of this research are in line with the results of research from Nadiya & Wahyuningsih, (2020) which shows that product quality has no effect and is not significant on purchasing decisions.

CONCLUSION

Based on the results of research and testing of 3 hypotheses relating to price, product quality and brand image on purchasing decisions in DKI Jakarta, the following conclusions can be drawn: 1) Price has a significant effect on purchasing decisions. 2) Product quality has no influence and is not significant on purchasing decisions. 3) Brand image has a significant influence on purchasing decisions.

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