

# The Influence of Product Quality, Brand Image and Advertising on The Purchase Decision of Honda Mobilio in South Jakarta

**Fitriyanto, Herry Krisnandi, Kumba Digdowiseiso**

Management Study Program of Faculty of Economics and Business  
National University

Email: antofit03@gmail.com, herrykrisnandi@gmail.com,  
kumba.digdo@civitas.unas.ac.id

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## Abstract

This study aims to analyze the effect of product quality, brand image and advertising on the purchasing decisions of Honda Mobilio in South Jakarta. The method used in this research is descriptive quantitative with the population in this study are users of Honda Mobilio in South Jakarta. The sampling technique in this study was purposive sampling and quota sampling. The samples used in this study were 100 respondents with the criteria of Honda Mobilio car consumers who had bought and used for at least 1 year. The data in this study used primary data by distributing questionnaires which were processed using Statistical Package for the Social Science software (SPSS 23.0). The data analysis technique used is multiple linear regression analysis. The results of this study indicate that (1) Product Quality Variable (X1) has a positive and significant effect on Purchasing Decisions (Y). (2) Brand Image Variables (X2) have a positive and significant effect on Purchasing Decisions (Y). (3) Advertising (X3) Variables (X3) have a positive and significant effect on Purchasing Decisions (Y).

Keywords: product quality, brand image, advertising and purchasing decisions

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## INTRODUCTION

The development of the times in this era of globalization demands all fast-paced and modern work and activities. Everyone is required to move quickly and be able to do work even though the location is far away. To reach locations near and far away quickly, humans need a means of transportation. Transportation is a tool needed by humans to be able to reach mileage quickly. With the existence of means of transportation, the level of human mobility will increase. There are many means of transportation in Indonesia both traditional and modern. However, along with the times and technology, the means of transportation needed now are modern means of transportation. One of the modern means of transportation is the car.

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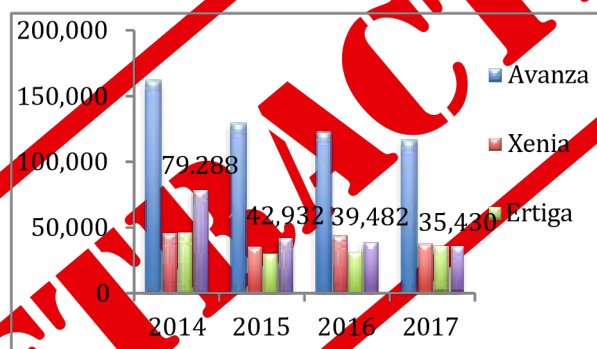
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The rapid development of the automotive industry in Indonesia has made the level of competition tight, especially in the car industry in the Low MPV segment. Car manufacturers continue to innovate their products. This can be seen from the increasing variety of brands and types of cars in Indonesia. As a result, consumers must be more

selective in choosing products to buy. Factors that are considered for consumers in choosing products are value factors or benefits that consumers will get from a product. The number of products that have similar shapes, uses, and other features makes it difficult for consumers to distinguish these products (Jati N, 2013: 2). The automotive industry makes this phenomenon an opportunity to dominate the market. Almost all car manufacturers in Indonesia are competing to produce Low MPV segment cars as described above.

One of the well-known automotive companies in Indonesia and has a good reputation is Honda. Many people like Honda-made cars because from the past until now the quality is known to be good and fuel efficient. Honda sees the Low MPV car market in Indonesia is very promising. Therefore, Honda since 2014 produces Low MPV segment cars named Mobilio.

Since its launch in early 2014, Mobilio has become one of the backbones of Honda's sales in Indonesia. But in the second year of its appearance Honda Mobilio gradually experienced a decrease in the number of sales as recorded in the following data.



Source : Association of Indonesian Automotive Industries (Gaikindo)

Figure 1.1 Low MPV Car Sales Data in Indonesia Year 2014 – 2017

Based on Figure 1.1 above, it can be seen that the number of Honda Mobilio purchase transactions in 2014 and 2015 was only inferior to the number of Toyota Avanza sales with total sales of 79,288 units in 2014 and decreased to 42,932 units in 2015. Then in 2016 Honda Mobilio sales again decreased to 39,482 units. And in the following year Honda Mobilio was still unable to improve its sales which decreased to 35,430 units in 2017.

Based on the data information described above, researchers see problems in how to improve purchasing decisions on Honda Mobilio cars in South Jakarta. Because according to the information obtained, compared to other DKI Jakarta regions, the most dealers are in South Jakarta which has decreased sales due to various factors.

Purchasing decisions are actions from consumers to buy or not to buy products. From various factors that influence consumers in making purchases of a product or service. Purchase decision expressed by Kotler and Keller (2012: 170): "In the evaluation stage, the consumers from preferences among the brands in the choice set and may also

The Influence of Product Quality, Brand Image and Advertising on The Purchase Decision of Honda Mobilio in South Jakarta from an intention to buy the most preferred brand". It can be interpreted that when consumers evaluate the products they will buy, consumers tend to buy the most referenced items among several choices of referenced products.

Purchasing decisions can be influenced by product quality. Product quality is everything that a producer can offer to be noticed, requested, sought, purchased, used over market consumption as a fulfillment of the needs or desires of the market concerned (Tjiptono, 2008: 95).

Then purchasing decisions can be influenced by brand image. Kotler and Keller (2012: 263-264) suggest that brand image is "Perception and beliefs held by consumers. As reflected in the associations held in consumer memory." The meaning of the above sentence is that consumers will embrace perceptions and beliefs according to the experiences they have felt and summarized in their memories. Consumer perception of brand image will shape preferences and attitudes which in turn will influence the decision to buy or not.

Then advertising can also influence a consumer's purchase decision where promotion is the final determinant of the marketing strategy of how a product is packaged in a medium, language, or other presentation to be delivered to consumers and well received by consumers. One of the common promotional media done by a company is advertising. Advertising efforts have several objectives, including informing the existence of product brands on the market, persuading consumers to buy products and reminding consumers of products (Kotler, 2012: 178).

#### **Problem Formulation**

1. How much influence does Product Quality have on the purchase decision of Honda Mobilio in South Jakarta?
2. How much influence does Brand Image have on the purchase decision of Honda Mobilio in South Jakarta?
3. How much influence does advertising have on the purchase decision of Honda Mobilio in South Jakarta?

#### **Research Objectives**

- a. To analyze the magnitude of the influence of product quality on the purchase decision of Honda Mobilio in South Jakarta.
- b. To analyze the magnitude of the influence of brand image on the purchase decision of Honda Mobilio in South Jakarta.
- c. To analyze the magnitude of the influence of advertising on the purchase decision of Honda Mobilio in South Jakarta. Reference must use bodynote by using Mendeley application.

### **RESEARCH METHOD**

#### **Object of Research**

In this study, the object of research is the purchase decision of Honda Mobilio Cars in South Jakarta which is influenced by product quality, brand image and advertising.

#### **Population and Sample**

The population in this study is consumers who decide to purchase Honda Mobilio Cars at Honda Dealers in the South Jakarta area.

According to Sugiyono (2012: 30) sampling technique is "Sampling technique to determine the sample used in the study."

The sampling technique used by the author is non probability sampling.

According to Sugiyono (2012: 32) non-probability sampling is: "A sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample."

Non-probability sampling techniques used in sampling in this study are purposive sampling and quota sampling techniques. The definition of purposive sampling according to Sugiyono (2012: 34) is "Sampling technique with certain considerations."

According to Sugiyono (2012: 36) states that quota sampling is a technique to determine samples from populations that have certain characteristics to the desired number (quota).

In this study using the following criteria:

- 1) Honda Mobilio Car consumers who have purchased Honda Mobilio Cars.
- 2) They decided to buy Honda Mobilio Car products on the basis of their own decision.
- 3) Consumers have used Honda Mobilio Cars for at least 1 year.

## **RESULTS AND DISCUSSION**

### **Characteristics of respondents by gender**

Based on the results of the study, it is known that the number of respondents is 100 people. The male gender amounted to 81 respondents with a percentage (81%) and for the female gender amounted to 19 respondents with a percentage (19%).

### **Characteristics of respondents by age**

Based on the results of a study of 100 respondents, it is known that respondents aged between 17-25 years are 11 people (11%), respondents aged between 26-35 years are 55 people (55%), respondents aged 36-45 as many as 30 people (30.0%) and respondents aged > 46 years as many as 4 people (4%).

### **Characteristics of respondents by occupation**

Based on the results of a study of 100 respondents, it is known that respondents with Civil Servant jobs are 39 people (39%), respondents with Self-Employed Jobs are 30 people (30%), and respondents with other recent education are as many as 31 people (31%).

### **Characteristics of respondents based on income**

Based on the results of research on 100 respondents, it is known that respondents with income of IDR 3,100,000 - IDR 7,000,000 are 48 people (48%), respondents with income of IDR 7,100,000 - IDR 10,000,000 are 38 people (38%), and respondents with income > IDR 10,000,000 are as many as 14 people (14%).

### **Complete Results of Research Estimates Descriptive Analysis**

The results of the descriptive statistical test are to determine the average value of the total mean and the total total mean for each variable. Overall Product Quality (X1) of 4.40. Which means that most respondents expressed agreement. Brand Image (X2) overall at 4.27. Which means that most respondents expressed agreement. The overall Ad mean (X3) was 4.39, which means that most respondents agreed. Overall Purchase Decision (Y) of 4.43. Which means that most respondents expressed agreement. These results indicate that based on the questionnaires collected, the questionnaires on the questionnaire regarding purchasing decisions for Honda Mobilio consumers have good assessment.

### **Test Instruments**

#### **Test Validity and Reliability**

Based on validity and reliability tests that have been carried out, all statement items are declared valid and reliable.

### **Classical Assumption Test Normality Test**

The normality test aims to find out whether the regression model, bound variables and independent variables have normal distributions or not. The normality test

The Influence of Product Quality, Brand Image and Advertising on The Purchase Decision of Honda Mobilio in South Jakarta is performed with the Kolmogorov-Smirnov test. If the value is above 5 percent (0.05), then the data from the variable in question are normally distributed.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.94643828
	Most Extreme Differences	
	Absolute	.067
	Positive	.067
	Negative	-.043
Test Statistics		.067
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test obtained a significance value or Asymp Sig. (2-tailed) of 0.200 which is above 0.05 so that it can be concluded that product quality data, brand image, advertising and purchasing decisions are normally distributed and feasible to be used in regression models.

**Autocorrelation Test**

Autocorrelation tests are used to determine the relationship between data on research variables. A good regression model should not have autocorrelation. The test method uses the Durbin-Watson test (DW Test). To detect the presence or absence of autocorrelation, then if the DW value lies between dU and 4-dU, then no autocorrelation occurs.

<b>Durbin-Watson</b>
1.934

Durbin-Watson is located between dU and 4-dU, so it can be concluded that there is no strong relationship between data (autocorrelation) in this study.

**Multicollinearity Test**

A good regression model should be multicollinearity-free or there should be no correlation among independent variables. To find out whether multicollinearity occurs can be seen from the magnitude of the VIF and Tolerance numbers in the table below:

**Coefficientsa**

Type	Collinearity Statistics	
	Tolerance	VIF
1 Product Quality	.202	4.958
Brand Image	.317	3.154
Advertisement	.168	5.955

It is known that each variable of product quality, brand image and advertising has a tolerance value greater than 0.1 and is known to be large VIF calculate product quality (X1) = 4.958 VIF count for brand image (X2) = 3.154 and VIF calculate for advertising (X3) = 5.955 these values show smaller than the value of VIF < 10 so it can be concluded that the regression equation model does not have multicollinearity between independent variables in this regression model.

### Heteroscedasticity Test

The heterokedasticity test aims to test whether in a regression model there is an inequality of variance from the residual of one observation to another. If the variance of the residual unstandardized value of another observation is fixed, it is called homokedasticity, while for different variances it is called heterokedasticity. A good regression model is one in which homokedasticity or heterokedasticity does not occur.

**Heteroscedasticity Test Results**  
Coefficientsa

Type	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	1.167	.614	1.900	.060
X1	-.048	.061	-.795	.429
X2	.016	.044	.372	.710
X3	.014	.065	.213	.832

Based on the results above, it can be seen that the product quality variable (X 1) has a significant value (0.429 > 0.05), brand image (X 2) has a significant value (0.710 > 0.05), and advertising (X 3) has a significant value (0.832 > 0.05). Because the correlation of the independent variable has a significance value of more than (0.05), it can be concluded that there is no heteroscedasticity problem.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y), where for variables X1 is product quality, X2 is brand image, X3 is advertising and Y is purchasing decision.

Based on the results of the analysis, it can be known that the multiple regression equation can be formulated as follows:

$$Y = 2.624 + 0.314 X_1 + 0.188 X_2 + 0.520 X_3$$

Y = Purchase Decision = Brand ImageX<sub>2</sub>

X<sub>1</sub> = Product Quality = AdvertisingX<sub>3</sub>

Based on the results of the equation, the researcher explained that (Constant) = 2.624 means that if Product Quality, Brand Image and Advertising have a constant or fixed value, then the Purchase Decision value is 2.624.

### Model Due Diligence

#### Test F

This analysis aims to determine whether or not the influence between the independent variables of Service Quality (X1), Brand Image (X2) and Trust (X 3) on the dependent variable Purchase Decision (Y), and is able to explain each variation of changes in the dependent variable, to see whether the model is significant or not, the feasibility

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 test of the model in this study is analyzed by looking at significant results in the ANOVA output.

**ANOVA<sup>a</sup>**

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	325.361	3	108.454	117.408	.000b
Residuals	88.679	96	.924		
Total	414.040	99			

a. Dependent Variable: Purchase Decision  
 b. Predictors: (Constant), Advertising, Brand Image, Product Quality

Based on the results of SPSS 23 software output, the value of Sig = (0.000), smaller than the alpha probability limit is (0.05). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of  $0.000 < 0.05$ .

Then the model is said to be feasible for predicting the dependent variable. So the model in this study is feasible to use based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because it has a significant influence.

**Test Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) to analyze how strong the relationship and influence of variables in this study are shown in the table below:

**Coefficient of Determination Test Results**

**Model Summary<sup>b</sup>**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886a	.786	.779	.961

a. Predictors: (Constant), Advertising, Brand Image, Product Quality  
 b. Dependent Variable: Purchase Decision

Based on the table above, the magnitude of the Adjusted R Square is 0.779, this means that the dependent variable, namely the purchase decision, can be explained by the independent variable of 77.9%, while the remaining 22.1% is explained by other factors outside the independent variable used in this study.

**Hypothesis Test (t test)**

The t test (partial regression test) is used to determine the effect of each independent variable on the dependent variable. The t test is said to be significant if the value of sig. each variable is no more than alpha (Sig. < 0.05).

**Coefficients<sup>a</sup>**

	Standardized Coefficients	t	
	Beta		

Type			Sig.
1 (Constant)		2.494	.014
X1	.314	2.987	.004
X2	.188	2.047	.038
X3	.520	4.515	.000

a. Dependent Variable: Y

Based on the results of the t test in the table above, it can be explained that the influence of product quality variables on purchasing decisions has a positive and significant effect which can be seen from the calculated value of the ttable > (2.987 > 1.984) and the significance of 0.004 < 0.05.

The results of the next t test are that the brand image variable has a positive and significant influence on purchasing decisions, this is evidenced by a calculated value of 2.047 > 1.984 and a significance of 0.038 < 0.05.

Then the results of the test t after the advertising variables have a positive and significant effect on purchasing decisions. This is evidenced by the calculated value obtained of 4.515 > 1.984 and the significance of 0.000 < 0.05.

## CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn: Product quality has a positive and significant effect on purchasing decisions, which means that if product quality is improved, purchasing decisions for Honda Mobilio Cars in South Jakarta will increase. Brand image has a positive and significant influence on purchasing decisions, which means that if a good brand image is improved, then purchasing decisions for Honda Mobilio Cars in South Jakarta will increase. Advertising has a positive and significant effect on purchase decisions, which means that if attractive ads and ad delivery are increased, then the purchase decision of Honda Mobilio cars in South Jakarta will increase.

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