

THE EFFECT OF PRODUCT QUALITY, PRODUCT DESIGN AND PRICE ON THE PURCHASING DECISION OF YAMAHA FILANO MOTORCYCLES IN THE LHOKSEUMAWE CITY COMMUNITY

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Abstract

This study aims to determine the effect of product quality, product design, and price on purchasing decision for Yamaha Filano motorcycles among the people of Lhokseumawe City. The independent variables in this study are product quality, product design, and price, while the dependent variable is purchasing decisions. The data used are primary data obtained through distributing questionnaires to 137 respondents who have purchased Yamaha Filano motorcycles. The sampling technique used is incidental sampling. The data analysis method used is multiple linear regression. The results of the study indicate that partially product quality, product design, and price have a positive and significant effect on purchasing decisions for Yamaha Filano motorcycles. Simultaneously, the three independent variables also have a significant effect on purchasing decisions. This study is expected to be a consideration for companies in improving product quality, paying attention to product design, and setting prices that are in accordance with consumer needs and abilities.

Keywords: *Purchasing Decision, Product Quality, Product Design, Price*

INTRODUCTION

Yamaha Filano as one of the premium scooters shows a fluctuating sales trend since its launch. Nationally, Data from the Indonesian Motorcycle Industry Association (AIS) in 2024 noted that the scooter segment dominates more than 90% of motorcycle sales in Indonesia, thus providing a large market opportunity for Yamaha Filano. Although Honda still dominates the national market, Yamaha remains in second place through the various scooter variants offered (Jaber, 2023). This condition is different from what happened in Aceh Province, especially in Lhokseumawe City. Yamaha Filano sales data in Lhokseumawe City shows a downward trend from year to year, as shown in the following figure, which indicates a decrease in public purchasing decisions for the product. Yamaha Filano sales in Lhokseumawe City decreased from 325 units in 2022 to 283 units in 2023, and then decreased again to 247 units in 2024. This decline indicates a weakening public purchasing decision for the Yamaha Filano. This condition is thought to be related to product quality, product design, and price factors. If the quality and design are assessed as no longer in accordance with consumer needs and tastes, and the price is considered less commensurate with the value obtained, then purchasing decisions tend to decline. Therefore, this sales trend is an important indicator to assess the influence of quality, design, and price on purchasing decisions in Lhokseumawe City.

This declining sales phenomenon is even more interesting to observe because the Yamaha Filano is positioned as a premium scooter with various advantages, such as an elegant design, modern features, and relatively good fuel efficiency. Nationally, the scooter segment actually shows strong dominance in the motorcycle market, so theoretically a product like the Yamaha Filano should have a large market opportunity. However, the reality in Lhokseumawe City shows a gap between market potential and realized sales, which indicates that the product's advantages have not fully translated into purchasing decisions by consumers. The focus of this research is to determine the influence of product quality, product design, and price on the purchasing decision of Yamaha Filano motorcycles in the Lhokseumawe City community. This research is directed to identify which factors are most dominant in influencing consumer decisions, as well as assessing the extent to which consumer expectations match the offers provided by Yamaha Filano. So the researcher conducted a study with the title "**The Influence of**

Product Quality, Product Design and Price on the Purchasing Decision of Yamaha Filano Motorcycles in the Lhokseumawe City Community".

LITERATURE REVIEW

Buying decision

A purchasing decision is the process consumers go through to select, purchase, and use a product or service to meet their needs. Starting with problem recognition, consumers seek information, explore alternatives, and then make a purchasing decision. Starting with problem recognition, consumers seek information, explore alternatives, and then make a purchasing decision. After the purchase, consumers evaluate their experience, which will influence satisfaction and future purchasing decisions.

The Influence of Product Quality on Purchasing Decision

Product quality is a key factor determining consumer purchasing decisions. Product quality encompasses not only durability, functionality, and performance, but also the extent to which the product meets consumer needs and expectations. Good quality products provide a sense of security and satisfaction, increasing the likelihood of repeat purchases. According to Prasetya (2020), product quality reflects the overall characteristics that make a product suitable for use and can influence consumer trust.

H1: Product quality has a positive and significant effect on purchasing decisions.

The Influence of Product Design on Purchasing Decision

Product design is a crucial element that creates visual appeal and comfort in use. Good design makes a product not only aesthetically appealing but also more functional and tailored to consumer needs. According to Lukman (2021), product design is the result of research and development, manifested in a physical form to provide added value to consumers.

H2: Product design has a positive and significant influence on purchasing decisions.

The Influence of Price on Purchasing Decision

Price is one of the primary considerations influencing consumers' purchasing decisions. Price is not only seen as a product's exchange value but also as an indicator of its quality and competitiveness. According to Carmelita (2019), consumers tend to compare price with the benefits they will receive. Products with a price that balances their quality are more readily accepted by the market. Research by Pranoto (2020) adds that competitive pricing, accompanied by discounts or promotions, can increase attractiveness and increase the likelihood of a purchase.

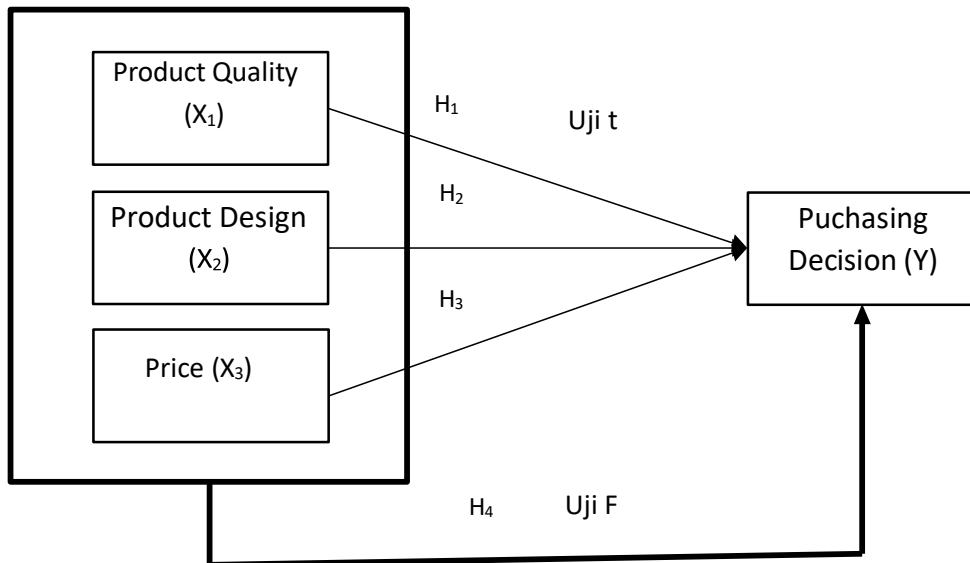
H 3 : Price has a positive and significant effect on purchasing decisions.

The Influence of Product Quality, Product Design, and Price on Purchasing Decision

Product quality, product design, and price are three key elements in a marketing strategy that complement each other in influencing purchasing decisions. Product quality ensures value and usability, product design creates appeal and differentiation, and price is the final consideration in determining a fair exchange rate for consumers. According to Lupiyoadi (2020), purchasing decisions are influenced by a combination of quality, design, and price that aligns with consumer expectations.

H4: Product quality, product design, and price have a positive and significant influence on purchasing decisions.

Conceptual Framework



RESEARCH METHODS

The data analysis method is a technique in analyzing research data that consists of various procedures, where this procedure includes techniques for interpreting data that has been analyzed and how to plan research data collection techniques so that the analysis becomes faster. The technique used in this study is multiple linear regression analysis with the aim of knowing how the influence of independent variables consisting of Product Quality, Product Design and Price on the dependent variable, namely the decision to purchase Yamaha Filano Motorcycles in the Lhokseumawe City Community. This analysis is processed using the SPSS program. The multiple linear regression equation in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y : Purchasing Decision

α : Constanta

β : Coefficient Regression

X₁ : Product Quality

X₂ : Product Design

X₃ : Price

e : *Error term*

RESULTS AND DISCUSSION

Validity Test

Validity test This is to determine the extent to which each statement item in the research instrument is able to measure the variables studied accurately. The validity test was conducted on 137 respondents, so that ... the freedom (df) used is $n - 2 = 137 - 2 = 135$. Based on the distribution of r values at a significance level of 5% ($\alpha = 0.05$), the r table value is 0.167. Thus, the item statement is declared valid if the calculated r value is greater than the r table. The results of the validity test in this study are presented as follows:

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Table 1 Validity Test Results

Variables	Statement	R [Price]	R Table	Information
X ₁ (Product Qualityt)	X1.1	0.797	0.167	Valid
	X1.2	0.778	0.167	Valid
	X1.3	0.738	0.167	Valid
	X1.4	0.765	0.167	Valid
	X1.5	0.792	0.167	Valid
X ₂ (Product Design)	X2.1	0.724	0.167	Valid
	X2.2	0.763	0.167	Valid
	X2.3	0.794	0.167	Valid
X ₃ (Price)	X3.1	0.662	0.167	Valid
	X3.2	0.818	0.167	Valid
	X3.3	0.767	0.167	Valid
Y (Purchasing Decision)	Year 1	0.702	0.167	Valid
	2nd year	0.788	0.167	Valid
	3rd year	0.816	0.167	Valid
	Grade 4	0.782	0.167	Valid
	Grade 5	0.781	0.167	Valid

Source : Data Processed Writer (2025)

All statements on the independent variables, including product quality (X₁), product design (X₂), and price (X₃), as well as the dependent variable, purchasing decision (Y), were declared valid. This is evidenced by the value of each statement item being greater than the calculated r value of 0.167. Thus, it can be concluded that all statement items in this research instrument are valid and suitable for use as measuring tools for collecting research data.

Reality Test

Reliability testing aims to assess the level of consistency of a research instrument when used repeatedly under the same conditions. An instrument is said to be reliable if the Cronbach's Alpha value obtained is greater than 0.60, which indicates that the items in the questionnaire have a good level of internal consistency. Based on the results of data processing, the Cronbach's Alpha value was obtained for each research variable as follows :

Table 2 Reliability Test Results

Variables	Chronbach Alpha	Constantine	Reliabel
Purchasing Decision (Y)	0.827	0.6	Realibel
Product Quality (X ₁)	0.829	0.6	Realibel
Product Design (X ₂)	0.635	0.6	Realibel
Price (X ₃)	0.611	0.6	Realibel

Source : Data Processed Writer (2025)

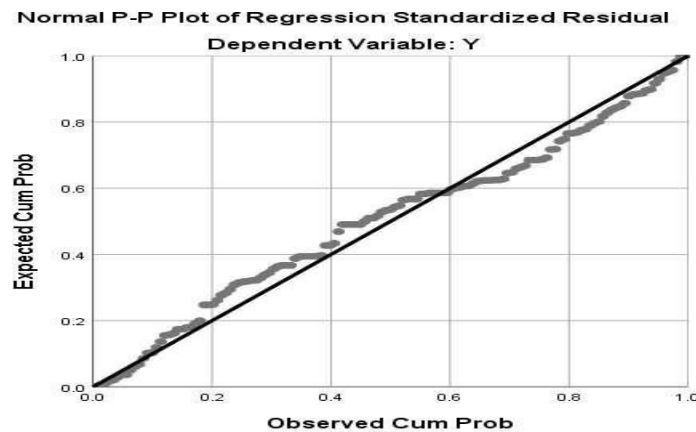
All variables, both independent variables including product quality (X₁), product design (X₂), and price (X₃) as well as the dependent variable purchasing decision (Y) were declared reliable. This is proven by the Cronbach's Alpha value of each variable being greater than 0.60, so it can be concluded that the research instrument used has met the reliability criteria, is consistent, and is suitable for use as a measuring tool in research.

Normality Test

The normality test aims to determine whether the independent and dependent variables in a regression model have a normal distribution. Normality testing can be performed using two methods: graphical and statistical. The graphical method uses a normal probability plot with the following conditions:

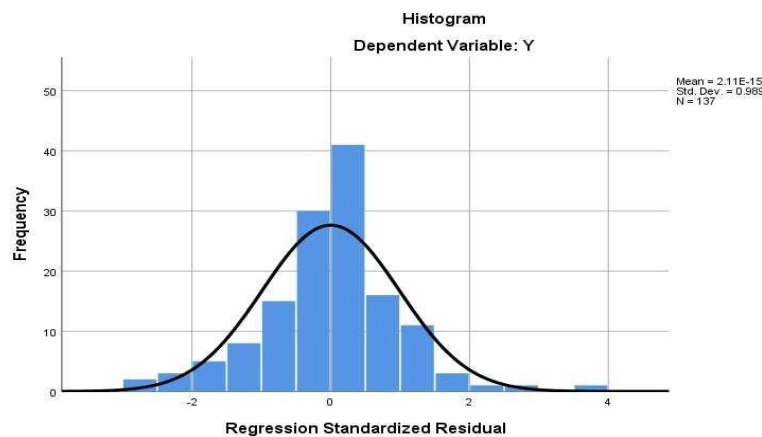
- a. If the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption.
- b. If the data is not spread around the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption .

Table 3 Normality Test (*Probability Plot*)



The Normal P-Plot demonstrates that the regression model meets the assumption of normality because the points follow and lie around the diagonal line. This is supported by the histogram graph, which shows a bell-shaped residual distribution, concluding that the data are normally distributed and suitable for further analysis.

Table 4 Normality Test (*Histogram*)



A normal histogram indicates that the residuals are evenly distributed and normally distributed. This is indicated by the histogram's symmetrical shape around zero and resembling a bell curve. Most residual values fall within the range of -2 to 2, which corresponds to three standard deviations from the mean. Furthermore, the black normal distribution curve overlaying the histogram further confirms that the residuals in the regression model are normally distributed.

Table 5 *One-Sample Kolmogorov-Smirnov Test*

		<i>Not standardized Remainder</i>
<i>N</i>		137
<i>Normal Parameters a,b</i>	<i>Means</i>	0.000000
	<i>Standard. Deviation</i>	1.92751064
<i>Most Extreme Difference</i>	<i>Absolute</i>	0.074
	<i>Positive</i>	0.072
	<i>Negative</i>	- 0.074
<i>Test Statistics</i>		0.074
<i>Asymptomatic . Signature. (2 tails)</i>		0.061 ^c

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It can be seen that the value of Asymp. signature. (2-tailed) is (0.081 > 0.05). Because the value of Asymp. signature. (2-tailed) is 0.061, which is greater than 0.05, thus, based on this one-sample Kolmogorov-Smirnov test, the residual distribution can be considered to be normally distributed.

Multicollinearity Test

A low tolerance value equals a high VIF value, because $VIF = 1/\text{tolerance}$, indicating high collinearity. The criteria for testing multicollinearity are as follows:

- a. Tolerance Mark < 0.10 or VIF > 10 Happen Multicollinearity
- b. Tolerance Value > 0.10 or VIF < 10 not occur Multicollinearity Exists calculation mark tolerance or VIF with can [Year] on table

Table 5 Multicollinearity Test

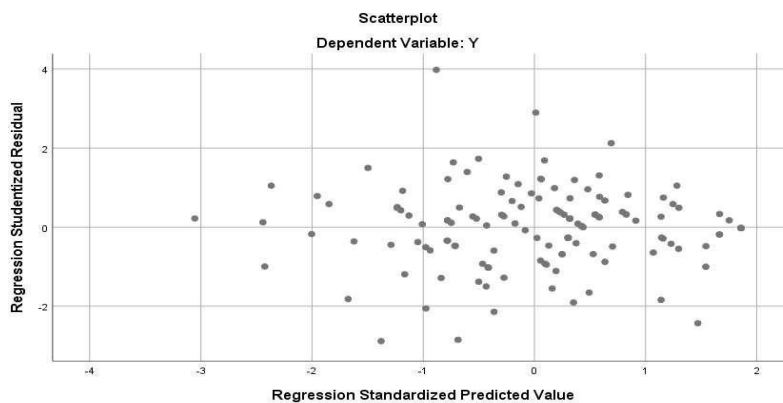
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)	0.453	2,208
	X ₁		
	X ₂	0.447	2,238
	X ₃	0.433	2,311

That the tolerance value for the three independent variables is above 0.10, with the tolerance value for variable X₁ being 0.453, variable X₂ being 0.447, and variable X₃ being 0.433. Meanwhile, the Variance Inflation Factor (VIF) value for each variable also shows a value less than 10, namely variable X₁ being 2.208, variable X₂ being 2.238, and variable X₃ being 2.311.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the residual variance is constant. Detection is performed using a scatterplot between ZPRED and SRESID. If the points are randomly distributed and do not form a specific pattern, heteroscedasticity is not present.

Table 6 Heteroscedasticity Test (ScatterPlot)



The residual points are randomly distributed around the zero line and do not form any particular pattern. This indicates that the residual variance is constant, thus preventing heteroscedasticity in the regression model. Furthermore, the horizontal distribution of the points indicates that the linearity assumption is met, making the regression model suitable for further analysis.

Multiple Linear Regression Results

Testing using multiple linear regression was conducted to analyze the influence of Product Quality (X₁), Product Design (X₂), and Price (X₃) on Purchasing Decision (Y). The results of the regression analysis can be seen in the table below:

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Table 7 Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Beta Coefficient	T	Significance	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
(Constant)	-0.214	0.926		-0.231	0.817		
X1	0.411	0.061	0.427	6,800	0,000	0.433	2,311
X2	0.650	0.110	0.364	5,927	0,000	0.453	2,208
X3	0.342	0.110	0.191	3,092	0.002	0.447	2,238

$$Y = -0,214 + 0,673X_1 + 0,650X_2 + 0,342X_3$$

Based on the regression equation, the constant value of -0.214 indicates that if the variables Product Quality (X₁), Product Design (X₂), and Price (X₃) are zero, then the Purchasing Decision (Y) value is at -0.214.

Coefficient of Determination (R²) and Correlation (R)

The coefficient of determination is between zero and one. A small R² value indicates the independent variable's ability to explain the dependent variable. The value used to view the coefficient of determination in this study is the Adjusted R Square column.

Table 8 Coefficient of Determination

Model	R	R Rectangle	Customized R Square	Standard Error from Estimate
1	0.879 a	0.773	0.767	1.94913

The relatively high Adjusted R Square value indicates that the regression model used has good ability to explain changes in the Purchasing Decision variable, so this regression model is suitable for use for further analysis.

Partial Regression Results t-Test

The significance value is less than 0.05 and the calculated t value is greater than the t table, so it can be concluded that the independent variable has a partial significant effect on the dependent variable.

Table 9 t-Test (Partial Test)

Variables	T [Price]	T Table	Information
Product Quality (X ₁)	6,800	1,656	Influence
Product Design (X ₂)	5,927	1,656	Influence
Price (X ₃)	3,092	1,656	Influence

1. Variables Product Quality (X₁)

The Product Quality variable (X₁) has a t-value of 6.800, while the t-table value at a significance level of 5% (α = 0.05) with 133 degrees of freedom is 1.978. Because the t-value is > t-table and the significance value is 0.000 < 0.05, it can be concluded that partially Product Quality (X₁) has a significant effect on Purchasing Decision (Y).

2. Variables Product Design (X₂)

The Product Design variable (X₂) has a calculated t-value of 5.927, which is greater than the t-table value of 1.978, and a significance value of 0.000 < 0.05. This indicates that partially Product Design (X₂) has a significant effect on Purchasing Decisions (Y).

3. Variables Price (X₃)

The Price variable (X_3) shows a calculated t value of 3.092, which is also greater than the t table value of 1.978, with a significance value of $0.002 < 0.05$. This indicates that partially Price (X_3) has a significant effect on Purchasing Decisions (Y).

DISCUSSION

The Influence of Product Quality on Purchasing Decision

The results of the study indicate that product quality has a positive and significant effect on purchasing decisions. This is evidenced by the calculated t-value of 6.800, which is greater than the t-table of 1.978, and the significance value of 0.000, which is less than 0.05. This means that the better the product quality perceived by consumers, the higher their tendency to make purchasing decisions.

The Influence of Product Design on Purchasing Decision

Based on the research results, product design has a positive and significant influence on purchasing decisions. This is indicated by the calculated t-value of 5.927, which is greater than the t-table value of 1.978, and a significance value of 0.000, which is less than 0.05. This means that an attractive product design that suits consumer preferences can increase purchasing decisions.

The Influence of Price on Purchasing Decision

The results of the study indicate that price has a positive and significant effect on purchasing decisions. This is evidenced by the calculated t-value of 3.092, which is greater than the t-table value of 1.978, and the significance value of 0.002, which is less than 0.05. This means that prices that align with consumers' perceptions and affordability will drive purchasing decisions.

CONCLUSION

Based on the results and discussion, several conclusions can be drawn as follows:

- a. Product quality has a positive and significant influence on purchasing decisions. This indicates that the better the product quality perceived by consumers, such as comfort, durability, and conformance to expectations, the higher the consumer's likelihood of making a purchase decision. Product quality is a crucial factor consumers consider before making a purchase.
- b. Product design has a positive and significant influence on purchasing decisions. Attractive, modern, and consumer-friendly product designs can increase interest and purchase decisions. This demonstrates the role of a product's visual and aesthetic aspects. strategies in influencing consumer purchasing behavior.
- c. Price influential positive And Important to Decision Purchase. The results of this study indicate that a price deemed appropriate and commensurate with the quality and benefits obtained can motivate consumers to make purchasing decisions. Price remains a key consideration for consumers in assessing a product's value.

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