DETERMINE THE EFFECT OF PRICE PERCEPTIONS, CONSUMERS, AND BRAND IMAGE ON BRAND BEHAVIOR ON BEAT MOTORCYCLE BRAND USERS IN BIREUEN DISTRICT

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Abstract

This study aims to determine the effect of price perceptions, consumers, and brand image on brand behavior on beat motorcycle brand users in Bireuen district. This study uses primary data obtained by distributing online questionnaires to 100 respondents who were selected using the purposive sampling method. The data analysis method used is multiple linear regression analysis with the help of SPSS version 24. The results partially show that consumer price perceptions and brand image have a significant effect on brand switching behavior from Mio brand motorcycle users to Beat brand motorcycle users in Bireuen district. Simultaneously, the perception of price, consumers and brand image also significantly influence the brand shift of Mio brand motorcycle users to Beat brand motorcycle users in Bireuen district.

Keywords **:** ***price perception, consumer dissatisfaction, brand image, brand switchingbehavior***

1. INTRODUCTION

In the current era of globalization, every automotive company needs to pay attention to the company's added value to produce higher quality value and output compared to other competing companies. Therefore, understanding what customers need, want and expect is absolutely necessary for company leaders to satisfy customers. As time goes by, more and more brands produce the same products. As the number of these brands increases, consumers switch from one brand to another. Along with the times and the increasing need for means of transportation, this has had a positive impact on automotive companies, especially in the motorbike industry, which is needed by many people, is affordable and easy to maintain. Currently, many motorbike brands have emerged with different models and designs, high quality and very competitive prices. For automotive companies, this is an opportunity to gain market share. Seeing this phenomenon, companies must be able to meet consumer needs and expectations. Excessive promises will only make consumers more hopeful. When promises are not kept, consumers will be disappointed and may switch to other brands, especially alternative brands. According to (Tjiptono, 2008) If consumers are satisfied, it will provide a good opportunity to repurchase or buy another product, but now or in the future at the same company, satisfied consumers will often say good things about the product and company to others**.** As we know, the Yamaha Mio has been present in Indonesia since 2003.

The first and innovative automatic motorbike (first mobile) in the form of a scooter designed for commuting facilities, easy to operate and liked by people of all ages. The emergence of the Yamaha Mio is to overcome the previous generation, especially the lack of sales of the Yamaha Nouvo, because the Yamaha Nouvo still uses a backbone like a motorbike. Along the way, demand for the Yamaha Mio has increased, and even though its competitors have released equivalent automatic scooters, this motorbike has not wavered. The peak appeared in 2009-2011, Yamaha's market share almost overthrew other positions. , all of these models were unable to compete with or even come close to competitors' sales. On the other hand, since July 2017, this competitor has been able to sell 1,082,340 units in just 7 months. This means that the Scootermatic, the backbone of the flapping wings, has reportedly reached 12 million units in less than 10 years since it was first launched in 2008. Looking at the current phenomenon, there are several factors

that can influence the transfer of the Yamaha Mio motorbike brand to Honda Beat among the people of Bireuen City, including in terms of price perception, the prices of Yamaha Mio and Honda Beat motorbikes are not much different, these two automotive companies has strong price competition. However, if you look at the quality, the Honda Beat is superior. This has triggered the dissatisfaction felt by users of the Mio brand to switch to Beat. These two motorbike brands are brands that are known almost all over the world, but in recent years Yamaha sales, especially the Mio brand, have experienced a decline in sales. This is because the advantages produced by competing companies are higher. Honda Beat has succeeded in attracting the attention of consumers, and can even divert the attention of Mio brand users to switch to using Beat brand motorbikes. From the background that emerged above, in this research there are several independent variables that will be used, namely price perception, dissatisfaction and brand image which can influence the decision to switch brands as the dependent variable for the Yamaha Mio motorbike to the Honda Beat. These three factors influence brand switching. This is because the price perception, consumer dissatisfaction and brand image that has been attached to Honda Beat motorbike brand products at competitive prices and supported by a good brand image will directly influence consumer satisfaction in purchasing the motorbikes produced. by PT. Astra Motor Indonesia. Therefore, researchers are interested in taking this theme further by choosing the title: " **Determine The Effect Of Price Perceptions, Consumers, And Brand Image On Brand Behavior On Beat Motorcycle Brand Users In Bireuen District**".

2. IMPLEMENTATION METHOD

2.1 Validity Test

The decision-making criteria for whether a questionnaire is valid or not according to Sugiyono, 2010 is if r count > r table, then the statement items are declared valid and with a significance level of $\alpha = 0.05$

2.2 Reliability Test

The reliability test is intended to test the consistency of the questionnaire in measuring the same construct and if it is measured again from time to time by other people. An instrument is said to be reliable if it has a Cronbach alpha (α) value of more than 0.6.

2.3 Classic Assumption Test

1) Normality Test

The normality test is carried out by carrying out calculations using the SPSS program to find the slope value of the curve and the kurtosis value or sharpness of the curve. Data is said to be good if the line that depicts the data actually follows the diagonal line.

2) Multicollinearity Test

Guidelines for determining whether or not multicollinearity occurs in an independent variable regression model if it has a VIF (Variance Inflation Factor) value < 10 and has a tolerance figure > 0.1 (Ghozali, 2005).

3) Heteroscedasticity Test

Heteroscedasticity will occur if on the scatterplot graph the points do not form a certain pattern or form a regular pattern, either narrowing, widening or wavy. On the other hand, if on a scatterplot graph the dots form a certain pattern or form a regular pattern, either narrowing, widening or wavy, then heteroscedasticity does not occur (Ghozali, 2005).

2.4 Analisis Regresi Linier Berganda

The regression equation is as follows:

$$Y = \alpha + b_1X_1+b_2X_2+b_3X_3++ e$$

Information:
Y = Brand Switching Behavior
α = Constant
b_1X_1= Regression Coefficients of Price Perception
b_2X_2 = Regression Coefficients of Consumer Dissatisfaction
b_3X_3 = Regression Coefficients of Brand Image

2.5 Coefficient of Determination Test (R2)

According to Ghozali (2011), the determinant coefficient test (R2) aims to measure a proportion or percentage of the contribution of the independent variable or independent variable studied in this research to the rise and fall of the dependent variable or dependent variable with the value of the coefficient of determination being between 0 and 1.

2.1 Uji t (Parsial)

The t test (partial test) is used to determine whether the independent variables partially or individually have a significant effect on the dependent variable. With the condition that if the calculated t value is > from t table then H1, H2, H3, is accepted, if calculated t < from t table then H1, H2, H3, is rejected,

3. RESULTS AND DISCUSSION

3.1. Validity test

Table 1
Validity test

Indicator	α	r Table	r Count	Inf
X1.1	0.05	0.165	0.276	Valid
X1.2	0.05	0.165	0.781	Valid
X1.3	0.05	0.165	0.617	Valid
X1.4	0.05	0.165	0.444	Valid
X2.1	0.05	0.165	0.706	Valid
X2.2	0.05	0.165	0.636	Valid
X2.3	0.05	0.165	0.473	Valid
X3.1	0.05	0.165	0.819	Vaid
X3.2	0.05	0.165	0.275	Valid
X3.3	0.05	0.165	0.291	Valid
X3.4	0.05	0.165	0.746	Valid
Y1	0.05	0.165	0.753	Valid
Y2	0.05	0.165	0.803	Vaid
Y3	0.05	0.165	0.676	Valid
Y4	0.05	0.165	0.530	Valid

So from table 4.5. above it can be concluded that the calculated r value is more than the table r value. By obtaining an r table value of 0.165, from this it can be concluded that each question item in the questionnaire is declared valid

3.2. Reliability Test

Table 2
Reliability Test

No	Variabel	*cronbach's alpha*	*Standar alpha*

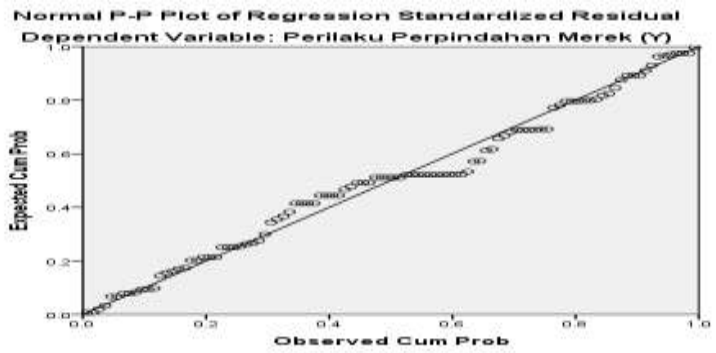
1.	X1	0.731	0.60
2.	X2	0.730	0.60
3.	X3	0.735	0.60
4.	Y	0.726	0.60

So it can be concluded that the reliability measurement table above shows that each question item for each variable is reliable.

3.3. Classic Assumption Test

1. Normality Test

Picture 1
Normality Test



Based on the figure above, it shows that the line depicting the data actually follows the diagonal line. Based on the test criteria, it was concluded that the data was normally distributed and met the data normality assumption.

2. Multicollinearity Test

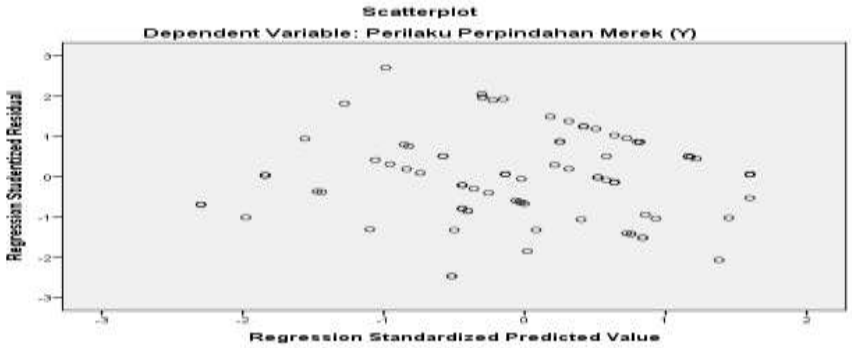
Table 3
Multicolloniearity Test

Variabel	VIF	*Tolerance*
X1	**1.514**	**0.661**
X2	**1.362**	**0.734**
X3	**1.309**	**0.764**

From the table above, it can be seen that the Variance Inflation Factor (VIF) value for each independent variable is < 10 and the Tolerance value is > 0.1. Thus, it can be concluded that between the variables Price, Ease of Trust and Reputation, there is no multicollinearity in the regression model.

3. Heteroscedasticity Test

Picture 2
Heterocedastisticity Test



Based on the figure above, it can be concluded that heteroscedasticity did not occur in this study. This is based on the graphic image above where the points in the graph above do not form a clear pattern such as a narrowing or widening pattern.

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3.4. Multiple Linear Regression Analysis

Table 4
Multiple Linear Regression Analysis

Model	*Unstandardized Coefficients*	
	B	***Std. Error***
1. (Constant)	2.231	1.674
X1	.659	.109
X2	-.205	.105
X3	.379	.082

So from the multiple linear regression formula equation the following results can be obtained:

$$Y = 2{,}231 + 0{,}659X1 + (-0{,}205)X_2 + 0{,}379X_3$$

3.5. Determination Coefficient Test (R2)

Tabel 5
Determination Coefficient Test (R^2)

R	R *Square*	*Adjusted R Square*
.713[a]	**.509**	**.494**

Based on the table above, the correlation coefficient (R) is 0.713. This value shows that there is a relationship (correlation) between the variables of price perception, consumer dissatisfaction and brand image on brand switching behavior among Mio brand motorbike users to Beat brand motorbikes in Bireuen district. Meanwhile, the coefficient of determination R square (R2) is 0.509, meaning that the variables of price perception, consumer dissatisfaction and brand image have the ability to explain their influence on brand switching behavior among Mio brand motorbike users to Beat brand motorbikes in Bireuen district of 50.9%. The remaining 49.1% is explained by other variables not examined in the research.

3.6. Simultaneous Test

Table 6
Test t (Simultaneous)

Model		t	Sig.
1	**Constant**	**1.333**	**.186**
	X1	**6.056**	**.000**
	X2	**-1.958**	**.053**
	X3	**4.607**	**.000**

Price Perception (X1)

Based on the results of calculations carried out by the researcher, it can be concluded that the hypothesis H1 which states, "it is suspected that there is a positive and significant influence of price perception on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes" is accepted. This is because the regression coefficient value has a positive value. Apart from that, the tcount value is greater than ttable (6.056 > 1.985), and the significance value is smaller than 0.05 (0.00 < 0.05), which means the confidence level is more than 95%.

Consumer Dissatisfaction (X2)

Based on the results of calculations carried out by researchers, it can be concluded that hypothesis H2 which states, "it is suspected that there is a positive and significant influence of consumer dissatisfaction on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes" is rejected. This is because the regression coefficient value has a negative value. Apart from that, the tcount value is smaller than ttable (-1.985 < 1.985), and the significance value is greater than 0.05 (0.053 > 0.05).

Brand Image (X3)

Based on the results of calculations carried out by researchers, it can be concluded that hypothesis H3 which states, "it is suspected that there is a positive and significant influence of brand image on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes" is acceptable. This is because the regression coefficient value has a positive value. Apart from that, the tcount value is greater than ttable (4.607 > 1.985), and the significance value is smaller than 0.05 (0.000 < 0.05), which means the confidence level is more than 95%.

4. CONCLUSION

1. Price perception has a positive and significant effect on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes in Bireuen district.
2. Consumer dissatisfaction does not have a positive and significant effect on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes in Bireuen district.
3. Brand image has a positive and significant effect on the brand switching behavior of users of Mio brand motorbikes to Beat brand motorbikes in Bireuen district.

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