

The Influence of Brand and Price on Suzuki Motorcycle Purchase Decisions at PT. Sinar Galesong Pratama Palu City

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ABSTRACT

Today's business competition is getting more challenging because every organization is relied on to compete and build a robust system. Therefore, competition at present cannot be avoided by companies for example, companies engaged in trading, especially PT. Sinar Galesong Pratama Palu. Even with this competition, it is essential to move the company to marketing exercises. By looking at the changing desires of buyers, businesses are required to understand what buyers expect according to the customer's choice, one of the models is seen from the section the quality of the brand and as far as price. The reason for doing this research is to find out, the influence of brand quality and cost on the choice of buying a Suzuki motorcycle at PT. Sinar Galesong Pratama Palu. Logical strategy used in this examination is the analysis technique of multiple linear regression. The number of samples used is 100 respondents. The results showed that all factors, brands and costs affect purchasing decisions. It is hoped that management should improve its marketing program to compete with other competitors.

Keywords – Brand; Price; Decision; Purchase

INTRODUCTION

Marketing includes all the ways to customize the goods of communication, sales and services to meet the wishes and make clients' dedication at PT. Sinar Galesong Pratama should have the option to see how its clients will shop in general, how to buy and how they convey significant changes that must be considered to be effective in the business world.

A product is anything that can be offered to a business opportunity for use in meeting a shopper's needs and requirements (1). In the current contest, organizations must offer quality goods and have more interests than those offered by competitors, PT.

Sinar Galesong Pratama Palu City is an organization engaged in the field of exchange, especially the leading vendor of Suzuki motorcycles for the Sulawesi Island region with five different areas founded in 1975.

PT. Sinar Galesong Pratama Palu City, in the field of business, that he is involved in has ± 45 years experience in marketing the Suzuki brand for the island of Sulawesi, with the vision of the Best Service Provider in the Automotive Business while the main goal is to achieve the highest class in offerings and market share at the forefront.

In completing his business training in understanding the vision and mission he conveys. PT. Sinar Galesong Pratama Palu City is also inseparable from the impact of using brands and prices on the choice of buying a Suzuki motorcycle. He is determined to help and work with every Suzuki bike sales with the best execution of the job.

Utilization of brands and prices on buying Suzuki motorcycles at PT. Sinar Galesong Pratama Palu City is undoubtedly not something else because management facilities and infrastructure are increasingly advanced, and new data and information are prepared, including the use of the internet. It's inevitable.

This study aims to find out the brand partially has a significant influence on consumer purchasing decisions in buying Suzuki motorcycles at PT. Sinar Galesong Pratama Palu City.

METHOD

This type of research is classified as quantitative research. This research was conducted at PT. Sinar Galesong Pratama Palu City. Jl. General Basuki Rahmat, No. 2, Tatura Palu City, Central Sulawesi 94111. PT. Sinar Galesong Pratama Established in 1975 until now.

Quantitative analysis using multiple linear regression analysis methods, namely to see the effect of the brand, price on purchasing decisions as follows (2):

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Description:

Y = Buying decision

X1 = Brand

X2 = Price

b₀ = constant

b₁, b₂ = Regression coefficient

e = Standard error

RESULTS

Simple Correlation Analysis

Table 1. Multiple Linear Regression Processing Results

Dependent Variable Y = Consumer Decision						
Variable	Reg. Coeff	Std. Error	Beta	t Count	t Table	Sig
C = Constanta	19.531	2.371		8.238	1,984	0,000
X1 = Brand	0.134	0.046	0.068	2.920	1,984	0,004

X2 = Price	0.150	0.047	0.434	3.174	1,984	0,002
R-Square = 0.245				F count = 15.741		
Adjusted R-Square = 0.495				F table = 3,089		
				Sig F = 0.000		

Source: Results of data processing (2021)

DISCUSSION

The Simultaneous Effect of Brand and Price Variables on Purchase Decisions

Based on the test results show that the first hypothesis is accepted. This is illustrated by comparing f-count and f-table, namely $15,741 > 3,089$ with an error rate of 0.000 less than 0.05. This means that the brand (X1), and price (X2), can affect the increase in purchasing decisions in buying a Suzuki motorcycle at PT Sinar Galesong Palu City.

It can be explained that the variables that influence purchasing decisions consisting of brand and price can influence purchasing decisions in buying a Suzuki motorcycle at PT Sinar Galesong Palu City. This shows that the variables that affect purchasing decisions need to be considered. In achieving a significant market share, brand influence and price can be used. Still, it must also be regarded with the excellent quality of work from employees in serving potential customers.

The Influence of Brands on Purchase Decisions

The results of this study indicate that the brand variable partially has a positive and significant influence on purchasing decisions in buying a Suzuki motorcycle at PT Sinar Galesong Palu City, where the t-count value $X1 = 2,920$ at an error level of 5% or a probability value of $0,05 > 0,004$ this indicates that the brand variable (X1) partially significantly influences the purchasing decision variable (Y) for Suzuki motorcycles at PT Sinar Galesong Palu City.

Influence of Price on Purchase Decision

The results of this study indicate that the price variable, in fact, partially has a positive and significant influence on consumer decisions in buying a Suzuki motorcycle at PT Sinar Galesong Palu city, where the t-count $X2 = 3.174$ at an error level of 5% or a probability value of $0,05 > 0.002$, this indicates that the price variable (X2) partially significantly influences the purchasing decision variable (Y) for Suzuki motorcycles at PT Sinar Galesong, Palu City.

CONCLUSION

This study concludes that the estimation results using direct multiple linear regression obtained an F-count of 15,741 with a significant level of 0.000 (critical) and significantly less than 0.05. This indicates that the brand variable (X1) and the value (X2) jointly have a significant effect on the purchasing decision variable (Y) Suzuki motorcycles at PT. Sinar Galesong Pratama Kota.

SUGGESTION

Suggestions for researchers are expected to carry out similar research, in this case, examining other variables that have not been studied in this study.

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