

# Analysis of Promotion and Product Quality Against the Interest in Buying Used Honda Motorcycles at PT. Bersama Makmur Raharja Binjai Branch

<sup>1</sup>Nurafrina Siregar, <sup>2</sup>Nurul Khairunna

Management Study Program  
Universitas Pembangunan Panca Budi, Medan, Indonesia  
Email - nurafrinasiregar@gmail.com

**Abstract:** *The objective of the study was to find out the effect of promotion and product quality on the interest in buying Honda motorcycles at PT. Bersama Makmur Raharja Cabang Binjai. The population in this study are prospective buyers and users of Honda motorcycles at PT. Bersama Makmur Raharja Cabang Binjai. While the technique of determining samples using Accidental Sampling totaling 96 respondents. Data analysis shows quantitative analysis with multiple linear regression. The partial test results (t test) show that the promotion variable and product quality have a positive and significant effect on the buying interest of Honda used motorcycles at PT. Bersama Makmur Raharja Cabang Binjai. Simultaneous test results (F test) show that the promotion variable and product quality have a positive and significant effect on buying interest. As well as the results of the determination test the coefficient of determination ( $R^2$ ) is 75.3%. So that it can be said that 75.3% is a variation of promotion variables and product quality on buying interest while the remaining 24.7% is influenced by other variables not examined in this study.*

**Key Words:** *Promotion, Product Quality and Interest in Buying.*

## 1. INTRODUCTION:

The development and growth of the automotive industry is now very rapid, this is marked by the continued increase in the quantity of vehicles owned by the community at this time. Especially the motorcycle industry is clearly seen in its development. New motorbikes come out with different brands, types, colors and specifications. This shows that in the motorcycle industry there is intense competition. On the one hand the problem can be a threat, but on the other hand is an opportunity to open a new business with a more attractive promotion.

If the promotion and products sold by the company are of high quality, the community will be interested and interested in buying marketed products. Buying interest is part of the component of consumer behavior in the attitude of consumption, the tendency of respondents to act before deciding to buy a product. The importance of buying interest is to meet the daily needs of consumers in order to sustain their lives.

In Indonesia, the sale of new and used Honda motorbikes is in demand. Another case at PT. Together with Makmur Raharja Branch Binjai used motorbike sales experience sales that are not in accordance with the target. Sales that are not in accordance with the achievement of these targets can occur due to lack of promotion so that people do not know how the quality of used Honda Beat in the area of Binjai City so that people are not interested in buying.

Based on the phenomenon that occurs in the company the author is interested in conducting research with the title, "Analysis of Promotion and Product Quality Against the Interest in Buying Used Motorcycle Honda PT. Bersama Makmur Raharja Branch Binjai".

## 2. LITERATURE REVIEW:

### Promotion

Promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product (Kotler & Armstrong, 2012: 76). Indicators according to Kotler and Keller (2007: 272) are used to measure promotional variables, namely: frequency of promotion, quality of promotion, time of promotion, accuracy or suitability and promotion goals.

### Product Quality

Quality is a unity of the characteristics of products or services from marketing, manufacturing, and maintenance that make these products meet the expectations of consumers (Lestari, 2009: 23). Indicators according to Tjiptono (2008: 25) that are used to measure product quality include: performance, features or additional facilities, reliability and durability.

### Interests in Buying

Interest is the desire to own a product, buying interest will arise if a consumer has been affected by the quality and quality of a product (Durianto, 2013: 58). Indicators according to Crow (in Astuti, 2010: 67) that are used to measure buying interest include: interest, attention, information seeking and encouraging someone to buy a product.

### 3. MATERIALS:

The conceptual framework is intended to facilitate research in the continuation of thesis writing where the existence of a conceptual framework is expected to be more directed to the diversity of understanding of research. Then it needs to be adjusted in view to simplify the problem. Analysis of Product Promotion and Quality of Buying Interests. Based on the above framework, the conceptual framework is made as follows:

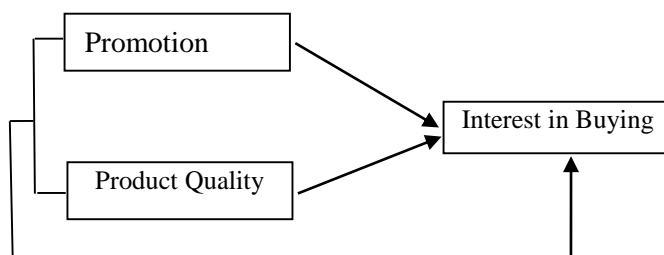


Figure 1. Conceptual Framework

Source: Processed by Researchers, 2019

The relationship between variables in this study has the following hypotheses:

- Allegedly the promotion has a positive and significant effect partially on the interest in buying Honda used motorcycles at PT. Bersama Makmur Raharja Binjai Branch.
- It is suspected that Product Quality has a positive and significant effect partially on the interest in buying used motorcycles from Honda at PT. Bersama Makmur Raharja Binjai Branch.
- Alleged Product Promotion and Quality have a positive and significant effect simultaneously on buying interest in used motorcycles at PT. Bersama Makmur Raharja Binjai Branch.

### 4. METHOD:

This research is associative research with a type of quantitative research. This research was conducted at PT. Bersama Makmur Raharja Binjai Branch located on Jl. Gatot Subroto (next to Alfamidi) Bandar Sinembah, Binjai City. The population in this study did not detect the number of consumers who came shopping or came to buy used Honda Beat motorbikes. The sampling technique in this study uses nonprobability sampling with an accidental sampling approach. Determination of the number of samples taken from consumers who come and want to buy (interested in buying) with an average of 8 people per day for 12 working days. So,  $8 \times 12 \text{ days} = 96$  consumers as respondents.

Multiple linear regression analysis is used to determine how much influence the independent variable (brand image and after sales service) has on the dependent variable (customer loyalty).

$$Y = a + b_1X_1 + b_2X_2 + \hat{\epsilon}$$

Keterangan :

Description:

Y = Interest in Buying

a = Constants

b1 and b2 = Amount of regression coefficient of each variable

X1 = Promotion

X2 = Product Quality

$\hat{\epsilon}$  = Error , interference variable

### 5. DISCUSSION:

#### Characteristics of Respondents

Based on the results of consumer analysis PT. Bersama Makmur Raharja Binjai Branch aged 15-20 years as many as 6 people (6.3%), 21-30 years as many as 28 people (29.2%), 31-40 years as many as 36 people (37.5%), 41-50 as many as 26 people (27.1%). Seen in the age of 31-40 years as many as 36 people (37.5%) because at the age of already quite mature many consumers who already have permanent jobs and can buy used Honda Beat motorbikes in cash or cash.

Consumers of PT. Bersama Makmur Raharja, Binjai branch, there were 55 men (57.3%), and 41 women (42.7%). Most consumers who buy used Honda Beat motorbikes are men, as many as 55 people (57.3%), because men need more motorbikes for transportation, the reason being that riding a motorcycle will more quickly reach the destination.

Consumers of PT. Bersama Makmur Raharja Binjai Branch based on the latest education, there were 36 Diploma (37.5%), 39 Bachelor (40.6%), 21 Senior High School graduates (21.9%). Can be seen from the table of respondents based on the most recent education of consumers is S1, which is as many as 39 people (40.6%) because maybe S1 consumers travel more with reasons to look for work or go to work by driving used motorbikes to save time and be fast arrived at the destination.

Consumers of PT. Bersama Makmur Raharja Binjai Branch based on income level is <1,000,000 as many as 21 people (21.9%), > 3,000,000 as many as 33 people (34.4%), 1,500,000 as many as 1 person (1%), 2,000. 000 as many as 41 people (42.7%). Can be seen from the level of income, which many buy used Honda Beat motorcycles with income of 2,000,000 as many as 41 people (42.7%) because with mediocre income can buy used Honda Beat motorbikes even though they buy credit.

**Validity and Reliability Test**

**Validity Test**

For more details can be seen in the table Item - Total Statistics, the results of processing SPSS version 20.0 by entering respondents' answer data from variables X1, X2, and Y which are in the table below:

**Tabel 1. Validity Test X<sub>1</sub>, X<sub>2</sub>, dan Y**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X11	41.65	39.579	.628	.639	.822
X12	41.71	42.398	.329	.399	.843
X13	41.72	40.583	.505	.573	.830
X14	41.78	41.646	.394	.241	.839
X21	41.98	39.284	.605	.758	.823
X22	41.90	40.073	.494	.634	.831
X23	41.91	39.854	.518	.588	.829
X24	42.02	40.105	.535	.681	.828
Y1	41.99	39.126	.610	.835	.822
Y2	41.83	41.046	.429	.479	.836
Y3	41.76	40.816	.521	.510	.829
Y4	41.75	40.211	.529	.625	.829

Source: SPSS Processing Results ver. 20.0

Based on Table 1 above, the results of output SPSS unknown validity value contained in the column Corrected Item - Total Correlation, which means the correlation between the scores of each item with the total score on the tabulation of responses. The results of the validity test of 4 (four) statements on each variable, namely: Promotion variable, Product Quality and Purchase Interest are declared valid because all the value coefficients are greater than 0.30. That the value of Y4 is 0.529, the conclusions that can be taken based on output the existing test this validity are all questions that have the value of Corrected Item - Total Correlation greater than 0.30 so that all items submitted can be declared valid.

**Reliability Test**

Reliability of the questionnaire questions that have been submitted by the author to the respondent in this study will be seen in the Reliability Statistics table presented in the table below:

**Tabel 2. Reliability Test X<sub>1</sub>, X<sub>2</sub>, dan Y**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.843	12

Source: SPSS Processing Results ver. 20.0

Based on Table 2 above, the output results show SPSS that value Cronbach's Alpha is > 0.842 so it can be concluded that all statements that have been presented to respondents consisting of 12 statements are declared reliable.

## 6. ANALYSIS:

### Test Regression

Data analysis technique used in this study is multiple linear regression with the equation:

$$Y = a + b_1X_1 + b_2X_2 + \epsilon$$

From processing questionnaire data using the SPSS version 20.0 Software application tool, the results obtained as the table below:

**Tabel 3. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.799	.862		2.088	.040		
	Promotion	.282	.073	.274	3.881	.000	.532	1.878
	Product Quality	.609	.065	.657	9.314	.000	.532	1.878

a. Dependent Variable: Interest in Buying

Source: SPSS Processing Results ver. 20.0

The linear regression equation is obtained  $Y = 1,799 + 0,282X_1 - 0,065X_2$  means the positive value symbolizes:

- If promotion, product quality is valued at 0 then the value of a or the purchase amount is still worth 1.799 units.
- If promotion or  $b_1$  is increased by 1 (one) unit or 100%, buying interest will increase by 0.282 or 28.2%.
- If the quality of the product or  $b_2$  is increased by 1 (one) unit or 100%, buying interest will increase by 0.609 or 60.9%.

### Hypotesis Test

#### Uji t (Parsial Test)

From questionnaire data processing using software tool SPSS versi 20.0 the obtained results as shown in the table below:

**Tabel 4. Uji t (Parsial)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.799	.862		2.088	.040		
	Promotion	.282	.073	.274	3.881	.000	.532	1.878
	Product Quality	.609	.065	.657	9.314	.000	.532	1.878

a. Dependent Variable: Interest in Buying

Source: SPSS Processing Results ver. 20.0

The t test tests the partial effect of the independent variables on the dependent variable can be described as follows:

- The value of Promotional t count is  $3.881 > 1.661$  and significant at 0.000 so that tcount is  $3.881 >$  ttable 1.661 and significant at  $0.000 < 0.05$  so  $H_1$  is accepted and  $H_0$  is rejected means Promotion has a positive and significant effect on the interest in buying Honda used motorcycles at PT. Bersama Makmur Raharja Binjai Branch. Then  $H_1$  was previously accepted.
- The value of t count Product Quality is  $9.314 > 1.661$  and significant at 0.000 so tcount  $9.314 >$  ttable 1.661 and significant at  $0.000 < 0.05$  so  $H_2$  is accepted and  $H_0$  is rejected means that Product Quality has a positive and significant effect on buying motorbike interest Honda at PT. Bersama Makmur Raharja Binjai Branch. Then  $H_2$  was previously accepted.

### F Test (Simultaneously)

From processing questionnaire data using the application SPSS version 20.0, the results obtained as the table below:

**Tabel 5. Uji F (Serempak)**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	436.815	2	218.407	142.023	.000 <sup>b</sup>
	Residual	143.019	93	1.538		
	Total	579.833	95			

- a. Dependent Variable: InterestinBuying  
b. Predictors: (Constant), ProductQuality, Promotion  
Source: SPSS Processing Results ver. 20.0

Based on Table 5 above, it shows that the  $F_{\text{value}}$  is calculated 142,023 while  $F_{\text{table}}$  amounting to 2.31 which can be seen at  $\alpha = 0.05$ . Probability sig 0.000  $< \alpha$  0.05, H1 received H0 is rejected. The F test results show that Product Promotion and Quality simultaneously have a positive and significant effect on the interest in buying a used motorcycle in PT. Bersama Makmur Raharja Binjai Branch.

### The coefficient of Determination ( $R^2$ )

Analysis of this determination is used to determine the percentage of large variations in the independent variables on the dependent variable. From processing questionnaire data using the application SPSS version 20.0 tool , the results obtained as the table below:

**Tabel 6. The coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 <sup>a</sup>	.753	.748	1.240

a. Predictors: (Constant), KualitasProduk, Promosi

b. Dependent Variable: MinatBeli

Source: SPSS Processing Results ver. 20.0

In table 6 above the value in the column is R Square 0.753. To see the influence of independent variables on the dependent variable by calculating the Determination Coefficient =  $R^2 \times 100\%$  so that the determination coefficient is 75.3%. This means that the variation in interest in buying used motorcycles from Honda can be explained by 75.3% by the Promotion and Product Quality variables, while the remaining 24.7% is influenced by other variables not examined in this study.

## 7. RESULT:

The first hypothesis which states promotion has a positive and significant effect on the buying interest of a used motorcycle in PT. Bersama Makmur Raharja Binjai Branch has been proven. This is evidenced through the research results of the calculation of the value of  $t_{\text{count}} 3,881 > t_{\text{table}} 1.661$  and significant at  $0,000 < \alpha$  0,05.

The second hypothesis which states product quality has a positive and significant effect on buying interest in used motorcycles at PT. Bersama Makmur Raharja Binjai Branch has been proven. This is evidenced through the research results of the calculation of the value of  $t_{\text{count}} 9,314 > t_{\text{table}} 1.661$  and significant at  $0,000 < \alpha$  0,05.

The third hypothesis which states that product promotion and quality have a positive and significant effect on buying interest in used motorcycles at PT. Bersama Makmur Raharja Binjai Branch has been proven. This is evidenced through the research results of the calculation of  $F_{\text{count}} 142,023 > F_{\text{table}} 2,31$  and the probability of sig  $0,000 < \alpha$  0,05. That in this study the promotion and quality of products simultaneously have a positive and significant effect on buying interest.

## 8. RECOMMENDATIONS:

The suggestions that can be given through the results of this study are as follows:

- For companies:
  - Promotions should be made as attractive as possible (not monotonous with brochures) so that people are increasingly interested in buying Honda used motorbikes at PT. Bersama Makmur Raharja Binjai Branch.
  - Must still maintain the quality of used motorcycle products, especially Honda brands so that people think to keep consistently buying Honda used motorbikes at PT. Bersama Makmur Raharja Binjai Branch.
- For the next researcher, it is expected to be able to re-examine the promotion variables and product quality as well as other variables outside of this variable in order to obtain accurate results.

## 9. CONCLUSION:

Based on data analysis and discussion of research results, conclusions can be drawn as follows:

- Judging from the analysis of the t test (partial) that the value of  $t_{\text{count}} 3.881 > t_{\text{table}} 1.661$  and significant at  $0.000 < \alpha$  0.05. So that H1 is accepted and H0 is rejected, meaning that the Promotion has a positive and significant effect

on the interest in buying a used motorcycle in PT. Bersama Makmur Raharja Binjai Branch. Then H1 was previously accepted.

- Judging from the analysis of the t test (partial) that the value of  $t_{count} 9.314 > t_{table} 1.661$  and significant at  $0.000 < 0.05$ . So that H2 is accepted and H0 is rejected, meaning that the Product Quality has a positive and significant effect on the interest in buying a used motorcycle in PT. Bersama Makmur Raharja Binjai Branch. Then H2 was previously received.
- Judging from the F test analysis (simultaneously) that the calculated F value is  $142.023 > F_{table} 2.31$  and the probability of sig is  $0,000 < \alpha 0.05$ . The results of the F test show that the promotion and quality of products simultaneously have a positive and significant effect on the interest in buying a used motorcycle in PT. Bersama Makmur Raharja Binjai Branch.

#### REFERENCES:

1. Kotler, P., dan Amstrong, G. 2012. Principles of Marketing. New Jersey: Prentice-Hall, Inc.
2. Durianto. 2011. Sari Kuliah Manajemen Pemasaran. Bandung. Satu Nusa.
3. Kotler, Philip dan Keller. 2007. Manajemen Pemasaran. Jilid I. Edisi Kedua Belas. PT. Indeks. Jakarta.
4. Tjiptono, Fandy. 2008. Strategi Pemasaran. Edisi 3. ANDI: Yogyakarta.