

## **Product Quality, Price and Digital Marketing on the Purchase Decision of Yamaha N-Max Motorcycle Users**

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### **Abstract**

Based on the research that has been done, the purpose of this study is to find out how much influence product quality, price, and digital marketing have on purchasing decisions for Yamaha n-max motorcycles in the community South Sulawesi, either partially or partially. simultaneously.

The data analysis method used is data description, quantitative data analysis, validity test, reliability test, multiple linear regression, partial test, simultaneous test and coefficient of determination to find out the hypothesis in this study.

The results of this study indicate that product quality has a partially significant effect on purchasing decisions for Yamaha n-max motorbikes in the people of the city of South Sulawesi ( $2.684 > 2.028$ ). Price has a partially significant effect on purchasing decisions for Yamaha n-max motorbikes in the people of the city of South Sulawesi ( $3.076 > 2.028$ ). Digital marketing has a partially significant effect on the decision to purchase a Yamaha N-Max motorbike urban residents of South Sulawesi ( $2,622 > 2,028$ ). Product quality, price, and digital marketing have a significant simultaneous effect on purchasing decisions for Yamaha n-max motorbikes for the people of South Sulawesi ( $25.326 > 2.866$ ). The R squared or R squared value obtained is 0.679, which means product quality, price, and digital marketing affect the decision to purchase a Yamaha n-max motorcycle. The people of South Sulawesi have an influence of 67.9% while the remaining 32.1% is influenced by other variables. which were not examined in this study such as place, brand image, promotion and so on.

**Keywords:** Product Quality, Price, Digital Marketing, and Purchase Decision

### **1. Introduction**

The rapid development and competition in the automotive industry requires business actors in the automotive sector to develop creativity and innovation so that their products have advantages and different characteristics from similar products on the market. The increasingly fierce competition makes business actors vying to develop innovations and provide the best offers so that their products become products that appear in the minds of consumers who use them, with more and more manufacturers offering automotive products, especially two-wheeled vehicles, which are more varied, consumers have more choices. wide. increasingly diverse to decide to buy or not buy the product.

Automotive in the current era has become commonplace among the public or consumers, because people's activities currently have a very busy time, therefore automotive is needed to support community activities, in order to get an effective and efficient time. Automotive or motorized vehicles are in great demand by the lower, middle and upper classes, because these tools are very useful for people's survival. There are also many brands on the market, starting from Yamaha, Honda, Kawasaki, Suzuki. The majority of motorbikes in Indonesia are produced from Japan because they feel that prices are more affordable, spare parts or spare parts are cheap and easy to obtain. The world of two-wheeled automotive in Indonesia in recent years has been dominated by Japanese companies. This is because the map of competition from year to year is only dominated by two very dominating companies, namely Honda and Yamaha.

The Indonesian Motorcycle Industry Association (AISI) noted that national motorcycle sales were recorded at 5,057,516 units throughout 2021. This figure rose 38 percent from the previous year's 3,660,616 units. This positive growth is said to add to the optimism of the two-wheeled automotive industry to boost performance in 2022. Looking at the data released by AISI (13/1/2022), Yamaha was able to achieve sales of 1,063,866 units or 21 units. percent share of the domestic motorcycle market, especially the MAXI category, MAXI is NMAX and AEROX.

Yamaha N-max is one of the MAX series scooter motorbikes which is a line of Yamaha sporty scooters. With the latest models and technologies that prioritize driving comfort with a large body,

comfortable seats or seats make this scooter attractive to consumers. Yamaha N-max was officially announced in February 2015. Yamaha N-max won the prestigious Bike of the Year title for 2 years, its excellence deserved to be named Bike of the Year, The Best Skubek , Best Technology & Features, Best Fuel Consumption and Best Performance in the150cc scooter category. Blue Core 155cc engine produces the best performance with efficient fuel consumption. The first double disc brake and ABS features in Indonesia are combined with a speedometer that has many functions (Salim B, 2016).

At the end of 2019 Yamaha officially launched the latest generation of Yamaha N-max. This automatic motorbike is claimed to be better than before, a number of revisions are also presented. Starting from an increasingly aggressive appearance, to increasing engine performance, at a glance the quality of the latest Yamaha N-max products seems to have various advantages, it's just that the Yamaha N-max is still not perfect. Weaknesses and weaknesses also exist in the quality of the Yamaha N-max product, especially when compared to the Honda PCX as a competitor, including the low ground clearance which is the shortcoming of the latest Yamaha N-max. It can be seen that the ground clearance of the new Yamaha N-max is only 124 mm. This is shorter than the previous generation which reached 135 mm. Its ground clearance is also much lower than its competitors, namely the Honda Pcx, which reaches 137 mm. With low ground clearance, the Nmax's lower body has the potential to touch the asphalt. Disadvantages of the latest Yamaha Nmax 155, not all variants are equipped with keyless. Only the highest variant or Nmax ABS / Connected. While the standard Nmax still uses conventional buttons. Compared to its competitors, the Honda PCX 150 has implemented this feature as standard. Keyless is present on Honda motorbikes since the lowest variant, aka PCX CBS. the next deficiency of the latest Yamaha N-max is in the trunk. It is indeed capable of loading a full face helmet and its capacity is large, it's just that compared to the Honda PCX 150 it is still less large. Yamaha Nmax also does not have any variant alarm features. This is definitely a drawback, because the Honda PCX already has one. The next newest Yamaha Nmax deficiency is in the gas tank. Its size is indeed larger than the old Nmax, from only 6.6 liters to 7.1 liters, but when compared to the Honda PCX the tank is smaller, Honda's automatic motorbike can accommodate up to 8 liters of gasoline.

In terms of price, the Yamaha N-max motorbike is the most expensive for a 155 cc scooter (matic scooter). Yamaha Nmax 155 has three types / types, namely the standard version of the Yamaha Nmax 155 at a price of Rp. 32,738,000, Price for Yamaha Nmax 155 Connected Rp. 34,081,000 and the price for the Yamaha Nmax 155 Connected/ABS is Rp. 36,443,000. Compared to its competitors, namely the Honda New Pcx 160 CBS and New Pcx 160 ABS, each costs Rp. 31,630,000 and Rp. 35,160,000.

The Covid-19 pandemic has had a direct impact on the economy. Indonesia is one of those affected by the spread of the Covid-19 virus. In an effort to break the chain of transmission of the virus, the Indonesian government has issued a number of new regulations, ranging from a lockdown policy, maintaining distance, banning crowds, working from home, to implementing health protocols. The existence of this policy has an impact on people's mobility which is disrupted, where access to meet and meet face to face is very limited. Currently, people are starting to switch to using digital services to facilitate their daily activities. The increasing number of internet and social media users is a huge opportunity for business people to market their products, one of which is by applying digital marketing techniques. However, digital marketing still has many drawbacks, one of which is consumer trust, which is the main cause of the rise in fraud cases, which makes consumers still make a lot of considerations in making purchasing decisions via the internet, buying and selling online, and social media. .

Rahmawati Sjamsu Alam, Rahmad Solling, Sapar (2022) in her research entitled "The Influence of Digital Marketing Communication, Price, and Product Quality on Purchase Decisions in MSMEs" Based on the results of the research conducted, it was found that digital marketing communication, price and product quality simultaneously have a positive and significant effect on purchasing decisions. This means that when MSME actors spread promotions through online media by including product prices and reviews of previous consumer experiences when consuming these products, it will attract other consumers to make purchase transactions.

Based on the description above, the market is always dynamic in terms of competition and increasingly demands marketers to anticipate in marketing their products, one of which is by maintaining product quality, price, and implementing digital marketing techniques.

Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes (Kotler and Armstrong, 2012: 283) (Basri Modding et al., 2022) . Yamaha N-max product quality prioritizes comfort and safety in driving which is supported by the latest technology such as soft rear suspension, large engine

capacity, the latest braking system, namely ABS (Anti-lock breaking system), large wheels and tires that make the motorbike more durable. stable when maneuvering. Price is the only element of the marketing mix that brings income to the company (Tjiptono, 2011: 218).

This is found in the Yamaha N-max product which has a price according to its specifications.

Of the several factors that influence the purchase decision, the authors are interested in conducting more in-depth research on digital marketing. This is due to marketing trends being carried out by many companies today, especially during the Covid pandemic where interaction with consumers/customers is reduced, as well as the inconsistency of previous research. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually starting to leave conventional marketing models and switch to modern marketing, namely digital marketing. In digital marketing, communication and transactions can be done at any time in digital marketing.

Purchasing decisions are stages of the decision-making process where consumers actually buy products, namely several steps carried out by consumers before making a decision to buy a product (Kotler and Armstrong, 2014: 30) (Putra, nd) .

Based on the explanation above, the researchers decided to research: "The Influence of Product Quality, Price, and Digital Marketing on the Purchase Decision of Yamaha N-Max Motorcycles for Yamaha Nmax Usersin South Sulawesi".

## 2. Overview of Theories and Concepts

### 2.1 Marketing Management

#### a. Definition of Marketing

When asked by a number of people about the definition of marketing, different answers were obtained. Someone answered that marketing is a combination of sales, advertising and public relations. Some marketers of other answers are one of the three. There are also those who think that Marketing is the same as sales and promotions. Only a small part has a broader meaning, which explainsthat marketing includes activities to identify consumer needs, marketing research, product development, pricing, distribution and promotion.

Basically marketing is a social and managerial process by which individuals and groups get what they need and want through creating and exchanging products and value with others (Kotler and Keller, 2012: 6) (Bakhtiar, 2018) .

The definition of marketing emphasizes more on managerial processes, namely the process of planning and determining the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange objectives that satisfy individuals and organizations. In terms of marketingthis involves a number of management functions together linked in a management process, ie *analysis, planning, implementation and control* (Kotler and keller , 2012:37; Hollenson , 2003:6-7).

#### b. Marketing draft

The marketing plan consists of five items and marketing management can adopt any of the five marketing concepts. These five marketing concepts are:

1. The production plan states that managing Tasks is to increase production efficiency and lower prices.
2. The product concept holds that consumers favor products that offer the most in quality, performance, and innovative features; therefore little promotional effort is required.
3. The sales plan dictates that consumers will not buy the organization's products unless the organization stage sales on a large scale and hard promotion.
4. Marketing design holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions in a way that is more effective and efficient than competitors.
5. Socially-minded marketing plans that lead to customer satisfaction and long-term social well-beingare key to achieving company goals and fulfilling is not enough, he replies.

### 2.2 Quality product

#### a. Definition of Product Quality

Quality according to Kotler and Keller (2012: 138) (Basri Modding et al., 2022) *Quality is the totality of features and characteristics of a service product that bear on its ability to satisfy stated or implied needs.* Quality is the overall pattern and characteristics of a product or supporting service theability to satisfy customers either directly or indirectly.

According to Kotler and Armstrong (2012: 230) (Kodu, 2013) a product *is anything that can be offered to a market for attention, possession, use, or consumption that can satisfy a want or need*. This means that a product is something that can be offered to the market to be maintained, owned, used, or consumed as much as possible to satisfy wants and needs. According to Mc.Carty (2003:139), product is an offer from a company that satisfies or meets a need.

According to Kotler and Keller (2012: 344) (Bakhtiar, 2018) *product is anything that can be offered to a market satisfying desire or need*. A product is that which can only be offered to a market to satisfy a want or need. So, a quality product is the overall pattern and characteristics of goods that can be offered to customers in meeting customer wants or needs.

Quality product is ability something product in show function, p This including all durability, reliability, accuracy, ease of operation and product repair are also other attributes (Kotler and Armstrong, 2012: 283) (Putra, 2021).

Quality must also start from customer needs and end with customer perceptions. this means good quality not based on the point of view or perception of the producer, but based on the point of view or perception of the customer. The customer decides the quality or not of a product or service. Thus, poor quality depends on the ability of the product or service provider to meet customer expectations consistent ( Tjiptono , 2008:59).

Product Quality according to Yan, Sengupta, and Wyer Jr. (2014:4-17) is the product performance that customers want, both in terms of packaging size, perceived quality, performance, and designs that are really good in the customer's view. The product is said to be of good quality if all the elements that make up the product are liked by consumers or called good from the consumer's point of view.

Kotler and Gery (2008:205) say that "performance quality is the ability of a product to perform a function". No can meant that quality product is the extent of the product can operate function and fulfill the specifications. One of the characteristics of the product is the quality of the defect\_free product, the product conforms to the standard.

According to Arumsari (2012:45), Quality product are the factors that exist in an item or result that causes the item or result to be in accordance with the purpose of producing the item. Prajati (2013) suggests that Product quality is a condition where an item is worth according to a predetermined standard size. The more standard sets that match, the more values quality goods the. Assauri (2010:212) argues that Product quality can show the size of the product that is durable, the reliability of the product, product accuracy, product ease of operation, and maintenance and completeness of other attributes that are assessed. So it can be concluded that product quality is a factor of a product whose value can be measured whether the product is below standard, above standard, or according to standard. This value can be measured from product durability, brand image, operating comfort, and others.

## 2.3 Product Quality Indicators

Product quality has possible dimensions used to analyze the characteristics of a product . According to David Garvin in Fandy Tjiptono (2016: 134) (Wulandari & Iskandar, 2018) it is said that quality product own eight dimensions as following :

1. *performance* ( performance ), is a characteristic operating tree of the purchased core product.
2. *endurance* ( power hold ), ie related with how long is the product the can used .
3. *Certainty to Specification* ( suitability with specifications ), ie so far This design characteristics and operations fulfil standards that have set before .
4. *Feature* ( feature or characteristic feature addition ), ie characteristics secondary or complement .
5. *kehandalan* ( reliability ) , ie possibility small will damaged or failed to use.
6. *E aesthetics* ( aesthetics), namely the appeal of the product to the five senses.
7. *Service ability* ( service capability ) , including speed, competence, convenience, ease of use repair; and handling complaints in a satisfactory manner.
8. *perceived* (perceived *quality* ), that is *image* and product reputation and not adequately answering the company to them.

## 3. Price

### 3.1 Price Definition

Price is something that is given in exchange for getting a good or service (Lamb, et al. 2001: 268)(Basri Modding et al., 2022) . In order to be successful in promoting a product or service , the manager must first integrate it with previous decisions , namely : in the field of production ,

distribution, and promotion strategy. This adjustment is necessary in order to create a marketing mix that is consistent, integrated, and able to achieve the set targets.

Kotler and Armstrong (2012: 383) (Anwar & Satrio, 2015; Zulkarnaen & Amin, 2018) argue that price is the only element of the productive marketing mix income, other elements incur costs. Price is also one of the most flexible elements of the marketing mix can be changed with ease, unlike product feature characteristics and deal distribution. At the same time, price determination and competition is also the number one problem facing companies. However, many companies do not handle pricing well. The most frequent mistakes are pricing that is too cost oriented, prices are not revised frequently enough to take profit from market changes, prices are set independently of other marketing mixes and not as an intrinsic element of strategic market positioning, and prices are not varied enough for various type product, market segment and time purchase (Edi & Anugrah, 2022).

### 3.2 Price Indicator

According to Kotler and Armstrong (2016: 78) (Dwijantoro et al., 2022) define price indicators consisting of:

1. Price affordability.
2. Compatibility of price with product quality.
3. Price compatibility with benefits.
4. Prices according to ability or price competitiveness.

## 4. Digital marketing

### 4.1 Definition of Digital Marketing

According to Heidrick & Struggles (2009:1) (Deb et al., 2022) The development of *digital marketing* through the web, mobile phones, and *gaming devices*, offers access to new advertising that is not heralded and very influential. So why are marketers at the rest of Asia not diverting the use of traditional marketing budgets such as television, radio and print media towards new and more interactive media technologies.

According to Ridwan Sanjaya & Josua Taring (2009:47) (Hartanto et al., 2022) , *digital marketing* is marketing activities including *branding* that use various web-based media such as *blogs*, *web sites*, *e-mails*, *adwords* , or *social network* . Of course *digital marketing* is not only speak about *internet marketing*.

### 4.2 Digital marketing indicators

As for indicators of digital marketing from side promotion as part of mix marketing (4Ps) according to Ryan and Jones (2009:32-33) , namely :

1. Website
2. Search Engine Optimization ( *search engine optimization* )
3. Paid clickable Search Ads ( *PPC ads* )
4. Affiliate Marketing and Strategic Partnerships ( *affiliate marketing and strategic partnerships* )
5. Relations ( *online PR* )
6. ( *social networks* )
7. Marketing via email ( *email marketing* )
8. Manage customer relationship ( *customer relationship management* )

## 5. Buying decision

### 5.1 Definition of Purchase Decision

The purchase decision is one of the stages in the purchase decision process before the behavior post purchase. In entering the previous purchase decision step, consumers will take action to decide to buy a product based on predetermined choices. Purchasing decisions are part of consumer behavior consumer behavior that studies how individuals, groups and organizations choose, buy, use, and how, services, ideas or experiences to satisfy their needs and desires, Kotler and Armstrong (2017: 177).

Meanwhile, Alma (2016: 96) (Tijiang & Rahmawati, 2021) argues that purchasing decisions as a consumer decision are influenced by: economics, finance, technology, politics, culture, product, price, location, promotion, *physical evidence*, *people*, and *process*. So that all of the above forms attitude in mind consumer to process all the information and draw conclusions from the responses that appear on the choice of product what will they buy.

### 5.2 Stage Purchase decision stage

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According to (Kotler, 2009:235) The buying decision process consists of five stages:

1. Preliminary Issues
2. Search Information
3. Alternative Evaluation
4. Buying decision
5. Post Purchase Behavior

After buying a product, consumers will experience a certain level of satisfaction or dissatisfaction,namely:

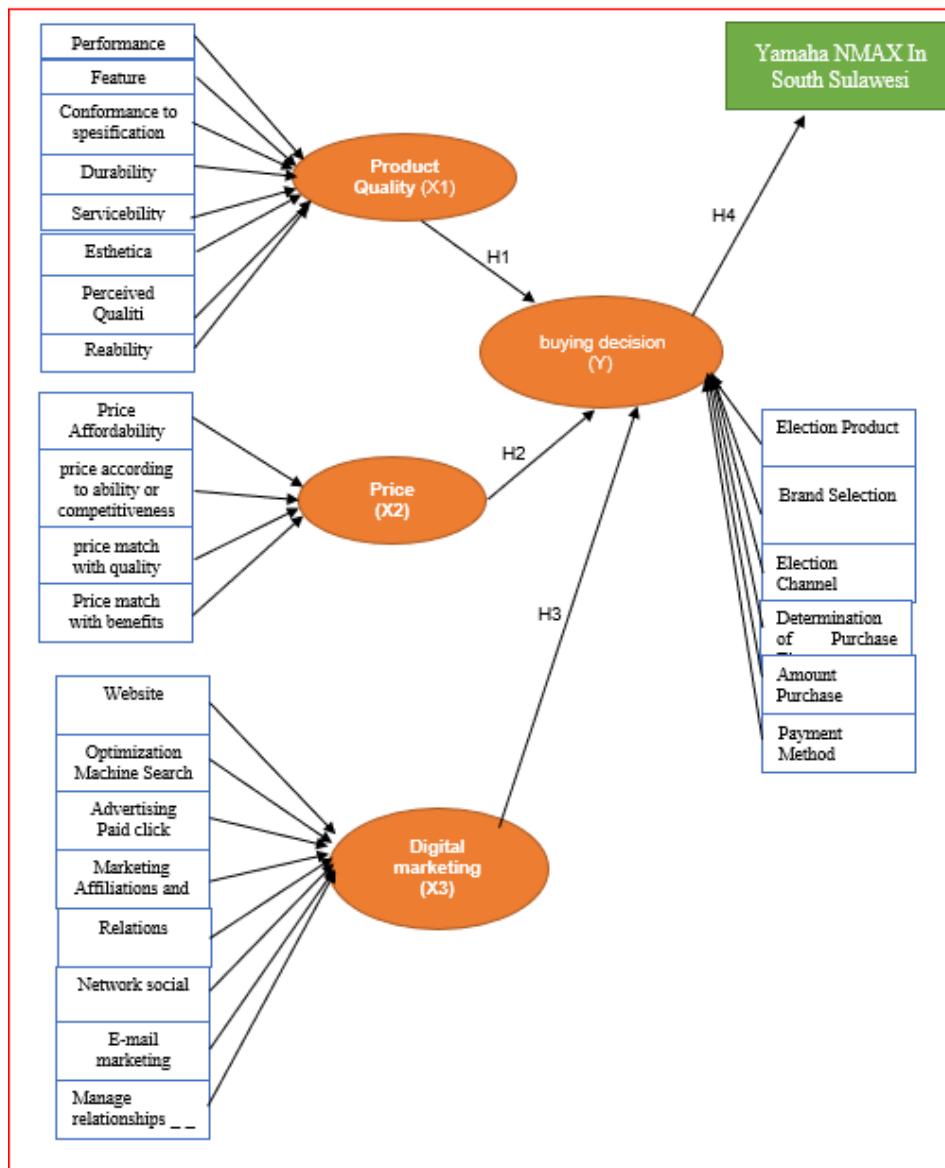
- a. Post purchase dissatisfaction
- b. Post purchase action
- c. Use and disposal after purchase

### 5.3 Purchasing Decision Indicator

There are six indicators of purchasing decisions according to Kotler and Keller (2012: 161),namely:

1. Product Selection ( *Product Selection* )
2. Brand Selection ( *Brand of choice* )
3. Purchase Channel Selection ( *Dealer Choice* )
4. Determination of Purchase Time ( *Purchase Timing* )
5. Purchase Amount
6. Payment method

Figure 2 Thinking Framework



### 3. Research Methodology

The sample in this study are customers who come to make purchase transactions with a total of 40 people. Sampling using the technique (*accidental sampling*). This type of research is included in the category of causal associative research using a quantitative approach. This research is a study that aims to determine the effect of three or more variables. A quantitative approach is used because the data used to analyze the influence between variables is expressed by numbers or a numerical scale. This study explains the influence between the variables studied, namely product quality, price, digital marketing on purchasing decisions for users Nmax in south Sulawesi. The data analysis technique used in this study is multiple linear regression analysis processed with SPSS.

### 4. Results and Discussion

#### 4.1 Data Description

The research that the authors did was research that wanted to know the effect of product quality and price on decision making purchase on Yamaha Nmax users in South Sulawesi. The research instrument that the author used was distributing questionnaires to Yamaha Nmax users in South Sulawesi as the sample that was used as the respondent in this study. The data used in this

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study is in the form of quantitative data from the resultsof a questionnaire on product quality and price variables as well as customer satisfaction. The data was obtained from the results of the respondents' answers to the questionnaire which was distributed to Yamaha Nmax users inSouth Sulawesi. The number of respondents that the author uses are Yamaha Nmax users in South Sulawesi, as many as 40 people . The identity of the customer who became the author's respondent in this study is as follows:

### 1. Data Based on Gender

**Table 1.** Respondents by Gender

Gender	Amount	Percentage
Woman	13	32.5 %
Man	27	67.5 %
<b>Total</b>	<b>40</b>	<b>100%</b>

Based on table 1, data obtained regarding the gender of male and female customers shows that there were 13 male respondents at 32.5 % and 27 female respondents at 67.5 %. From the data obtained, it can be seen that female respondents are more dominant than male respondents.

### 2. Data Based on Age

**Table 2.** Respondents by Age

Age	Amou nt	Percenta ge
<20 Years	5	12.5 %
21 - 30 Years	23	57.5 %
31 - 40 Years	10	25 %
> 41	2	5 %
<b>Total</b>	<b>40</b>	<b>100%</b>

Based on table 2, data regarding the age of the customer shows that respondents aged <20 years were 5 people by 12.5 %, respondents aged 21-30 years were 23 people by 57.5 %, aged 31-40 years were 10 people by 25 %, and age > 41 years as many as 2 people as much as 5 %.

### 3. Validity test

**Table 7**  
**Product Quality Variable Validity Analysis (X<sub>1</sub>)**

Numb er grain	Total Item Correlation (r count )	tabl e r	Information
<b>X1.1</b>	0.678	0.312	Legitimate
<b>X1.2</b>	0.682	0.312	Legitimate
<b>X1.3</b>	0.578	0.312	Legitimate
<b>X1.4</b>	0.534	0.312	Legitimate
<b>X1.5</b>	0.528	0.312	Legitimate
<b>X1.6</b>	0.507	0.312	Legitimate
<b>X1.7</b>	0.565	0.312	Legitimate
<b>X1.8</b>	0.530	0.312	Legitimate

*Source: Validation Analysis*

Based on Table 7 above, it shows that all statements on the product quality variable (X1) are valid. It can be seen that Pearson's correlation (rcount) for each statement item is greater than the table value with a significance level for all statement items at a level of less than 0.05. Furthermore, the analysis of the validity of the price variable (X2) can be seen in table 8 below:

**Table 8**  
**Price Variable Validity Analysis (X 2 )**

Number grain	Total Item Correlation (r count )	table r	Information
<b>X2.1</b>	0.927	0.3 12	Legitimate
<b>X2.2</b>	0.742	0.3 12	Legitimate
<b>X2.3</b>	0.899	0.3 12	Legitimate
<b>X2.4</b>	0.807	0.3 12	Legitimate

*Source: Validation Analysis*

Based on Table 8 above, it shows that all statements on the Price variable (X2) are valid. It can be seen that Pearson's correlation (rcount) for each statement item is greater than the table value with a significance level for all statement items at a level of less than 0.05. Furthermore, the validity analysis on the Digital Marketing variable (X3) can be seen in table 9 below:

**Table 9**  
**Analysis of the Validity of Digital Marketing Variables (X 3 )**

item number	Total Item Correlation (r count )	table r	Information
<b>X3.1</b>	0.633	0.3 12	Legitimate
<b>X3.2</b>	0.740	0.3 12	Legitimate
<b>X3.3</b>	0.515	0.3 12	Legitimate
<b>X3.4</b>	0.620	0.3 12	Legitimate
<b>X3.5</b>	0.655	0.3 12	Legitimate
<b>X3.6</b>	0.533	0.3 12	Legitimate
<b>X3.7</b>	0.583	0.3 12	Legitimate
<b>X3.8</b>	0.637	0.3 12	Legitimate

*Source: Validation Analysis*

Based on Table 9 above, it shows that all statements on the Digital Marketing variable (X3) are valid. It can be seen that Pearson's correlation (rcount) for each statement item is greater than the table value with a significance level for all statement items at a level of less than 0.05. Furthermore, the validity analysis on the Purchase Decision variable (Y) can be seen in table 10 below :

**Table 10** Purchasing Decision Variable Validity Analysis (Y)

Numbergrain	Total Item Correlation (r count )	table r	Information
<b>Y1</b>	0.816	0.3 12	Legitimate
<b>Y2</b>	0.695	0.3 12	Legitimate
<b>Y3</b>	0.726	0.3 12	Legitimate
<b>Y4</b>	0.739	0.3 12	Legitimate
<b>Y5</b>	0.718	0.3 12	Legitimate
<b>Y6</b>	0.604	0.3 12	Legitimate

*Source: Validation Analysis*

Based on Table 10 above, it shows that all statements on the Purchase Decision variable (Y) are valid. It can be seen that Pearson's correlation (rcount) for each statement item is greater than the rtable value with a significance level for all statement items at a level of less than 0.05.

#### 4. Trust test

**Table 11** Results of Research Variable Reliability Analysis

Variable	Cronbach Alpha	Reliability Category
<b>Product Quality (X<sub>1</sub>)</b>	0.709 > 0.60	Reliability
<b>Price (X<sub>2</sub>)</b>	0.860 > 0.60	Reliability
<b>Digital Marketing (X<sub>3</sub>)</b>	0.744 > 0.60	Reliability
<b>Purchase Decision (Y)</b>	0.805 > 0.60	Reliability

*Source: Reliability Analysis*

Based on Table 11 above it can be seen in the Product Quality variable (X1) the cronbach alpha value is 0.709 including the reliability category, the Price variable (X2) the cronbach alpha value is 0.860 including the reliability category, Digital Marketing Variable (X3) the cronbach alpha value is 0.744 included in the reliability category and Purchasing Decision variable (Y) Cronbach alpha value of 0.805 is included in the reliability category.

#### 5. Hypothesis test

##### 1. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine whether or not there is an influence of product quality and price variables on customer satisfaction on OPPO smartphones in South Sulawesi. By using the formula  $Y = a + b_1 X_1 + b_2 X_2$ . Then the results of the statistical program analysis, namely the SPSS application version 23 can be seen from table 5 below:

**Table 5.** Multiple Linear Regression Analysis

**coefficient<sup>a</sup>**

Model	Nonstandard coefficients			Standard Coefficient	
	B	std. Error	Betas	Q	Sig
1	(Constant)	3,009	50,424		.953
	X1	.408	.152	.365	2,68 4
	X2	.286	.093	.353	3,07 6

X3	.301	.115	.305	2,62 2	013
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A. Dependent Variable: Y  
Source: Hypothesis Test Analysis

From the results of the multiple linear regression analysis above, it can be seen that the multiple linear regression equation regarding the effect of Product Quality (X1), Price (X2), Digital Marketing (X3) on Purchase Decision (Y), can be written in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e \\ = 3.009 + 0.408 X_1 + 0.286 X_2 + 0.301 X_3$$

From the equation above it can be explained that:

- The value  $a$  (constant) = 3.009 means that if the assessment of product quality, price and *Digital marketing* does not change, then the purchase decision is 3.009
- The product quality variable (X1) has a positive regression coefficient value of (0.408). A positive coefficient value indicates that product quality has a positive effect on purchasing decisions. This means that if the product quality is increased by one unit, it will affect the increase in purchasing decisions by (0.408).
- The price variable (X2) has a positive regression coefficient value of (0.286). A positive coefficient value indicates that product quality has a positive effect on purchasing decisions. This means that if product quality is increased by one unit, it will affect the increase in purchasing decisions by (0.286).
- Digital Marketing* (X3) has a positive regression coefficient of (0.301). A positive coefficient value indicates that product quality has a positive effect on purchasing decisions. This means that if the product quality is increased by one unit, it will affect the increase in purchasing decisions by (0.301).

e)

## 2. Partial Test (t test)

Furthermore, to ensure that each variable in this study, namely product quality and price really influences and influences customer satisfaction variables in South Sulawesi, partial or separate tests are carried out. From the calculation results in the SPSS V23 data analysis program, the t value is obtained as follows:

$$t \text{ table} = t ( \alpha / 2 ; n - k - 1 ) = t ( 0.05 / 2 ; 40 - 3 - 1 ) = ( 0.025 ; 36 ) = 2.028$$

Based on the results of the partial test (t test) above, it can be seen in table 13 that the coefficient value of the product quality variable (X1) is 0.408 with a tcount of 2.684 > from ttable 2.028 and a significance level of less than 0.05 (sig = 0.011 < 0.05). So it can be said that the product quality variable (X1) has a significant effect on purchasing decisions.

The coefficient value of the price variable (X2) is 0.286 with a tcount of 3.076 > from a ttable of 2.028 and a significance level of less than 0.05 (sig = 0.004 < 0.05). So it can be said that the price variable (X2) has a significant effect on purchasing decisions.

While the coefficient value of the Digital Marketing variable (X3) is 0.301 with a tcount of 2.622 > from a ttable of 2.028 and a significance level of less than 0.05 (sig = 0.013 < 0.05). So it can be said that the Digital Marketing variable (X3) has a significant effect on purchasing decisions. Partially it can be concluded that the variable product quality (X1), price (X2), and digital marketing (X3) have a positive and significant effect on purchasing decisions.

## 3. Simultaneous Test (Test F)

Simultaneous test (Test F) basically shows whether all independent variables or independent variables, namely Product Quality, Price, and Digital Marketing included in the model have a joint effect on the dependent variable, namely purchasing decisions.

**Table 7.** Simultaneous Test (F)  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Average Squared	F	Sig.
1	Regression	32334831	3	10778.277	25,326	.000 <sup>b</sup>

remainder	15321.069	36	425,585
Total	47655900	39	

A. Dependent Variable: Y

B. Predictors: (Constant), X3, X2, X1

$$F_{\text{table}} = F(k; n-k) = F(3; 40-4)(3; 36) = 2.866$$

From table 14 above it can be seen that the Fcount (F-Statistic) is 25.326 which is greater than the Ftable which is 2.866 with a probability value of 0.000 which means it is below a significant value of 0.05. Based on these data, the variables of product quality (X1), price (X2), and digital marketing (X3) simultaneously (together) influence purchasing decisions.

#### 4. Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) in principle measures how far the model's ability to explain the variation of the dependent variable.  $R^2$  has a weakness, where to reduce this weakness an adjusted coefficient of determination is used, namely Adjusted R Square ( $R^2_{\text{adj}}$ ).

**Table 8.** Determination Test Results

#### Summary models

Model	R	R square	Customized R Square	std. Estimation Error
1	.	.679	.652	20.62972
8				
2				
4				
a				

A. Predictors: (Constant), X3, X2, X1

Source: Hypothesis Test Analysis

In table 15 above, this study uses an adjusted coefficient of determination or commonly called RSquare (R2). The results of the analysis above show an R Square (R2) value of 0.679 which means that the independent variables namely product quality, price, and digital marketing are able to explain the dependent variable, namely the purchase decision of 0.679 or 67.9% while the remaining 32.1% influenced by other variables not examined in this study such as place, brand image, promotion, and so on.

#### 5. Discussion

1. Partially the product quality variable (X1) has a positive and significant effect on purchasing decisions (Y) with a  $t_{\text{count}} = 2.684$  and a significance level of 0.05 by comparing the calculated statistics with statistical tables based on the results of the t-test, it is known that the score coefficient for the product quality variable (X1) of 0.408 with  $t_{\text{count}} = 2.684 > t_{\text{table}} = 2.028$  and a smaller significance level of 0.05 (sig = 0.011 < 0.05). Then it is said There is significant effect significantly Partial Between Variable Quality Product (X1) on Purchase Decision (Y) Yamaha Nmax Motorcycles For Yamaha N-Max motorbike users in South Sulawesi. The results obtained are in accordance with the reality in the field where the respondent is foundin Quality product yamaha n-max terrain is very good, including providing comfort when driving, lots of interesting features / designs so add trust self moment drive. The results of this study are in accordance with research conducted by Indah Suryaning Budi, Ade Octavia, and Novita Sari (2019) with the title "The Influence of Product Innovation, Price and Product Quality on Purchase Decisions for Honda Beat Motorcycles in Jambi City. This means that the product quality variable has a positive and significant effect on purchasing decisions.
2. Partially the price variable (X2) has a positive and significant effect on purchasing decisions (Y) with a  $t_{\text{count}} = 3.076$  and a significance level of 0.05 by comparing the calculated statistics with statistical tables based on the results of the t-test, it is known that the score coefficient for variable prices (X2) of 0.286 with  $t_{\text{count}} = 3.076 > t_{\text{table}} = 2.028$  and a smaller significance level of 0.05 (sig = 0.004 < 0.05). So it is said There is significant effect significantly Partial Between Price Variables (X2) on Purchase Decision (Y) Yamaha Nmax Motorcycles in the City of

Yamaha N-Max Motorcycle Users , South Sulawesi . The results obtained are in accordance with the reality in field . The price of the Yamaha N-Max motorbike is priced by Yamahadealers in South Sulawesi Already comparable with the quality and specifications obtained by respondents. The results of this study are in accordance with research conducted by Marissa Grace Haque (2020) with the title "The Influence of Product Quality and Price on Purchasing Decisions at PT. Berlian Multitama in Jakarta" which states that the price variable has a positive and significant effect on purchasing decisions.

3. *Digital Marketing* Variable (X3) has a positive and significant effect on purchasing decisions (Y) with a  $t_{-count}$  score = 2.622 and a significance level of 0.05 by comparing the calculated statistics with statistical tables based on the results of the t-test, it is known that the coefficient value for the *Digital Marketing variable* ( X<sub>3</sub> ) of 0.301 with  $t_{count}$  2.622 > from  $t_{table}$  2.028 and a significance level of less than 0.05 (sig = 0.013 < 0.05). So it is said that there is a significant effect partially among the *Digital Marketing Variables* (X3) on the Purchase Decision (Y) of Yamaha Nmax Motorcycles In town user South Sulawesi Yamaha N- Max motorbike. this corresponds to what researchers found in field . Respondents are looking for information about product yamaha N-max on the internet, and social media platforms before making a purchase. The results of this study are in accordance with research conducted by Handryanus Edwinto Raga, Anak Agung Putu Agung, Ni Putu Nita Anggraini ( 2021 ) with the title "Influence of *Digital Marketing* , ProductQuality, and Price on Interest in Buying Products Culinary Tegal Dadong " . Which states that *Digital marketing* variables have a positive and significant effect on purchasing decisions.
4. Simultaneously the results of the study show that there is a simultaneous influence of product quality, price, and *digital marketing* on purchasing decisions for Yamaha N-max motorcycles at PT. Pelita Abadi Motor City, South Sulawesi. This is evidenced by the statistical results that the  $F_{count}$  (*F-Statistic*) is 25.326 greater than the  $F_{table}$  , namely 2.866 with a probability value of 0.000, which means it is below a significant value of 0.05. Then  $H_1$  is accepted and  $H_0$  is rejected . The results of this study are in accordance with research conducted by Rahmawati Sjamsu Alam, Rahmad Solling, Sapar (2022) with the title "The Influence of Digital Marketing Communication, Price and ProductQuality on Purchase Decisions in MSMEs . Which states that the influence of digital marketing communications, price, and product quality has a positive and significant effect on purchasing decisions.

## 6. Conclusion

Based on the results of this research and discussion, conclusions can be drawn based on the hypotheses that have been set in this study:

1. Partially the variables of Product Quality, Price, and Digital Marketing have a partial and significant effect on the Purchase Decision Variable with statistical values included in the Product Quality Variable (X1). and the significance level is less than 0.05 (sig = 0.011 < 0.05). The price variable (X2) is known to have a coefficient value of the price variable (X2) of 0.286 with a  $t_{count}$  of 3.076 > from  $t_{table}$  2.028 and a significance level of less than 0.05 (sig = 0.004 < 0.05). And the Digital Marketing Variable (X3) is known to have a coefficient value for the Digital Marketing variable (X3) of 0.301 with a  $t_{count}$  of 2.622 > from  $t_{table}$  2.028 and a significance level of less than 0.05 (sig = 0.013 < 0.05).
2. Simultaneous  $F_{count}$  (*F-Statistic*) of 25.326 is greater than  $F_{table}$ , namely 2.866 with a probability value of 0.000, which means it is below a significant value of 0.05. Based on these data, the variables of product quality (X1), price (X2), and digital marketing (X3) simultaneously (together) influence the decision to purchase a Yamaha N-max motorcycle in South Sulawesi.
3. From the results of the analysis above it is known that the value of R Square (R<sup>2</sup>) is 0.679 which means that the independent variables, namely product quality, price, and digital marketing are able to explain the dependent variable, namely the purchase decision of 0.679 or 67.9% while the remaining 32.1% is influenced by other variables not examined in this study as a place. , brand image , promotion , and so on .

## 7. Suggestions

1. For Further Researchers  
As a reference material that can be used as a comparison material in conducting further research,

especially research related to product quality and price.

2. For Writers  
Adding knowledge and as a means of applying knowledge gained in lectures in the field of marketing, especially product quality and price on customer satisfaction for customers Nmax motorbike in south Sulawesi.

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