
EFFECT OF BRAND EQUITY ANALYSIS ON HONDA MOTORCYCLE PURCHASE DECISION IN MEDAN CITY

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Abstract: *This study aims to determine: 1) The magnitude of the influence of brand equity on Motorcycle Purchase Decisions at Honda Sau Sin Power Motor Dealers. 2) The level of buyer satisfaction with the marketing of Honda motorcycles at CV. Sau Sin Power Motor. The instrument analysis technique in this study used simple linear regression analysis and the determinant coefficient test. So the results of this study are 1) Brand Equity has a positive effect on purchasing decisions for Honda motorcycles in Medan City with a CV case study. Sau Sin Power Motor Medan. 2) Characteristics of the respondents in this case the consumers of Honda motorcycle buyers in CV. The majority of Sau Sin Power Motor Medan are male, and with the age of 31 – 40 years with self-employed jobs. This study aims to determine: 1) The magnitude of the influence of brand equity on Motorcycle Purchase Decisions at Honda Sau Sin Power Motor Dealers. 2) The level of buyer satisfaction with the marketing of Honda motorcycles at CV. Sau Sin Power Motor. In this study, using the sampling technique is non-random sampling with the Solvin method with the respondent's criterion is consumers who buy Honda motorbikes at CV. Sau Sin Power Motor. This study used a sample of 80 respondents. The instrument analysis technique in this study uses simple linear regression analysis and the coefficient of determinant test. So that the results of this study are 1) Brand Equity has a positive effect on purchasing decisions for Honda motorbikes in Medan with a case study CV. Sau Sin Power Motor Medan. 2) Characteristics of respondents, in this case, consumers who buy Honda motorbikes at CV. The majority of Sau Sin Power Motor Medan are male, and those aged 31-40 years old work as entrepreneurs*

INTRODUCTION

Today's economic development is increasingly leading to intense competition, especially for similar companies. Therefore, this situation will result in the company having to keep abreast of changes, whether in the political, economic, social and cultural fields. In addition, companies must follow the behavior patterns of competitors in running their business. This makes the competition between companies increasingly tight in the struggle for market share. Every company wants to be successful in running its business. The company is required to have a uniqueness that can attract consumers in order to maintain or seize the existing market share. In today's modern era, one of the industries that is growing rapidly is the motorcycle automotive industry. This happens because of the growing increase in The population is increasingly dense and the people's desire for daily needs is increasing. This fact is an opportunity that is used by motorcycle entrepreneurs by issuing various types and brands that are issued in Indonesia and even throughout the world. Motorcycle automotive entrepreneurs are competing to attract consumers to buy their products.

Table 1. : Data on Motorcycle Sales throughout Indonesia
Sales Data in Indonesia

Merek	Penjualan (Unit)
HONDA	4.910.688
YAMAHA	1.434.217
SUZUKI	71.861
KAWASAKI	69.766
TVS	898
Total	6.487.430

Source: AISI Distributor Statistics

Based on Table 1.1 Sales of motorcycles in Indonesia are dominated by the Honda brand. This can be seen from Honda's market share with the largest value among other motorcycle brands. Honda's market share is in first place at 4,910,688 ahead of its tough competitor Yamaha with 1,434,217. Suzuki was 71,861, Kawasaki was 69,766 and TVS was 898. Along with the times and technology, motorcycle manufacturers continued to innovate until finally a type of automatic transmission motorcycle was born which became known as scootermatic. As a result, the Honda company is increasingly being recognized by people and is increasingly dominating the competitive motorcycle market without changing or lowering the quality of its products. In this era, it can provide an opportunity as well as a threat for competitive brands in the global market. Lysonski, (2013), global integration will change the world economy and consumer decision making becomes increasingly complex.

One of the factors that influence purchasing decisions is brand security, brand equity. This makes it easier and more practical for companies to market their products to the public and even instill in the minds of consumers the brand of the product. CV. Sau Sin Power Motor is one of the Authorized Dealers for selling Honda motorcycles in the city of Medan, having its address at Jalan Menteng VII, Medan. The marketing activities of the motorcycle unit products carried out by CV. Sau Sin Power Motor, namely by providing selling services on a Case and Credit basis. By keeping the marketing activities running at CV. Sau Sin Power

Motor, the company has established cooperative relationships in several credit companies such as leasing or non-bank financial services and also with several BUMN financial services such as Pegadaian. In addition, the Company maintains good relations with several motorcycle dealers in the city of Medan and outside the city of Medan. There are also systems and procedures for marketing activities at CV. Sau Sin Power Motor and the author will explain in Chapter II. There are many marketing activities carried out by this company that trigger the achievement of a company mission apart from making a profit also received awards from the marketing center. In the following, we can see data on Honda motorcycle sales in CV. Sau Sin Power Motor according to 2019 sales data as follows:

Tabel 2: Daftar Penjualan

Bulan	Jumlah	Keterangan
January	190	Unit
February	214	Unit
March	201	Unit
April	250	Unit
Mei	244	Unit
Juni	233	Unit
Juli	240	Unit
Agustus	241	Unit
September	244	Unit
Oktober	238	Unit
November	224	Unit
Desember	251	Unit
Jumlah Total	2.770	Unit

Sumber: DATA SSPM, 2019 dari Januari s/d Desembern Medan

At the motorcycle dealer CV. Sau Sin Power Motor, Marketing activities so far have been unsatisfactory compared to sales with other dealers, this is due to the lack of promotion of the introduction of the brand safety of these products to the public through electronic media such as television and radio, indeed promising maximum results but also requires a very high cost. Here we can see sales data at motorcycle dealers with the same product, namely Honda products as follows:

Tabel 3: Daftar Penjualan

BULAN	JUMLAH	KETERANGAN
January	593	Unit
February	580	Unit
March	588	Unit
April	624	Unit
Mei	611	Unit
Juni	533	Unit
Juli	561	Unit
Agustus	577	Unit
September	541	Unit

Oktober	599	Unit
November	601	Unit
Desember	583	Unit
Jumlah Total	6.991	Unit

Sumber: Daya Motor, 2019 dari Januari s/d Desember Medan

The data above is a CV motorcycle dealer sales data. Daya Motor located in the city of Medan in 2016. In connection with this phenomenon, it seems that there are irregularities in the marketing activities of motorcycles at CV. Sau Sin Power Motor. Every company has the same mission in getting high profits. However, in practice to achieve this, there are different ways so that the results are also different. Based on this phenomenon, the researcher is interested in conducting research on "The Effect of Brand Equity Analysis on Purchase Decisions for Honda Motorcycles with a case study of Honda Dealer CV. Sau Sin Power Motor, Southeast Medan Village, Medan Denai District, Medan City.

Research purposes The aims of this research are:

1. Knowing the magnitude of the influence of brand equity on Motorcycle Purchase Decisions at Honda Sau Sin Power Motor Dealers.
2. To determine the level of buyer satisfaction with the marketing of Honda motorcycles at CV. Sau Sin Power Motor.

THEORETICAL BASIS

Brand Equity

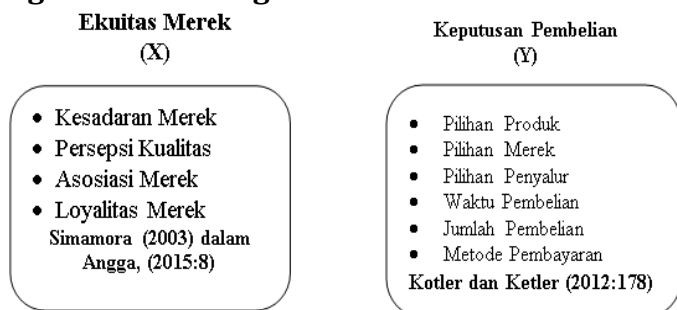
According to Aaker, in Donni (2017: 254) brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by a product or service to the company or the company's customers.

Buying decision

The specific buying process consists of the following sequence of events: recognition of needs problems, information search, evaluation of alternatives, purchase decisions and post-purchase behavior, so it is clear that marketers focus on the entire decision-making process (Sunarto, 2004:16)

Thinking Framework

Figure 1. Thinking Framework



Source: Theory Study

RESEARCH METHODS

Research design

The research used in this research is descriptive analysis research. Analytical descriptive method according to (Sugiono: 2009; 29) is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are without analyzing and making conclusions that apply to the public.

Population and Sample

The population is a collection of research objects in which there is a number of data that are expected to provide the necessary information. This study takes the population is all consumers who buy motorcycles at CV. Sau Sin Power Motor Medan based on sales data from January to May 2017 of 100 people. Sugiyono (2010: 118), the sample is part of the number and characteristics possessed by the population. So the sample in this study were 80 respondents.

Variable Operational

Definition Brand Equity (X) dimensions: brand awareness, brand association, perceived quality, brand loyalty. Purchase decision (Y) dimensions: product choice, brand choice, dealer choice, purchase time, payment method, purchase amount.

Data Measurement Technique

With the Likert scale, (Sugiyono, 2016:93), that the Likert scale is a method that measures the attitudes, opinions and perceptions of a person or group of people about social phenomena. By agreeing to disagree with certain subjects, objects or events. The answers to each indicator and instrument intent using the Likert scale have a score: strongly agree (5), agree (4), average/neutral (3), disagree (2), strongly disagree (1).

Data source

Primary data is data obtained directly from respondents in the field, namely data relating to the influence of Brand Equity analysis on purchasing decisions for Honda motorcycles in Medan City. Secondary data is supporting data obtained from companies that have something to do with this research. This data is data that is already available from the object of research or at the place of research where this data is open.

RESEARCH RESULTS AND DISCUSSION

Research result

Of the 80 respondents who use Honda motorcycles, most are male, and the average user of Honda motorcycles is from the age of 31-40 years and the majority of the occupations are self-employed.

Data Validity Test

The tools and techniques used to measure the validity of a questionnaire are using the validity test. Chayo, (2016: 38), states that if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire, then the questionnaire is said to be valid. Sugiyono, (2004) in Reza, (2016:48) Valid means that the instrument can be used to measure what should be measured.

Reliability Test

Here is the reliability test that the author got:
VARIABLE X (Brand Equity)

Table 6: Reliability Test Results for Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	20

Source: Primary data processed in SPSS,

VARIABLE Y (Purchase Decision)

Table 7: Reliability Test Results for Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.578	0

Source: Primary data processed in SPSS,

From the results of the reliability test, all values obtained from the results of the variables x and y produce Cronbach's alpha values > 0.60 . So it can be concluded that all instruments in this study are reliable.

Hypothesis

test F Uji test Based on the calculation results obtained by the researcher, the number F count is $10.250 > F$ table 3.96, so it can be concluded that H3 is rejected because brand equity has a positive influence on purchasing decisions.

t test

Based on the calculation results obtained by the researcher, the number t count is $3.202 > t$ table 1.991, so it can be concluded that H3 is rejected because brand equity has a positive influence on purchasing decisions.

Discussion

In this discussion, we will explain the results of research that has been carried out in accordance with the research objectives, namely knowing the effect of brand equity on purchasing decisions for Honda motorcycles in Medan City.

a. Hypothesis 1: The influence of brand equity on purchasing decisions.

In this hypothesis, using the SPSS for Windows version 22.0 computer program, the results of brand equity testing (X) using an error level of 0.005 obtained a significance value of .000 with a T value of 3.202. So the result H1 is accepted because the calculated T value is $3.202 > T$ table is 1.991 and the significance value is $0.000 > 0.05$. And the conclusion is brand equity (X) has an influence on the purchase decision (Y) of Honda motorcycles at CV. Sau Sin Power Motor. According to Sasmita and Suki (1994) brand equity is how consumers associate brands with certain products they want, Ibrahim (2013) says high brand awareness can

influence consumer decisions to use these products. As is the case in the decision to purchase a Honda motorcycle at CV. Sau Sin Power Motor is influenced by the extent to which consumers remember a brand. Many things can make consumers remember their products, such as from the model and quality they have. The brand equity variable shows that the level of motorcycle sales is how consumers know the product properly.

b. Hypothesis 2: Brand equity has a positive effect on binding sales of Honda motorcycles at CV. Sau Sin Power Motor

In this study, brand equity has a positive effect on purchasing decisions for Honda motorcycles in Medan. We can see the value obtained by the researcher based on the calculation results obtained by $F_{count} 10.250 > F_{table} 3.96$ using an error level of 0.05 and a significance value of 0.002 is obtained. H2 is accepted because the calculated F value $> F_{table}$, which means that brand equity has a positive effect on motorcycle purchasing decisions at CV. Sau Sin Power Motor.

c. Hypothesis 3: The existence of brand equity has a negative effect on purchasing decisions for Honda motorcycles in the city of Medan with a case study of CV. Sau Sin Power Motor Medan

In this research with H3 it was rejected because based on the results of the data analysis test used by researchers, both the F test and the t test, it turned out that brand equity did not have a negative effect on purchasing decisions, even on the contrary, it had a positive influence on purchasing decisions.

CONCLUSION

1. Brand Equity has a positive effect on purchasing decisions for Honda motorcycles in Medan City with a CV case study. Sau Sin Power Motor Medan
2. Characteristics of respondents, in this case consumers who buy Honda motorcycles at CV. The majority of Sau Sin Power Motor Medan are male, and with the age of 31 – 40 years with self-employed jobs.

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