

Determining the Most Dominant Honda PCX Purchase Intention Indicator in Kembang Jawa Motor Kediri with Multiple Linear Regression

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ABSTRACT

Honda is one of the significant companies originating from Japan engaged in the automotive field. Honda has consistently continued to develop the automotive products it creates. One of the flagship products of Honda that became the prima donna among the upper-middle class is the Honda PCX, which is a motorcycle with a trendy, dashing and luxurious design. This study aims to determine the indicator of interest in buying Honda PCX in Kembang Jawa Motor Kediri. The population in this study is all consumers on Honda PCX in Kembang Jawa Motor domiciled in the Kediri city area whose numbers cannot be known. This study uses accidental sampling methods. The sample in this study was 40 respondents—data collection using the questionnaire method. The analysis techniques in this study used t-test, multiple linear regression, and F-test. This study results from several indicators of buying interest, namely Country-Of-Origin, Perceived Quality, and Service Quality, which affect the buying interest in Honda PCX in Kembang Jawa Motor Kediri. Of the three indicators that are the most dominant is Service Quality.

Keywords: *Country-Of-Origin, Perceived Quality, Service Quality, Purchase Intention.*

1. INTRODUCTION

Honda is one of the major companies from Japan engaged in automotive. Honda is a company that has a strong presence in the community. This is in line with the Quality that continues to develop over time that Honda has consistently demonstrated through automotive products created. One of the flagship products of Honda that became the prima donna among the upper-middle class is the Honda PCX, which is a motorcycle with a trendy, dashing and luxurious design.

Purchase Intention is a desire of consumers to buy a product or service [1]. The purchase Intention of these consumers can be influenced by various things [2]. In several previous studies, it was stated that Country-Of-Origin could affect consumer buying interests.[3]. Country-Of-Origin influences producer countries' positive and negative consumer perceptions of a product [4]. Consumers tend to be able to distinguish the characteristics of each product from different countries [5]. In addition, in research conducted on the border communities of Cambodia-Thailand, the image of the country of origin of the product can affect how

consumers perceive a product originating from a particular country [6]. Some consumers still think that the image of the country of origin is directly proportional to the Quality of the product produced, so Country-Of-Origin is an essential indicator in influencing consumers' buying interest in a product [7]. COO influences consumer buying interest through the country's image, it relates to the existence of information about a product originating [8]. The presence of an embodiment of a country of origin can benefit or weaken a product.

Perceived Quality can be defined as conceptualizing a consumer's pattern of judgment about superiority or superiority [9]. Perceived Quality refers to "consumer judgment resulting from comparisons made by consumers between expectations and perceptions of service performance"[10]. Service Quality is a consumer assessment of the performance of service providers [11]. From a manager's point of view, service quality is "managing the perceived quality of service means that the company must adjust the expected service and the services perceived to each other so that consumer satisfaction is achieved" [12]. Good service

quality becomes very important in helping a company understand whether they can accurately identify and know what their consumers need [13]. One study found that Quality of service exerts a dominant positive effect on affective commitment [14].

In line with this, it raises the question of whether the country-of-origin, perceived Quality, and service quality that consumers feel play a key role in purchasing intention [15]. This research aims to determine the most dominant Honda PCX buying interest indicator in Kembang Jawa Motor Kediri with multiple linear regression methods.

2. METHOD

This type of quantitative research is designed to determine the influencing relationships between each indicator through hypothesis testing. This study uses primary data obtained from the results of the dissemination of questionnaires conducted by researchers to respondents. The research population is all consumers on Honda PCX in Kembang Jawa Motor Kediri whose numbers cannot be known. This study uses accidental sampling methods [16]. The sample in this study used the accidental sampling method by multiplying ten times the number of free indicators and bound indicators. In this study, there are four indicators, namely three free indicators and one determined indicator, so the sample used is $10 \times 4 = 40$ respondents. Respondents in this study consumers who made purchases of Honda PCX at Kembang Jawa Motor Kediri were.

3. RESULT AND DISCUSSIONS

Based on the answers of 40 respondents studied, validity test results can be obtained that all question items have a corrected item-total Correlation (r -calculate) $>$ r -table, which is 0.67. This means that all existing things can be declared valid. Reliability tests showed that Cronbach's Alpha was $0.85 > 0.60$. So it can be concluded that the entire construct of questions in this study is reliable. Based on research that has been done on 40 respondents obtained the results shown in the following table:

Indicators	t count	t table	sig. count	sig
Country-Of-Origin (X1)	6,11	2,02	0,008	0,05
Perceived Quality (X2)	4,52	2,02	0,045	0,05
Service Quality (X3)	6,58	2,02	0,000	0,05

Table 1. Results of t-test

Based on the table of test results, it can be obtained that the Country-Of-Origin (X1) indicator has a positive and significant effect on Buying Interest (Y) on Honda

PCX in Kembang Jawa Motor Kediri with a value of t calculated $>$ t table, which is 6.11 with a significant level of 0.008. In the Perceived Quality (X2) indicator, it is known that the indicator has no significant effect on purchase intention (Y) on Honda PCX in Kembang Jawa Motor Kediri with a value of t calculated $<$ t table, which is 4.52. This shows that the indicator can significantly influence purchase intentions on Honda PCX in Kembang Jawa Motor Kediri. On the Service Quality (X3) indicator, the value of t calculates the $<$ t of the table, which is 6.58 with a significant level of 0.000. Based on these results, it can be known that the Service Quality (X3) indicator has a positive and significant influence on purchase intentions on Honda PCX in Kembang Jawa Motor Kediri.

Based on the table of F test results that have been done, it is obtained that the value of F calculates 18,139 $>$ F table 2.06 with a significant level of $0.000 < 0.05$, which means significant. This shows that the Country-Of-Origin (X1), Perceived Quality (X2) and Service Quality (X3) indicators simultaneously have a significant effect on purchase intentions on Honda PCX in Kembang Jawa Motor Kediri. Based on the results of multiple linear regression analysis obtained the following equations:

Indicators	F count	F table	sig. count	sig
X1, X2, X3 \rightarrow Y	18,139	2,06	0,000	0,05

Table 2. Results of F-Test

$$Y = 16,174 + 0,024 X1 + 0,045 X2 + 0,321 X3$$

From the equation, it is known that the most dominant indicator in influencing purchase intentions is service quality. This shows that the higher the service quality provided by Kembang Jawa Motor Kediri to Honda PCX consumers, the higher the consumer's purchase intention towards Honda PCX in Kembang Jawa Motor

R Square	Adjusted Square	R	Standard Errors of Estimation
,702	,609		,569

Kediri. Tabel 3 Hasil Koefisien Determinasi (R²)

Table 3. Results of coefficient of determination (R²)

In table 3 the coefficient of determination (R²) can be known that Country-Of-Origin, Perceived Quality,

and Service Quality give a value of 0.609 (60.9% against honda PCX purchase intention in Kembang Jawa Motor Kediri while other indicators influence the remaining 39.1%).

4. CONCLUSION

Based on the statistical analysis, the results obtained from several indicators of buying interest, namely Country-Of-Origin, Perceived Quality, and Service Quality, affect the purchase intention on Honda PCX in Kembang Jawa Motor Kediri. Of the three indicators that are the most dominant is Service Quality.

ACKNOWLEDGMENT

Thank you so much for the support and opportunity provided to write and publish this research for your attention. Thanks.

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