

Research Article

The Effect of Product Quality, Price Perception on Purchasing Decisions with Purchase Intention as Mediating

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Abstract

This study aims to determine the effect of product quality and price perception on purchasing decisions through buying interest as a mediation on Yamaha motorcycle consumers in Jabodetabek and their understanding from an Islamic point of view. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results show that product quality has a positive and significant effect on purchasing decisions, and price perceptions have a positive and significant effect on purchasing. Decisions and product quality have a positive and significant effect on buying interest and price. Perceptions have a positive and significant effect on buying interest, and purchase intentions have a positive and significant effect on purchasing decisions; buying interest can mediate the effect of product quality on purchasing decisions, and buying interest mediates the effect of price perceptions on purchasing decisions. Managerial implications of the relationship between product quality, price perception, purchasing decisions, and the mediating role of purchase intention. In today's competitive market, understanding the factors that influence consumers' purchasing decisions is crucial for businesses to devise effective marketing strategies.

Keywords: Product Quality, Price Perception, Purchase Decision

JEL Classification: D12, D83, M31

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1. Introduction

Recently, competition in the automotive industry has increased quite significantly, and this is shown by the continued increase in the volume of people using Yamaha motorbikes of various brands, as well as the number of new motorbike companies that have emerged, with the existence of these new companies they are also trying to take over. market share that the old company already controls. They are also trying to maintain the existing market share that has been controlled so far (Ayu Anggraini, 2024).

People's choice is certainly an opportunity for companies to create products that people want. Therefore, companies must really understand what kind of products consumers want. Marketing's job is different than how to find the right consumers for a product and how to find the right product for consumers. Marketing is one of the most important factors for showing a company, especially companies operating in the field of goods and services.

The marketing concept is a management philosophy in the field of marketing that is oriented toward consumer needs and desires, supported by integrated marketing activities directed at providing consumer satisfaction. Yamaha ranks second in sales this time, with 1,340,055 units or controlling 22.6% of the market share. Suzuki is in third place with sales records of 81,458 units or 1.4% of the market share. Kawasaki is in fourth place by recording sales of 3,979 units or 1.2% of the market share. As usual, TVS closed in the top five with sales records of 312 motorbikes. Motorcycle sales for the January-November 2018 period were 5,929,930, better than the same period in 2017, which was recorded at 5,886,103 units. However, even so, AISI's target in 2018 is 6.3 million units. Product quality is the overall characteristic of a product or service in satisfying implied needs.

(Komara & Fathurahman, 2024) also believes that consumers will feel satisfied if the results of their evaluation show that the product they use is of high quality. Show that the product quality variable does not affect purchasing decisions. A product is anything offered to the market for attention, acquisition, and use so that it can fulfill wants and needs. The products that can be marketed are physical goods, services, people, places, and ideas. So, what is meant by a product is not just goods but also visible and invisible attributes that can satisfy consumer needs. Quality is suitability for use and fulfillment of demands; quality is determined by a set of uses or functions, including durability, dependence on other products or components, exclusivity, comfort, and external appearance (color, shape, packaging, etc).

Based on expert understanding, product quality is the product's ability to fulfill consumer desires and needs by providing performance according to consumer expectations. Price perception is a factor that also plays an important role in influencing consumer buying interest and purchasing decisions. States that price is the amount of money (plus several goods if necessary) needed to obtain a combination of goods and services. Consumers often consider price as the main criterion in determining value; goods with high prices are usually considered expensive goods, and goods with low prices are considered cheap goods. Stated that price perception is a significant element because it represents an extrinsic cue and offers one of the most important forms of information available to consumers when making purchasing decisions.

Value is the value of a product in exchange for another product. Nowadays, our economy no longer barter but uses money as a measure called price. So, price is the value of an item expressed in money. Purchasing decisions are closely related to consumer behavior; for this reason, a company needs to carry out analyses of purchasing decisions to market a product or service. Of course, this also needs to be done to increase sales volume by carrying out various kinds of analyses and consumer considerations when purchasing a product. This statement is supported by the theory "that companies must be able to understand consumer behavior in their target market because the survival of the company as an organization that tries to fulfill consumer needs and desires depends on the behavior of its consumers (Komara & Erwand, 2023).

The existing literature has extensively explored the influence of product quality and price perception on purchasing decisions. However, there is a research gap concerning the mediating role of purchase intention in this relationship, particularly within the context of Yamaha motorcycle consumers in Jabodetabek. Existing studies have not adequately addressed the specific mediating effect of purchase intention on the relationship between product quality, price perception, and purchasing decisions within this particular consumer segment. Therefore, further research is needed to comprehensively understand the mediating mechanisms that underlie these factors and their impact on purchasing behavior, especially in the context of motorcycle perspectives.

2. Literature Review and Hypothesis

Literature Review

Presenting the product as something needed, that they need that final kick to the goal to take action that leads to success, good and smart use of AIDA marketing can get there. Elmo Lewis popularized the AIDA model to explain how personal selling works. The AIDA model describes a stage that describes a potential customer's process towards purchase. However, the AIDA stages are not only used in the personal selling process but are also used to recognize the response stages in advertising.

Attention, to attract attention, this is the first and only shot. Identify what attracts the most attention and attention for maximum user engagement. Test the strategies that best contribute to an attention-grabbing brand, such as offering free service products on Yamaha motorbikes and using attractive colors and designs (Syatra & Adam 2017). Interest, after getting attention, the next step is getting interested. To create interest, you can do this by providing clear information about the product, which includes a brief description of its main features, price, and images. Using media, such as images and videos, can help capture and maintain interest. Captivating interests is the key to success in the next step (Komara & Erwand, 2023) (Syatra & Adam 2017).

To get desire, you can do this by creating a tagline that can create desire and interest in buying. In this case, when promoting through photos, convey the benefits and effects that can be obtained when using the products offered. Provide promotions- special discounts, buy one get one, earliest order gets a discount or bonus, etc. Update social media regularly, monitor comments and feedback from followers, and respond quickly. Offer good pre-sales customer service (Syatra & Adam 2017). Action, so that consumers take action to make a purchase; at this stage, what can be done is to identify the target market being targeted. The goal is to make potential customers become consumers by immediately purchasing the product or active participation with the brand (Syatra & Adam 2017) (Maghfur et al., 2023).

Understanding Purchasing Decisions

Stated that purchasing decisions are a process of making purchasing decisions, which includes determining what to buy or not to buy, and this decision is obtained from previous activities. Another definition of a purchasing decision is the buyer's decision about which brand to buy. Consumers can form intentions to buy the most preferred brands. Purchasing decisions are a process of making decisions about purchasing, which includes determining what to buy or not to buy.

Understanding Product Quality

Product quality is a tangible or intangible object that people can buy. The definition of product quality, according to, is a collection of characteristic features of goods and services that can meet needs, which is an understanding of a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. From this description, it can be simplified that product quality is the total value contained in the results of a production, which is based on consumer assessment.

Understanding Price Perception

Price perception. Price is an indicator that describes product costs and is an important parameter in the literature. Pricing is also a marketing communication tool. Price perception is defined as a perceptual description or subjective perception of the price of a product. Say that price is the amount of money that customers must pay to obtain a product. This variable is something that can be controlled and determines whether customers accept a product. Prices solely depend on company policy but, of course, consider various things.

Understanding Buying Interest

Purchase interest describes consumer behavior to purchase products in the near term. So, it is necessary to study the cognitive components and affective components in measuring purchase intentions. Purchase intention is the buyer's determination to take an action, such as purchasing a product or service. Intention itself is a combination of consumer beliefs and attitudes towards products and services. The concept of purchasing interest in the world of marketing is used as a tool to predict consumer behavior in the future. The concept of purchasing interest is recognized as one part of consumer behavior. External influences, awareness of needs, product control, and alternative evaluation are things that can increase consumer buying interest.

Hypothesis**Product Quality on Purchasing Decisions**

The definition of product quality, is a collection of characteristic features of goods and services that can meet needs, which is an understanding of a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. "From this description, it can be simplified that product quality is the total value contained in the results of a production, which is based on consumer assessment. Research on the influence of product quality carried out by Dewi (2019), Sakinah and Firmansyah (2021), and Amrullah et al. (2019) shows consistent results that product quality has a positive and significant effect on purchasing decisions. Based on the theory and research results, the following hypothesis can be seen:

H1: Product quality has a positive and significant effect on purchasing decisions.

Price Perceptions on Purchasing Decisions

Say that price is the amount of money that customers must pay to obtain a product. This variable is something that can be controlled and determines whether customers accept a product. Prices solely depend on company policy but, of course, consider various things. Cheap or expensive, the price of a product is very relative. Connecting that if the price perception meets the consumer's subjective perception, then the consumer's purchasing decision for the Yamaha motorbike product will be good. Research on the influence of price perceptions carried out by Amalina and Khasanah (2019), Purbarani and Santoso (2020), Cahya and Shihab (2018) shows consistent results that price perceptions have a positive and significant effect on purchasing decisions. Based on the theory and research results, the following hypothesis can be seen:

H2: Price perception has a significant effect on purchasing decisions.

Product Quality on Purchase Intention

Product quality is an activity of thoroughly considering and reassessing aspects of improving the product's capacity to provide satisfaction that creates opportunities for parties interested in maintaining mutually beneficial affiliations and knowing and understanding the needs and expectations that exist in their perception. Connecting that if the quality of the product provided is in line with consumer expectations, it has a big influence on purchasing interest. Research on the influence of product quality carried out by Satria (2017) and Faradiba (2019) shows consistent results that product quality has a positive and significant effect on purchase intention. Based on the theory and research results, the following hypothesis can be seen:

H3: Product quality has a significant effect on purchasing interest.

Price Perception on Buying Intention

Perception is a process carried out by individuals to select, organize, and interpret stimuli into images that make sense about the world. State that price is the amount of money charged for a product or service or the amount of value exchanged by consumers to obtain benefits from owning or using a product or service. Research on price perceptions conducted by Joel et al. (2020) and Resti and Soesanto (2017) shows consistent results that price perceptions have a positive and significant effect on purchase intention. Based on the theory and research results, the following hypothesis can be seen:

H4: Price perception has a significant effect on buying interest.

Purchase Interest in Purchasing Decisions

Purchase interest describes consumer behavior to purchase products soon. So, it is necessary to study the cognitive components and affective components in measuring purchase intentions. Purchase intention is the buyer's determination to take an action, such as purchasing a product or service. Intention itself is a combination of consumer beliefs and attitudes towards products and services. The concept of purchasing interest in the world of marketing is used as a tool to predict consumer behavior in the future. The concept of purchasing interest is recognized as one part of consumer behavior. External influences, awareness of needs, product control, and alternative evaluation are things that can increase consumer buying interest. Research on the influence of buying interest carried out by Sriyanto and Kuncoro (2019) and Montjai et al. (2021) shows consistent results that buying interest has a positive and significant effect on purchasing decisions. Based on the theory and research results, the following hypothesis can be seen:

H5: Purchase interest has a significant effect on purchasing decisions.

Conceptual framework

Based on the theoretical explanation and results of previous research, the variables in this research are Product Quality, Price Perception, and Purchase Decisions through Purchase Interest as a mediating variable. So that a conceptual framework can be prepared as follows:

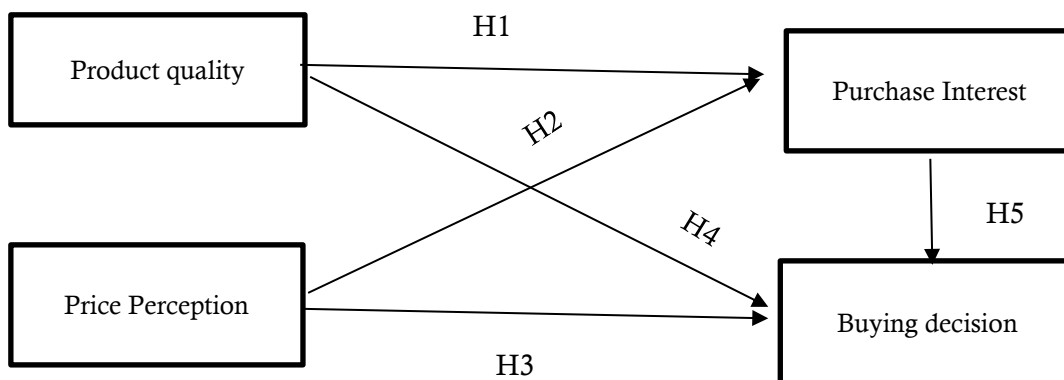


Figure 1. Conceptual Framework

3. Data and Method

Types of research

This type of research uses explanatory research, where research explains the position of the variables studied in a study (Sugiyono, 2018). Research was conducted to establish product quality and price perception on purchasing decisions through purchase intention as a mediating variable. This research uses quantitative data which data is a research method based on the philosophy of positivism, which is used to research certain populations and samples, collecting data using research instruments with the aim of testing the established hypothesis (Sugiyono, 2018). The purpose of this research is to find out the influence of product quality and price perception on purchasing decisions through purchase intention as a mediating variable.

Population and Sample

Population

According to (Wahyuddin et al., 2023), a population is a generalized area consisting of objects or subjects that have certain qualities and characteristics. This research will use consumers who purchase Yamaha motorbikes as the population.

Sample

The sampling used in this research was purposive, a technique for determining samples by deliberately taking certain considerations into account (Sugiyono, 2018). Research subjects were chosen based on certain criteria determined by the researcher, namely: respondents aged at least 17 to 50, Respondents who live in Jabodetabek, and Respondents who have purchased a Yamaha motorbike.

Data analysis method

Data analysis methods are used in the data collection process to obtain useful information and support research decisions. In this research, the data analysis method uses the SPSS method to explain descriptive analysis and the general description of respondents. Then, it uses Partial Least Square Structural Equation Modeling (PLS-SEM) to explain whether there is a relationship between latent variables.

Descriptive Analysis

Descriptive analysis is a description or general description of respondents and research variables related to data collection and presentation so that it can provide useful information. The general description of respondents is seen using descriptive percentages. The description of the variables is seen using descriptive data, which includes the average or mean value of the total of each variable from the percentage of respondents' answers to the statement for each variable.

Validity test

Validity testing is used to measure whether a questionnaire is valid or not. Construct validity testing consists of convergent validity and discriminant validity. The purpose of measuring this model is to test the validity and reliability of indicators on the variables of product quality, price perception, purchasing decisions, and purchasing interest.

Reliability Test

Apart from validity testing, model measurements are also carried out to measure the reliability of a construct with reflective indicators, which can be done with the discriminant reliability (AVE) value having to be greater than 0.5 and composite reliability if the value is greater than 0.7.

Hypothesis testing

To see the influence between research variables, a hypothesis test was carried out by looking at the significance value with a minimum P-value of 0.05 or a significance level of 5%. Research hypothesis testing consists of the influence of product quality, price perception, purchasing decisions, and purchasing interest.

4. Results

Descriptive Analysis of Product Quality

The descriptive regarding product quality variables explains that the results of respondents' responses to product quality variables are based on the average value of the items in each variable. Product quality variables are formed by indicators, namely shape, product characteristics, performance, accuracy or suitability, durability, reliability, ease of repair, style, and design. Descriptive results of respondents' answers to product quality variables can be seen in Table 1.

Table 1. Product Quality Indicator Scores

Statement Items	Response Answer %				Average
	STS	TS	S	SS	
Product Characteristics					
Yamaha motorbike products are products that always prioritize consumer safety and comfort	0	3,3	42	54,7	3,51

Models released from Yamaha products are in demand by young people and teenagers today	7	4,7	36,7	58	3,52
Performance					
I feel that Yamaha motorbike products make it easy to buy products through Yamaha dealer showrooms	0	2,7	40,7	56,7	3,54
Punctuality and skill of Yamaha motorbike employees in serving customers	0	1,3	50,7	48	3,47
Durability					
Yamaha motorbike products can last up to approximately 10 years	1,3	6	34,7	58	3,49
The durability of Yamaha motorbike products is measured by how consumers care for them	7	1,3	28,7	69,3	3,67
Reliability					
Yamaha motorbike products are called eco friendly which are environmentally friendly and can maximize the cooling system so that everyone can feel the comfort of riding with this technology	7	4	40,7	54,7	3,49
Yamaha motorbike products can balance the criteria of consumers of various ages	2	1,3	42	54,7	3,49
Design					
Yamaha motorbike products have unique designs	0	3,3	40	56,7	3,53
The appearance of Yamaha motorbike products influences consumer purchasing attractiveness	0	2,7	32	65,3	3,63
Total Average Product Quality					3,53

Source: Data processed based on research results (2022)

This table shows that overall product quality has an average value of 3.53. This means that Yamaha motorbikes have very high product quality.

Descriptive Analysis of Price Perception

The descriptive section regarding the price perception variable explains that respondents' responses to the price perception variable are based on the average value of the items in each variable. The price perception variable is formed by indicators, namely reference price, price and quality assumptions, and price suffix. Table 2 shows the descriptive results of respondents' answers to the price perception variable.

Table 2. Price Perception Variable Indicator Scores

Statement Items	Response Answer %				
	STS	TS	STS	SS	STS
Reference Price					
The price of Yamaha motorbike products is affordable for me	0	6,7	49,3	44	3,37

The prices of Yamaha motorbike products are competitive with other similar products	1,3	3,3	40,7	54,7	3,49
Price and Quality Assumptions					
In my opinion, the price of Yamaha motorbikes is in accordance with the products offered	7	2	42	55,3	3,52
The price of Yamaha motorbike products is commensurate with their benefits	7	2	48	49,3	3,46
Established Pricing Period					
Price influences the power to consider buying the product	3,3	3,3	34,7	58,7	3,49
Total Average Price Perception					3,46

Source: Data processed based on research results (2022)

Based on this table, overall price perception has an average value of 3.46. This finding means that the price perception on Yamaha motorbikes has a very high price perception.

Descriptive Analysis of Purchasing Decisions

Descriptive regarding purchasing decision variables explains that the results of respondents' responses to purchasing decision variables are based on the average value of the items in each variable. The purchasing decision variable is formed by indicators, namely problem recognition, information search, decision purchase, and post-purchase behavior. Descriptive results of respondents' answers to purchasing decision variables can be seen in Table 3.

Table 3. Purchase Decision Indicator Scores

Statement Items	Response Answer %				Average
	STS	TS	S	SS	
Problem Introduction					
I realize the importance of Yamaha motorbike products in my daily life	1,3	4	37,3	57,3	3,51
I was influenced by circumstances where I had to use Yamaha motorbike products	5,3	16	29,3	49,3	3,23
Information Search					
Due to recommendations or invitations from family, friends, and colleagues, I use Yamaha motorbike products	5,3	12,7	38	44	3,21
The superior appearance and engine specifications are the reason I bought a Yamaha motorbike product	7	5,3	38,7	55,3	3,49
Buying decision					
I buy Yamaha motorbike products based on their suitability for my needs	0	3,3	38,7	58	3,55
I bought a Yamaha motorbike product because it was for other people's needs	22	19,3	23,3	35,3	2,72

Post-Purchase Behavior					
I feel satisfied when I buy a Yamaha motorbike product	7	2,7	48	48,7	3,45
I will tell my friends about the best engine quality from Yamaha motorbike products	1,3	4,7	38	56	3,49
Total Average Product Quality					3,33

Source: Data processed based on research results (2022)

Based on this table, overall purchasing decisions have an average value of 3.33. This result means that consumers of Yamaha motorbikes make very high purchasing decisions.

Descriptive Analysis of Purchase Interest

The descriptive regarding the purchase interest variable explains that the results of respondents' responses to the purchase interest variable are based on the average value of the items in each variable. The purchase interest variable is formed by indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest. Descriptive results of respondents' answers to interest variables can be seen in Table 4.

Table 4. Buying Interest Variable Indicator Scores

Statement Items	Response Answer %				STS
	STS	TS	STS	SS	
Transactional Interest					
I am interested in buying Yamaha motorbike products because there are many models and types available	0	2,7	44	53,3	3,51
Referential Interest					
I found out about the experiences of people who have bought Yamaha motorbike products	1,3	7,3	36	55,3	3,45
Preferential Interest					
Yamaha motorbike products attracted my attention to buy	0	2,7	44	53,3	3,51
Exploratory Interest					
I am looking for information on Yamaha motorbike products before buying	0	2	30,7	67,3	3,65
Total Average Purchase Interest					3,53

Source: Data processed based on research results (2022)

This table shows that overall buying interest has an average value of 3.53. This finding means that there is a very high buying interest in Yamaha motorbikes.

Research Hypothesis Testing

To see the results of the research hypothesis test, you can look at the results of the p-values. A hypothesis can be said to be significant if it meets the assessment criteria, namely if the p-values are <0.05. The results of hypothesis testing that have been processed with WarpPLS 7.0 software can be seen in Table 5.

Table 5. Hypothesis Test Results

Hypothesis	Variable Relationships	Original Sample (O)	P-Values	Information
H1	Product Quality = Purchasing Decisions	0,328	<0,0001	Positive and Significant
H2	Price perception = Purchase Decision	0,188	<0,0001	Positive and Significant
H3	Product Quality = Purchase Interest	0,431	<0,0001	Positive and Significant
H4	Price perception = Purchase Interest	0,471	<0,0001	Positive and Significant
H5	Product quality = Purchase Decision	0,328	<0,0001	Positive and Significant

Source: Data processed based on research results (2022)

Based on the results from the table above show that all hypothesis results are positive and significant.

5. Discussion

The Effect of Product Quality on Purchasing Decisions

Based on the results of research hypothesis testing in Table 1, the direct influence of product quality on purchasing decisions shows that the original sample value (O) has a positive effect and obtains significant results. Thus, hypothesis 1, which states that product quality has a positive and significant effect on purchasing decisions, can be accepted. This result shows that the higher the quality of Yamaha motorbike products, the higher the purchasing decision for Yamaha motorbike products. These results are in accordance with previous research conducted by Dewi (2019), Sakinah and Firmansyah (2021), and Amrullah et al. (2019), showing consistent results that product quality has a positive and significant effect on purchasing decisions.

The Effect of Price Perceptions on Purchasing Decisions

Based on the results of testing the research hypothesis in Table 2, the direct influence of Price Perception on Purchasing Decisions shows that the original sample value (O) has a positive effect and obtains significant results. Thus, hypothesis 2, which states that Price Perception has a positive and significant effect on Purchasing Decisions, can be accepted. This finding shows that the better the perception of Yamaha motorbike prices, the better the purchasing decision for Yamaha motorbike products. These results are in accordance with previous research conducted by Amalina and Khasanah (2019), Purbarani and Santoso (2020), and Cahya and Shihab (2018), showing consistent results that price perceptions have a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchase Intention

Based on the results of the research hypothesis testing in Table 3, the direct influence of product quality on purchase interest shows that the original sample value (O) has a positive effect and obtains significant results. Thus, hypothesis 3, which states that product quality has a positive and significant effect on purchase interest, can be accepted. This result shows that the higher the quality of Yamaha motorbike products, the higher the interest in purchasing Yamaha motorbike products. These results are in accordance with previous research conducted by Satria (2017) and Faradiba (2019) showing consistent results that product quality has a positive and significant effect on Purchase Interest.

Price Perception on Buying Intention

Based on the results of testing the research hypothesis in Table 4, the direct influence of Price Perception on Purchase Intention shows that the original sample value (O) has a positive effect and obtains significant results. Thus, hypothesis 4, which states that Price Perception has a positive and significant effect on Purchase Intention, can be accepted. This result shows that the better the perception of Yamaha motorbike prices, the better the interest in purchasing Yamaha motorbike products. These results are in accordance with previous research conducted by Joel et al. (2020) and Resti and Soesanto (2017), showing consistent results that price perception has a positive and significant effect on Purchase Intention,

The Influence of Purchase Interest on Purchase Decisions

Based on the results of testing the research hypothesis in Table 5, the direct influence of Purchase Interest on Purchase Decisions shows that the original sample value (O) has a positive effect and obtains significant results. Thus, hypothesis 5, which states that Purchase Interest has a positive and significant effect on Purchase Decisions, can be accepted. This finding shows that the higher the interest in buying Yamaha motorbikes, the higher the decision to purchase Yamaha motorbikes products. These results are in accordance with previous research conducted by Sriyanto and Kuncoro (2019) and Montjai et al. (2021), showing consistent results that purchasing interest has a positive and significant effect on purchasing decisions.

6. Conclusion

Based on the results of the discussion proposed in this research regarding Product Quality, Price Perception, on Purchasing Decisions through Purchase Interest as a mediating variable, the conclusions in this research are as follows: Product quality has a positive and significant effect on purchasing decisions, Price perception has a positive and significant effect on purchase decision, Product quality has a positive and significant effect on purchase interest, Price perception has a positive and significant effect on purchase interest, Purchase interest has a positive and significant effect on purchase decisions, Purchase interest can mediate the influence of product quality on the decision to purchase Yamaha motorbike products, meaning that significantly the quality of Yamaha motorbike products is able to influence purchasing decisions through purchasing interest as mediation. Purchasing interest can mediate the influence of price perceptions on purchasing decisions for Yamaha motorbike products, meaning that significantly, the price perception of Yamaha motorbikes is able to influence purchasing decisions through purchasing interest as mediation. Managerial implications emerge. Firstly, prioritizing efforts to improve product quality can significantly impact purchase intention, ultimately leading to increased sales. Second, strategically managing price perceptions through transparent pricing strategies and value communication can positively influence purchase intention. In conclusion, this research underscores the importance of considering mediating variables such as purchase intention in studying consumer purchasing behavior. Enhancing product quality and managing price perceptions effectively can lead to higher purchase intentions, which subsequently drive actual purchasing decisions.

Recommendation

Based on the research results, discussion, and conclusions obtained, the benefits and suggestions that can be given are as follows: Future researchers are expected to be able to continue this research by studying it in depth, which will later be developed and applied to PT Yamaha Indonesia so that the production flow can be more orderly and neatly arranged.

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