"THE INFLUENCE OF BRAND IMAGE, PRODUCT IMAGE, PRICE AND PROMOTION IN CONSUMERS PURCHASE INTENTION ON ALL NEW VARIO 150 ESP : A STUDY OF ALL NEW VARIO 150 ESP PRODUCT OF PT. ASTRA HONDA MOTOR"

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Abstract

This study aims to Understanding and explain: the influences of variables brand image, product Image, price, and promotion of Purchase intention. This study uses a quantitative approach that is multiple regression analysis based on an application named SPSS 21.00 version Using a questionnaire to collect data, there were 150 questionnaires that were randomly distributed in an accidental sampling in Madiun. The results showed that corporate image, brand image, product image, price, and promotion have significant and positive influences on consumer purchasing intention. Nevertheless from all factor, the price variable has most dominant influence by increasing purchase intention. Meanwhile company still improve all other factor to support price marketing strategy to increasing purchase intention.

Keywords: Brand image, Product Image, Price, Promotion, purchase Intention

INTRODUCTION

In present day 150 years after motorcycle have been invented everyone use motorcycle for favorite transportation in daily life activity. also in Indonesia most people use motorcycle as economic transportation, motorcycle chosen because simple and usable in any Indonesian Island topography.

One of the industries that has been emerging in recent years is the motorcycle industry. This is because the motorcycle is a means of transportation that is widely used by the Indonesian people. The evident can be seen from the increasing number of motorcycles in the road. Indonesia's automotive world is now progressing very rapidly and this can be seen from the emergence of new models every few periods and this period is short lived only a few months later.

Based on data from Indonesian Motorcycle Industry Association (AISI), national motorcycle sales only grew 1.2% from 7,771,014 units in 2016 to 7,867,195 units in 2017. Honda motorcycle sales performance grew higher than the national market growth of 7, 5 % from 4,700,871 units in 2015 to 5,051,100 units. The biggest contributor of Honda motorcycle sales is derived from 5 best-selling models of Honda Beat FI (Fuel Injection) of 2,117,948 units, Honda Vario series of 1,454,685 units, Honda Supra series of 368,159 units, Honda Revo series of 322,682 units, and Honda Scoopy of 285,830 units in previous year sales of Honda motorcycles are supported by high-sales sales in the Honda scooter segment. Honda motorcycles are known to have the best design and technology in the market that help them to sell 3,880,190 units or contribute 76,8% of total sales. In the scooter segment, AHM controls 73%

market share through model Honda Vario series, Honda Scoopy, Honda Beat FI, and Honda PCX 150.

The phenomenon of competition that exists in the era of globalization will further push the economic system of Indonesia to market positioning marketers to always grow and seize the market. One of the assets to achieve the situation is the brand image. In Indonesia, the brand name Honda becomes the connotation of a motor vehicle as most people have a tendency to name all motor vehicles as Honda regardless the motorcycle brands .Honda, for more than 40 years has become the largest motorcycle industry company and has many authorized dealers and workshops spread all over Indonesia.

In Kotler & Keller 2013:68 defined the brand image as "perceptions and beliefs" held by consumers, as reflected in the associations held in consumer memory.˝ This can be interpreted as consumer perceptions and beliefs, which are reflected or embedded in the mind and memory of a consumer. This perception can be formed from information or past consumer experience of the brand.

In motorcycle market excellence Honda motor more than other brands of motorcycles in Indonesia such as resale prices are relatively high and stable, Easy to find spare parts, Honda motor has a good image among people, Have a super sophisticated technology, Honda motor has a good image among people, Fuel (BBM). From the advantages in the stretcher new Honda Vario 150ESP is one of the considerations of the needs and benefits for motorcycle consumers in Indonesia to determine the decision to buy a motorcycle vehicle to meet the needs of transportation in everyday activities.

Consumer purchasing intention on a product is basically closely related to consumer behavior. According to Amstrong et al Amstrong, 2012:14 the purchase intention-making process is the stage where the consumer actually purchases the product. For measuring the purchasing decision, Amstrong et al Amstrong 2012:14 mentioned that the purchase intention process consists of five stages: introduction needs, information search, and evaluation of alternatives, purchase intention and behavior after purchase. Several factors affecting purchasing decisions are brand image, product, price, and promotion. According to Kotler & Armstrong (2008:154) said that product image is a potential strategic weapon to beat competitors. So only the company with the best product image will grow rapidly, and in the long run the company will be more successful than the other company.

Not only the brand that is already legendary in the Indonesian market Honda is also in demand by the Indonesian community because of the variation of Honda motorcycles choice more choice in every type and type of motorcycle, in the sale of each motorcycle unit

Honda also many cooperate with financial aid services institutions or credit services with low down payment that greatly helps the consumer with varying interest rates. Price will greatly affect the sale of goods and services offered. In determining the price of PT. AHM uses strategies such as setting price according to market segment, price variation from product variant, competitive spare parts price, giving cash back to purchasing Honda motor, this can be done through FIF, Adira, and other financing services.

According to Kotler (2002: 160) the price is the amount of money charged or imposed on a product or service. The price of a product or service is the main determinant of market demand. Price is one of the important variables in marketing, where prices can influence consumers in making decisions to buy a product. Walukow at al (2014:68) entitled "The Influence of Product Image, Price, Promotion, and Location against Consumer's Purchase intention at Bentenan Center Sonder Minahasa" states that price has a positive and significant influence on purchasing decisions.

Being a major manufacturer and has been trusted by consumers in the motorcycle market in Indonesia this opportunity does not make honda satisfied so this thing is even used well by Honda to attract the hearts of Indonesia. starting in 2010 in the premier class of world-class motor racing championship Honda putting a "ONE HEART / ONE HEART" slog on each Honda HRC team motor used in MOTOGP's premier class.

According to Martin L. Bell in Private and Irawan (2005: 349) promotion is all types of marketing activities aimed at boosting demand. Whereas according to William G. Nikels in his book Private and Irawan (2005: 349) stated that promotion is the flow of information or one-way persuasion which is made to direct a person or organization to actions that create exchanges in marketing.

From the issues and previous studies as described above, this research is conducted in order to examine whether Brand Image, Product Image, Price, and Promotion have its own positive influence toward Consumer Purchase Intention of All New Honda Vario 150 ESP and further this research entitled **"BRAND IMAGE, PRODUCT IMAGE, PRICE, PROMOTION ON CONSUMER PURCHASE INTENTION OF ALL NEW HONDA VARIO 150 ESP : A STUDY OF ALL NEW VARIO 150 ESP PRODUCT OF PT ASTRA HONDA MOTOR"**.

LITERATURE REVIEW

Understanding marketing

Marketing management comes from two words of management and marketing. According to Kotler and Armstrong (2008:8) marketing is the analysis, planning, implementation, and control of programs designed to

create, build and maintain profitable exchanges with target buyers to achieve goals of the company. Management is the process of planning (planning), organizing (organizing), actuating (movement) and supervision. So it can be interpreted that marketing management is the analysis, planning, implementation, and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve marketing objectives.

Philip Kotler (2007: 6) defined marketing as an organizational function and a set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. Marketing according to Philip Kotler (2007: 6) is "A social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value to others".

Understanding Brand

Kevin Lane Keller (2013: 142) mentioned several criteria in the selection of brand elements. They are:

1. Memorable
It is a necessary condition for building brand image to achieve a high level of brand awareness. The brand element that supports the goal will impress and attract attention so as to make it easier to remember or be known in the purchase or consumption.

2. Meaningful
Brand elements should have a meaning, either with descriptive or persuasive content. The description of the meaning contained can be:
a. General information about the functionality of the product or service
b. Specific information about specific attributes and brand benefits.

3. Likeable
Consumers will usually look for a brand that can attract attention, where the brand can be liked visually, verbally, or in other ways.

4. Transferable
Elements can be transferred is a step in which brand elements can add brand equity to new products or new markets.

5. Adaptable
The existence of changes in consumer values and the existence of various opinions cause the brand must have the elements that can blend and adaptable. The easier the brand element is adaptable and flexible, the easier it is to update it. Example the logo and character can be given a new look or new design to make it appear more modern and relevant.

6. Protectable
The latter brand element can be protected in both the law of the map and in competition. Marketers must choose a legally protected brand element and formally register it with the appropriate legal entity and have a legitimate trade mark.

Brand is a product differentiator or service a company from a competitor product. Brands can make sure buyers will get the same image of goods if they buy back. For sellers, a brand is something that can be advertised and will be recognized by consumers when it is placed in a store window. In addition, brands also help sellers control their markets, because buyers do not want to be confused by one product with another product.

Brand Image

One Kotler & Keller (2012: 140) said that ″All companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible.″ If you look at these words, all companies are trying to create a good and strong brand image with creating a brand as unique as possible that can be beneficial. Biel, (2004:62) in Sulistyari (2012: 44) mentioned that there are indicators that form the brand can be described as having three contributing sub images:
1. Corporate image
2. User's image
3. Product's image

Product Image

Kotler & Armstrong (2008:348) said that product image is a potential strategic weapon to beat competitors. So only the company with the best product image will grow rapidly, and in the long run the company will be more successful than the other company.

Product Image is defined as the overall evaluation of the customer for the good of the goods or services (Mowen and Minor, 2002:27). In the current tight competition, the company is required to offer a image product with more value, competitors. Product is one of the factors that buyers consider before buying a product. The company must have good image or in accordance with the price offered when selling products or services in running a business..

Price

According to Kotler (2002: 160) the price is the amount of money charged or imposed on a product or service. The price of a product or service is the main determinant of market demand. Price is one of the important variables in marketing, where prices can influence consumers in making decisions to buy a product. Walukow at.al (2014:28) entitled "The Influence of Product Image, Price, Promotion, and Location Against Consumer's Purchase intention at Bentenan Center Sonder Minahasa" states that price has a positive and significant influence on purchasing decisions.

In order to succeed in marketing a good or service, every company should set its price appropriately. Price is the only element of the marketing mix that

provides income or income for the company, while the other three elements (product, distribution, and promotion) lead to cost expenditure). In addition, price is a marketing mix element that is flexible, meaning that it can be changed quickly (Tjiptono, 2008:54). From a marketing standpoint, the price is a monetary unit or other measure (including other goods and services) ownership or use of any good or service (Tjiptono, 2008:54).

Promotion

According to Martin L. Bell in Private and Irawan (2005: 349) promotion is all types of marketing activities aimed at boosting demand. Whereas according to William G. Nikels in his book Private and Irawan (2005: 349) promotion is the flow of information or one-way persuasion which is made to direct a person or organization to actions that create exchanges in marketing.

According to Tjiptono (2002:62) promotion is: "Marketing activities that seek to disseminate information, influence or persuade and remind target markets of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned". From the description of the definition of promotion according to some experts above, it can be concluded that the promotion is an activity undertaken by the company by way of affecting consumers directly or indirectly to increase sales

turnover through the creation of exchanges in the marketing of goods.

Purchase Intention

Consumer purchasing Intentions on a product is basically closely related to consumer behavior. According to amstrong et al (amstrong, 2012:138) the purchase intention-making process is the stage where the consumer actually purchases the product. for measuring the purchasing Intention, Amstrong et al (amstrong 2012:138) mentioned that the purchase intention process consists of five stages: introduction needs, information search, evaluation of alternatives, purchase Intention and behavior after purchase.

In the buying decision, there are consumer behavior that influences it. Kotler & Keller (2012: 151) defined consumer behavior as, "The study of how individuals, groups, and organizations select, buy, use, and dispose of goods needs and wants." this can be interpreted as consumer behavior is a science that learns about how individuals, groups, and organizations in choosing, buying, using, and disposing of goods, services, ideas, or experience to meet their needs and desires. From these behaviors, to meet the needs of consumers will take action ie the purchase. But in the buying decision process, there are factors that influence consumer behavior. The are:

1.   Cultural Factors

a. Culture

b. Subculture

c. Social class

2. Social Factors

a. Group

b. Family

c. Roles and Status

3. Personal Factors

a. Age and Life Cycle

b. Work

c. Economic Situation

d. Lifestyle

e. Personality and Self Concept

4. Psychological Factors

a. Motivation

b. Perception

c. Learning

d. Confidence and Attitude

Research Hypotheses

H1: Brand image variable positive influence on purchasing intention.

H2: product image positive influence on purchasing intention.

H3: Price variable has a positive influence on purchasing intention..

H4: Promotion variable has a influence on purchasing intention..
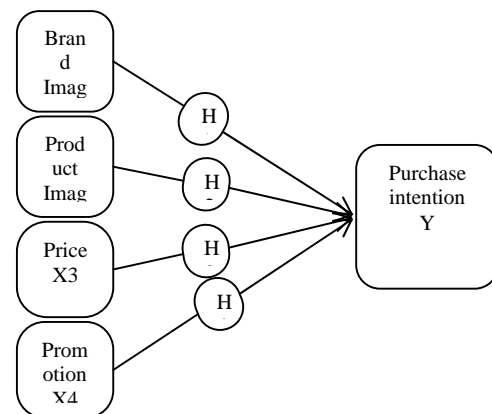
The Hypothesis Model will be shown in Figure 1.

Figure 1. Hypothesis Model

RESEARCH METHOD

Based on the explanation related to the research problems and objectives which are previously mentioned, this research uses quantitative approach. The type of this research is an explanatory research with survey technique. The population of this research is the consumer of Honda Vario in Madiun city who currently lives in Madiun and already buy Honda Vario. The research was conducted by distributing 150 questionnaires to Pokémon GO player in Malang City. In this research, the sampling technique used is the non-probability sampling with purposive approach. In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects (Sekaran 2003:276). Data processing

method used in this research is multiple regression method.

RESEARCH RESULT

Validity Test

Test validity is a measure that indicates the levels of validity and the validity of an instrument. Validity testing can be done by correlating each factor or variable with total factor or variable with using the correlation (r) product moment. Testing criteria to accept or reject the hypothesis of a valid statement or cannot be done by:
H0: r = 0, there are no valid data on the error rate ( ) of 5%. H1: r 0, there is valid data in the error rate ( ) of 5%. The sig. r of the items in question are smaller than 0.05 (= 0.05), which means that each item is a valid variable, so it can be concluded that these items can be used to measure the research variables.

Reliability Test

Reliability test showed the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent of relatively consistent measurements when the measurements were taken. This test is used to determine the extent to which someone answers consistent or stable over time. Reliability testing technique is to use alpha reliability coefficient. Criteria for decision-making is when the value of alpha reliability coefficient greater than 0.6 then the variable is already reliable (reliable). The value of the Cronbach alpha for all of the variables is greater than 0.6. Of provisions previously mentioned then all the variables used for the study has been reliable.

Normality Test Result

This test is performed to determine whether the value of the residual scattered normal or not. The test procedure is done with the Kolmogorov-Smirnov test, with the following provisions:

H_0: residuals normal spread
H_1: no residual normal spread
If **sig.** (P-value)> H0 accepted, which means normality is met.

Table 1 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.73176539
Most Extreme Differences	Absolute	.072
	Positive	.050
	Negative	-.072
Kolmogorov-Smirnov Z		.877
Asymp. Sig. (2-tailed)		.425

a. Test distribution is Normal.
b. Calculated from data.

Multicolinearity Test

Table 2 Multicolinearity

Variable Independent	Collinearity Statistics	
	Tolerance	VIF
X1	0.660	1.515
X2	0.495	2.022
X3	0.412	2.428
X4	0.645	1.550

Multicolinearity test is performed to determine that it does not happen very strong connection occurs or not perfectly linear relationship or it can also be said that among the independent variables are not related. How the test is to compare the value of Tolerance obtained from multiple regression calculation, if the value of tolerance <0.1 then there Multicolinearity.

The test results found that overall tolerance values > 0.1 so that it can be concluded multicollinearity between independent variables. Thus the absence of Multicolinearity assumption can be fulfilled.

Heteroscedasticity Test

Heteroscedasticity test is used to determine whether there is ineimage deviation residual value due to the amount of value one independent variable or the different value of variance with the increasing value of the independent variable. The test procedure is done with test scatter plot.

From the test results are obtained that spreads scatterplot diagram display and do not form a specific pattern then there is no heteroscedasticity, so it can be concluded that the residual variance has a homogeneous (constant) or in other words there are no symptoms of heteroscedasticity.

Figure 2 Heteroscedasticity Test
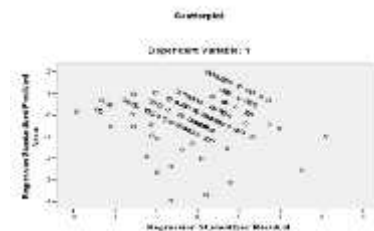
Linearity Test

The Linearity data refer to the standard value of residual observations and the standard residual value expectations to form lines that are scattered far from the regression line. Linearity test data is done by analyzing data in the form of normal probability plots for residual standard. With this analysis technique can be seen the extent to which the values of Y observations relating to the value of certain X normally distributed around the Y predictions and form a linear line. In addition to testing the linearity use statistical calculations t, with a note if p <0.05, then the data is considered to be linear, or if the value of p> 0.05, then the data is not linear.

Based on the results, it can be concluded that the assumption of linearity of research data has been qualified for all $p < 0.05$. Fulfilled with the entire classical regression assumptions above, it can be said regression analysis model used in this research is already eligible or appropriate. In order to take the interpretation of the results of the regression analysis that has been done.

Multiple Regression Analysis

Multiple linear regression analysis is used to analyze the relationship and influence between a dependent variable of two / more independent variables. then performed multiple linear regression analysis between the following variables: Brand Image (X1), Product Image (X2), Price (X3), and Promotion (X4) of the Customer Purchase Intention (Y). In which the equation is

Y = 0,235 X1 + 0,213 X2 + 0,317 X3 + 0,149 X4

In the formula abaoce, the dependent variable whose value would be predicted by the independent variable. In this study, the dependent variable is the Customer Satisfaction whose value would be predicted by the variable Brand Image (X1), Product Image (X2), Price (X3), and Promotion (X4).

Table 3 Multiple Regression Analysis Result

Variable Dependent	Variable Independent	Not Standard Coefficients	Standardized Coefficients	t	Sig.	Adjective
		B	Beta			
Y	(Constant)	0.133		0.082	0.935	
	X1	0.163	0.235	3.448	0.001	Signified
	X2	0.143	0.213	2.706	0.008	Signified
	X3	0.323	0.317	3.671	0.000	Signified
	X4	0.164	0.149	2.162	0.032	Signified

Alfa :	5%		
R :	0.746		
R Square :	0.556		
Adjusted R Square :	0.544		
F Count :	45.390	F Table :	2.434
		t Table :	1.976
Sig. F :	0.000		

Determinant Coefficient (Adjusted R^2)

The level of accuracy of a line can be determined from the size of the coefficient of determination or R^2 coefficient. The coefficient of R^2 in the regression analysis can be used as a measure to declare a match regression line obtained. The greater the value of R^2, the stronger the ability of the regression model obtained to explain the actual conditions. The ability of the regression line explains the

variations that occur in the Y shown in the coefficient of determination or R^2 coefficient.

Based on the result, it explains that the value of the coefficient R that shows the relationship between the dependent variable and independent variables. In this study, the magnitude of the variable Brand Image (X1), Product Image (X2), Price (X3), and Promotion (X4) against Customer Satisfaction is of 0.544 indicating a strong relationship or influence.

Hypothesis Test

The regression model that has been obtained beforehand tested both simultaneously and partially, regression model testing simultaneously performed using the F test or ANOVA and partial regression model testing performed by t test.

In the F test, the result concluded that H_0 rejected and H_a accepted, meaning that there are simultaneous influences between Brand Image (X1), Product Image (X2), Price (X3), and Promotion (X4) of the Customer Purchase Intention (Y).

Partial regression model testing is used to determine whether each independent variable regression models forming individually have a significant effect on the variable Y or not. t Test result is each of independent variable have significant effect on the dependent variable.

Dominant Test

To determine the independent variables that most influence on Y variables, can be done by comparing the regression coefficient ( ) between the variables with one another. The independent variables were the most dominant influence on Y variable is variables that have the greatest regression coefficient. Result is shown on table 3.

The variable Price (X3) is a variable that has the greatest regression coefficient. That is, the variable Y is more influenced by variables Price (X3) than any other variable. Variable coefficient which is owned by Price (X3) is positive, it indicates a unidirectional relationship so that it can be concluded that the better the variable Price (X3) then the increase Customer Purchase Intention (Y).

CONCLUSION AND SUGGESTION

This research is conducted to know which variables have influence on Purchase intention. In this study the independent variables used are Brand Image (X1), Product Image (X2), Price (X3), Promotion (X4) variables while the dependent variable used is Purchase Intention (Y).

Based on the calculation of multiple linear regression analysis, it can be seen:

1. The effect simultaneously (together) of each independent

variable to Purchase intention is done by F-test. From the results of multiple linear regression analysis obtained free variables have a significant influence simultaneously to Purchase intention. So it can be concluded that the testing of the hypothesis which states that the influence of simultaneously (independent) independent variable to Purchase intention variable can be accepted.

2. To know the effect of individual (partial) independent variable (Brand Image (X1), Product Image (X2), Price (X3), Promotion (X4) to Purchase intention done by t-test. Based on the test results found that there are three variables that have significant influence on Purchase intention of Brand Image (X1), Product Image (X2), Price (X3), Promotion (X4).

3. Based on the t test results found that the variable Price has a value of t arithmetic and the largest beta coefficient. So the Price variable has the strongest influence compared with other variables then Price variable has a dominant influence on Purchase intention.

Based on the above conclusions, can be put forward some suggestions that are expected to benefit the company and for other parties. The advice given, among others:

1. It is expected that the company can maintain and improve the image of the Price, because the variable Price has a dominant influence in influencing Purchase intention, among which is to take into account the ability of people's purchasing power, provide prices according to the value of product image, give discounts, give price options, the price according to the existing market that can affect the ability and willingness of people's purchasing power so that Purchase intention will increase.

2. Given the independent variables in this study is very important in influencing Purchase intention is expected the results of this study can be used as a reference for further researchers to develop this study by considering other variables that are other variables outside the variables that have been included in this study .

Give reference for further research to develop this research by considering other variables that are other variables outside variables that are included in this study.

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