

# The Effect Of Price, Product Quality And Brand On Gs Astra Battery Purchase Decision At Pt Capella Patria Utama Medan

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## ABSTRACT

The purpose of this study is to determine the effect of price, product quality and brand on purchasing decisions for GS Astra Batteries at PT Capella Patria Utama Medan. Consumers are interested in buying GS Astra Batteries by looking at the packaging, shape, and color because of the many imitation products, and the Astra Otoparts logo on the packaging will differentiate and attract consumers to buy GS Astra Batteries. The population in the study were consumers of PT Capella Patria Utama Medan from February to June 2023 totaling 356 people and the sample used the Slovin formula with a total of 188 people. The research method applies multiple linear regression analysis techniques. The results of the study are that the price variable partially has no positive and insignificant effect on purchasing decisions at PT Capella Patria Utama Medan. The product quality and brand variables partially have a positive and significant effect on purchasing decisions for GS Astra batteries at PT Capella Patria Utama Medan. The price, product quality and brand variables simultaneously have a positive and significant effect on purchasing decisions for GS Astra batteries at PT Capella Patria Utama Medan.

**Keywords:** Price, Product Quality, Brand, Purchase Decision

## INTRODUCTION

In this very sophisticated era, competition between products, both goods and services, is unavoidable. This applies even in the automotive industry. This is what causes competition between similar companies to meet the demand for car consumers in Indonesia. This is why every battery company tries its best to meet customer needs, especially for motorcycles, with the aim of making customers satisfied. In the midst of the development of the two-wheeled vehicle industry, many motorbikes from other brands use batteries, and because new motorbike batteries must be replaced with new batteries automatically, the demand for batteries will increase.

License from the first battery manufacturer in Japan, Japan Storage Battery Co. Ltd. GS Astra batteries are made by considering performance, features, specification compliance, durability, reliability, service, perceived quality, and aesthetics. Consumers are interested in

buying GS Astra batteries by looking at the packaging, shape, and color because of the many imitation products, and the Astra Otoparts logo on the packaging will differentiate and attract consumers to buy GS Astra batteries.

By achieving QS 9000 and ISO 9001 certification from SGS Certification Body, which is a standard recognition for the quality and design of PT. GS Battery products, PT. GS Battery has become a leader in the automotive component industry in the 2000s. In addition, PT. GS Battery has received a quality certificate from Storage Battery Co., Ltd. from Japan. The location of three factories in Sunter, Karawang, and Semarang ensures consistent availability of goods.

Having a reputation as a provider of genuine 2-wheel spare parts for various brands such as Honda, Yamaha, Suzuki, Vespa, Kawasaki, and GS Battery, they provide various types of batteries that cover all types of motorbikes available in Indonesia. They provide dry type batteries (without maintenance) for cub and matic motorbikes (GTZ5S), grand motorbikes (GM5Z-3B MF), satria fu motorbikes (GTZ7S), vario 125 motorbikes (GTZ6V), klx motorbikes (GTZ8V), and Kits for tiger motorbikes.

Although PT Capella Patria Utama Medan is well-known and a market leader, the company is experiencing several problems. One of them is a decline in sales in 2022 caused by competitors, uncompetitive prices, and excessively high prices from other battery products. In addition to price, brands also affect sales: GS Astra Batteries saw sales decline in 2017 due to the lack of brands and poor product quality.

## **LITERATURE REVIEW**

### **The Influence of Price on Purchasing Decisions**

According to Utami (2016:4), Price is a very important thing that consumers pay attention to when buying a product or service. If consumers feel that the price offered is suitable, they will tend to make repeat purchases for the same product. This is in accordance with the production concept which states that consumers prefer low-priced products. According to Mulyadi (2022:512), the size of the price set will greatly influence consumers to buy the product as expected.

### **The Influence of Product Quality on Purchasing Decisions**

According to Utami (2016:4), if the quality of the product produced is good, customers tend to make repeat purchases. According to Romdonny and Rosmadi (2018:87), the elements of product quality that are considered important by consumers and are used as purchasing decisions include brands, packaging, warranties and services.

### **The Influence of Brands on Purchasing Decisions**

According to Sanjaya (2015:120) Brands are related to purchasing decisions because brands can simplify decision making and reduce the risk of purchases becoming invaluable. According to Romdonny and Rosmadi (2018:87) stated that the better the brand image of a product or service, the stronger the consumer's belief in the product and encourages the desire to make a purchasing decision. According to Huda (2020:34) stated that the better the brand can increase purchasing decisions

## **METHODS**

The research method used is quantitative descriptive research. Quantitative descriptive research is research that aims to describe or describe the properties (characteristics) of a condition or object of research carried out through the collection and analysis of quantitative data and statistical testing (Umar, 2017: 112). According to Sugiyono (2018) This type of research uses associative research, namely research that aims to determine the relationship between two or more variables. According to Sugiyono (2018), the nature of the research used for this study is descriptive explanatory, which intends to study the causality of many variables which describe certain sign accounts. The population of this study were consumers of PT Capella Patria Utama Medan in February to June 2023 totaling 356 people. The sampling method in this study is: with the probability sampling method, because the population studied is known in number. The sampling technique used is accidental sampling. Accidental sampling is a sampling determination technique based on coincidence, namely consumers

who accidentally/incidentally meet researchers can be used as samples, if the person who happened to be met is considered suitable as a data source. The sample criteria studied were: consumers of PT Capella Patria Utama Medan. In this study, accidental sampling with the Slovin formula was used because not all consumers were studied due to time constraints. So the research sample in this study was 188 respondents,

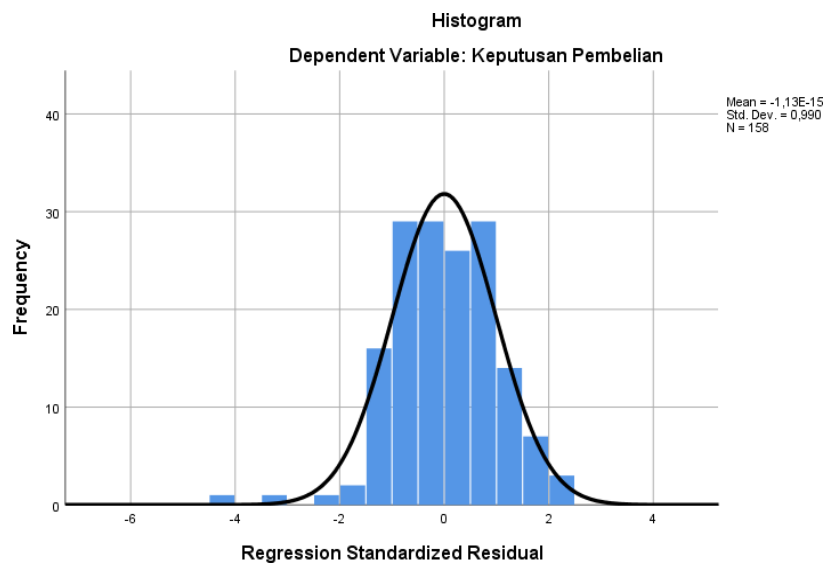
where 30 respondents were taken from outside the sample as a validity and reliability test sample, while 158 respondents were taken for testing the research sample.

## RESULTS

### Normality Test

A normality test is a statistical process used to determine whether a data set is well-modeled by a normal distribution (also known as a Gaussian distribution) or whether it significantly deviates from it. The normal distribution is a fundamental concept in statistics, characterized by its bell-shaped curve, symmetric about the mean, and defined by specific parameters: mean and standard deviation.

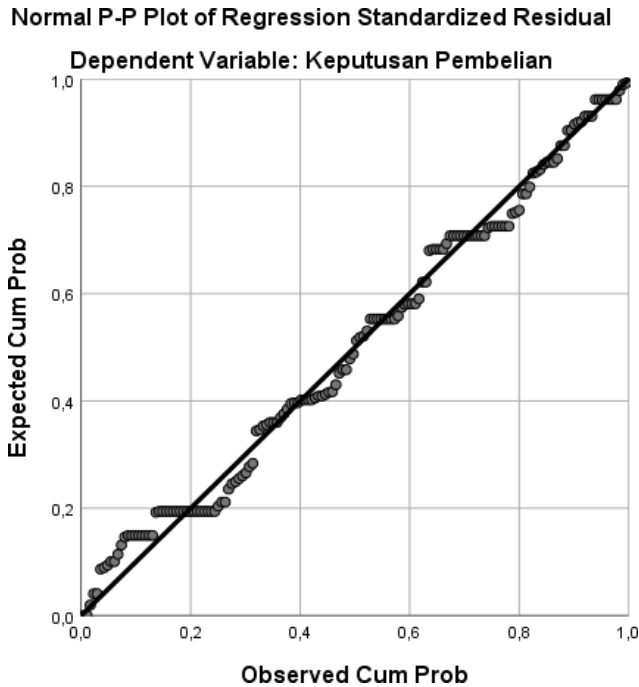
**Figure 1. Histogram**



Source: Research Data, 2024 (Processed)

The histogram illustrates a bell-shaped, symmetrical curve, indicating that the data is normally distributed and meets the assumption of normality.

**Figure 2. Normal Probability Plot of Regression**



Source: Research Data, 2024 (Processed)

The plot shows data points scattered around the diagonal line, closely following its pattern. This suggests that the residuals of the regression model are normally distributed.

**Table 1. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		158
Normal Parameters <sup>a,b</sup>	<u>Mean</u>	,0000000
	Std. Deviation	4,22489094
Most Extreme Differences	<u>Absolute</u>	,068
	Positive	,057
	Negative	-,068
Test Statistic		,068
Asymp. Sig. (2-tailed)		,072 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Data, 2024 (Processed)

The table indicates a significance value of 0.072, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed.

### Multicollinearity Test

The results of the multicollinearity test are shown in table below:

**Table 2. Multicollinearity Test (VIF Results)**

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	Price (X <sub>1</sub> )	,859	1,164
	Brand quality (X <sub>2</sub> )	,798	1,253
	Brand (X <sub>3</sub> )	,872	1,147

a. Dependent Variable: Keputusan Pembelian

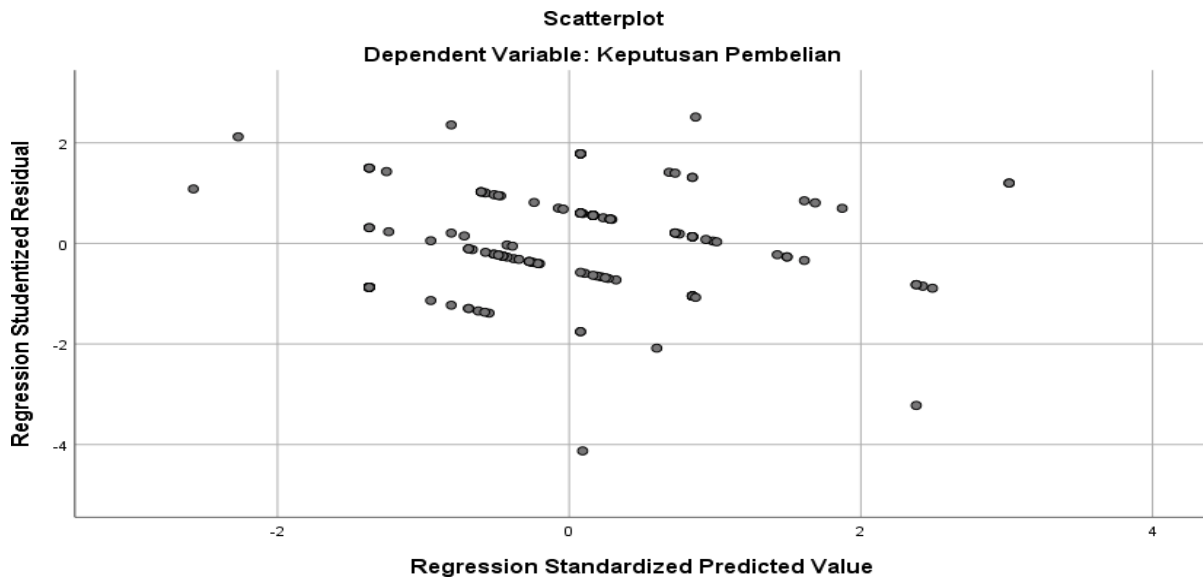
Source: Research Data, 2024 (Processed)

All variables have tolerance values > 0.1 and VIF values < 10, indicating that there is no multicollinearity problem in this study.

### Heteroscedasticity Test

The results of the heteroscedasticity test are shown in table below:

**Figure 3. Scatterplot**



Source: Research Data, 2024 (Processed)

The scatterplot shows points randomly distributed above and below the Y-axis without forming a specific pattern. This indicates the absence of heteroscedasticity in the regression model, confirming its suitability for predicting purchase decisions based on the independent variables.

**Table 3. Park Method Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,266	1,031		2,197	,031
	Price	,034	,027	,159	1,281	,204
	Brand quality	-,041	,029	-,185	-1,450	,151
	Brand	-,033	,022	-,174	-1,503	,137

a. Dependent Variable: LN\_RES Source: Research Data, 2024 (Processed)

Park test score with price significance number with significant value at 0.204. Park test value of product quality with significant value at 0.151. Park test value of brand with significant value at 0.137. This does not occur heteroscedasticity in the regression model so that the regression model is suitable for use in this study, because the significance of price, product quality and brand is > 0.05 statistically.

### Multiple Linear Regression

The results of multiple linear regression analysis are presented in table below:

**Table 4. Multiple Regression Coefficient Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,417	3,133		5,240	,000
	Price	,039	,083	,035	,466	,642
	Brand quality	,183	,091	,155	2,018	,045
	Brand	,399	,067	,438	5,958	,000

a. Dependent Variable: Keputusan Pembelian Source: Research Data, 2024 (Processed)

The regression equation is:

$$Y = 16,417 + 0,039 \text{ Price} + 0,183 \text{ Brand quality} + 0,399 \text{ Brand}$$

- a. Constant value (a) of 16.417 units means that price, product quality and brand have an effect on the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan of 16.417 units

- b. The regression coefficient of the price variable (b1) is 0.039 units. This proves that an increase of one unit in price will cause an increase in the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan of 0.039 units.
- c. The regression coefficient of the product quality variable (b2) is 0.183 units. This proves that an increase of one unit in product quality will cause an increase in the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan of 0.183 units.
- d. The regression coefficient of the brand variable (b3) is 0.399 units. This proves that an increase of one unit in brand will cause an increase in the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan of 0.399 units.

**Coefficient of Determination (R<sup>2</sup>)**

The results of coefficient of determination analysis are presented in table below:

**Table 5. Coefficient of Determination Results Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,524 <sup>a</sup>	,274	,260	4,26584

a. Predictors: (Constant), Brand, Price, Brand quality

b. Dependent Variable: Keputusan Pembelian Source: Research Data, 2024 (Processed)

The results of the determination coefficient test are the adjusted R Square is 0.260, then price, product quality and brand influence the decision to purchase GS Astra batteries at PT Capella Patria Utama Medan by 26% while the remaining 74% is influenced by other factors not examined in this study such as service quality and loyalty.

**Simultaneous Hypothesis Testing (F-Test)**

The results of simultaneous hypothesis testing analysis are presented in table below:

**Table 6. F-Test Results ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1058,457	3	352,819	19,388	,000 <sup>b</sup>
	Residual	2802,403	154	18,197		
	Total	3860,861	157			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand, Price, Brand quality Source: Research Data, 2024 (Processed)

The Fcount value is 19.388 with a significance level of 0.000. While Ftable at a confidence level of 95% ( $\alpha = 0.05$ ) is 3.05, because Fcount > Ftable or 19.388 > 3.05 with a significance of 0.000 < 0.05. This proves that price, product quality and brand simultaneously influence the decision to purchase GS Astra batteries at PT Capella Patria Utama Medan.

**Partial Hypothesis Testing (t-Test)**

The results of partial hypothesis testing analysis are presented in table below:

**Table 7. t-Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,417	3,133		5,240	,000
	Price	,039	,083	,035	,466	,642
	Brand quality	,183	,091	,155	2,018	,045
	Brand	,399	,067	,438	5,958	,000

a. Dependent Variable: Keputusan Pembelian Source: Research Data, 2024 (Processed)

- a. Price variable with tcount value (0.466) and ttable (1.97539) then the result is tcount < ttable and significant value 0.642 > 0.05 which concludes that price partially has no positive and insignificant effect on the decision to purchase GS Astra batteries at PT Capella Patria Utama Medan.
- b. Product quality variable with tcount value (2.018) and ttable (1.97539) then the result is tcount > ttable and significant value 0.045 < 0.05 which concludes that product quality partially has a positive and significant effect on the decision to purchase GS Astra batteries at PT Capella Patria Utama Medan.
- c. The brand variable with the calculated t value (5.958) and t table (1.97539) then the result is tcount > t table and the significant value is 0.000 < 0.05 which concludes that the brand partially has a positive and significant effect on the decision to purchase GS Astra batteries at PT Capella Patria Utama Medan.

## DISCUSSION

### The Influence of Price on Purchasing Decisions

The results of the price variable hypothesis (X1) prove that price partially has no positive and insignificant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. This can be seen from the value of the t count (0.466) and t table (1.97539) then the result is T count < t table and the significant value is 0.642 > 0.05. The results of this study are not in line with Tjiptono's theory (2018:151), price is an amount of money (monetary units) and other measures (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods and services. The conclusion of this study is that price partially has no effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. This can be seen from the higher the price, the less consumers will purchase GS Astra batteries. Because price is closely related to purchasing decisions. At a certain price level, if the benefits felt increase, then the value will also increase. If the perceived value of the customer is higher, it will create a purchasing decision for the consumer. This means that if the product has benefits and is rare and in accordance with consumer desires, consumers will decide to buy the product.

### The Influence of Product Quality on Purchasing Decisions

The results of the product quality variable hypothesis (X2) prove that product quality partially has a positive and significant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. This can be seen from the value of the t count (2.018) and t table (1.97539) then the result is T count > t table and the significant value is 0.045 < 0.05. The results of this study are in line



with the theory of Kotler and Armstrong (2019:342), Product Quality is something that can be offered to the market to be considered, owned, used, or consumed which can satisfy desires and needs. The conclusion of this study is that product quality partially affects the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. This is because the higher the quality of the product, the more consumers will make purchasing decisions. If consumers have good information about product quality including benefits, durability, reliability, accuracy, ease, operation, and repair and compare the quality with the cost burden that consumers must pay as a replacement.

### **The Influence of Brand on Purchasing Decisions**

The results of the brand variable (X3) prove that the Brand has a partial positive and significant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. This can be seen from the value of the t count (5.958) and t table (1.97539) then the result is T count > t table and the significant value is  $0.000 < 0.05$ . The results of this study are in line with the theory of Kotler and Keller (2017:144) defining Brand as a name, term, symbol, sign, design, or a combination of these things. The conclusion of this study is that the brand has an effect on Purchasing Decisions. This means that the better the brand can increase consumer purchasing decisions. GS Astra is able to become a good local battery brand and a positive image so that it is able to dominate its market share.

### **The Influence of Price, Product Quality and Brand on Purchasing Decisions**

The results of this study prove that price, product quality and brand simultaneously influence the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan. This can be seen from the significant value of  $0.000 < 0.05$ . The results of the determination coefficient test are the amount of adjusted R Square is 0.260, so price, product quality and brand influence the purchasing decision of GS Astra batteries at PT Capella Patria Utama Medan by 26% while the remaining 74% is influenced by other factors not examined in this study such as service quality, consumer satisfaction.

## **CONCLUSION**

The conclusions that researchers can draw from the results of this study show that the price variable partially has no positive and insignificant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. The product quality variable partially has a positive and significant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. The brand variable partially has a positive and significant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan. The price, product quality and brand variables simultaneously have a positive and significant effect on the purchase decision of GS Astra batteries at PT Capella Patria Utama Medan.

## **LIMITATION**

One of the limitations in this study is the respondents who are less diverse because the distribution of questionnaires was only taken from a few respondents. Furthermore, it is expected that the following research will be able to expand the scope of its area, for example all automotive sparepart products. In addition, due to time, energy and cost limitations, this study only took 158 respondents as samples. Thus, for further research it is expected to increase the number of respondents so that it can better represent the actual situation.

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