



The Effect Of Service Quality And Price On Purchasing Decisions For Honda Genio Motorbikes At PT Nusantara Surya Sakti In Kubu Raya

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ABSTRACT

This study aims to determine whether there is a relationship between quality and price on purchasing decisions. With a data collection strategy using a questionnaire and a sample size of 100 respondents, this study uses an associative methodology. Respondents are consumers who buy Honda Genio Motorbikes aged 17-50 years. The statistical methods used in the analysis include: multiple linear regression, correlation coefficient and determination, simultaneous test (F test), and partial test (t test). The data were linear, normally distributed, and showed no signs of multicollinearity; these findings were confirmed by the standard assumption tests. The variables have a strong relationship with each other, as indicated by the correlation value of 0.842. Based on the coefficient of determination (R²) value, the variables included in this study contributed 71.0% to the purchase decision, while the remaining 29% was influenced by other factors not included in this study. The study shows that service quality and price have a significant influence on purchasing decisions.

INTRODUCTION

With their efficient design, low running costs, and incredible versatility, motorcycles are still very relevant as a modern way of transportation. In many developing countries, motorcycles are the main vehicle for daily mobility, transporting goods, and even earning money. Kotler & Armstrong (2016) is the logic of marketing where companies hope to create value for customers and can achieve profitable relationships with customers. PT Nusantara Surya Sakti Kubu Raya which is located at Jl. Adi Sucipto KM 05 No 3-4 Kubu Raya. PT Nusantara Surya Sakti was established in Kubu Raya on September 16, 2001. PT Nusantara Surya Sakti (NSS) Kubu Raya is one of the authorized branches of the PT Nusantara Surya Sakti network which focuses on the sale and after-sales service of Honda motorbikes.

The quality of service at PT Nusantara Surya Sakti by instilling trust in customers involves several key aspects. Customer satisfaction is often influenced by service efficiency, staff attitude, and their ability to answer questions and solve problems, responsiveness to complaints and consumer needs. Not only that, PT Nusantara Surya Sakti also provides services such as providing drinks, and providing a comfortable place for consumers who want to buy motorbikes so as to improve the consumer experience. As for some of the pricing policies implemented at PT Nusantara Surya Sakti, namely the complete list of motorcycle prices presented to consumers and special offers or seasonal discounts such as discount promos every month so that with a good pricing policy PT Nusantara Surya Sakti can not only attract consumer attention but also increase customer satisfaction.

Research by Denny et.al (2017) states that service quality has a positive effect on purchasing decisions. It was also found in the research of Mukti et.al (2021) that service quality has a positive and significant effect on purchasing decisions. In making purchasing decisions, consumers see the price offered, whether it matches the quality of the product issued or not. Products with good quality will sell well in the market even though the price is quite high. But on the other hand, if the product is of poor quality, consumers will think twice about buying the product (Ashal, 2015). In Thadsyah & Batu's research (2022) that price has a positive and significant effect on purchasing decisions. This statement is also proven in Suharlina's research (2023) that price has a partial and significant effect on purchasing decisions. Price is the value perceived by buyers about the price of a product. Consumers often consider price as the main factor that determines the value of an item, which has a major impact on their decision to buy the item (Octaviona, 2016). Resty (2022) found that price perceptions influence consumer choices to eat at restaurants and cafes in Manado. A positive price perception, where the buyer feels that the price of the product is comparable to its quality, can increase the desire to buy the product. According to Homburg et al. (2019), good price perception can increase purchase intention and customer satisfaction.

According to research conducted by Grewal et al. (2018), there is a greater tendency for customers to buy goods that they perceive to have value comparable to the price. To increase excellence, service quality and price have become part of the business process. Any organization that believes that its products must compete in the market to meet the requirements and desires of customers must take this important decision. The level of customer fulfillment with an item will depend on the actual quality of the item because the tendency of buyers to consider the quality of goods is growing. Kurriwati (2016) Buyers usually look for complete data about the items they want to buy before deciding to buy (Marpaung, 2020).

LITERATURE REVIEW

Purchasing Decisions

Kotler & Keller (2016) state that purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, or experiences satisfy their needs and wants. Kotler & Armstrong (2016) state that purchasing decisions are a form of selection and interest in buying the most preferred brand among a number of different brands. According to Indrasari (2019), purchasing decisions are an integration process in which knowledge is combined to choose one of two alternative behaviors.

- H1 : Quality of Service and price affect the purchase decision.

Service Quality

Service quality, according to Tjiptono (2019) is defined as the level of service that can be provided in accordance with customer expectations. The quality of service or service focuses on efforts to fulfill the needs and desires of customers and the accuracy of their delivery to balance customer needs and desires. According to Lupiyadi (2013), service quality is a combination of

properties and characteristics that determine the extent to which the output can meet the requirements of customer needs, so that customers determine and assess how far these properties and characteristics meet customer needs.

Reliability, responsiveness, assurance, empathy, and physical evidence are the main metrics that can determine service quality. Meeting customer needs and requirements and meeting customer expectations in a timely manner can be defined as service quality. According to research conducted by Mukti et.al (2021), service quality has a positive and significant impact on buyer decisions.

- H2 : Service Quality affects Purchasing Decisions

Price

The easiest component of the exhibition system to change is price, according to Kotler & Keller (2016). Exchanges, channels, and item highlights take a lot of time. Price is typically thought of as the value that must be sacrificed to have the choice to claim, use, or use goods and services to get fulfillment. Consequently, clients tend to reason that on the off chance that costs are extremely high, they normally anticipate higher worth, which impacts their discretion. On the off chance that costs are too high, the association is thought to be unfriendly or fraudulent, and on the off chance that costs are too low, the association might question the quality of the association's administrations (Putranto & Rusmiati, 2018).

According to (Tjiptono & Fandy, 2015) the price dimension consists of price affordability, price competitiveness, price compatibility with product quality, and price compatibility with benefits. According to Indrasari (2019), price is the amount of money or value given to a product or service for the amount of value that consumers exchange for price benefits. This is true for poor countries, but over the past ten years, non-price factors have become more important in buyer choice.

- H3 : Price affects Purchasing Decisions

METHODS

This research uses an associative approach. The aim is to determine the relationship between the variables Service quality (X1), Price (X2), and purchasing decisions (Y). Data was collected through the use of a questionnaire given to one hundred respondents with a Likert scale that included five different options. Consumers who purchased a Honda Genio motorcycle are the population of this study. There are various data analysis processes used to assess the data collected. Classical assumption test, multiple linear regression analysis, correlation analysis and coefficient of determination, and simultaneous F test and partial t test are some of the procedures included in this process. Data organization was done with IBM SPSS 25.

RESULTS

Validity Test

The validity test is carried out by calculating the correlation between the total score and each question or item. Furthermore, the calculated correlation value (r count) is compared with the r table value with a significance level (α) of 5% (0.05), where $df = (n-2) = 100-2 = 98$, so the r table can be seen in the table of product moment values at $df = 98$, which is 0.196.

The Cornbach Alpha method was used to conduct the reliability test. According to Siregar (2015), the criteria for research instruments are considered reliable when the coefficient (r_{11}) > 0.6.

Table 1 Validity And Reliability Test Results

Variabel	Item	R Count	Tabel R	Cronbach's Alpha
Service Quality	1	0.634	0,196	0,882
	2	0.716		
	3	0.670		
	4	0.691		
	5	0.662		
	6	0.736		
	7	0.608		
	8	0.558		
	9	0.432		
	10	0.307		
	11	0.670		
	12	0.691		
	13	0.662		
	14	0.608		
	15	0.558		
	16	0.432		
	17	0.307		
Price	1	0.715	0,196	0,717
	2	0.689		
	3	0.771		
	4	0.504		
	5	0.767		
Purchasing Decision	1	0.606	0.196	0,906
	2	0.595		
	3	0.490		
	4	0.878		
	5	0.544		
	6	0.550		
	7	0.834		
	8	0.730		
	9	0.580		
	10	0.715		
	11	0.826		
	12	0.859		
	13	0.702		

Source: Processed Data, 2025

Based on table 1, all data is considered acceptable if the calculated value (estimated correlation coefficient) exceeds the crucial value (rtable) given in the table. This ensures that the data collected from the survey is accurate. A reliable or consistent set of variables is sometimes defined as having a Cornbanch's Alpha value lower than 0.60. Thus, the results of this survey are consistent and can be further investigated for interpretation and analysis.

Multiple Linear Regression Analysis

Table 2 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.454	2.723		.990
	X1	.481	.092	.436	5.245
	X2	.463	.083	.464	5.592

Source: Processed Data, 2025

From the table above, the multiple linear regression equation can be arranged as follows:

$$Y = 2.454 + 0.481X1 + 0.463X2;$$

1. The constant (a) of 2.454 indicates that the Purchasing Decision (Y) is 2.454 if the Service Quality (X1) and Price (X2) variables are 0 (zero).
2. Furthermore, the regression coefficient value (b1) of the Service Quality variable is 0.481, which indicates that if the Service Quality variable is 0.454, the Purchasing Decision (Y) will be 0 (zero).
3. The regression coefficient value (b2) of the price variable is 0.463. This shows that purchasing decisions will increase by 0.463 units if the trust variable increases by 2 (two) units.

Simultaneous Test (F-test)

In this study, the simultaneous influence of the independent variables (service quality and price) on the dependent variable (decision to buy a Honda Genio motorcycle) was assessed using the F test. If the significance value is smaller than 0.05 and the calculated f value is higher than the f table value, the hypothesis is accepted. With $k = 2$ (number of independent variables) and $df = 98$ (number of samples minus the number of variables), the f table value is calculated as 3.09.

Tabel 3 ANOVA Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	94562.899	2	47281.449	118.473	.000 ^a
Residual	38711.741	97	399.090		
Total	133274.640	99			

Source: Processed Data, 2025

Considering that the table f value of 118.473 and the significance value of 0.000 are both less than 0.05, H1 is accepted and H0 is rejected, thus showing that service quality and price all have a significant impact on the purchase of Honda Genio motorcycles at the same time.

Partial Effect Test (t test)

The results of the partial test (t-test) in this study can be seen in Table 4 below:

Tabel 4 Partial Effect Test Result

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	2.454	.990	.325
Service Quality	.481	5.245	.000
Price	.463	5.592	.000
Dependent Variable: Purchasing Decision			

Source: Processed Data, 2025

The results of the Partial Test (t-test) can be described as follows: The calculated value of t for the service quality variable (X1) is 5.245, which is greater than the value of T table by 1.984, and its significance value is 0.000, which is less than 0.05. Thus, it can be concluded that the service quality variable (X1) gives a significant partial influence on the purchase decision (Y). Next, the calculated value of t for the price variable (X2) is 5.592, which is also greater than the value of 1.984 indicated, with a significance value of 0.000, which is less than 0.05. This shows that the price variable (X2) also has a significant partial influence on the purchase decision (Y).

Coefficient of Determination (R^2)

A value near one indicates that the independent variables provide nearly all of the information required to predict the dependent variable. The Coefficient of Determination (R^2) is a metric that quantifies the extent to which the model can account for changes in the dependent variable.

Tabel 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.710	.704	19.97724

Source: Research Data, 2025

The factors of service quality and price may account for 71,0% of the variance in purchase decisions, according to the data, which revealed a R Square value of 0.710. Other factors not covered in this study have an impact on the remaining 29,00%.

DISCUSSION

The Impact Of Service Quality And Price On Purchasing Decisions

Based on the results of hypothesis testing using a simultaneous test (F-test), a calculated F value of 118.473 was obtained, which far exceeds the F value in the table, which is 3.09. Moreover, the value of the significance obtained is 0.000, which is much less than 0.05. This indicates the simultaneous influence of Service Quality and price on purchasing decisions. The results of the F-test also indicate a positive relationship between the three variables. Thus, we can conclude that H1, which states that the quality of Service and Price have a positive and significant influence on the purchase decision, is acceptable.

The Impact Of Service Quality On Purchasing Decisions

Based on the results of hypothesis testing through a Partial Test (t-test), the value of service quality obtained is 5.245, which is higher than the set limit value, which is 1.984. Moreover, the value of the significance obtained is 0.000, which is clearly less than 0.05. These findings indicate a significant partial effect of service quality on customers. T-test results also indicate a positive relationship between the two variables. Therefore, it can be concluded that the second hypothesis (H2), which states that the quality of services has a positive and significant influence on the received improvement decisions, proved to be correct. This finding is in line with research conducted by Novitasari and Mauludi (2023), which previously found that service quality has a direct effect on purchasing decisions.

The Impact Of Price On Purchasing Decisions

Based on the results of hypothesis testing through a Partial Test (t-test), the value of price obtained is 5.592, which is higher than the set limit value, which is 1.984. Moreover, the value of the significance obtained is 0.000, which is clearly less than 0.05. These findings indicate a

significant partial effect of price on customers. T-test results also indicate a positive relationship between the two variables. Therefore, it can be concluded that the third hypothesis (H3) which states that the price has a positive and significant effect on the improvement decisions received proved to be correct. This finding is in line with research conducted by Rangkuti (2008) and Resty (2022) which highlight the importance of price perception in consumer purchasing behavior.

CONCLUSION

Based on the results of hypothesis testing and discussion in the study, it can be concluded that the quality of Service and price have a significant effect on purchasing decisions. Thus, the more quality of Service and affordable prices provided by PT Nusantara Surya Sakti in Kubu Raya to consumers, the purchase decision of Honda Genio motorcycles will increase.

SUGGESTION

There are several suggestions to consider after a thorough discussion and review. First, research should be continued to include additional variables that might influence other factors that influence purchasing decisions. Engaging in these activities will help gain a better understanding of the components that influence purchase decisions. In addition, increasing the sample size to include diverse individuals is important.

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