



The Effect of Price on the Purchase Decision of Yamaha Motorcycle Parts at Ryan Motor Stores (a case study in Lateri Village, Baguala District, Ambon City)

Sarah Aprilia Louw¹, Josef Papilaya², Geradin Rehatta³

¹ Universitas Pattimura, Indonesia

² Universitas Pattimura, Indonesia

³ Universitas Pattimura, Indonesia

Corresponding Author: Sarah Aprilia Louw, E-mail: sarahaprilialouw@gmail.com

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ABSTRACT

This research aims to determine whether there is an effect of profitability, transfer pricing and capital intensity with tax avoidance as the control variable both simultaneously and partially. This study listed the Property and Real Estate sub-sector companies on the Indonesia Stock Exchange in 2017-2021, with a sample of 8 companies taken by purposive sampling. The research variables consist of independent variables: Profitability, Transfer Pricing, and Capital Intensity—research method aims to determine the relationship between two variables, one with another variable. The data used is secondary data. The collected data were analyzed using the SPSS Statistics 25 program. The results showed that only Profitability, Transfer Pricing, and Capital Intensity significantly affected the tax avoidance prediction. In contrast, companies did not have a significant effect on the prediction of tax avoidance.

Keywords: Price Effect, Buying Decision, Yamaha Motorcycle Parts

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INTRODUCTION

The development of business ventures in the current era of globalization is increasingly rapid, marked by the level of competition between companies that are getting higher and tighter (Masdeu Torruella & Sáiz López, 2019). This situation causes the company, in general, to try to maintain viability, develop the company, and acquire. Optimal profit can strengthen the position in the face of competing companies where achieving these goals is inseparable from marketing efforts that must be planned.

Realizing this (Paço dkk., 2019), marketing is one of the company's main activities to achieve its goals (Ghorbanzadeh dkk., 2019).

Activities such as product development (Popkova & Sergi, 2020), communication research (Wu & Zhang, 2020), distribution (Tran & Pompili, 2019), pricing and service are at the core of marketing activities (Boudad dkk., 2018). Through marketing activities, companies create value for customers and build strong relationships with customers to capture value from customers in return (Yang dkk., 2020). This relates to the role of marketers and managers in keeping the company's marketing running (Cowan & Ketron, 2019). The marketer's job is to understand what happens in the buyer's consciousness, from an external stimulus to a purchase decision (Cheung dkk., 2020).

Meanwhile, the manager's task is to understand what happens in purchasing consciousness with the arrival of outside stimulation and purchase decisions (Zhang dkk., 2019)—automotive companies in Indonesia (Herzberger dkk., 2019), especially spare parts. In automotive companies in Indonesia (Casals dkk., 2019), consumers will be more selective in determining the brand of spare parts that are used as a requirement or variation of a vehicle, especially motorcycles (Cheung dkk., 2019). The emergence of imitation spare parts manufacturers has tightened competition in the spare parts industry in Indonesia (Saura, 2021). However, until now, original spare parts remain the main choice for Indonesia's people because of their various kinds of superiority (Ali kk., 2020). Consumer decisions in determining or choosing certain spare parts do not happen (Vohra & Bhardwaj, 2019). Consumers make many considerations before buying a product, such as product quality, price and advertising.

Price is an element of the flexible marketing mix, meaning it can change appropriately (Camacho dkk., 2019). This differs from product characteristics or commitment to distribution channels, which cannot be changed or adjusted easily and quickly because they usually involve long-term decisions (Wiesmeier dkk., 2019). Price is the only element in the marketing mix that generates cash flow. Directly and also generate sales revenue. Consumer purchasing decisions are influenced by consumer behavior. Consumer behavior is the actions that are directly involved in obtaining (Zhou dkk., 2019), consuming (West dkk., 2019), spending on products and services (Busalim dkk., 2021), including the decision processes that precede and follow these actions (Cohen & Rodgers, 2020). The buying decision-making process for everyone is the same, but the decision-making process will be colored by personality traits, age, income and lifestyle. In general, the purchase decision is the selection of two or more choices.

In Ambon, especially at the Ryan Motor Shop, one of the automotive companies located in Lateri Village, Baguala District, Ambon City, compete in the automotive world, especially selling various brands of motorcycle parts (Han dkk., 2019). Toko Ryan Motor is one of the automotive companies that compete in selling various motorcycle parts brands in Ambon. Ryan's motor shop sells various kinds of motorcycle parts in Ambon, which consumers are most interested in (Chen & Park, 2019).

Ryan's motor shop, located in Lateri Tiga Village, Ambon City, sells various brands of motorcycle parts that are often purchased by most urban people in Ambon (Nguyen-Phuoc dkk., 2020). From the initial survey, the authors saw that Ryan Motor Shop conducts activities selling motorcycle parts daily, from Monday to Saturday and shop opening hours from 08.00 - 18.00 (Ruslin dkk., 2019). from the initial survey that the author saw, where the shop has many customers or consumers who often buy motorbike parts every day (Pedeliento dkk., 2020), the Ryan Motors shop may sell motorbike parts at prices that can be reached by the public so that there is a price factor that affects consumers to decide to buy motorcycle parts at the Ryan Motor Store in Lateri Village (Klein dkk., 2019). Ambon City also has other Astra Motor shops that sell motorcycle parts (Shao dkk., 2019), but other Astra Motor shops need more buyers or customers who make purchases.

These stores are different from Ryan motor shops, where many consumers buy motorcycle parts at Ryan motor shops (Fernandes dkk., 2019). A price factor is different from other Astra Motor shops, so consumers buy motorbike parts more often at the Ryan Motor Store in Lateri Village (Bruni dkk., 2020). Several previous studies that support this research include, Yulianto and Khuzaini, Silvia Devi Agustin, and Dita Purnama Sari. The difference between this research and the previous one is the subject studied (Huang dkk., 2019). Based on this description (Glowacz, 2019), a hypothesis can be developed (Letko dkk., 2020), namely that there is a significant influence between price and purchasing decisions for Yamaha motorcycle parts at the Ryan Motor store in Lateri Village, Ambon City.

RESEARCH METHODOLOGY

This type of research is quantitative (Ljungberg dkk., 2019). The population and sample comprised 60 people (Inciardi dkk., 2020). Data collection techniques in this study using a questionnaire (Becht dkk., 2019). The data analysis technique in this study used multiple linear regression analysis.

RESULT AND DISCUSSION

Table 1.1
Frequency Description Regarding Respondent's Gender

No	Gender	Frequency	Percentage
1	Man	55	91.7%
2	Woman	5	8.3%
Total		60	100%

Source: processed data, 2022

The table above shows that the most respondents who filled out questionnaires based on gender out of 60 respondents were 55 men or 91.7%. At the same time, there

were five women or 8.3%, so from a comparison of the percentage profile of respondents by gender, it can be said that consumers who buy more Yamaha motorbike parts at the Ryan motor shop in Lateri Village, Ambon City, are men. This is because men often buy at Ryan Motor Stores compared to women, so when researchers conduct research at Ryan Motor Stores, researchers meet more male buyers than female buyers.

Table 1.2
Frequency Description Regarding Respondent's Age

No	Age	Frequency	Percentage
1	18-28	31	51.7%
2	29-39	21	35%
3	≥ 40	8	13.3%
Total		60	100%

Source: processed data, 2022

From the table above, it can be seen that the respondents who filled out the questionnaire based on the age of the total number of respondents were 60 people, most of whom were respondents aged 18-28 people or 51.7%, so it can be concluded that on average, those who bought Yamaha motorcycle parts in Ryan's motorbike shop in Lateri Village, Ambon City, ranges in age from 18-21 years. This is because buyers aged 18-28 years are easier to find and more often encountered at Ryan Motors Shops than other buyers. For example, behaving in buying a product by thinking carefully beforehand. However, at age 18-28 years, buy motorcycle parts more often because there are complete motorbike parts at the Ryan Motor Shop and affordable prices.

Table 1.3
Frequency Description Regarding Respondent's Occupation

No	Work	Frequency	Percentage
1	Student	22	36.7%
2	Private employees	8	13.3%
3	Self-employed	4	6.7%
4	Police	2	3.3%
5	civil servant	4	6.7%
6	Taxibike	20	33.3%
Amount		60	100%

Source: processed data, 2022

From the table above, it can be seen that the respondents who filled out the questionnaire based on work the most out of a total of 60 respondents were students, as many as 22 people or 36.7%, so it can be concluded that the average consumer buys Yamaha motorcycle parts at the Ryan Motor Shop in the Village Lateri, Ambon City is a Student. This is because the researchers conducted research at the Ryan Motor store. There were many students or students who often bought at the shop.

Table 1.4
The results of the price variable validity test (X)

No	Price Variable Indicator (X)	r_{hitung}	r_{tabel}	information
1	X.1	0.384	0.254	Valid
2	X.2	0.498	0.254	Valid
3	X.3	0.624	0.254	Valid
4	X.4	0.597	0.254	Valid
5	X.5	0.471	0.254	Valid
6	X.6	0.416	0.254	Valid
7	X.7	0.398	0.254	Valid
8	X.8	0.372	0.254	Valid
9	X.9	0.373	0.254	Valid
10	X.10	0.418	0.254	Valid

Source: processed data, 2022

Based on the table above, the results of observations obtained from the sample value (N) = 60 of 0.254 referring to the results of the validity test resulted in that all instruments of the price variable (X) consisting of x1, x2, x3, x4, x5, x6, x7, x8, x9, x10 all produce values > so it can be concluded that all instruments in the price variable (X) can be said to be valid.

Table 1.5
Test the validity of the Purchase Decision Variable (Y)

No	Price Variable Indicator (Y)	r_{hitung}	r_{tabel}	information
1	Y.1	0.316	0.254	Valid
2	Y.2	0.293	0.254	Tidak Valid

3	Y.3	0.467	0.254	Valid
4	Y.4	0.469	0.254	Valid
5	Y.5	0.712	0.254	Valid
6	Y.6	0.571	0.254	Valid
7	Y.7	0.580	0.254	Valid
8	Y.8	0.557	0.254	Valid
9	Y.9	0.628	0.254	Valid
10	Y.10	0.708	0.254	Valid

Source: processed data, 2022

Based on Table 4.5, the observation results obtained that the value of the sample (N) = 60 is 0.254, referring to the results of the validity test resulting that all instruments from the Purchase Decision Variable (Y) consisting of y1, y2, y3, y4, y5, y6, y7, y8, y9, y10 all produce values > so that it can be concluded that all instruments in the Purchase Decision Variable (Y) can be said to be valid. There is an invalid y2 because the variable indicator y2 needs to be approved by consumers who buy Yamaha motorcycle parts at Ryan's motorbike shop; consumers see where they buy Yamaha motorbike parts of good quality, and automatically, the price is also high.

Table 1.6

Test the validity of Alpha Cronbach's limit value

No	Variable	Reliability Coefficient	Alpha Cronbach's limit value	Information
1	Price Variable (X)	0.734	0.60	Reliable
2	Purchasing Decision Variable (Y)	0.681	0.60	Reliable

Source: processed data, 2022

Based on Table 4.5, the results of the reliability test obtained all values from the results of the Price Variable (X) and Purchase Decision Variable (Y), resulting in Cronbach's Alpha value > 0.60, so it can be concluded that all instruments in this study were reliable.

Based on Table 4.7 above, the regression coefficient on the variable with the help of the SPSS program obtained the multiple linear regression equation can be written as follows:

$$Y = a + bx$$

$$= 34.571 + 0.129$$

Table 1.7
Results of Multiple Linear Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	34.571	9.085		3.805	.000		
	X	.129	.211	.080	2.611	.003	1.000	1.000
a. Dependent Variable: Y								

Hasil Uji t (Parsial)

The t-test is said to have an effect if the value is $> 2,000$, and if $< 2,000$, then the t-test is said to have no effect. Based on Table 4.8 above, it can be seen that for the price variable (X) of $= 2.611$ to the purchase decision (Y), this means $2.611 > 2.000$, then H_0 is rejected, and H_a is accepted. This means that price significantly affects the purchase of Yamaha motorcycle parts at the Ryan Motor Store in Lateri.

Discussion of Research Results

Based on the results of research that has been tested for validity through collecting research data at the Ryan Motor Shop in Lateri Village, Ambon City, it can be seen that the price has an effect on purchasing decisions has a regression coefficient value of the price variable is positive by 0.129, it means that if there is an increase of 1% the price variable will cause an increase in purchasing decisions of 0.129. The results of this study indicate that price (X) has an influence. Significant to the Purchase Decision (Y). seen from the t-test (partial) with a calculated t-value of 2.611 and a significant value of 0.000, it is said that the value is positive and significant because the value obtained shows positive results. The significant value is below the test standard, namely below < 0.05 , so it can be said that variable X's influence on variable Y or price positively and significantly affects purchasing decisions. In this case, the price and product quality of Yamaha Motor Parts follow the reality and wishes of consumers, so consumers will decide to buy these products again. Thus, if the effect of price and perceived benefits increases, purchasing decisions will also increase, creating repeated purchasing decisions.

The results of this study are supported, and in line with several previous studies, which are included in the results of research conducted by Setiawati (2014) concerning the Effect of Price and Brand Image on Purchase Decisions for Samsung Televisions in Villa Grand Tomang Tangerang Housing, the results show that there is an effect of price on purchasing decisions. Dita Purnama Sari (2017) with the title The Influence of Brand Image and Price on Toyota Avanza Car Purchase Decisions. This study's results indicate that price significantly affects purchasing decisions, equal to 0.732. Purwati (2012),

with the title Effect of Price and Product Quality on Purchase Decisions of Honda, beat motorbikes at PT. Archipelago Silar Sakti. This study's results indicate a significant positive effect on purchasing decisions between price and product quality. Yulianto and Khuzani (2013) with the title Effect of Product, Price, Promotion, Service on Purchase Decision to Buy Kawasaki Motorcycles. The results of this study indicate that the product, price, promotion and service variables significantly influence the decision to purchase a Kawasaki motorcycle.

The study results showed a significant influence between price on the decision to purchase Yamaha motorcycle parts at the Ryan Motor Lateri store in Ambon City. This indicates that the price set or given by Ryan Motor Store will influence the consumer's decision to buy the product. The higher the price, the higher the purchasing decision will be. In this case, if the price for the quality of the Yamaha motorcycle parts product is under the reality and the wishes of the consumer, then the consumer will decide to buy the product again.

The point of all this is that price must be a concern for creating consumer purchasing decisions, with prices that are under product quality can make consumers make purchases continuously. This shows that affordable prices and good product quality are very influential. Besides consumer purchasing decisions, it is also closely related to obtaining profits for the company. The more affordable the price of goods the company provides, the more purchasing decisions the company will make, and consumers will purchase products repeatedly.

CONCLUSION

Based on the results of the study entitled "The Influence of Price on the Purchase Decision of Yamaha Motorcycle Parts at Ryan Motor Stores," it can be concluded as follows The results of this study indicate that price (X) has a significant influence on purchasing decisions (Y). The t-test (partial) shows that the significance value is 0.05, equal to 0.003 <0.05. so the conclusion is that price positively and significantly affects purchasing decisions.

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