The Influence of Price, Product Quality, and Brand Image towards Purchase Intention of Honda Electric Motorbikes in Jakarta and Tangerang

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ABSTRACT: Electric motorcycles have undergone significant development in recent years, becoming one of the leading innovations in the global automotive industry. With increasingly mature and efficient technology, these vehicles are an attractive option for consumers who care about the environment and want to contribute to climate change mitigation efforts by reducing exhaust emissions. Amidst the increasing awareness of environmental issues, electric motorcycles are becoming an increasingly popular solution, especially in countries that are experiencing rapid urbanization. Indonesia, with its large population and significant urbanization rate, is no exception. Metropolitan areas such as Jakarta and Tangerang are highlighted in the context of the need for environmentally friendly transportation. This study aims to analyze the effect of price, product quality and brand image on purchase intention of Honda electric motorbikes in Jakarta and Tangerang. This study used purposive sampling technique. The data collection instrument was a questionnaire to 100 respondents who had previously purchased a Honda non-electric motorcycle in the AT Mid-High segment. The data analysis technique uses multiple linear regression and hypothesis testing using the t test and F test. The results of this study indicate that: 1) there is a significant effect of price on interest in purchasing Honda electric motorbikes in Jakarta and Tangerang, 2) there is a significant effect of product quality on interest in purchasing Honda electric motorbikes in Jakarta and Tangerang, 3) there is a significant effect of brand image on interest in purchasing Honda electric motorbikes in Jakarta and Tangerang, 4) price, product quality and brnad image simultaneously affect interest in purchasing Honda electric motorbikes in Jakarta and Tangerang.

KEYWORDS: Price, Product Quality, Brand Image and Purchase Intention.

I. INTRODUCTION

Electric motorcycles have undergone significant development in recent years, becoming one of the leading innovations in the global automotive industry. With increasingly mature and efficient technology, these vehicles are an attractive option for consumers who care about the environment and want to contribute to climate change mitigation efforts by reducing exhaust emissions. Amidst the increasing awareness of environmental issues, electric motorcycles are becoming an increasingly popular solution, especially in countries that are experiencing rapid urbanization. Indonesia, with its large population and significant urbanization rate, is no exception. Metropolitan areas such as Jakarta and Tangerang are highlighted in the context of the need for environmentally friendly transportation.

Economic and urban centers such as Jakarta and Tangerang have unique challenges related to air pollution and traffic congestion. The need for efficient and sustainable transportation is increasingly pressing in these areas, sparking consumer interest in seeking more environmentally friendly alternatives. Honda, as one of the leaders in the automotive industry, has introduced its electric motorcycles in the Indonesian market in an effort to meet the demand for eco-friendly vehicles.

This move is in line with the global shift towards more sustainable and environmentally responsible transportation.

The phenomenon of purchase intention is an interesting and important subject in the context of marketing and consumer behavior. Purchase intention reflects consumers' interest and desire for a particular product or service, and is an early stage in the purchase decision-making process. In today's competitive and diverse market environment, a deep understanding of the factors that influence purchase intention is key to a successful marketing strategy. Purchase interest is a very important first step in a consumer's journey towards a purchase decision. Without purchase interest, consumers will not proceed to the next stages of the buying process. Therefore, marketing efforts aimed at increasing purchase intent can have a significant impact on the number of purchase decisions consumers make. Purchase interest is usually a strong early indicator that consumers are likely to make a purchase decision. The higher the purchase interest, the more likely it is that consumers will proceed to the alternative evaluation stage and ultimately make a purchase decision. Therefore, researchers are interested in conducting research related to purchase interest.

Consumer interest in Honda Electric motorbikes is quite large due to several factors such as: the quality of Honda products has been felt quite well by consumers where Honda motorbikes are known to be the most economical compared to other brand motorbikes, Honda's brand image is also known quite well by consumers where Honda can win Honda motorcycle sales with a market share of almost 80%. The price of Honda motorbikes so far, although slightly above the price of competitors, is not too much of a problem for consumers, this is because the after-sales price of Honda motorbikes is far above competitors. The factors that influence purchase interest are in line with the results of research from Ana [5], that price, brandimage, product quality, and also digital marketing simultaneously affect purchase interest. Likewise, the results of research from several researchers such as the research of [2], price and brand image are factors that influence purchase intention.

Price is one of the key factors that influence consumer purchasing interest in various industries, including the automotive industry. Price has a significant influence on purchasing decisions because it determines the relative value of a product or service to consumers. According to [15], price perception has a significant effect on consumer buying interest. The price of Honda electric motorbikes, ranging from 45 to 46.5 million Rupiah, when compared to gasoline motorbikes in the high segment which are still in the range of 35 to 40 million Rupiah, is slightly higher. This price comparison may raise questions about the added value provided by Honda's electric motorcycles compared to their gasoline alternatives. Factors such as the technology offered, range, and fuel efficiency will be important considerations for consumers in evaluating whether the price is worth the advantages offered by Honda electric motorcycles.

On the other hand, product quality which is considered to meet the needs and expectations of consumers also plays an important role in shaping purchase intention. According to [1], product quality is significant and has an influence on purchase intention. Good quality not only ensures reliable performance and user safety, but also strengthens consumer confidence in the brand. Product quality is a product's ability to carry out the function of the product itself including product reliability and durability [7]. Honda, as a Sole Agent Brand Holder (ATPM) with the largest market share, in producing gasoline motorbikes has continued to strive to provide the best quality products to its consumers. Customers' perceptions of the quality of a business product are closely related to service quality and consumer buying interest [14]. Their dedication to high quality standards is reflected in consumer perceptions that Honda products have been offering far superior quality compared to competitors. Consistency in providing products with reliable performance, attractive design, and the latest technology has strengthened Honda's image as a reliable brand.

Brand Image also has a significant impact on purchase intention. Consumer satisfaction as one of the main assets for companies, both services and goods, to reach the market can be built by several factors, one of which is brand image [3]. A positive and strong brand image can influence consumer perceptions of product quality and value, and build deeper trust in the brand. In addition to these factors, psychological and social aspects can also influence purchase intention, including individual preferences, influence from social groups, and previous experience. The influence of Honda's good Brand Image and is well known in the community is expected to increase consumer interest in purchasing Honda Electric motorbikes compared to competing products. The influence of Honda's Brand Image should make consumer purchasing interest not switch to choosing competing products that have not had enough

experience in motorcycle production and marketing.

Based on observations of sales of Honda Electric motorbikes in Jakarta and Tangerang, Price and Product Quality strongly influence consumer purchasing interest in accordance with the results of research from [15] which states that there is a positive effect of price perceptions, brand image and product quality on consumer buying interest. In contrast to the results of research conducted by [11] entitled "The Effect of Brand Image, and Price on Interest in Buying Electric Cars with Lifestyle as an Intervening Variable", states that price has no effect on purchase interest. Brand Image also has a very positive effect on purchase intention, this is the same as the results of research from [13] entitled "The effect of product quality, price and brand image on consumer buying interest in Yamaha matic motorbikes" which states that brand image has a positive effect on consumer buying interest. However, researchers found a research gap from [12] entitled "The Effect of Product Quality, Price and Brand Image on Product Purchase Intention at Emina", stating that Brand Image has no effect on buying interest. Based on several existing theories and facts, it is necessary to conduct an in-depth study to continue to increase interest in purchasing Honda Electric motorbikes in Jakarta and Tangerang. On this basis, the researcher raises the topic "The Effect of Price, Product Quality and Brand Image on Purchase Interest in Honda Electric Motorbikes in Jakarta and Tangerang".

II. OVERVIEW

Price

According to (Kotler & Armstrong, 2016, p. 324), states that price is a value in the form of the amount of money that is willing to be spent to obtain the product or service you want and or need. Based on research from Djatmiko et al (2015) in Muhammad Faizal Imron (2020), it states that there are 3 dimensions that can be used in measuring prices, namely fair price, reliable price, and Relative Price, (Imron & Widianingsih, 2020). According to theory (Tjiptono, 2008), explaining the indicators in measuring price are as follows:

1. Price range with consumer purchasing power. The price set by the producer must be within the purchasing power of potential consumers.
2. Price competitiveness with similar products. The price of the producer's products and or services can compete with other similar products.

3. Price to quality. The price issued by the manufacturer reflects the quality of the product and or service issued.

Product Quality

According to (Rachmawati, Dedi, and Simatupang 2019), Product quality is the totality of features and characteristics of a product or service that depend on the ability to satisfy the needs asked or implied. According to [9] the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes". Which means the ability of a product to demonstrate its function, it includes the product's overall durability, reliability, precision, ease of operation and repair as well as other product attributes. According to [17]there are nine dimensions of product quality, namely:

a. Form, Products can be clearly distinguished from others based on the shape, size, or physical structure of the product.
b. Features, Secondary characteristics or useful equipment to augment the basic function relating to options and development.
c. Performance, Relates to the functional aspects of an item and is the main characteristic that customers consider in purchasing the item.
d. Accuracy / conformance (Conformance), Relates to the degree of conformity to specifications that are predetermined based on customer desires. Conformance reflects the degree of accuracy between product design characteristics and predetermined standard quality characteristics.
e. Durability, Relates to how long a product can be used.
f. Reliability, Relates to the probability or possibility of an item successfully carrying out its function every time it is used in a certain period of time and under certain condition.
g. Repairability, Relates to the ease of repair of the product if damaged. Ideally the product will be easy for users to repair themselves if damaged.

Brand Image

According to Keller (1993) in Luki Lukmanul Hakim (2020), "the brand image is the result of customer's perception which reflected their memory after using a product", so brand image is a form of consumer perception that comes from impressions and memories from using a product and or service. According to [9] stating that a brand is more than just a symbol, a brand is an

important element for companies to establish relationships with consumers, brands are representatives of consumer perceptions of the quality of products and services offered by producers. According to the theory [7] there are three factors that can form brand image indicators, namely:

1. The power of a brand. The strength of a brand is closely related to how good and positive information about a brand can be received and remembered by consumers, where that information can survive and be received continuously in consumers' memories, in order to generate buying interest in a product or service.

2. Brand acceptance. This factor is closely related to public acceptance of a brand because it is considered that the products or services of the brand can fulfill the wants and needs of consumers, thus creating a sense of trust in a brand.

3. Uniqueness of a brand. This third factor is the competitive advantage of a brand, which can provide added value to consumers, so that consumers have an interest in certain products or services from the brand.

Conceptual Framework

A conceptual framework refers to a conceptual representation that describes the relationship between theory and factors that are considered important themes. Theoretically, it is necessary to explain the relationship between the independent variable and the dependent variable. The conceptual framework is a guide for researchers to systematically explain the theories used in research.
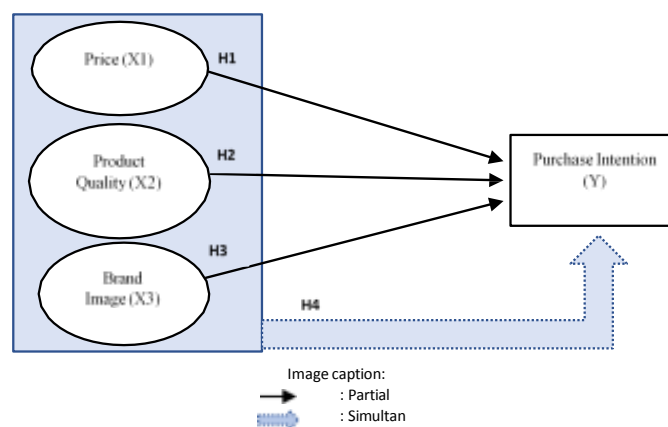

Figure 1. Conceptual Framework

Price Relationship to Purchase Intention

The effect of price on purchase intention can be seen from the research of previous researchers, including [2], [16], [15], [13], [12] which shows that price has a positive effect on purchase intention. From research conducted by [5], [11] has quite different results, price has no effect on purchase intention. Thus, the formulated hypothesis is:

H1: It is suspected that price has a significant influence on purchase intention.

Relationship between Product Quality and Purchase Intention

The effect of product quality on purchase intention can be seen from the research of previous researchers, including by [5], [16], [1], [15], [13], [12], which show that product quality has a positive effect on purchase intention. No previous research has shown the result that product quality has no effect on purchase intention. Thus, the formulated hypothesis is:

H2: It is suspected that product quality has a significant influence on purchase intention.

Relationship between Brand Image and Purchase Intention

The effect of brand image on purchase intention can be seen from the research of previous researchers, including by [11], [1], [15], [13] which shows that brand image has a positive effect on purchase intention. Meanwhile, the research conducted by [5], [16], [12], has quite different results, brand image has no effect on purchase intention. Thus, the formulated hypothesis is:

H3: It is suspected that brand image has a significant influence on purchase intention.

Relationship between Price, Product Quality and Brand Image on Purchase Intention

Consumer purchasing interest in a product can be influenced by price, because an affordable price makes someone interested in buying it. Likewise with product quality, good product quality can attract consumers to make purchases, and a good and well-known brand image also makes consumers interested in buying products issued by the brand. Previous research conducted by [15] stated that price, brand image and product quality partially and simultaneously affect purchase intention. Based on the background, literature review and previous research and the research conceptual framework above, the hypothesis of this study is:

H4 : It is suspected that the effect of price, product quality and brand image simultaneously and significantly influence the purchase of Honda Electric motorbikes in the Jakarta and Tangerang areas.

III. RESEARCH METHODOLOGY
Research Approach

This study uses a quantitative approach in accordance with the problems and systematic descriptions in the research background. Quantitative research is a research approach that uses a certainpopulation or sample as the object of

research, using research instruments in data collection, and quantitative data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2015). Quantitative research consists of a series of systematic, planned activities, with structured stages starting from the background and research objectives, research subjects, data samples, data sources, methodology, and analysis of research results using statistical programs. This research method was carried out with the aim of knowing the effect of price, product quality and brand image on the purchase interest of Honda Electric motorbikes in Jakarta Tangerang. The form of observation carried out for this research is in the form of a survey. The survey method is a method of collecting data by submitting a statement to each respondent. It can be concluded that a survey is a method of collecting information representing a large population / number of respondents. This statement is in line with that expressed by Sugiyono (2017: 29) that the survey method is a method used to find the effectiveness of certain treatments. Data collection was carried out using a questionnaire as a research instrument distributed to motorcycle buyers as the object of research.

Place and Time of Research

The location of this research was carried out at Honda motorcycle dealers in the Jakarta Tangerang area under the auspices of the main dealer PT Wahana Makmur Sejati. The data collected in May - June 2024 to Honda AT middle up buyers through questionnaires.

Population and Sample

Based on the survey results conducted by PT Wahana Makmur Sejati, potential consumers who will do Electric motorbikes are consumers who previously owned gasoline motorbikes with the Mid-High segment. The majority of these consumers previously owned Honda Mid-High (AT Mid-High) matic motorcycles such as Honda Vario 125, Honda Scoopy, Honda Vario 160, PCX and ADV. Thus, based on the survey results and in line with the direction of ATPM Astra Honda Motor (AHM) that Honda Electric motorbikes are aimed at targeting consumers with the Honda AT Mid-High motorcycle user segment. The population in this study were consumers who bought Honda AT Mid - High motorbikes at Honda Dealers Jakarta Tangerang. [23] explains that population is a generalization area consisting of objects or subjects that have the qualities and characteristics determined by researchers to be studied and then used to draw conclusions. The population in this study are all consumers who have purchased Honda AT Mid - High motorbikes at Honda motorcycle dealers in the Jakarta Tangerang area, the number of which cannot be known with certainty by the researcher due to limited access to know the number according to the provisions of the dealer.

The sample to be taken in this study is consumers who have purchased AT Mid-High motorbikes who come back to the Dealer when servicing their motorbikes at the AHASS workshop. Of the 117 existing dealers, the researchers tried to make Dealer criteria that would be used as sampling locations. The location criteria are:

a. Dealers appointed as selling dealers of Electric motorcycles
b. The dealerships with the highest workshop customers in April 2024

To facilitate the distribution of questionnaires, 10 dealers were taken according to the above criteria. The sampling technique in this study used purposive sampling technique. According to Sugiyono [23] purposive sampling technique is a data source sampling technique with certain considerations. The number of samples used

in this study used the formula from Lemeshow, as the population size was unknown.

Data Collection Methods
Data according to [14] is a record of the facts of the observed phenomena. At the time of data collection, there are four principles that need to be considered by researchers, namely the accuracy, reliability, validity and variability of the data obtained. The data collection methods used in this study include:

1. Observation, a research method where researchers make direct observations of the object of research. Observations were also made on buyer behavior and interviews during the pre- survey.

2. Questionnaire is a data collection method that is carried out by giving statements to respondents with a questionnaire guide. The questionnaire was distributed by researchers to consumers who had purchased a Honda AT Mid - High motorcycle when consumers servicedtheir motorbikes at AHASS. The questionnaire was filled in by sending a questionnaire message in the form of a google form. The answers to the questionnaire in this study used a Likert scale. The Likert scale, as explained by [23], is a scale used to measure a person's attitudes, opinions and perceptions. The Likert scale used is:

Table 1. Likert Scale Value

Answer	Code	Score
Strongly Agree	SS	5
Agree	S	4
Neutral	N	3
Disagree	TS	2
Strongly Disagree	STS	1

Source: Primary data processed, 2024

3. Literature Study, is a data collection method carried out by reading books, literature, journals, references related to this research and previous research related to the research being conducted. Literature study was conducted by researchers via the internet to find accredited journals to support research. besides that, researchers look for references to the library to support research.

Operational Definition of Variables
Operational variables are the variables used in research. In this study, there are three independent variables (X) and one dependent variable (Y) which will be explained as follows:

A. Independent Variable (X)
According to [23], independent variables are variables that have an impact or cause changes in the dependent variable. The independent variables used in this study are: Price (X1), Product Quality (X2), Brand Image (X3)

B. Dependent Variable (Y)
According to [23], the dependent variable is the variable that is accompanied or becomes the result of the independent variable. In this study, the dependent variable used is purchase intention (Y). Furthermore, there are data quality tests of:

A. Validity Test
The validity test is used to assess the extent to which the questionnaire or measurement instrument used in the study can accurately measure the variables to be studied.

B. Reliability Test
The reliability test is used to measure the extent to which the questionnaire or measurement instrument used in the study is consistent and reliable in measuring the variable or construct being studied.

In addition, there is a classic assumption test of:

A. Normality Test
The data normality test is used to evaluate whether the data used in the regression model has a normal distribution or is close to a normal distribution. Normal distribution is important in regression models because it allows the use of statistical methods that are based on the assumption of normal distribution.

B. Multicollinearity Test
The multicollinearity test is used to test whether there is a correlation between the independent variables in the regression model. In a good regression model, there should be no significant correlation between the independent variables, because a high correlation can cause problems in interpreting the regression results.

C. Heteroscedasticity Test
The heteroscedasticity test aims to test whether in the regression model there is an imbalance in the variance of the residuals between observations. If the residual variance remains constant, it is called homoscedasticity, while if the

residual variance varies, it is called heteroscedasticity.

Regression Analysis

According to [24], multiple linear regression analysis is a method used by researchers to predict or describe how the dependent variable (criterion) will change (increase or decrease) when two or more independent variables (predictor factors) are manipulated (increased or decreased in value).

Multiple Regression Analysis Formula:

$$Y = a + b_1 X_1 + b_2 X_2 +$$

Description:
Y : Purchase Intention
a : Constant of the regression equation
X_1 : Price
X_2 : Product Quality
X_3 : Brand Image
b_1, b_2, b_3 : Variable Regression Coefficient
e : confounding variable (Error)

A.   Individual Parameter Significance Test (t-Test)

The t test is used to evaluate the significance of the impact of independent variables partially or individually on the dependent variable. This test allows us to determine whether each independent variable significantly affects the dependent variable. The commonly used significance level is $\alpha = 0.05$.

B.   Simultaneous Significance Test (F Test)

The F test is used to assess the level of significance of the simultaneous impact of the independent variable (X) on the dependent variable (Y). This test helps us determine whether there is an overall significant impact of the independent variable on the dependent variable.

C.   Coefficient of Determination (Adj. R2)

The coefficient of determination (Adjusted R-squared) is used to explain the extent to which the independent variable can explain variations in the dependent variable. The coefficient of determination ranges between 0 and 1. A low value indicates that the ability of the independent variable to explain the dependent variable is limited. Meanwhile, a value close to 1 indicates that the independent variable provides significant information in predicting the dependent variable.

IV. RESULTS AND DISCUSSION

To find out the characteristics of respondents based on gender, age and occupation can be seen in the following table:

Table 2. Respondent Characteristics

No	Gender	Amount	Precentage
1	Male	**60**	60%
2	Female	40	40%
	Total	100	100%

No	Age	Amount	Precentage
1	18-25yearsold	25	25%
2	26-35yearsold	26	26%
3	36-45yearsold	30	30%
4	46-57yearsold	19	19%
	Total	100	100%

No	Occupation	Amount	Precentage
1	Private Employee	60	60%
2	Self-employed	21	21%
3	Student	12	12%
4	Housewife	7	7%
	Total	100	100 %

No	MonthlyExpenditure Range	Amount	Precentage
1	>7.500.000	23	23%

2	5.000.001 - 7.500.000	60	60%
3	3.000.000 - 5.000.000	10	10%
4	<3.000.000	7	7%
	Total	100	100 %

Source: Primary data processed, 2024

Based on the table above, it can be seen that the percentage ratio of male and female respondents in taking respondents from a sample of 100 is 60% male respondents while 40% female respondents. This shows that the number of consumers who are interested in buying Honda Electric Motorbikes there are more male consumers than female consumers. From this data, it can be concluded that most consumers who are interested in buying Honda Electric Motorbikes in Jakarta and Tangerang are between 36 and 45 years old. Where the age between 36-45 years is a consumer who has a more established economic ability. The respondents who filled out this questionnaire the most, namely 62 people, were consumers who worked as private employees. It can be concluded that most consumers who are interested in purchasing Honda Electric Motorbike are private employees. respondents who filled out this questionnaire had monthly expenses of 5,000,0001 - 7,500,000, 23% of monthly expenses> 7,500,000, 10% of monthly expenses 3,000,000 - 5,000,000, and 7% of monthly expenses <3,000,000. The respondents who filled out this questionnaire the most, namely 60 people, were consumers who had an upper middle economic level. This is also in accordance with the Honda Electric Motorcycle target segment, namely consumers with Mid - High economic levels.

Instrument Test Results
A.   Validity Test
In the validity test using the SPSS program, it was found that the variables of product quality (X1), price (X2), distribution (X3), and purchasing decisions (Y1) showed significant results with an error rate of 5%. This can be seen from the calculated r value which is greater than r table 0.195. This means that each statement submitted is considered valid for measuring product quality, price, distribution, and purchasing decision variables.

B.   Reliability Test
In the reliability test using the SPSS program, it was found that the Price variable has a Cronbach value of 0.651, Product Quality 0.677, Brand Image 0.620, and Purchase intention 0.633.

These values are greater than 0.6, which indicates that each statement submitted in measuring the variables of price, product quality, brand image and purchase intention is reliable. This indicates that if the statements are submitted repeatedly, the results will be consistent.

Classical Assumption Test Results
A.   Multicollinearity Test
The multicollinearity test results are shown in the table below:

Table 3. Multicollinearity Test (VIF)

Variable	VIF	Description
Price (X1)	3.077	No Multicollinearity
Product Quality (X2)	3.146	No Multicollinearity
Brand Image (X3)	1.864	No Multicollinearity

Source: Primary data processed, 2024

In table 3 above, it can be seen that the variables Price, Product Quality and Brand Image have a VIF value of less than 10, this indicates that the independent variables do not affect each other or it can be clearly concluded that there is no indication of a multicollinearity problem.

Table 4. Multicollinearity Test (Tolerance)

Variable	VIF	Description
Price (X1)	0.325	No Multicollinearity
Product Quality (X2)	0.318	No Multicollinearity
Brand Image (X3)	0.537	No Multicollinearity

Source: Primary data processed, 2024

From table 4 above, it can be seen that the variables Price, Product Quality and Promotion have a Tolerance value of more than 0.10, this shows that the independent variables do not affect each other or it can be clearly concluded that there is no indication of a multicollinearity problem.

B.   Heteroscedasticity Test

In a research, decision making using the Glejser test for heteroscedasticity tests is based on the resulting significance value. The following is the basis for decision making with the Glejser test:

1. If the significance value (p-value) obtained from the Glejser test is greater than 0.05, then there is no significant heteroscedasticity. In this context, the null hypothesis that there is no significant heteroscedasticity in the model can be accepted.

2. Conversely, if the significance value (p-value) obtained from the Glejser test is less than 0.05, then heteroscedasticity occurs significantly. In this case, the null hypothesis is rejected and it can be concluded that there is heteroscedasticity in the model.

The results of the glejser test are shown in the table as follows:

Table 5. Glejser Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.708	.780		2.189	.031
	X1	.146	.086	.299	1.705	.091
	X2	-.090	.068	-.234	-1.322	.189
	X3	-.063	.060	-.144	-1.059	.292

a. Dependent Variable: Abs_Res

Source: Primary data processed, 2024

It can be concluded that the significance value for X1 is 0.091> 0.05 then for X2 the significance value is 0.189> 0.05 and for X3 the significance value is 0.292> 0.05. From these results it can be concluded that heteroscedasticity does not occur.

C.   Normality Test

The results of the normality test are shown in the following table:

Table 6. Normality Test

One- Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	1.09174918
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.029
Test Statistic		.064
Asymp Sig. (2-tailed)		.200[d]

a. Test distribution is normal

b. Calculated from data

c. Lilliefors Significance Correction

Source: Primary data processed, 2024

In the table above, it can be concluded that the regression model is normally distributed because the significance (2 tailed) 0.200d is greater than 0.05.

Multiple Linear Regression Test
The multiple linear regression test results are shown in the table below:

Table 7. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.905	1.344		6.674	.000
	Price	.684	.146	.343	4.676	.000
	Product Quality	.658	.116	.420	5.666	.000
	Brand Image	.446	.103	.248	4.348	.000

a. Dependent Variable: Purchase Intention
Source: Primary data processed, 2024

To determine the effect of the independent variable on the dependent effect, the following formula is used:
$Y = a + B1X1 + B2X2 + B3X3 + e$
From these results, the regression equation model can be formulated as follows:
$Y = 8.905 + 0.684X1 + 0.658X2 + 0.446X3 + 1.344$
Thus, it can be interpreted that :
1. The constant value (a) has a positive value of 8.905. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including price (X1), product quality (X2), and brand image (X3) are 0 percent or do not change, then the purchase intention is 8.905.
2. The regression coefficient value for the price variable (X1) has a positive value of 0.684. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if the price increases by 1%, the purchase intention will increase by 0.684, assuming that the other independent variables are considered constant.
3. The regression coefficient value for the product quality variable (X2) has a positive value of 0.658. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if the product quality increases by 1%, the purchase intention will increase by 0.658, assuming that the other independent variables are considered constant.

4. The regression coefficient value for the brand image variable (X3) has a positive value of 0.446. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if the brand image increases by 1%, the purchase intention will increase by 0.446, assuming that the other independent variables are considered constant.
5. The standard error (e) value is 1.344.

Hypothesis Test Results
A. Partial Significance Test (t test)
The t test is to determine whether all existing independent variables partially have a significant effect or not on the dependent variable. The partial test results (t test) are used as a basis for making conclusions whether the hypothesis in this study is acceptable or not. A variable is said to have a positive and significant effect if:
1. Significant value less than 0.05
2. The calculated t value is more than the t table and is positive.
$T_{table} = t (\square \square /2n -k -1)$
$T_{table} = t(0,05/2;100-3-1)=(0,025;96)= 1.985$
a) The test results obtained the value (4.676) > (1.985) with a significance value of 0.000 <0.05, then the Price variable (X1) has a significant effect on the Purchase Interest variable (Y).
b) The test results obtained a value of (5.666)> (1.985) with a significance value of 0.000 <0.05, then the Product Quality variable (X2) has a significant effect on the Purchase Interest variable (Y).

c) The test results obtained the value (4.348) > (1.985) with a significance value of 0.000 <0.05, then the Brand Image variable (X3) has a significant effect on the Purchase Interest variable (Y).

B. Simultaneous Significance Test (F Test)

The F statistical test shows whether all the independent variables included in the model have a joint influence on the dependent variable. The F test results are used as a basis for concluding whether the hypothesis in this study is accepted or not. Independent variables are said to have a joint influence on the dependent variable if:

1. Significant value less than 0.05

2. The calculated F value is more than the F table and is positive.

$F_{table} = F(\ ;\ n - k)$
$F_{table} = F(3\ ;\ 100 - 3) = F(3\ ;\ 97) = 2.698$

The test results obtained the significance value for the simultaneous influence of X1, X2 and X3 on Y is 0.000 <0.05 and the calculated F value is 158.967> F table 2.698 so it can be concluded that there is a simultaneous influence of X1, X2 and X3 on Y.

C. Determination Test Results

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

Table 8. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912ᵃ	.832	.827	1.109
a. Predictors: (Constant), Price, Product Quality, Brand Image				
b. Dependent Variable: Purchase Intention				

Source: Primary data processed, 2024

Based on the table above, it is known that the coefficient of multiple determination (R Square) is 0.832 (83.2%). This shows that the model's ability to explain variations in Price (X1), Product Quality (X2) and Brand Image (X3) has a contribution to Purchase Intention (Y) of 83.2% while the remaining 16.8% by other variables outside the study.

Discussion

This section will discuss more fully the results of the instrument test that has been carried out previously. The instrument test results have shown that the independent variables have a significant effect on the dependent variable in this study. The following is a more detailed explanation of the discussion:

1. The Effect of Price on Purchase Interest

Price has an effect on purchase intention, because the t test results show a significance value smaller than 0.05, namely 0.000. The regression coefficient is positive, meaning that there is a positive relationship between price and purchase intention. According to Susanto (2013) in [1], states that price has a role for buyers as one of the determining tools that buyers get the highest profit based on the buyer's purchasing power. This can also be seen from the answers of 89% of respondents who agreed that price affordability is proportional to consumer purchasing power to influence purchasing interest.

Based on the results of multiple linear regression tests, the largest regression coefficient is on the price variable compared to the product quality and brand image variables. This can be interpreted that the Price Variable has a greater influence on purchase intention than the other 2 variables. The positive relationship between price and purchase intention based on the price indicator compiled in the questionnaire statement means that consumers expect price affordability with consumer purchasing power. The more affordable the price of a Honda electric motorcycle, the higher the purchase interest will be.

The effect of price on purchase intention can be seen from the research of previous researchers, including [5], [2], [16], [15], and [13] which show that price significantly affects purchase intention. From research conducted by [4] and [11] have quite different results, namely price has no effect on purchase intention..

2. The Effect of Product Quality on Purchase Intention

Product quality has an effect on purchase intention, because the t test results show a significance value smaller than 0.05, namely 0.000. The regression coefficient is positive, meaning that there is a positive relationship between product quality and purchase intention. The results of this study mean that it supports the hypothesis proposed, namely "Product Quality is thought to have a significant effect on purchase intention".

This is in line with several previous studies, namely [5], [16], [1], [15], [13], show that product quality has a positive and significant influence on purchasing decisions. However, in other research conducted by [4] that product quality has no effect on purchase intention.

The average frequency distribution of product quality variables is 4.03, which shows that on average respondents' perceptions are at the "Agree" level on the five indicators of product quality used in this study, namely features owned, product performance, product durability, product reliability and ease of product repair. Based on respondents' answers, product durability is the strongest indicator of interest in purchasing Honda electric motorbikes in Jakarta and Tangerang.

3. The Effect of Brand Image on Purchase Intention

Brand Image has an effect on purchase intention, because the t test results show a significance value smaller than 0.05, namely 0.000. The regression coefficient is positive, meaning that there is a positive relationship between Brand Image and purchase intention. Brand Image is generally used by potential consumers as one of the factors for choosing and being interested in a product, a good brand image will give a positive impression to potential consumers which will affect their interest in buying the product [13].

The effect of Brand Image on purchase intention according to previous research conducted by [5], [11], [1], [15], [13], states that brand image has a significant effect on purchase intention.
The average frequency distribution of the brnad image variable is 4.20, which indicates that on average the respondents' perceptions are at the "Agree" level on the three indicators of promotion used in this study, namely brand strength, brand acceptance and brand uniqueness. Based on respondents' answers, brand uniqueness is the strongest indicator of interest in purchasing Honda electric motorbikes in Jakarta and Tangerang. A well-managed Brand Image will have a significant influence and produce a positive effect on customer buying interest.

4. The Effect of Price, Product Quality and Brand Image on Purchasing Decisions

In the F test results above, it shows that the calculated F value is 158.967 which is greater than the F table. And supported by a significant value of 0.000 which is smaller than 0.05 so that it can be concluded that simultaneously the variables of Price, Product Quality and Brand Image have an effect on purchasing decisions for Honda Electric motorbikes in Jakarta and Tangerang. The results of this study support research conducted by [15] and [13] which states that price, product quality and brand image together have a positive and significant effect on purchase intention.

V. SUGGESTIONS
Some suggestions from researchers based on the results of the study are as follows:
1. For the Company

For the price variable, Honda still maintains price affordability with consumer purchasing power so that consumer purchasing interest can be maintained and consumers can make purchases in the near future. In the price variable, there is one consumer who answered disagreeing with the suitability of price and quality, therefore in the future Honda is expected to issue products whose prices match the quality. For product quality variables, continuous product development can be carried out so that the durability of the products expected by consumers can increase. And for the Brand Image variable, Honda must maintain a Brand Image that is already good and accepted by consumers, especially in today's social media era, a little mistake will spread very easily among the public and can reduce brand image in a very short time.

2. For future research

This research is limited to price, product quality, and Brand Image, while judging from the R- Square value, there are still other factors that influence consumer purchasing interest, so it is necessary to further study other variables such as service quality, promotion, word of mouth and other variables. It is also recommended that further research can make the Purchase Decision Variable as the Dependent Variable.

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