

## The Effect of Product Quality, Price on Purchasing Decision through Brand Image as Intervening Variable in Honda Car Consumers in Makassar City

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**Abstract:** The purpose of this research is to know and analyze the effect of product quality on brand image, the influence of price on brand image, the influence of product quality on purchasing decisions, the influence of price on purchasing decisions and the influence of product quality on purchasing decisions and the influence of price on purchasing decisions through brand image. The research was conducted on honda car consumers in Makasar city by setting a sample of 175 respondents data obtained analyzed using Analysis Structural Equation Model (SEM) with the help of AMOS. The results showed that directly the quality of the product had a positive and insignificant effect on the brand image, the price had a positive and significant impact on the brand image, the quality of the product had a positive and significant effect on the purchase decision, the price had a positive and significant effect on the purchase decision, and the price had a positive and significant effect on the purchase decision through the brand image

**Keywords:** Product Quality, Price, BrandImage, and Purchasing Decision

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### I. Introduction

Indonesia as a developing country continues to spur development in various fields including development in the field of economics, one of the areas of economy that is progressing and development is rapidly and rapidly is the field of industry. These conditions have led to tougher business competition. This encourages the company to renew and be able to produce a highly competitive advantage in the regulation of competitors who strive in the same industry. The manufacturers are constantly updating but also paying attention to the fulfillment of consumer demand. The result of innovation that has been done by the manufacturers of the products, the old products produce innovative products both in terms of the increasingly attractive look, the advanced features but also complement the products of the car specifically namely with comfort, safety for the rider, in addition to offering competitive prices and ease of payment for its consumers. Makassar as the Capital of South Sulawesi Province and the gateway to population and economic mobility in eastern Indonesia, causing Makassar city to experience rapid and rapid economic development including industrial fields, conditions for developing its business or business in Makassar City. One of the areas of industry that is experiencing rapid development is the automotive industry, especially automobiles. In Indonesia including Makassar City has been marketed various car brands including Toyota, Honda, Daihatsu, Mitsubishi, Suzuki, Wuling, and other brands.

In general, car sales in Indonesia over the last 4 (four) years can be seen in Table 1 below.

Table 1 Car Sales in Indonesia 2016-2019

No	Years	Sales (Units)	Description
1	2016	1.062.716	
2	2017	1.079.308	
3	2018	1.151.413	
4	2019	1.030.136	

Based on Table 1 above shows that car sales in Indonesia for 2016, 2017, and 2018 increased by 1.6%. According to the Chairman of the Indonesian Motor Vehicle Industry Association (GAIKINDO), Yohannes Nangoi said the increase in car sales growth was due to improved economic conditions in the country. In addition to improving economic conditions, the price of commodities such as coal and palm oil also improved, including low interest rates were also the driving factor. In 2019, car sales experienced a decline and according to Yohannes Nangoi as chairman gaikindo that the decline in sales was due to the increasingly political situation the rupiah exchange rate against the weakening United States dollar, the rift between China and the United States and the government's policy of starting to raise the benchmark interest rate among various financial

institutions. In addition to the conditions mentioned above, another problem is that new model vehicles issued by several brand-holder agents are also recorded as affecting the performance of APM's retail sales. This is supported by the statement marketing & after sales service director of PT Honda Prospect Motor (HPM) JonfisFandy revealed that, Honda's retail sales are low September 2019 because no new model can drive the growth of the automotive market. The above conditions encourage the company to refresh automotive products and exhibitions. The condition of honda car sales in Makassar city for the last 3 (three) years namely 2017 - 2019 can be seen in the following Table 2.

**Table 2** Honda Car Sales in Makassar City 2017-2019

No	Model	Sales		
		2017	2018	2019
1	Honda Brio	827	932	963
2	Honda Mobilio	289	174	134
3	Honda Jazz	168	155	149
4	Honda HR-V	368	395	288
5	Honda CR-V	81	170	77
6	Honda BR-V	210	78	44
7	Honda City	7	6	8
8	Honda Civic	17	33	26
Amount		1956	1943	1684

Based on Table 2 above shows that the condition of honda car sales in Makassar city over the last 3 (three) years has decreased this condition not in spite of the conditions previously described, including the conditions of competition between companies as other brand holders, lack of product innovation and automotive exhibitions. Marketing has an important role to play in the business world, given that marketing is the spearhead of a company to achieve its goals is not easy, because many similar companies are doing their utmost to market the product and achieve its goals. Marketing a product that succeeds requires a number of appropriate strategies because consumers in purchasing decision-making are influenced by several factors namely product quality, price perception, brand image and others. It is understandable that consumers give a higher priority to buy products with good quality, affordable prices. Consumer Purchase Decision is an action taken by consumers to buy a product. Every manufacturer must be carrying out various strategies so that consumers decide to sell their products. According to Kotler P. (2002), purchasing decisions are the action of consumers to want to buy or not to the product. From various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products that are already known by the public.

Before the consumer decides to buy, usually the consumer goes through several stages first namely, 1) the introduction of the problem, 2) the search for information, 3) the evaluation of alternatives, 4) the decision to buy or not, 5) post-purchase behavior. Another understanding of purchasing decisions according to Schiffman and Kanuk (2007) is "the selection of an option from two or alternative choice". It can be interpreted, a purchasing decision is a person's decision in which he chooses one of several alternative options. Based on the above definition it is concluded that the purchase decision is the action taken by the consumer to make the purchase of a product. Therefore, consumer purchasing decision making is a process of selection of one of various problem solving alternatives with real follow-up. After that the consumer evaluates the options and can then determine the attitude that will be taken next. What has been said before is that consumers before making a decision on the purchase of a product in an effort to fulfill its needs first seek information from both the consumer and from outside or the consumer who has used it. About the various things related to the product or the product to be purchased legitimately one of them is the reputation of the brand.

Brand image is a reputation of the overall perception of the brand and is formed from past information and experience of that brand. According to Aaker & Keller (2004), brand image is the consumer's perception of the brand image of the product to be consumed or used. Brand image measurement can be done based on aspects of a brand, namely: 1) Brand is easy to remember: It means that the selected brand element should be memorable and called or spoken. The symbols, logos, names used should be interesting, unique so as to attract the public's attention to remember and consume. 2) Brands are easy to know: In addition to logos, a brand is known through the message and the way in which products are packaged and presented to consumers called trade dresses. Through intensive communication, a special form of product can attract attention and is easily recognized by consumers. So trade dress is often the same as trademarks, namely the deference of products and services in the market that can be requested legal protection, and 3) Good brand reputation: For the company the image means the public perception of the identity of the company. This perception is based on what the public

knows or thinks about the company concerned. The same company does not necessarily have the same image in front of people. The company's image becomes

Product quality is the ability of a product as a whole to carry out functions, characteristics and features in satisfying the needs of consumers. Kotler and Armstrong (2012) mentioned that the quality of the product is the product's ability to carry out its functions, capabilities include durability, reliability, resulting precision, ease of operation and repair and other valuable attributes in the product as a whole. Product quality dimensions according to Tjiptono (2008) are Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, Perceived Quality, and Product Quality Serviceability are the main concerns of the company or manufacturer. Considering the quality of a product is closely related to consumer satisfaction issues, which is the purpose of marketing activities carried out by the company. Product quality is also one of the factors considered by consumers before deciding on the purchase of a product.

The observations that researchers made to honda car users in Makassar City, they stated that Honda cars have good quality, good look, safe and comfortable in driving them. But on the other hand, honda car users in Makassar are channeling several things such as expensive Honda car parts compared to other brand cars, the replacement of car components that have been damaged or want to be replaced in pairs such as rearview mirrors can not be purchased only one but must be 1 (one) pair. In addition, the pull of the percentage from one percentage to the other is slow.

The price is the amount of money that consumers have to sacrifice or pay to get the products they need or want. Price is the only element of the marketing mix that generates sales receipts, profit levels and market share achieved by the company. Pricing will be especially important in the increasingly competitive state of competition and limited demand growth. Pricing affects the company's competitive ability and the company's ability to influence consumers (Assauri S., 2018). According to Kotler (2009), price indicators are 1) affordability of price, 2) price suitability with product quality, 3) price competitiveness, and 4) price suitability with benefits. The theory above gives an idea that price is one of the factors that has a big impact on the earnings and profit of the company on the other hand the price is also a factor that affects the satisfaction of consumer purchases.

Pricing made by Honda car dealers in Makassar can be found in Table 3 above. Based on Table 3 above shows that honda car prices are determined based on the model and type of car marketed. There are 8 (eight) car models displayed in Table 3 above the price of a Honda Brio car is the lowest car price which is between Rp 150.000.000,- up to Rp 200.000.000.000,-, then Honda Mobilio and Honda Jazz cars with prices between Rp 200.000.000,- up to Rp 300.000.000,-. Honda BR-V, HR-V, and CR-V and Honda City cars with prices between Rp 300,000,000,- up to Rp 500,000,000,-. Furthermore, to find out how the relationship between the price level and the number of car sales from Table 2 can be known that the low price of Honda cars is widely purchased by consumers namely Honda Brio. There are several reasons why Honda Brio has many fans especially the younger generation because of its good look, simple and affordable price. Followed by Honda HR-V as the second order purchased by consumers even though the price is high above Rp 300,000,000,-. This phenomenon is interesting to study, researchers consider that consumers in determining the purchase of Honda cars in addition to the price considered there are also other factors considered namely the quality of the product.

From the above description it can be concluded that the price can affect the decision to purchase the car. This conclusion is in line with the results of Christian Sagala's research (2014); DesyIrinaDewiLubis; and RahmatHidayat (2017) the results of his research show that variable prices have a positive effect on purchasing decisions.

## **II. Rivew Literature**

### **A. Marketing Theory**

It is often heard that many talk about sales, purchases, transactions, and **trades**, but is this term the same as what marketing means?. There are still many of us, interpreting marketing as not as it should be. The onset of this inappropriate interpretation is mainly due to the large number of us who do not yet know the exact defenisi about the marketing. This misunderstanding gives rise to erroneous views not only about the activities contained in the field of marketing. When people talk about marketing, it's generally what's meant to be marketing or buying and pricing. Whereas if a sales person or sales manager talks about marketing, the truth is sales. For a convenience store manager, marketing is considered as retailing or merchandising activities.

From the description above, it appears that the marketing discussed is actually limited to one part of a thorough marketing activity. Basically the above restrictions are within the scope of activities or activities related to the attempt to hand over the goods or services it produces at a price level that can benefit it. The narrow interpretation of this marketing is also seen from the Defenisi American Association (1960) in Sofyan Assauri (2018) states "marketing is the result of the achievement of business activities related to the flow of goods and services from manufacturers to consumers (Assauri S., 2018).

Charles F. Philips and Delbert J. Duncan in his book *Marketing, Principles and Methods* state that marketing is often referred to as distribution by businessmen – including all the activities necessary to place tangible goods in the hand of house hold consumers and users. That is, the marketing understanding that traders interpreted as equal to distribution is intended to convey goods into the hands of consumers (households) and to industrial consumers. Maynard and Beckman in his book *Principle of Marketing* states "marketing embraces all business activities involved in the flow of goods and services from physical Production to consumption". That is, the understanding of marketing is all businesses that include the distribution of goods and services from the production sector to the consumption sector

Paul D. Converse and Fred M. Jones in *Introduction to Marketing* suggest that the business world is divided into two, namely production and marketing. Production is defined as has to do with moving these goods in the hand of consumers. Production is defined as the job of creating goods, while marketing is the job of moving goods into the hands of consumers. William J. Shultz in his book *Outlines of Marketing*; mention that marketing or distribution is the performance of business activities that direct the flow of goods and services from producers to consumers or users. The notion of marketing or distribution is a business or activity that distributes goods and services from the manufacturer to the consumer.

Rayburn D Tousley, Eugene Clark and Fred E. Clark in his book *Principles of Marketing* stated, Marketing consists of those efforts which effect transfers in the ownership of goods and services and which provide for their physical distribution. Marketing consists of businesses that influence the transfer of goods and services including its distribution of *Elements of Marketing* books written by Paul D. Converse, Harvey W. Huege, and Robert V. Mitchell, written as follows: "Marketing has been defined as the business of buying and selling, and as including those business activities involved in the flow of goods and services between producers and consumers". The understanding of marketing is as a buying and selling activity, and includes the activities of channeling goods and services between manufacturers and consumers. In another sentence in his book it is also stated that "marketing includes the activities involved in the creation of place, time, and possession utilities". That is, the definition of marketing consists of activities of the creation of the usability of place, time and owner.

## **B. Marketing Management**

Marketing activities have actually developed since the human need and efforts to meet the human needs through exchange. The development of human civilization led to the development of the use of exchange tools. With these developments, it is known that trade transactions are known. At that time the new marketing was a buying and selling activity where all the goods produced or produced could easily be sold. The issue that took precedence at the time was how to produce an item. This is mainly because any goods produced will be able to be sold. Therefore, the orientation of management's thinking at the time was the orientation of production. With the increasing number of goods produced and the increase in efforts to meet human needs, it gives rise to trade activities and efforts to distribute goods from the hands of manufacturers to the hands of consumers. Marketing activities carried out at the time were mainly emphasized on distribution activities. During that time there was competition between manufacturers in conveying their products into the hands of consumers. The competition has led to the start of promotional activities in addition to distribution or distribution activities.

The orientation of management's thinking at that time had evolved from a production orientation to a sales orientation. In this case, the main emphasis is how the resulting goods can be sold, so that a set sales target can be achieved in order to achieve the company's short-term profit goals. The improvement in people's living standards is reflected in the increased welfare, causing members of the public or consumers to want to be better served, in accordance with what can fulfill their desire for the fulfillment of their needs. In this case people not only think about needs but have increased into thinking about desire. So the consumer community has started looking for products in the form of goods or services.

who can fulfill his wishes. Therefore, there are various types of goods or services offered to meet the needs of the community. The types of needs that physiological needs to meet or serve include physiological needs to cope with hunger, thirst, rest, sex blindness, and biological needs. The next needs that everyone wants to meet are safety needs, health, food nutrition, medicine, and exercise. After the needs of security and safety are met, the next needs are social needs that want to get and have love, friendship, status, and honor or esteem. The last level of need that everyone wants to meet is personal needs to achieve personal or individual satisfaction that is not related to other thoughts or deeds.

All of the activities mentioned above always want to be fulfilled by each individual in order satisfactorily. In order to meet these needs, marketing activities are carried out emphasizing marketing efforts to consumers. Therefore, marketing activities that are carried out not only become more widespread, but also become integrated or integrated marketing activities. Marketing activities are not only distribution and promotion, but include product development, pricing and service to consumers or subscriptions. From the

development of the above marketing assessment, it appears that marketing began to arise and was born and grew in a society with a limited economic system, where the existing society met the needs of its own production, which then developed into a society with a social economic system, where there was a division of labour, as well as the industrialization and urbanization of the population. Marketing developments arising from the process of economic system evolution.

Marketing activities are very simple in a society whose economy is agrarian. In a society like this, most traders are small entrepreneurs with no specialization in management. Generally they develop from household industry organizations. The basis of its development is production and lack of attention to marketing. The on-site situation is mainly because in fact at that time they made hand work on order. In the next stage of development, manufacturers begin producing large quantities of goods to deal with future orders. In this case, further division of work began; entrepreneurs develop their businesses in order to sell additional products as a result. In this case there are entrepreneurs or traders who act as intermediaries between producers and consumers as well as the possibility of purchasing and selling activities, various groups trying to gather geographically, so that trading centers begin to arise. In line with this began to be implemented economic development in various areas of economy which is a slipper in the development of marketing activities generally and marketing management in particular (Assauri S., 2018).

Marketing management occurs when at least one party of a potential exchange thinks about how to get a response from the other party as desired. Marketing management is the process of planning and implementing thought, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy the goals of individuals and organizations. This defenisi recognizes that marketing management is a process that involves analysis, planning, implementation and control that depends on the exchange and with the aim of generating satisfaction for the parties involved. The marketing management overview is someone with the main task of stimulating demand for the company's products. However, this further limits the diversity of marketing tasks that marketing managers develop. Marketing management is tasked with influencing the level, time and composition of demand so that it will help the organization achieve its goals. Marketing management is actually demand management. Marketing managers manage requests by carrying out marketing research, planning, implementation and control. In terms of marketing planning, marketers must decide the target market, product position in the market, product development, pricing, distribution channels, physical distribution, comoncation and promotion (Akhmad, 2015).

### III. Research Method

The approach used in research is a quantitative approach that seeks to prove hypotheses with statistical analysis. Reviewed from this type of research is a type of correlational research, namely research that seeks to connect two or more variables based on the facts that occur through data collection, data processing, then analyzing and lastly explaining. Research Site at lakukakanbeberahonda Car Dealers and Consumers inMakassar.The digunakan population in the study was 1684 consumers but many of these populations usedwibisono and samples to menjadi 171 consumers.. The analysis in this study is Descriptive analysis, inference analysis,,

### IV. Results And Analysis

#### 1. Validity Test

The validity test of the research instrument indicator aims to see an overview of the validity of each indicator of a research instrument a test or instrument can be said to have high validity if the instrument performs its measuring function or provides measuring results. The validity test of each variable indicator is necessary to confirm that the indicators of the research instrument used in data retrieval are valid, an instrument is said to be valid if the correlation coefficient of product moment  $> r$  table ( $\alpha = n-2$ ) where  $n$  the number of samples. This validity test uses the SPSS 26 program when a sample of 175 respondents, obtained  $175-2= 173$  so that  $r$  table with a significant level of 5% i.e.  $df 173 = 0.148$ . For more details, you can see the validity test of each variable as a follow-up:

**Table 1** Product Quality Validity Test Results

No.	Statement	r table	r count	Description
1	X1. 1	0,148	0,484	Valid
2	X1. 2	0,148	0,739	Valid
3	X1. 3	0,148	0,797	Valid
4	X1. 4	0,148	0,870	Valid
5	X1. 5	0,148	0,688	Valid
6	X1. 6	0,148	0,363	Valid

Based on Table 1 above shows that the validity test on the quality of the product in which the r count of the entire statement gets results greater than r 60able,thus the statement is valid to use as research data.

**Table 2** Price Variable Validity Test Results

No.	Statement	r table	r count	Description
1	X2. 1	0,148	0,773	Valid
2	X2. 2	0,148	0,833	Valid
3	X2. 3	0,148	0,795	Valid
4	X2. 4	0,148	0,617	Valid
5	X2. 5	0,148	0,427	Valid

Based on Table 2above shows that the validity test on the price at which the r calculate of the entire statement gets results greater than the r table, thus the statement is valid to use as research data

**Table 3.** Brand Image Variable Validity Test Results

No.	Statement	r table	r count	Description
1	Y. 1	0,148	0,846	Valid
2	Y. 2	0,148	0,856	Valid
3	Y. 3	0,148	0,775	Valid
4	Y. 4	0,148	0,756	Valid

Based on Table 3 above shows that the validity test of the brand image where the r count of all statements gets results greater than the r table, thus the statement is valid for use as research data.

**Table 4.** Purchase Decision Validity Test Results

No.	Statement	r table	r count	Description
1	Z. 1	0,148	0,582	Valid
2	Z. 2	0,148	0,725	Valid
3	Z. 3	0,148	0,807	Valid
4	Z. 4	0,148	0,781	Valid
5	Z. 5	0,148	0,721	Valid

Based on Table 4above shows that the validity test of the purchase decision where the r count of the entire statement gets a resultgreater than the r table, thus the statement is valid to use as research data.

## 2. Reality Test

The reliability test is a measure of the internal consistency of a variable indicator that indicates the degree of each indicator. Instrument reliability test aims to know the consistency of an instrument. To test reliability is used coefficient of reliability (Cronbach Alpha). This technique or formula can be used when the answer given to the respondent is in the form of a scale such as 1-3, 1-5 and 1-7. The criteria of a research instrument are said to be reliable if the reliability coefficient of each variable can be seen in Table 5 as follows.

**Table 5** ReliabiReliabiLitas Test Results for Each Variable

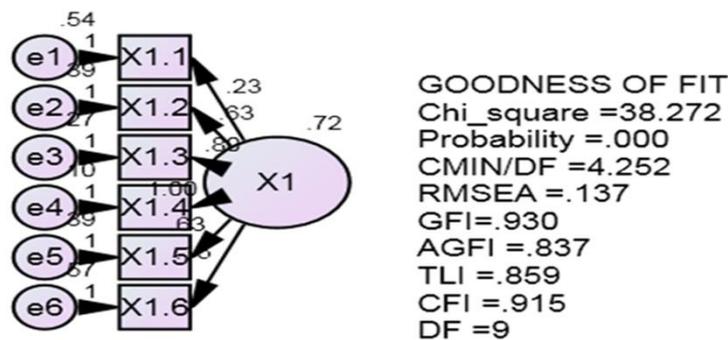
No.	Variable	Alpha Cronbach	Alpha Count	Description
1	Product Quality (X1)	0,600	0,749	Reliabel
2	Price (X2)	0,600	0,719	Reliabel
3	Brand Image (Y)	0,600	0,816	Reliabel
4	Purchase Decision (Z)	0,600	0,750	Reliabel

Based on Table 5 above shows that each variable namely product quality, price, brand image and purchase decision obtains an alpha calculated value greater than alpha cronbach, thus all statements of each variable meet the conditions or are required to be used as further data analysis.. The results of the study will be analyzed using sem analysis model (Structural Equation Model) with CFA (Confirmatory Factor Analysis) program AMOS (Analysis Of Moment Structure). Arbukle in Dahlan Taha, 2017 obeservasi variable prediction

conditions at both individual and contraction levels are seen through Critical Ratio (CR). If the critical ratio is significant then these dimensions will be said to be useful for predicting consignor or latent variables. The latent variables (Construct) in this study are product quality, price, brand image and purchasing decisions. By using structural equation models from AMOS obtained indicators of fit models. The benchmark used to test each hypothesis is the critical ratio (CR) value at the regression weight with a minimum value of 2.0 in absolute (absolute).

After testing the assumptions and actions as necessary against the following errors will be done analysis of the fit model with the criteria of fit models such as GFI, AGFI, TLI and RMSEA. Analysis can be used for both individual and complete models. The results of measurements of the dimensions and indicators of each latent variable with confirmatory factor analysis (CFA) are also described as follows:

The results of the product quality variable concentrate test are evaluated based on the goodness of fit indices in the following table with presented model criteria as well as the value of the criteria. From the evaluation of the model, the evaluation of the conciliation as a whole has not all been confirmatory factor analysis (CFA) test results of product quality variables against the following models:



The results of the product quality variable concentrate test are evaluated based on the goodness of fit indices in the following table with presented model criteria as well as the value of the criteria. From the evaluation of the model, the evaluation of the conciliation as a whole has not all produced a value above the criteria indicating that the model does not match the data.

**Table 6** Evaluation of Goodnees of Fit Indices Product Quality

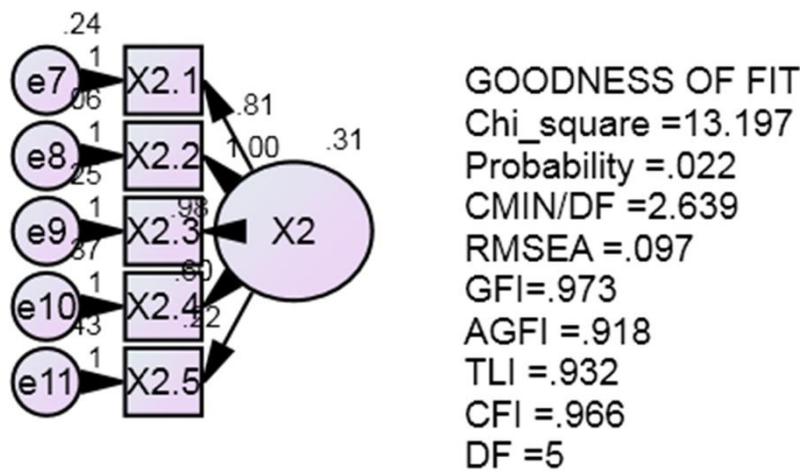
Goodness of fit index	Cut-off Value	Model Results*	Description
Chi_Square	Expected to be small	38.272 (0.05:9=16.918)	Marginal
Probability	≥ 0.05	0.000	Marginal
CMIN/DF	≤ 2.00	4.252	Marginal
.06 MILES AWAY	≤ 0.08	0.137	Marginal
Gfi	≥ 0.90	0.930	Good
AGFI	≥ 0.90	0.837	Marginal
TLI	≥ 0.95	0.859	Marginal
Cfi	≥ 0.95	0.915	Marginal

Table 6 shows that the product quality measurement model has not shown a fit model or has not matched the data with the model. This is evidenced by the eight existing criteria. There is only 1 that meets the criteria, thus the above model shows a level of acceptance that is not yet good. Furthermore to know the variables that can be used as indicators of product quality can be seen from the loading value of the lambda factor or coefficient ( $\lambda$ ) and its level of significance reflecting each variable as an indicator of product quality as follows:

**Table 7.** Loading Factor (x) Product Quality Variable Measurement

Variable Indicators	Loading Factor ( $\lambda$ )	Critical Ratio	Probability (p)	Description
X1.1	0.259	3.332	0.000	Significant
X1.2	0.652	9.484	0.000	Significant
X1.3	0.796	12.324	0.000	Significant
X1.4	0.935	Fix	0.000	Significant
X1.5	0.651	9.477	0.000	Significant
X1.6	0.169	2.149	0.032	Significant

Loading factor ( $\lambda$ ) measurement of product quality variables in Table 7 above shows the test results of the measurement of product quality variables from each indicator to explain the conciliation especially latent variables. The test results show that all indicators are significant, so all indicators are included in the next test. Test results confirmatory factor analysis (CFA) variable price against the model as follows:



The results of the price variable conciliation test are evaluated based on the goodness of fit indices in the following table with the proposed model criteria of a critical value. From the evaluation of the proposed model that the evaluation of the conciliation as a whole has not all produced the above critical values that indicate that the model does not yet match the data

**Table 8.** Evaluation of criteria Goodnes of Fit Indices Price (X2)

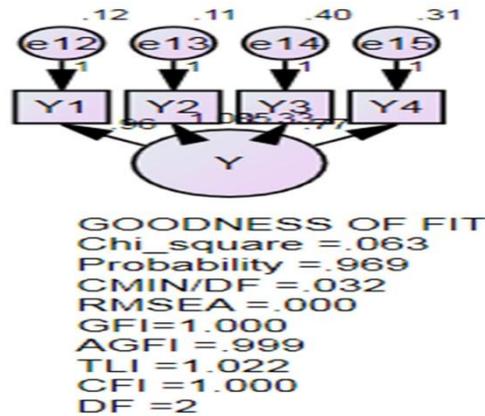
Goodness of fit index	Cut-off Value	Model Results*	Description
Chi_Square	Expected to be small	13,197 (0.05:5=11,070)	Marginal
Probability	$\geq 0.05$	0.022	Marginal
CMIN/DF	$\leq 2.00$	2.639	Marginal
.06 MILES AWAY	$\leq 0.08$	0.097	Marginal
Gfi	$\geq 0.90$	0.973	Good
AGFI	$\geq 0.90$	0.918	Good
TLI	$\geq 0.95$	0.932	Marginal
Cfi	$\geq 0.95$	0.966	Good

has not shown a fit model or has not matched between the data and the model. This is evidenced from the eight criteria that there are only 3 (three) that meet the criteria, thus the above model shows the level of acceptance is not good. Furthermore, to find out which variables can be used as price indicators can be seen from the loading value of the lambda ( $\lambda$ ) coefficient and its level of significance which reflects each variable as a price indicator as follows:

**Table 9** Loading factor ( $\lambda$ ) Variable Price Measurement (X2)

Variable Indicators	Loading Factor ( $\lambda$ )	Critical Ratio	Probability (p)	Description
X2.1	0.682	9.038	0.000	Significant
X2.2	0.912	Fix	0.000	Significant
X2.3	0.737	9.724	0.000	Significant
X2.4	0.483	6.223	0.000	Significant
X2.5	0.188	2.342	0.019	Significant

above shows the test results of the price variable measurement of each indicator to explain the conciliation especially latent variables. This indicates that all indicators are significant, so all indicators are included in the next test. Test results confirmatory factor analysis (CFA) variable brand image against the model as follows



The results of the brand image variable conciliation test are evaluated based on the goodness of fit indices in the following table with the model criteria submitted a critical value. From the evaluation of the proposed model that the evaluation of the conciliation as a whole produces a value above critical that indicates that the model has matched the data, so that it can be carried out a test of the suitability of the next model.

Table 10 Evaluation of Criteria Goodness of Fit Indices Brand Image (Y)

Goodness of fit index	Cut-off Value	Model Results*	Description
Chi_Square	Expected to be small	0.063 (0.05:2=5.991)	Good
Probability	≥ 0.05	0.969	Good
CMIN/DF	≤ 2.00	0.032	Good
.06 MILES AWAY	≤ 0.08	0.000	Good
Gfi	≥ 0.90	1.000	Good
AGFI	≥ 0.90	0.999	Good
TLI	≥ 0.95	1.022	Good
Cfi	≥ 0.95	1.000	Good

Table 22 shows that the brand image measurement model, the model criteria has shown the absence of a fit model or conformity between the data and the model. This is evidenced from the eight criteria that all meet the criteria. Thus the above model shows a good level of acceptance therefore it can be concluded that the model is acceptable. Furthermore, to find out which variables can be used as indicators of brand image can be observed from the loading value of the lambda factor or coefficient ( $\lambda$ ) and its level of significance reflecting each variable as the brand image indicator appears in the following table:

Table 11 Loading Factors ( $\lambda$ ) Of Brand Image Variable Measurement (Y)

Variable Indicators	Loading Factor ( $\lambda$ )	Critical Ratio	Probability (p)	Description
Y1, 2014 in New	0.848	11.553	0.000	Significant
Y2, 2014 in New	0.869	Fix	0.000	Significant
Y3, 2014 in New	0.609	8.246	0.000	Significant
Y4, 2014 in New	0.621	8.428	0.000	Significant

Loading factor ( $\lambda$ ) measurement of brand image variables in table 11 above shows the test results of the measurement of brand image variables from each indicator to explain the contract. This indicates that all indicators are significant, so all indicators are included in the next test. Confirmatory Factor Analysis (CFA) test results of variable purchasing decisions against the model as follows:

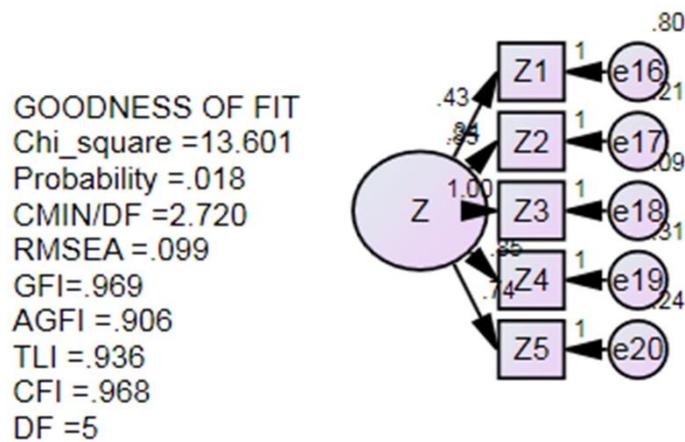


Figure 6 CFA Variable Purchase Decisions The test results of the variable conciliation of the purchase decision are evaluated based on the goodnees of fit indeces in the following table with the proposed model criteria of a critical value. From the evaluation of the proposed model that the evaluation of the conciliation as a whole produces a value above critical that indicates that the model does not yet match the data.

**Table 12** Evaluation of Criteria Goodness of Fit Indices Purchasing Decisions (Z)

Goodness of fit index	Cut-off Value	Model Results*	Description
Chi_Square	Expected to be small	13,601 (0.05:5=11,070)	Marginal
Probability	≥ 0.05	0.018	Marginal
CMIN/DF	≤ 2.00	2.720	Marginal
.06 MILES AWAY	≤ 0.08	0.099	Marginal
Gfi	≥ 0.90	0.969	Good
AGFI	≥ 0.90	0.906	Good
TLI	≥ 0.95	0.936	Marginal
Cfi	≥ 0.95	0.968	Good

Table 12 shows that the purchase decision measurement model does not match the data and the model. This is evidenced from the eight criteria that there are only 3 (three) that meet the criteria thus the above model shows a level of acceptance that is not good. Furthermore to know the variables that can be used as indicators of purchasing decisions can be observed from the loading value of the lambda factor or coefficient ( $\lambda$ ) and its level of significance reflecting each variable as the brand image indicator appears in the following table:

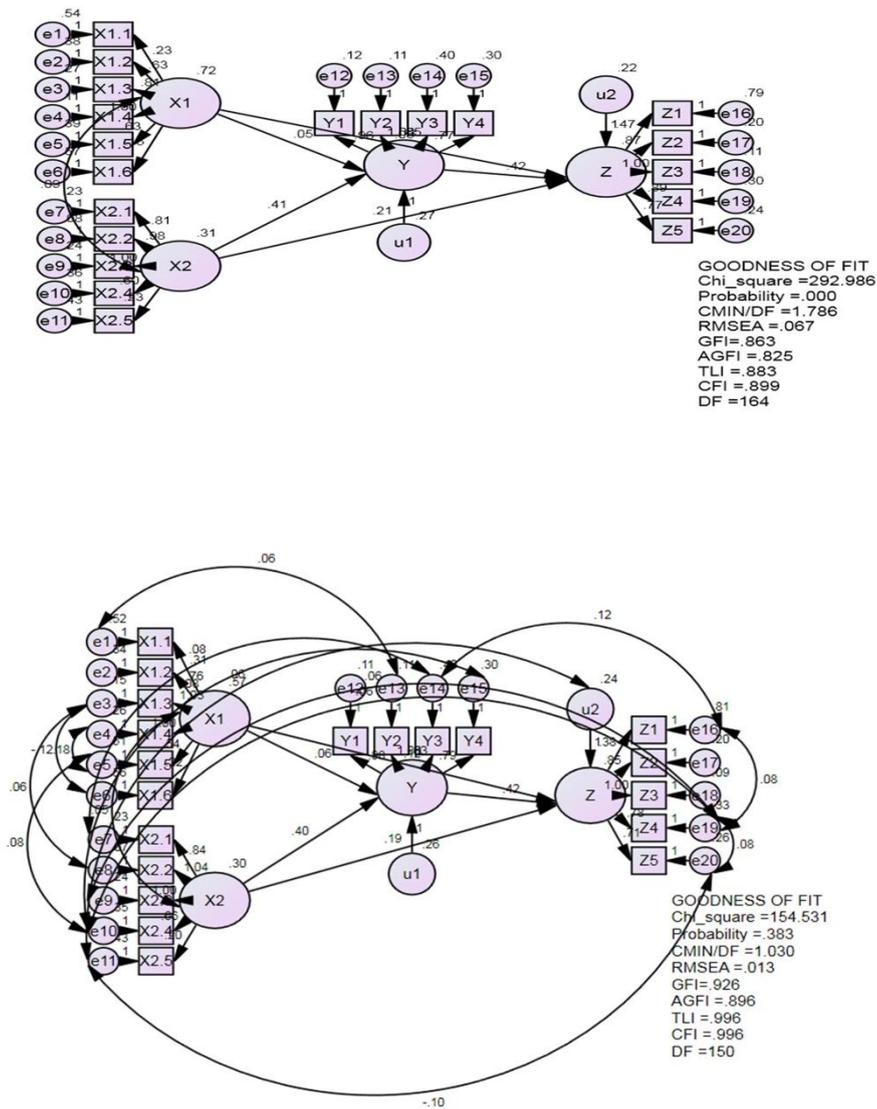
**Table 13** Loading Factors ( $\lambda$ ) Of Brand Image Variable Measurement (Y)

Variable Indicators	Loading Factor ( $\lambda$ )	Critical Ratio	Probability (p)	Description
Z1	0.267	3.331	0.000	Significant
Z2	0.734	9.923	0.000	Significant
Z3	0.887	Fix	0.000	Significant
Z4	0.662	8.888	0.000	Significant
Z5	0.659	8.839	0.000	Significant

Table 13 above shows the test results of variable measurement of purchasing decisions from each indicator to explain the contract. This indicates that all indicators are significant, so all indicators are included in the next test.

1) Influence of Product Quality, Price on Purchasing Decisions Through Brand Image

Based on the way the values are determined in the model then the first model test variables are grouped into exogenous variables and endogenous variables. An exogenous variable is a value determined outside the model, whereas an endogenous variable is a variable whose value is determined through an equation or from a relationship model formed into a group of exogenous variables namely product quality and price. While that includes endogenous variables namely brand image and purchasing decisions. Hepottic models are theoretically supported by empirical data. The results of the complete SEM analysis can be seen in the following image:



The model test results shown in the image above are evaluated based on the goodness of fit indices showing the model criteria as well as its critical value that has data compatibility.

**Table 14** Evaluation of Criteria Goodness of Fit Indices Overall Model

Goodness of fit index	Cut-off Value	Model Results*	Description
Chi_Square	Expected to be small	154.531 (0.05:150=179.58)	Good
Probability	≥ 0.05	0.383	Good
CMIN/DF	≤ 2.00	1.030	Good
.06 MILES AWAY	≤ 0.08	0.013	Good
Gfi	≥ 0.90	0.926	Good
AGFI	≥ 0.90	0.896	Marginal
TLI	≥ 0.95	0.996	Good
Cfi	≥ 0.95	0.996	Good

Table 14 of the final model evaluation shows that of the 8 (eight) criteria set there are already 7 (seven) that meet the criteria, it can be concluded that the above model shows a good acceptance rate and the model is acceptable, so the overall model is said to be in accordance with the facts and can be analyzed further.

## V. Discussion

### 1. Effect of product quality on brand image

Based on the process of data using statistics, from the spread of the frequency of respondents' answers, the mean value or average value that determines the quality of the product provides good reinforcement, meaning that the





give good reinforcement to honda car purchasing decisions in Makassar city. Furthermore, in terms of pricing role based on sem analysis results through Confirmatory Factor Analysis (CFA) shows that the model is fit enough to be further analyzed with critical ratio value and probability to be tested hypothetical variable brand image positively and significantly directly on honda car purchase decisions in Makassar City.

Hypothetical test results show that brand image has a positive and significant effect on purchasing decisions, this indicates that there is a positive and significant influence that can be explained that indicators of brand image variables can be applied well to manifest or create honda car purchasing decisions while the variable indicators of brand image that are the cause of the birth of purchasing decisions are easily known and remembered, have a public reputation and have quality or quality that is undoubtedly and reliable or reliable by consumers.

With respect to the above discussion about the influence of brand image on purchasing decisions, there are several relevant theories that support, among others, put forward by Alma in Sudarso A (2015) consumers in buying something, not just needing the goods, but there is something else to expect. Something else is in accordance with the image that is formed inside him, because it is very important for a corporate organization to inform the public in order to form a good image. The image of institutsi or company as something that is expected of an institution or company so that the perception of the public and customers can confirm that the institution or company is good. This perception is a consideration in decision making in choosing the company's products. (Kotler in Sudarsono A 2015).

Furthermore, the results of the research related to the above discussion are research conducted by PebrianaAryadhe and Ni Made Rastian (2016) and Ike Venesa, Zainal Arifin (2017) whose research shows that brand image has a strong or significant influence in decision making in purchasing a product. The theory and results of previous research have relevance to the concept or values of Islam found in the Quran surah Al Isra verse 35 and surah Asy-syura verse 181-183 as follows:

10/10 1999-2015- 1999 "I'm not going to say anything," he said.

Means:

And complete the measure when you measure, and weigh with the correct balance. That is better and better for you. Surah Asy-Shadura verse 181-183

I'm not sure i'm going to be able to do that.

Means:

Give recompany the measure, and do not be of the detrimental.

I'm not sure i'm going to be able to do that.

And weigh with the correct scales.

10 00:00:00,000 --& 00:00:00,000 --& 00:00:00,000 --& 00:00,000

And do not harm men in their rights, and do not cause corruption in the land.

From both verses above explains that when menaka. So the measure with the correct balance sheet, this indicates that giving the correct measure according to the actual will give a good impression or image to a product or company thus the consumers will be easier to make purchasing decisions.

## **6. Influence of product quality on purchasing decisions through brand image**

Based on the process of data using statistics, from the spread of the frequency of respondents' answers, mean value or average value belongs to a good category, meaning that indicators of product quality variables give reinforcement that the quality of products owned by Honda cars can create or manifest brand image to consumers. Furthermore, in terms of price role based on sem analysis results through Confirmatory Factor Analysis (CFA) shows that the model is fit enough to be further analyzed with critical ratio value and probability to be tested hypothesis of the indirect influence of product quality variables on purchasing decisions through honda car brand image in Makassar City.

Hypothetical test results show that the quality of the product has a positive and insignificant effect on purchasing decisions through honda car brand image in Makassar city, this shows that there is a positive and significant influence can be explained that indicators of product quality variables consisting of the main function of a product operate well, have long lasting durability and reliable shape, size, and design can be distinguished by other products there is suitability or accuracy between the specifications offered with consumer wishes and factors can improve product functionality and be easy to repair when there is damage. These indicators can be considered by consumers on their purchasing decisions.

The insignificant effect of product quality on purchasing decisions through brand imagery indicates that other brand variable indicators that brand image variables have not been able to mediate the influence of product quality on purchasing decisions. This has not been able to indicate that the increasing brand image of the service purchase decision will go up. In consumer purchasing decisions some look at the brand image, which is owned by the product, but others do not pay attention to the image that the product has in making purchasing decisions, other factors that can affect it are purchasing power, price, promotion and others.

Based on the above description of the effect of product quality on purchasing decisions through brand image. There are several relevant theories and the results of previous research that support it, Kotler and Keller (2009) explain that smart companies will try to fully understand the customer decision-making process. All their experience in learning to choose and rent out products. Purchasing decisions are influenced by positive brand image factors in the presence of a strong brand image that can cause the brand to be attached to the consumer's head. Consumer purchasing decisions can be seen as a process by which consumers will evaluate the product by looking at the strength of the product's various attributes and the image of the product. Oghojratu (2012).

The relevant research results are research conducted by Ida, Bagus Dicky Darmajaya, Tjok Gede Raka, Sukmawati (2019). The results showed that (1). Product quality has a positive and significant effect on brand image, (2). Product quality has a positive and significant effect on purchasing decisions, (3). Brand imagery has a positive and significant effect on purchasing decisions and (4). Brand image is able to mediate the influence of product quality on purchasing decisions. Siti Nurhayati's research results (2017) give different research results that brand image can not mediate against purchasing decisions that the object of research is no longer a consumer concern by already well known enough only other factors that are considered such as: price, quality and others.

### **7. Price influence on purchasing decisions through brand image**

Based on the process of data using statistics, from the spread of the frequency of respondents' answers, the mean value or average value of the 3 (three) variables i.e. price, purchasing decision and brand image are among the categories that mean the variable price indicator gives good reinforcement to purchasing decisions through honda car brand image. The price contribution to purchasing decisions through SEM analysis with Confirmatory Factor Analysis (CFA) shows the fit indices model to be further analyzed with critical ratio value and probability for hypothesis testing of direct and indirect price variables against purchasing decisions through brand image.

As for the hypothetical test results show that the price has a positive and significant effect on purchasing decisions through brand image this indicates that the positive and significant influence caused by all indicators on price variables can influence honda car purchasing decisions through brand image or in other words that brand image is able to mediate price variables against honda car purchasing decisions in Makassar city.

Based on the above description, there are several theories and relevant research results that support among others: Stanton (2000) price is the amount of money needed to obtain some combination of an accompanying product and service, Simamora (2001) price is a certain amount of value exchanged to obtain a product thus the price of an item is the determinant for the market demand. Buhari (2004) brand image is a representation of the overall perception of the brand and formed from information and knowledge of a product or brand will be more likely to make a purchase. Kotler (2004) purchasing decision is the action of the consumer to buy or not to buy against the product. Of the factors that affect consumers making purchases usually consider the quality and price. From the above description it can be concluded that the decision to purchase a product by the consumer is influenced by the price and brand image. The results of the research that relevant with the above discussion are SulvanyChichiliaLotulung, JoiceLapian et al (2015), DesyIriana, DewiLubis and RahmatHidayah (2017) the results of his research is that the price has a positive and significant effect on purchasing decisions.

## **VI. Conclusions And Suggestions**

Based on the analysis of the results and discussion is concluded as follows:

Product quality has a positive and insignificant effect on brand image. All indicators have not been able to provide reinforcement to product quality variables that cause insignificant effect on brand image..

1. Price has a positive and significant impact on brand image. All indicators have a strong influence on price variables and this also has a significant impact on brand image.
2. Product quality has a positive and significant effect on purchasing decisions. All indicators have a strong influence on product quality variables and this also has a significant influence on purchasing decisions.
3. Prices have a positive and significant effect on purchasing decisions. All indicators have a strong influence on price variables and this also has a significant influence on purchasing decisions.
4. Brand Image has a positive and significant impact on purchasing decisions. All indicators exert a strong influence on brand image variables and this also has a significant influence on purchasing decisions.
5. Product quality has a positive and insignificant effect on purchasing decisions. All indicators have not been able to provide reinforcement to product quality variables that cause insignificant effect on purchasing decisions through brand image or in other words that brand image has not been able to mediate the influence of product quality on purchasing decisions.

6. Prices have a positive and significant effect on purchasing decisions. All indicators exert a strong influence on price variables which have a significant effect on purchasing decisions through brand image or in other words that brand image is able to mediate the influence of price on purchasing decisions.

## **B. Advice**

Based on the conclusion of this research, the following suggestions will be submitted:

1. Product quality must always be improved through product innovations based on technological developments and consumer tastes.
2. Building a good brand image is not only from the quality of the product and the price but there are many aspects to be aware of including the quality of service and the friendliness of its employees.
3. In setting a price policy should always pay attention to the price set or offered by competitors including the ability or purchasing power of consumers.

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