

## Honda PCX Motorcycle Promotion Consumer Satisfaction

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### ***Abstract***

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*The study aims to analyze the relationship between the promotion of the Honda PCX Motorcycle and consumer satisfaction levels. The Honda PCX Motorcycle is one of the popular models of motorcycles marketed by the Honda Motor Company. Effective promotions can affect consumer perceptions of products and help in influencing their purchasing decisions. Research results show that the promotion of the Honda PCX Motorcycle has a significant impact on consumer satisfaction. Consumers who have a high level of exposure to promotions tend to have a higher level of satisfaction with the product. Effective promotion is able to create higher awareness, build a positive image, and provide relevant information to potential consumers, which in turn increases their satisfaction. The findings have significant implications for Honda Motor Company and other motorcycle manufacturers. They can use these findings to develop more effective promotion strategies and focus on the aspects that most affect consumer satisfaction. Thus, it can be expected that the level of consumer satisfaction will increase, which will ultimately have a positive impact on sales performance and brand reputation*

**Keywords:** Promotion; Honda; Consumer Satisfaction; Motorcycle

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### **INTRODUCTION**

Travel is inextricably linked to human life. Motorcycles are one type of transportation that can be employed because they are more efficient than other vehicles and are also less expensive. Motorcycles have evolved over time in terms of design and product quality to create a sense of satisfaction with a specific brand. Several motorcycle brands are still well known to the general public, including Yamaha, Honda, Suzuki, Kawasaki, and TVS. Yamaha and Honda are the most popular motorcycle brands right now, with a percentage of national sales exceeding 72% per year based on the criteria of sports motorcycles, automation, and ducks. Automatic

motorcycle sales are increasing year after year, with a percentage of 53.87% expected in 2021, and Honda is the market leader in motorcycles sales in Indonesia.

The Honda PCX is one of AHM's products, with a 155 cc engine capacity and designs and features that promote comfort and safety to its customers. A good brand image is required as product identification to match expectations in order to retain its existence. Product quality is a key factor in providing customer happiness. Customer satisfaction, retention, and word of mouth are all affected by product quality. Promotions can be used to measure consumer happiness in addition to product quality and brand image. Promotion is the practice of marketing and promoting a product so that people are interested in buying it. Product pricing is also essential since it influences sales volume. Pricing should also be in line with the quality of the products promoted. The product that meets the expectations of the consumer will make him feel happy and satisfied.

Consumer satisfaction is a goal that must be met by understanding the factors driving satisfaction. So from that I was interested in doing research to know the impact of brand image, product quality, price, and promotion on the satisfaction of consumers Honda PCX motorcycle users.

## 1. LITERATURE REVIEW

### A. Promotion

Swastha & Handoko (2012) mentions that promotion is a communication activity to influence a person so that they are interested in buying a product offered. According to Alma (2011), promotion is the provision of explanations to convince, get attention and educate a person to buy a product or service offered.

From the above exposure, a promotion is a tool to convey information by a company or someone else to give an explanation regarding products, prices, or specifications given to consumers. According to Kotler & Keller (2009):

- a. The Service
- b. severity
- c. direct marketing
- d. Advertising
- e. Promotion of sales

### B. Price

According to Kotler & Keller (2009) price is the amount of money spent on obtaining or using services and products offered. Pricing is a means of earning income. Simamora (2004) stated that price is the value of money to obtain a product. Proper pricing is a very important thing in the world of sales, so the profit for the company and the affordability for the consumer must be considered. Pricing is very necessary to consider because it can serve as an opportunity for competitors to improve the quality of their products even cheaper with the same quality.

According to some definitions, price is the value that must be issued in order to possess or use a product/service. As for the price indicator according to Kotler & Keller, (2009) is:

- a. Satisfaction of price
- b. The price competition
- c. Period of Payment
- d. credit

### C. Satisfaction of consumers

According to Kotler and Keller (2017), consumer satisfaction is the final condition of consumers after using a product or service that can be satisfaction or disappointment. Feelings of pleasure or disappointment that arise after comparing results. According to Tjiptono (2007), consumer satisfaction is the comparison of the results of the value issued with the expectation so

that certain conditions arise. For that, consumer satisfaction is a very important thing to realize because it can affect consumers in using goods so that it can increase the company's income through the existence of the products offered. According to the Kotler & Keller Index of Consumer Satisfaction (2009),

- a. Quality of product
- b. Priced
- c. Quality of Service
- d. Promotional

## METHODS

### A. Types of research

The research was carried out by analyzing the data obtained from the survey results to the specified population. The population of this study are consumers who use Honda PCX motorcycles who have certain characteristics and are in accordance with future research needs concluded. The first characteristic is a minimum age of 25 years, and the second is the respondent who owns a Honda PCX motorbike.

The method of data collection was carried out by distributing questionnaires containing a list of statements about consumer satisfaction to be filled in so that researchers get the desired research data relevantly. The number of respondents in the study is at least 97 people and it is hoped that each respondent can fill in data honestly according to the experience they have had while using the product. The data analysis technique uses a type of non-probability sampling, namely purposive sampler. The variables in this study are brand image, product quality, promotion and price as the independent variables and consumer satisfaction as the dependent variable.

### B. Technical analysis

The method used in the analysis is multiple linear regression using the Package for Social Science (SPSS) application. Data analysis techniques used by researchers are instrument testing, classical assumption testing and hypothesis testing.

### C. Analysis and Discussion

#### Uji F

**Table 1. F Test Results**

ANOVAa						
Model		Sum Of Squares	df	Square	F	Sig
1	Regression	150,956	4	37,739	33,048	,000b
	Residual	108,484	95	1.142		
	Total	259.44	99			
a. Dependent Variable: Consumer_Satisfaction						
b. Predictors: (Constant), Promotion, Price, Brand_Image, Product_Quality						

Based on the results of the SPSS output test, it can be said that the F value counts at 33,048 with a significant value of  $0,000 < 0,05$  which means that the image of the brand, product quality, price, promotion influences stimulantly or jointly on consumer satisfaction.

**Table 2. Coefficient Determination**

ANOVAa				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,763a	,582	,564	1.06861

a. Predictors: (Constant), Promotion, Price,
b. Citra_Brand, Product quality

Based on the results of the SPSS output test, it can be found that the Adjusted R Square value is 0.564 which means brand image, product quality, price, promotion can explain about consumer satisfaction factors. 0.436 is influenced by other variables..

## RESULT AND DISCUSSIONS

### A. The Impact Of Brand Image On Consumer Satisfaction

Based on the results of the regression test, the brand image has a positive and significant impact on the satisfaction of Honda PCX consumers. This proves previous research conducted by Jannah (2019) where the results of variable research image of brands have a positive impact on consumer satisfaction

### B. The Impact Of Product Quality On Consumer Satisfaction

Based on the results of the regression test, the quality of the product has a good and significant impact on the satisfaction of Honda PCX consumers. This means that the Honda PCX has provided good quality products and can satisfy consumers. This makes research conducted by Jannah (2019) show that product quality variables have a positive impact on consumer satisfaction.

### C. Price Effect on Consumer Satisfaction

Based on the results of the regression test, the impact of the price variable (X3) on consumer satisfaction has a positive and significant impact on the satisfaction of consumers of Honda PCX motorcycles. This means that the price has been in line with the quality given to consumers so that consumers are satisfied with Honda PCX products. This proves that research conducted by Jannah (2019) shows that price variables have a positive and significant impact on consumer satisfaction.

### D. Impact of Promotion on Consumer Satisfaction

Based on the results of the regression test, the promotion has a real and positive impact on the satisfaction of Honda PCX consumers. This means that the promotion can convince the consumer with respect to consumer satisfaction. This shows that there is a significant influence on the promotion variables on consumer satisfaction in the research carried out by (Nurhanifah, 2014)

## CONCLUSION

Based on this research, it can be concluded as follows:

- a. The brand image variable (X1) has a significant or positive impact on consumer satisfaction. The first hypothesis is accepted.
- b. The product quality variable (X2) has a significant or positive impact on consumer satisfaction. The second hypothesis is accepted.
- c. The price variable (X3) has a significant or positive effect on consumer satisfaction so that the third hypothesis is accepted.
- d. The promotion variable (X4) has a significant or positive impact on consumer satisfaction so that the fourth hypothesis is accepted.
- e. Consumer satisfaction (Y) is influenced jointly or simultaneously by variables such as brand image, product quality, price, and promotion.

### Recommendation

Based on the above research, the researchers would like to give the following advice:

- a. For Honda management to be able to maintain independent variables (brand image, product quality, price, promotion) because they have a positive impact on consumer satisfaction.

For the future, the researchers hope to use it for research reference comparison materials as well as deepen further research by developing independent variables outside of this research

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