



The Influence of Price Perception, Product Quality, and Product Design on Consumer Purchasing Decisions of Honda Motorcycles (Case Study: Honda PCX Motorcycle Club Surabaya)

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Article History:

Received : 18-08-2026

Revised : 24-09-2026

Accepted : 29-09-2026

Keywords: Price Perception, Product Quality, Product Design, Purchase Decision, Honda PCX

Abstract: This study aims to analyze the influence of price perception, product quality, and product design on consumer purchasing decisions among members of the Honda PCX Club Surabaya. This study used a quantitative approach with an explanatory research design. Data were collected through questionnaires from 71 respondents using a Likert scale and analyzed using multiple linear regression with SPSS. The results show that price perception, product quality, and product design have a positive and significant influence on purchasing decisions, with regression coefficients of 0.245, 0.289, and 0.391, respectively. Simultaneously, the three variables significantly influence purchasing decisions, as indicated by an *F* value of 59.809 and a significance value of 0.000. The *R* Square value of 0.728 indicates that 72.8% of the variation in purchasing decisions is explained by price perception, product quality, and product design, while the remaining 27.2% is explained by other factors outside the model. Among the variables examined, product design has the strongest influence.

How to Cite: Wildan Kurnia Saputra, Siti Rabiah, Muhammad Abdul Bishri Rafiudin, Arya Gandewa Prasetyo, Mukti Ali.(2026). *The Influence of Price Perception, Product Quality, and Product Design on Consumer Purchasing Decisions of Honda Motorcycles (Case Study: Honda Pcx Motorcycle Club Surabaya)*. 4(2). pp.1125-1131. <https://doi.org/10.61536/escalate.v4i02.727>



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Introduction

The Indonesian motorcycle industry plays a strategic role in the national economic structure. Motorcycles are the most dominant means of transportation, providing mobility and flexibility for people in both urban and rural areas to carry out their daily activities (Moercahyono & Pasaribu, 2023).

According to data from the 2022 motorcycle report published by the Statistics Indonesia (BPS), there were over 130 million motorcycles in Indonesia in 2024. This demonstrates the high level of mobility demand and the public's dependence on motorcycles to support economic and social activities (Septiana et al., 2023; Mege et al., 2023).

The following is data on the development of the number of motorized vehicles by type from 2023 to 2025 based on the report of the Central Statistics Agency (2025):

Table 1 Data on Motor Vehicle Development by Type (2023-2025) Source: Central Statistics Agency (2025)

Vehicle Type	2023	2024	2025
Car	19,710,434	20,444,507	21,033,084
Bus	272,793	293,991	309,348
Truck	6,087,299	6,277,403	6,491,339
Motorcycle	133,051,310	139,450,013	145,679,527

One interesting phenomenon in the context of purchasing decisions is consumer behavior in the Honda PCX premium motorcycle community in Surabaya, where most owners modify their motorcycles after purchase. This modification activity reflects the difference between the user's aesthetic or functional expectations and the manufacturer's standard conditions. Many community members consider modification as a means of expressing self-identity, lifestyle, and social status (Abidin et al., 2024; Zhang, 2025). Therefore, this study focuses on the influence of price perceptions, product quality, and product design on the purchasing decisions of members of the Honda PCX Club Indonesia (HPCI) Surabaya Chapter.

Based on initial observations within the HPCI Surabaya Chapter community, common modifications include visual changes to seats, rims, lights, mirrors, and the addition of comfort accessories. This phenomenon suggests that the decision to purchase a premium motorcycle doesn't end with the initial transaction, but rather continues with customization to meet group needs and norms. Previous research has largely focused on general consumers at dealerships or the wider community without considering the community's social segmentation. This represents a key research gap addressed by this study.

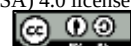
The aim of this study is to analyze and prove: (1) the influence of price perception on purchasing decisions, (2) the influence of product quality on purchasing decisions, (3) the influence of product design on purchasing decisions, and (4) the influence of price perception, product quality, and product design simultaneously on purchasing decisions among members of the Surabaya Honda PCX Club.

Literature review

Marketing management is a strategic process that encompasses the analysis, planning, implementation, and control of marketing programs to create profitable exchanges (Kotler & Keller, 2021). Consumer behavior is defined as individual activities involving the selection, purchase, use, and evaluation of products or services to satisfy needs (Rahmawati, 2021; Solomon, 2025). This behavior is influenced by cultural, social, personal, and psychological factors.

1. Price Perception (X1)

Price perception is a consumer's subjective evaluation of the monetary value spent compared to the benefits received from a product (Kotler & Armstrong, 2018; Zeithaml, 2021). Key indicators of price perception include price appropriateness, price fairness, and relative price (Nur Amalina & Khasanah, 2025).



2. Product Quality (X2)

Product quality encompasses all product characteristics that influence its ability to meet consumer needs, both stated and implied (Arinawati et al., 2021). Product quality indicators include performance, durability, features, and reliability (Gunawan, 2022; Nur Iryanti et al., 2024).

3. Product Design (X3)

Product design encompasses the aesthetics, function, and ergonomics of a product to provide added value and a visual experience for users (Ulrich & Eppinger, 2024; Rahayu et al., 2023). Product design indicators include visual aesthetics, design functionality, and consumer appeal (Suardana et al., 2026).

4. Purchase Decision (Y)

A purchase decision is the stage in which consumers select and purchase a product from various alternatives to meet their needs (Kotler & Keller, 2021). Indicators of a purchase decision include product confidence, purchasing habits, recommendations from others, and repeat purchases (Devi & Fadli, 2023).

5. Hypothesis Development

• H1: Price perception has a positive and significant effect on purchasing decisions. • H2: Product quality has a positive and significant effect on purchasing decisions. • H3: Product design has a positive and significant effect on purchasing decisions. • H4: Price perception, product quality, and product design simultaneously have a positive and significant effect on purchasing decisions.

Research methods

1. Research Design, Population, and Sample

This study used a quantitative approach with an explanatory research design. The study population was all 71 members of the Honda PCX Club Surabaya (HPCI Surabaya Chapter). The sampling technique used a saturated sampling method (total sampling), in which all 71 members of the population were selected as respondents.

2. Data Collection and Instruments

Primary data was collected through a questionnaire distributed to respondents using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Secondary data was obtained from library research, BPS documents, and relevant literature. Data analysis was performed using SPSS version 26.

3. Operationalization of Variables

The variables studied include Price Perception (X1) with indicators of price suitability, price fairness, and relative price; Product Quality (X2) with indicators of performance, durability, features, and reliability; Product Design (X3) with indicators of visual aesthetics, design functionality, and attractiveness; and Purchase Decision (Y) with indicators of product stability, buying habits, recommendations, and repeat purchases.

4. Data Analysis Techniques

The data analysis techniques used include Data Quality Test (Pearson Validity Test and Cronbach's Alpha Reliability Test), Classical Assumption Test (Kolmogorov-Smirnov Normality Test, VIF/Tolerance Multicollinearity Test, Glejser Heteroscedasticity Test), Multiple Linear Regression Analysis, Partial Test (t), Simultaneous Test (F), and Coefficient of Determination (R²).

Research results

1. Respondent Characteristics

Based on data collection from 71 respondents who are members of the Surabaya Honda PCX Club, the majority of respondents were male (84.5%), aged 20-30 years (61.9%), and worked in the private sector and were entrepreneurs (73.2%).



2. Data Quality Test Results

The validity test results show that all statement items for variables X1, X2, X3, and Y have a calculated r value > 0.233 (r table $N = 71$, $df = 69$, sig 5%) and a p -value < 0.05 , so they are declared valid. The results of the reliability test are presented in Table 2 below:

Table 2 Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	Price Perception (X1)	0.782	Reliable
2	Product Quality (X2)	0.814	Reliable
3	Product Design (X3)	0.845	Reliable
4	Purchase Decision (Y)	0.801	Reliable

Source: Primary data processed by the author (2026)

3. Classical Assumption Test Results

The Kolmogorov-Smirnov Normality Test yields an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), indicating that the data is normally distributed. The Multicollinearity Test shows that the Tolerance value for all variables is > 0.10 and the VIF is < 10 , thus free from multicollinearity. The Glejser Test shows that the significance value for all variables is > 0.05 , thus free from heteroscedasticity.

4. Results of Multiple Linear Regression Analysis and Hypothesis Testing

The results of multiple linear regression testing, t-test, and F-test are presented in the summary table below:

Table 3 Results of Multiple Linear Regression Test and t-Test (Partial)

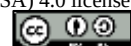
Model / Variable	Coefficient B	t count	Sig.	Information
Price Perception (X1)	0.245	3,214	0.002	Significant
Product Quality (X2)	0.289	2,985	0.004	Significant
Product Design (X3)	0.391	3,512	0.001	Significant

Source: Primary data processed by the author (2026)

Based on Table 3, the multiple linear regression equation obtained is:

$$Y = 2.145 + 0.245 X1 + 0.289 X2 + 0.391 X3$$

Simultaneous testing (F Test) produces a calculated F value of 59.809 with a p -value = 0.000 (< 0.05), proving that price perception, product quality, and product design simultaneously have a



positive and significant effect on purchasing decisions. The R Square value of 0.728 (Adjusted R2 = 0.716) indicates that 72.8% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 27.2% is explained by other variables outside the model.

Discussion

1. The Influence of Price Perceptions on Purchasing Decisions

The results of the regression analysis show that price perception has a positive and significant partial effect on purchasing decisions ($b_1 = 0.284$; $t = 3.227$; $\text{Sig} = 0.002$). This finding supports the theory of Kotler and Armstrong (2018) which states that price perception is a form of subjective consumer evaluation of the monetary value spent with the benefits received. Honda PCX consumers who are members of the community assess that the price level set by the manufacturer is comparable to the functional and prestige attributes obtained. This is in line with research by Nurjanah & Hakim (2021) and Ardiansyah & Soliha (2022) which confirm that reasonable and competitive prices will directly strengthen the level of consumer purchasing decisions.

2. The Influence of Product Quality on Purchasing Decisions

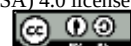
Hypothesis testing proves that product quality has a positive and significant effect on purchasing decisions ($b_2 = 0.298$; $t = 3.010$; $\text{Sig} = 0.004$) [cite: 2]. These results confirm the views of Garvin (2023) and Evans & Lindsay (2024) that product quality, which includes reliability, durability, and superior engine performance, is the main key to forming consumer satisfaction and decisions. For members of the Honda PCX Surabaya Club, the responsive performance of the 160cc engine, the comfort of the dual suspension, and fuel efficiency are the main rational reasons for making a purchase transaction. This finding is consistent with the results of Yanto Herdianto's study. (2023) and Punarbawa (2021).

3. The Influence of Product Design on Purchasing Decisions

Product design has been shown to have a positive and significant influence on purchasing decisions and is the variable with the largest contribution ($b_3 = 0.382$; $t = 3.537$; $\text{Sig} = 0.001$). This finding strengthens the theory of Ulrich & Eppinger (2024) and Suardana et al. (2026) regarding the importance of visual aesthetics and product ergonomics. In the context of automotive community members, design is not only technical but also represents social identity and lifestyle. The futuristic body lines and flexibility of the Honda PCX body for modification are the main attractions that trigger purchasing decisions. These results support the findings of Affandi & Anggraini (2021).

4. The Simultaneous Influence of Price Perception, Product Quality, and Product Design

Simultaneously, price perception, product quality, and product design have a significant influence on purchasing decisions with a calculated F of 59.809 ($\text{Sig} = 0.000$) and an R Square contribution of 72.8%. Consumer assessments of premium automotive product purchasing decisions are holistic, where the harmony between price appropriateness, quality toughness, and design luxury work continuously in encouraging purchasing actions.



Conclusion

Based on the results of the data analysis and discussion that have been presented, several conclusions can be drawn.

The main conclusions are as follows:

1. Price perception has a positive and significant influence on consumer bicycle purchasing decisions. Honda PCX motorbike at the Surabaya Honda PCX Club (Sig = 0.002).
2. Product quality has a positive and significant influence on consumer bicycle purchasing decisions. Honda PCX motorbike at the Surabaya Honda PCX Club (Sig = 0.004).
3. Product design has a positive and significant influence on consumer purchasing decisions for Honda PCX motorbikes at the Surabaya Honda PCX Club (Sig = 0.001), and is the most dominant variable.
4. Perception of price, product quality, and product design simultaneously have a positive and significant influence on purchasing decisions (F count = 59.809; Sig = 0.000) with an influence contribution of 72.8%.

Suggestion

1. For Companies (PT Astra Honda Motor / Authorized Dealers):

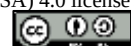
- a. Considering that product design is the most dominant variable, manufacturers are advised to continue to maintain elegant and futuristic design lines and provide official modification accessories (OEM) that are safe without voiding the official warranty.
- b. Maintaining a competitive and transparent pricing strategy by offering attractive financing schemes according to the perceived value of the product.
- c. Improve after-sales service and warranty on electrical/engine components to strengthen the perception of reliable product quality.

2. For Further Researchers:

- a. Further researchers are advised to add or expand other relevant independent variables such as brand image, digital promotion, and lifestyle to increase the explanatory power of the regression model.
- b. Expanding the scope of research samples is not only limited to communities in Surabaya, but also general users or communities on a regional/national scale.

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