

ABSTRAK

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN PROMOSI TERHADAP NIAT MEMBELI SEPEDA MOTOR LISTRIK MERK HONDA DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA PT. SABENA HONDA

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Industri sepeda motor di Indonesia telah memasuki era elektrifikasi. Dalam lima tahun terakhir telah bermunculan berbagai macam merek motor listrik yang melakukan penetrasi secara massif ke pasar sepeda motor nasional. Honda sebagai pemimpin pasar sepeda motor roda dua di Indonesia juga telah merespon dinamika pasar dengan meluncurkan tiga model motor listrik Honda dalam kurun waktu 2023 – 2025. Penelitian bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, persepsi harga dan promosi terhadap niat pembelian konsumen terhadap motor listrik khususnya merek Honda dengan dimediasi oleh kepuasan pelanggan. Penelitian menggunakan metode kuantitatif. Populasi diambil dari konsumen yang melakukan pembelian PCX & ADV selama periode Juli s.d. Desember 2024 di Dealer PT. Sabena Honda. Sampel dipilih dengan metode slovin diperoleh sebanyak 103 responden. Data dikumpulkan dengan teknik penyebaran kuesioner skala Likert. Pengolahan data menggunakan IBM SPSS Statistics versi 31. Pengujian hipotesis dalam penelitian ini menggunakan uji asumsi klasik dan regresi linier berganda dengan α 0,05. Hasil penelitian menunjukkan bahwa kualitas produk dan promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk, promosi dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat pembelian. Persepsi harga tidak berpengaruh baik terhadap kepuasan pelanggan maupun terhadap niat pembelian. Kemudian kepuasan pelanggan sebagai variabel intervening mampu memediasi hubungan kualitas produk, persepsi harga dan promosi terhadap niat pembelian. Penelitian ini memberikan kontribusi dalam memahami faktor – factor yang mempengaruhi kepuasan pelanggan dan niat pembelian sepeda motor listrik, serta sekaligus memberikan wawasan strategis bagi pihak dealer dalam meningkatkan kualitas pelanggan dan niat pembelian terhadap sepeda motor listrik merek Honda.

Kata Kunci : Kualitas Produk, Persepsi Harga, Promosi, Kepuasan Pelanggan, Niat Pembelian

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND PROMOTION ON PURCHASE INTENTION OF HONDA ELECTRIC MOTORCYCLES WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT PT. SABENA HONDA

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The Indonesian motorcycle industry has entered the era of electrification. Over the past five years, various electric motorcycle brands have emerged, making significant inroads into the national motorcycle market. Honda, the market leader in Indonesian two-wheeled motorcycles, has also responded to market dynamics by launching three electric motorcycle models between 2023 and 2025. This study aims to determine and analyze the influence of product quality, price perception, and promotion on consumer purchase intentions for electric motorcycles, specifically the Honda brand, mediated by customer satisfaction. The study used quantitative methods. The population was drawn from consumers who purchased PCX & ADV motorcycles from July to December 2024 at PT. Sabena Honda dealerships. The sample was selected using the Slovin method, resulting in 103 respondents. Data were collected using a Likert-scale questionnaire. Data processing used IBM SPSS Statistics version 31. Hypothesis testing in this study used the classical assumption test and multiple linear regression with an α of 0.05. The results of the study indicate that product quality and promotion have a positive and significant effect on customer satisfaction. Product quality, promotion, and customer satisfaction have a positive and significant effect on purchase intention. Price perception has no effect on either customer satisfaction or purchase intention. Then customer satisfaction as an intervening variable is able to mediate the relationship between product quality, price perception and promotion on purchase intention. This study contributes to understanding the factors that influence customer satisfaction and purchase intention of electric motorcycles, as well as providing strategic insights for dealers in improving customer quality and purchase intention of Honda brand electric motorcycles.

Keywords : Product Quality, Price Perception, Promotion, Customer Satisfaction, Purchase Intention