



## Analysis of the Effect of Product Innovation, Price Perception, and Product Quality on Consumer Purchase Decisions for the Honda New Cr-V at the Honda Martadinata Manado

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**Abstract:** *Purchasing decision is a concept in buying behavior where consumers decide to act or do something and in this case make purchases or utilize certain products or services. The purpose of this study was to determine the effect of product innovation, price perception, and product quality simultaneously on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado, either partially or simultaneously. The type of research in this study is a type of quantitative research with an associative approach. Data collection used a research questionnaire which was distributed to 76 respondents. The data analysis technique in this study is multiple linear regression.*

**Keywords:** *Product Innovation, price perception, product quality, consumer purchasing decisions.*

### INTRODUCTION

#### Background

Business competition is a natural thing in the industrial world. Every company competes to offer various kinds of advantages and benefits of the products it markets with the aim of making a profit. In facing this competition, company management must be smart in creating certain bonds between the products it offers and consumers. Companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so that the goals of the company can be achieved. Consumer product choices change constantly. A company must have thorough knowledge of consumer behavior in order to provide a good market definition to keep up with these consistent and continual changes and to design the right marketing mix. Consumer behavior describes how consumers make purchasing decisions and how they use and manage the purchase of goods or services (Kotler and Armstrong, 2014). Purchasing decisions are integration processes used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decision is a problem-solving approach to human activities to buy goods or services to meet their wants and needs. When it was first introduced, the Honda CR-V only had one variant, namely the LX type which was supported by a 2.0L engine with 126 hp at 5,400 rpm and 180 Nm of torque at 4,800 rpm. The second generation Honda CR-V has a machine that produces 150 hp for the Asian market, while for the North American market, This car has a power of 160 hp. The third generation Honda CR-V is powered by a 2.4L engine with 166 hp at 5,800 rpm and 218 Nm of torque at 4,200 rpm. The fourth generation Honda CR-V supports the 2.4L i-VTEC engine with more power than the previous generation, which reaches 185 hp with a maximum torque of 220 Nm at 4,400 rpm. The fifth generation Honda CR-V is powered by 184 hp, as well as another engine variant, namely the VTEC Turbo 1.5L with 190 hp.

PT Honda ProspectMotor (HPM) introduced the latest model from the Honda CR-V at a virtual launch event recently. New Honda CR-V also equipped with various safety features of the highest



standard. Such as 6 Airbags, G-CON+ACETM frame structure with side impact beam, ABS, EBD+BA braking technology, Hill Start Assist, Vehicle Stability Assist, Electric Parking Brake, Auto Brake Hold, and Emergency Stop Signal. The new look on the New Honda CR-V with a more premium SUV character can be seen from the New Front Bumper Design and New Black Front Grille. The front view of the New Honda CR-V is also marked by the New Sequential LED Turning Signal. Meanwhile, from behind, the New Honda CR-V is dashing with the New Rear Bumper Design, New Rear Smoked Tail Light, Dual Chrome Exhaust Pipe with New Finisher Design and New Hand-Free Access Power Tailgate allowing the rider to open and close the trunk door with just a swing of the leg. . So that it can make it easier for the driver to enter or remove a lot of items without the touch of the hand. On the interior, New Honda CR-V now comes more comfortable and sophisticated through the dashboard with Wood Panel which is equipped with various features. Such as the 5-inch Thin Film Transistor (TFT) Meter display which displays various important information while driving, combined with the New 7" Touchscreen Display Audio which is equipped with various functions including Smartphone Connection. Product innovation departs from an understanding of customer desires and the results of identifying customer needs dynamically and continuously. The more freely competitors enter and leave the market or industry, the more intense the competition they face. The innovations made by the Honda CRV are that it can carry up to seven passengers, provides the practicality of using an SUV, and is packaged with a comfort composition like a sedan. Innovations are also being made in the form of smarter remote key capabilities. Now he can turn on the car engine and air conditioner remotely. Advanced automation is spread across various components. Not only the lights, now the wipers can work independently when it rains. The back door access can also operate without the need to touch the release switch. Just swing your leg under it, an electric impulse will lift the door. There are 4 variants of the Honda CRV namely 2.0L, 1.5L Turbo, 1.5L Turbo Prestige and 1.5L Black Edition. an electric impulse will lift the door. There are 4 variants of the Honda CRV namely 2.0L, 1.5L Turbo, 1.5L Turbo Prestige and 1.5L Black Edition. an electric impulse will lift the door. There are 4 variants of the Honda CRV namely 2.0L, 1.5L Turbo, 1.5L Turbo Prestige and 1.5L Black Edition.

The problems faced by product innovation are the latest innovations that have made consumers adapt to the latest features of the Honda CR-V product. In addition, consumers also need time to study the product which is a new innovation. However, product innovation can maintain the product life cycle and can increase sales in the business so that it can still survive today with an increasingly wider marketing area. Always innovating in the products offered will make the company have more value for consumers, product innovations that need to be carried out such as the development of original products, product improvements, product modifications and new brands. In price perception, A company can decide where to position its product based on quality and price, because there may be competition between various price-quality segments. Price greatly influences purchasing decisions, because the relationship between price and purchasing decisions is that if the price is set high, the probability that consumers will make a decision to buy will be low and vice versa, if the price is set low, the probability that consumers will make a decision to buy will be high.

Based on the phenomenon and background description, the authors are interested in researching: "Analysis of the influence of product innovation, price perceptions, and product quality on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado".

#### **RESEARCH PURPOSES**

Based on the phenomenon and background description, this study aims to:

1. Analyzing the influence of product innovation, price perception, and product quality simultaneously on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata



Manado.

2. Analyze the effect of product innovation on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado.
3. Analyzing the influence of price perceptions on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado
4. Analyzing the influence of product quality on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado.

## **LITERATURE REVIEW**

### **Marketing Management**

According to Daryanto (2017: 1) Marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with one another. Marketing Management is the analysis, planning, implementation and control of programs designed to create, build and maintain mutually beneficial exchanges with target buyers in order to achieve organizational goals. The process involves more than just getting enough customers for the company's current output. More than just designing strategies to attract new customers and create transactions with them,

### **PRODUCT INNOVATION**

According to Kotler and Keller (2017) innovation is a person's new products, services, ideas, and perceptions. Innovation is a product or service that is perceived by consumers as a new product or service. In simple terms, innovation can be interpreted as a breakthrough related to new products. According to Kotler and Armstrong (2014: 233) indicators of product innovation include:

1. Excellence is the degree to which the innovation looks better than the old product.
2. Compatibility is the degree to which an innovation matches an individual's values and experiences.
3. Divisibility is the degree to which an innovation can be tried piecemeal.
4. Communicability is the degree to which the results of using an innovation can be observed or explained to others.

### **PRICE PERCEPTION**

Price is the nominal amount of money that must be spent to obtain a product or service. Price is the nominal amount of value charged to consumers to benefit from the benefits of having a product or service, in the minds of consumers it can also be referred to as a determinant of product value. Price is the amount of currency and services or goods that buyers can use to exchange some of the products and services provided by sellers (Tjiptono, 2019). Perceived price is a comparison between the prices that have been received by consumers through the information obtained, and the prices obtained are in accordance with the benefits and expectations that will be received by consumers.

### **PRODUCT QUALITY**

According to Kotler and Keller (2017: 143), product quality is the totality of features and characteristics of products or services that depend on the ability to satisfy the needs asked or implied. Product quality is an important thing in determining the choice of a product by consumers. The product offered must be a product that is properly tested regarding its quality. Because the priority for consumers is the quality of the product itself. Consumers will like and choose products that have better quality when compared to other similar products that can meet their needs and



desires. In other words, even though according to the producer, the goods they produce have gone through fairly good work procedures, if they are still not able to meet the standards required by consumers, then the quality of goods or services produced by these producers is still assessed as having low quality. Besides having to be able to meet the standards required by consumers, the good and bad quality of the goods produced can also be seen from the consistency of fulfilling the expectations and needs of the community.

#### **BUYING DECISION**

Purchasing decisions are a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2019: 21). Furthermore, Kotler and Keller (2017: 227) add that the purchasing decision process is a five-stage process that consumers pass through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has an impact long after that.

#### **PREVIOUS RESEARCH**

##### **RESEARCH BY ALISA, TUMBEL AND WORAN (2021)**

The development of the automotive industry in Indonesia is currently starting to progress, marked by the emergence of various motorized vehicles or cars. The large demand for vehicles has made consumers start to think about the importance of vehicles as everyday mobility. This study aims to determine the effect of Product Quality, Product Innovation and Brand Image on the Decision to Purchase a Nissan Grand Livina car at PT. Wahana Wirawan Manado. The results of this study indicate that the variables Product Quality, Product Innovation and Brand Image simultaneously have a positive and significant effect on decisions purchase of a Nissan Grand Livina car at PT. Wahana Wirawan Manado. Partially, the Product Innovation and Brand Image variables have a negative and significant effect on purchasing decisions.

##### **RUMENGAN, TAWAS AND WENAS RESEARCH (2015)**

The need for means of transportation today has become a primary need. Compared to public transportation, most people prefer to use private transportation, especially cars for people belonging to the upper middle class economy to support their daily activities. PT. Astra Daihatsu is one of the largest automotive companies in Indonesia. The purpose of this study was to see the effect of Brand Image, Product Quality, and Price Strategy on purchasing decisions. This type of research uses accidental sampling technique. Samples were taken using the Isaac Michael table with a significance of 5%. Methods of data analysis using Multiple Regression test. The results of the study simultaneously brand image, product quality, and pricing strategy affect purchasing decisions. Partially, price has no effect on purchasing decisions. Considering that Brand Image and Product Quality have a positive and significant influence and provide a dominant contribution to Purchasing Decisions, management should continue to improve the image and Product Quality of Daihatsu Ayla Cars.

##### **KUMENDONG, WENAS AND KAWET RESEARCH (2022)**

Competition in the car industry has developed so well that each company must be able to demonstrate a different strategy from other companies to gain market share and high product sales. The purpose of this study was to analyze the influence of social media, product innovation and price perceptions on consumer purchasing decisions for Toyota Avanza cars at PT. Eternal Desires Manado branch. The research method used in this study is a quantitative research method. Data collection techniques were collected through questionnaires on 76 respondents. The data analysis



technique used in this study was multiple linear regression analysis with the help of the SPSS version 25 program. The results showed that social media, product innovation and price perceptions simultaneously and partially influence consumer purchasing decisions for Toyota Avanza cars at PT. Eternal Desires Manado branch. Based on the results of this analysis, companies should further improve their ability to innovate and expand marketing through social media and maintain consumer trust through perceived prices to increase sales.

**BIMANTARA RESEARCH (2022)**

The purpose of this study was to determine and test the effect of price, product design and lifestyle on purchasing decisions (a survey on Honda Brio car consumers in Lampung). This study uses a quantitative approach. The population in this study are consumers who have purchased Honda Brio car products and who have used Honda Brio cars. The number of samples used in this study amounted to 100 respondents. Sources of data used in this study using primary data obtained by distributing a number of questions to respondents. The data analysis technique in this study used multiple linear regression analysis using SPSS version 20. The results of this study indicate that price, product design and lifestyle have a positive and significant effect on the decision to purchase a Honda Brio car in Lampung.

**Setyani Research (2020)**

This study aims to determine the effect of product quality and brand image on purchasing decisions with the KIA All New Rio car research object as a case study at PT. KIA Radita Autoprima located in Jakarta. This study used a sample of 45 people taken from the number of consumers who bought the All New Rio car at PT. KIA Radita Autoprima. Then an analysis was performed on the 42 data obtained in the form of quantitative analysis. Quantitative analysis includes validity and reliability tests, classical assumption tests, multiple regression analysis, regression coefficient test (R2), F test, and t test. Qualitative analysis is the interpretation of data obtained in research and the results of data processing that has been carried out by providing information and explanations. Data that has fulfilled the validity, reliability, and the classical assumption test is processed to produce the following regression equation:  $Y = 6.889 + 0.806 X1 + 0.045X2$  The results of this study indicate that product quality has a partial effect of 80.6% and brand image has no partial effect of 4.5% on decisions purchase. And Product Quality and Brand Image have a simultaneous effect of 56% while the remaining 46% are influenced by other variables not discussed in this study.

**RESEARCH MODELS AND HYPOTHESES**

**RESEARCH MODEL**

THE RESEARCH MODEL IS SHOWN IN FIGURE 1 BELOW.

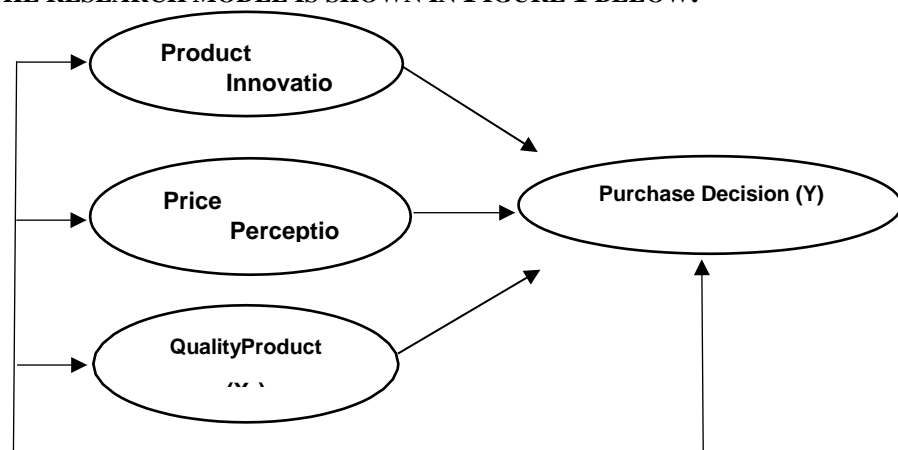


Figure 1. Research model



**HYPOTHESIS**

H1: There is the influence of product innovation, price perception, and product quality simultaneously on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado

H2: There is an influence of product innovation on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado

H3: There is an influence of price perceptions on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado

H4: There is an influence of product quality on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado

**RESEARCH METHODS**

**Types of research**

Research using associative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2018). The object in this research is Honda Martadinata Manado. The length of time used to conduct the research was 6 months (May 20 2002 – October 2022), with details of gathering information about the object, collecting literature and empirical studies, distributing questionnaires and analyzing data.

**POPULATION AND SAMPLE**

The research population is all CR-V consumers at Honda Martadinata Manado, especially Martadinata Pall 2 outlets, population 76 (during 2020, 2021 and 2022)

**DATA ANALYSIS TECHNIQUE**

**Classic assumption test**

To test the feasibility of the regression model used, it must first fulfill the classical assumption test. The classic assumption test in this study consists of a normality test, a heteroscedasticity test. Multicollinearity test and autocorrelation test.

**Normality test**

According to Ghozali (2017: 160), the normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. One of the easiest ways to see the normality of the residuals is to look at the histogram graph which compares the observed data with distributions that are close to the normal distribution.

**RESEARCH RESULTS AND DISCUSSION**

**Research result**

Table 1 displays the description of the respondents based on gender, age and occupation of the respondents:

**Table 1. Description of Respondents by Gender**

No	Information	Amount	Percentage
1	Man	52	68.42%
2	Woman	24	31.58%
	Amount	76	100%

Source: Honda Martadinata 2 Data



The number of male respondents was 52 people with a percentage of 68.42% and female respondents were 24 people with a percentage of 31.58%. This indicates that the majority of respondents are male respondents.

**Table 2. Description of Respondents by Age**

No	Information	Amount	Percentage
1	< 25 years	10	13.15%
2	26-35 Years	35	46.05%
3	36-45 Years	12	15.70%
4	46-55 Years	13	17.11%
5	> 56 Years	6	8.00%
Amount		76	100%

Source: Honda Martadinata 2 Data

Table 2 shows the Description of Respondents by Age. the fewest respondents were respondents aged > 56 years and the most respondents were respondents aged 18-25 years.

**Table 3. Description of Respondents Based on Last Education**

No	Information	Amount	Percentage
1	SMA/Equivalent	22	74%
2	Diploma Three (D3)	4	7%
3	Bachelor degree)	48	18%
4	Masters (S2)	2	1%
Amount		76	100%

Source: Honda Martadinata 2 Data

Table 3 shows the Description of Respondents Based on Last Education. the fewest respondents were respondents with a Masters level of education and the most respondents were respondents with a Bachelors level of education (S1).

**Table 4. Questionnaire Validity and Reliability Test**

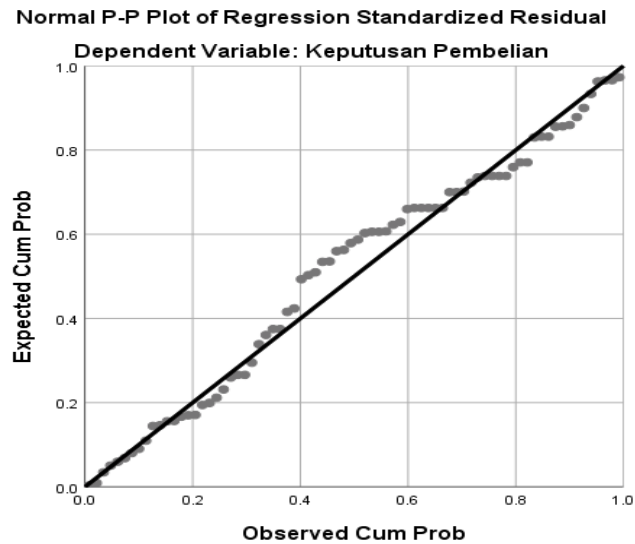
Variable	Statement	Pearsons Correlation	r Table	Status	Cronba ch Alpha	Status
Product Innovation (X1)	X1.1	0.381	0.2227	Valid	0.787	Reliable
	X1.2	0.828	0.2227	Valid		Reliable
	X1.3	0.822	0.2227	Valid		Reliable
	X1.4	0.762	0.2227	Valid		Reliable
Price Perception (X2)	X2.1	0.639	0.2227	Valid	0.803	Reliable
	X2.2	0.831	0.2227	Valid		Reliable
	X2.3	0.781	0.2227	Valid		Reliable
Product Quality (X3)	X3.1	0.796	0.2227	Valid	0.771	Reliable
	X3.2	0.715	0.2227	Valid		Reliable
	X3.3	0.651	0.2227	Valid		Reliable
	X3.4	0.666	0.2227	Valid		Reliable
	X3.5	0.578	0.2227	Valid		Reliable
Purchase Decision (Y)	Y1.1	0.741	0.2227	Valid	0.811	Reliable
	Y1.2	0.767	0.2227	Valid		Reliable
	Y1.3	0.782	0.2227	Valid		Reliable
	Y1.4	0.865	0.2227	Valid		Reliable

Source: Processed data, 2022



Table 5 shows the validity and reliability tests of the respondents. Based on the results of the study, it was shown that the variable statement items were declared valid because the Pearson Correlation value had a significance value greater than 0.2227 ( $n = 76$  from the value of  $r$  table with an alpha of 0.05/0.025). The reliability test has a Cronbach alpha value greater than 0.6 so that it can be stated that each statement is declared reliable.

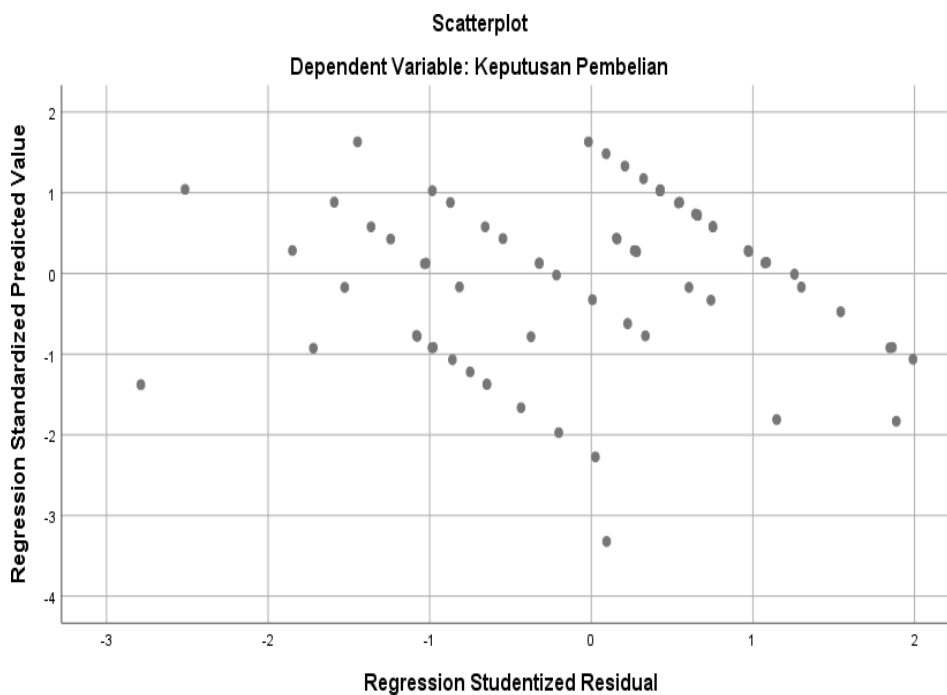
**Figure 2. Normal PP Plot of Regression Standardized Residual**



Source: Processed data, 2022

Figure 2 shows that there are no problems with the normality test because based on the graph above it can be seen that the coordinate points between the observed values and the data follow a diagonal line, so it can be concluded that the data has normally distributed data.

**Figure 3. Scatterplots**



Source: Processed data, 2022





Figure 3 shows that the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the distribution the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so the data worth wearing.

**Table 5. Collinearity Model**

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Product Innovation	.598	1674
	Price Perception	.996	1,004
	Product quality	.596	1678

Source: Processed data, 2022

Table 5 shows that there are no multicollinearity symptoms if the VIF value < 10. The calculation results produce a value below 1. It can be concluded that there are no multicollinearity symptoms in the regression model. In addition, it can be seen that the tolerance value is greater than 1, so it can be concluded that there are no symptoms of multicollinearity.

**Table 6. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerant ce	VIF
1	(Constant)	3,531	2,188		1613	.111		
	Product Innovation	.471	.127	.453	3,692	.000	.598	1674
	Price Perception	.158	.139	.109	1.142	.257	.996	1,004
	Product quality	.153	.102	.184	3,500	.038	.596	1678
					<b>F</b>	<b>Sig.</b>		
	<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>MeanSquare</b>	12,985	.000b		
	Regression	81025	3	27,008				
	residual	149,751	72	2080				
	Total	230,776	75					

Source: Processed data, 2022

The regression equation  $Y = 3.531 + 0.471 X_1 + 0.158 X_2 + 0.153X_3$  illustrates that the independent variables (independent) Product Innovation (X1), Perceived Price (X2) and Product Quality (X3) in the regression model can be stated if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (Y) is the value of the coefficient (b) of the value of the independent variable.

The constant ( $\alpha$ ) of 3.531 gives the understanding that if Product Innovation (X1), Perceived Price(X2) and Product Quality (X3) simultaneously or together do not change or equal to zero (0) then the magnitude of the Purchase Decision (Y) is 3.531 units.

If the value of b1 which is the regression coefficient of Product Innovation (X1) is 0.471, which means it has a positive influence on the dependent variable Purchase Decision (Y) means that if the Product Innovation variable (X1) increases by 1 unit, then the Purchase Decision (Y) will also experienced an increase of 0.471 units assuming other variables remained or were constant.



If the value of  $b_2$  which is the regression coefficient of Perceived Price ( $X_2$ ) is 0.158, which means it has a positive influence on the dependent variable Purchase Decision ( $Y$ ) means that if the Perceived Price variable ( $X_1$ ) increases by 1 unit, then Purchase Decision ( $Y$ ) will experience an increase of 0.158 units assuming other variables remain constant.

If the value of  $b_3$  which is the regression coefficient of Product Quality ( $X_3$ ) is 0.153, which means it has a positive influence on the dependent variable Purchase Decision ( $Y$ ) means that if the Product Quality variable ( $X_3$ ) increases by 1 unit, then the Purchase Decision ( $Y$ ) will experience an increase of 0.153 units assuming other variables remain constant.

**Table 7. Hypothesis Test F and t**

	Model	Q	Sig.	F	Sig.
1	(Constant)	1613	0.111	12,985	.000b
	Product Innovation	3,692	0.000		
	Price Perception	1.142	0.257		
	Product quality	3.5	0.038		

Source: Processed data, 2022

Hypothesis 1: Product Innovation ( $X_1$ ) has a significance level of  $p\text{-value} = 0.000 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted or Product Innovation ( $X_1$ ) has a significant effect on Purchase Decision ( $Y$ ).

Hypothesis 2: Perceived Price ( $X_2$ ) has a significance level of  $p\text{-value} = 0.257 > 0.05$ , it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected or Perceived Price ( $X_2$ ) has no significant effect on Purchase Decision ( $Y$ ).

Hypothesis 3: Product Quality ( $X_3$ ) has a significance level of  $p\text{-value} = 0.038 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted or Product Quality ( $X_3$ ) has a significant effect on Purchase Decision ( $Y$ ).

Hypothesis 4: The results of the analysis obtained Simultaneous Test (F test) with a significant level of  $p\text{-value} = 0.000 < 0.05$ , it can be concluded that  $H_0$  is rejected or  $H_a$  is accepted which means that Product Innovation ( $X_1$ ), Perceived Price ( $X_2$ ) and Quality Product ( $X_3$ ) together has a significant effect on Purchase Decision ( $Y$ ).

**Table 8. FIGURE Summary Model**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.593a	.351	.324	1.44218

Source: Processed data, 2022

In table 8 it can be seen that the value of the Multiple Correlation Coefficient ( $R$ ) produced in model 1 is 0.593 which means it has a strong relationship. The coefficient of determination ( $R^2$ ) is 0.351 or 35.1%, meaning that the effect of product innovation ( $X_1$ ), price perception ( $X_2$ ) and product quality ( $X_3$ ) on purchasing decisions is 35.1% and the remaining 64.9% in affect other variables not examined in this study

**Discussion**

**EFFECT OF PRODUCT INNOVATION, PERCEIVED PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS**

The results showed that product innovation, price perception and product quality had a significant effect on consumer purchasing decisions for the Honda CR-V car at the Honda Martadinata Manado. Together with product innovation, the perception of price and product quality changes in the form of an increase or decrease, which affects the increase or decrease in purchasing decisions.



### **EFFECT OF PRODUCT INNOVATION ON PURCHASING DECISIONS**

The results of the study show that product innovation has a significant effect on consumer purchasing decisions for the Honda CR-V car at the Honda Martadinata Manado. This means that every change in product innovation affects an increase or decrease in consumer purchasing decisions. The results of this study are supported by Rahayu's research (2009) which shows that product innovation influences consumer purchasing decisions. Purwati's research (2020) also shows the same results, namely product innovation influences purchasing decisions.

### **THE EFFECT OF PERCEIVED PRICE ON PURCHASING DECISIONS**

The results showed that price perceptions had no significant effect on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado. This shows that changes in consumer price perceptions do not affect the increase or decrease in consumer purchasing decisions. Product innovation can be seen from indicators of product superiority in the form of increased capacity, product appearance, perceived benefits of innovation that can influence purchasing decisions. .

### **EFFECT OF PRODUCT QUALITY ON PURCHASING DECISIONS**

The results showed that product quality has a significant effect on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado. This means that every time there is an increase or decrease in product quality it will affect an increase or decrease in consumer purchasing decisions. Product quality indicators consisting of product performance, yield of the product offered, product characteristics, product durability and attractive design can influence consumer purchasing decisions.

### **CLOSING**

#### **CONCLUSION**

The following are the conclusions obtained from the results of this study as follows:

1. Product innovation has a significant effect on consumer purchasing decisions for the Honda CR-V car at the Honda Martadinata Manado.
2. Price perception has no significant effect on consumer purchasing decisions for Honda CR-V cars at Honda Martadinata Manado.
3. Product quality has a significant effect on consumer purchasing decisions for Honda CR-V cars at the Honda Martadinata Manado.
4. Product Innovation, Perceived Price and Product Quality have a significant effect on Consumer Purchase Decisions for Honda CR-V Cars at Honda Martadinata Manado.

#### **SUGGESTION**

Based on the conclusions of the research results above, the things that can be suggested from this research are:

1. Important for the Honda Martadinata Manado. to pay attention to Product Innovation, Perceived Price and Product Quality which are the determinants of Purchasing Decisions.
2. More specifically, the Honda Martadinata Manado. to pay attention to the targets set by the management
3. For future researchers, it is suggested to increase the scope of research with a larger object.



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