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Determinants of Purchase Decisions for Honda Vario Automatic Motorcycles in Bandung City: The Role of Product Design, Product Quality, and Price

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ABSTRACT: The development of the Indonesian two-wheeled automotive industry has intensified competition in the automatic motorcycle segment, highlighting the importance of factors influencing purchasing decisions. The purpose of this study aims to analyze the effects of product design, product quality, and price on purchasing decisions for Honda Vario automatic motorcycles in Bandung City. A survey method was used in a quantitative research approach, and data was gathered by distributing questionnaireto Honda Vario consumers. Respondents were selected probabilitas sampling according to preset standards, yielding a total sample of 100 consumers. Multiple regression analysis was used to examine the relationships between variables. The results indicate that product quality and price have a positive and significant effect on purchasing decisions, while product design does not show a significant effect. These findings suggest that consumers of Honda Vario prioritize functional performance and economic considerations over visual design aspects when making purchasing decisions. The study provides practical implications for manufacturers and marketers to emphasize product quality improvement and competitive pricing strategies.

Keywords: Product Design, Quality of the Product, Price, Purchasing Decision.

INTRODUCTION

The development of the two-wheeled automotive industry in Indonesia has shown significant growth, particularly in the automatic motorcycle segment, which has become the primary choice for urban communities. Motorcycles not only serve as a means of transportation but have also become part of the urban lifestyle because they are considered flexible, efficient, and capable of supporting high mobility. The development of the global automotive industry has also influenced the domestic market, which is characterised by an increasing variety of brands and types of two-wheeled vehicles competing in Indonesia (Agustina & Akbar, 2025).

Automatic motorcycles are the most popular segment due to their ease of operation, especially in urban areas such as Bandung, which has high traffic density. This condition has encouraged motorcycle manufacturers to continue innovating to create competitive advantages through product design, quality improvements, and pricing aligned with consumer value perceptions. Increasingly fierce competition has made consumers more rational and selective in their purchasing decisions.

Despite this rapid expansion, competition among automatic motorcycle brands has intensified, leading to shifts in consumer preferences. Data from the Top Brand Index indicate fluctuations in brand performance within the automatic motorcycle segment, suggesting that brand dominance is not consistently maintained over time. These trends imply that factors such as product design, product quality, and price may play a crucial role in shaping consumers' purchase decisions. However, empirical studies that comprehensively examine how these factors influence purchasing decisions—particularly in the context of automatic motorcycles in urban areas—remain limited. Therefore, this study seeks to address this research gap by analyzing the effects of product design, product quality, and price on consumers' purchase decisions, using Top Brand Index trends as an empirical background for understanding competitive dynamics in the Indonesian automatic motorcycle market.

Based on preliminary observations and informal discussions with several Honda Vario users in Bandung, some consumers expressed concerns related to product design, product quality, and price. However, these observations have not yet been empirically tested. Previous studies also show inconsistent findings regarding the influence of product design on purchasing decisions, while product quality and price are often found to have a stronger effect. This research gap motivates the present study to examine the influence of product design, product quality, and price on purchasing decisions for Honda Vario automatic motorcycles in Bandung City, an urban area characterized by high motorcycle usage and intense competition in the automatic motorcycle market.

Product design is an important attribute in affecting consumer perceptions of the brand. Design is not only about aesthetics but also includes comfort, safety, and product functionality. Product design is very important in consumer product selection, enabling purchasing decisions. Because the product's external form is what other people will see when consumers use it (Hakim et al., 2025) .The Honda Vario is known for its modern design with a futuristic look that reflects the character of urban society. However, from a consumer perspective, there are still some design limitations related to ergonomic aspects, such as the relatively large body size, some users find the deck and luggage design to be less flexible, as well as the relatively high seat position. This condition shows that product design has not fully reached all consumer segments.

Product quality has an impact on purchase decisions; in addition to design, quality reflects product performance reliably, durably, and comfortably for users (Fadillah, 2023; Kelvin et al., 2017; Kotler & Keller, 2006) Honda Vario is known for its high-quality engine, supported by eSP technology and the PGM-FI system, which enhance fuel efficiency and engine performance. However, several consumer complaints about CVT vibration, initial acceleration performance, a

relatively hard rear suspension, and paint durability indicate that product quality remains a concern in long-term use.

According to , price is the amount of money or value paid by consumers in return for the advantages of a good or service. Although price sensitivity is generally higher in developing countries, empirical studies indicate that non-price factors have become increasingly important in consumer choice over the past decade; however, price remains a major consideration in the decision-making process. Price is the only element of the marketing mix that directly generates revenue for firms and simultaneously serves as a signal of value perceived by consumers. Prior studies confirm that consumers tend to evaluate price by comparing it with the perceived benefits and quality received, making price–value congruence a key determinant of purchase decisions and market acceptance, particularly in competitive mid-market segments (Kelvin et al., 2017); (Kotler & Keller, 2006)

Motorcycles are an important means of transportation for the community, especially in urban areas. Automatic motorcycles are the most popular type because they are easy to operate thanks to their automatic transmission, which is more practical than a manual transmission. This situation has led to fierce competition among manufacturers to create innovative products. According to the Top Brand Index, several automatic motorcycle brands have shown an upward trend over the past four years, but Honda Vario has actually experienced a decline.

Table 1. Percentage Chart of Honda Vario with Competitors

Automatic Motorcycle Brands	Year			
	2021	2022	2023	2024
Honda Beat	35,6	34,2	35,6	28.00
Honda Scoppy	12.10	9,9	9.70	20.00
Honda Vario	21.90	20.80	20.60	19.40
Yamaha NMAX	-	-	-	4.10

Top Brand Index source

The phenomenon of changing consumer preferences is reflected in the Top Brand Index data for the 2021–2024 period, which shows a downward trend in the Honda Vario brand index. However, it still ranks among the top automatic motorcycle brands. This decline indicates a shift in consumer purchasing decisions toward other brands perceived as offering greater value in line with consumer needs and expectations. This situation indicates that purchasing decisions are heavily influenced by brand loyalty, yet also by evaluations of of product characteristics, such as design, quality, and price.

Based on previous research, (Agung et al., 2022) found that decisions to buy are positively impacted by, indicating that the more attractive and suitable the product is design to meet consumer needs, the greater the tendency for consumers to make a purchase. Furthermore, research carried, revealed that the quality of the product has a favorable and substantial impact on purchasing decisions, so that products with good quality will increase consumer assurance

when making judgments about what to buy. In addition, (Lestari & Ekowati, 2020) stated that price also has a positive and substantial impact on purchase decisions, suggesting that the price's alignment with the benefits consumers receive can encourage purchase decisions.

Product Design

Product design is a cross-disciplinary activity that integrates economic, technological, social, and cultural aspects into the product development process to produce appearance and performance that meet consumer needs. In the motorcycle industry, product design plays a strategic role in shaping consumer perceptions and creating competitive advantages through product differentiation and visual appeal. Innovative designs that are in line with market preferences have been proven to influence consumer attitudes and drive purchasing decisions (K Ulrich, 2011; Mahrom et al., 2024)

Product Quality

The concept of product quality refersto The ability of a product to fulfill its fundamental role, incorporating elements such as performance, durability, reliability, accuracy, simplicity in use and servicing, along with various other beneficial traits (Kelvin et al., 2017; Kotler & Keller, 2006). Product quality reflects the degree to which consumer expectations are met through performance, features, durability, and reliability, which ultimately contributes to increased customer satisfaction and strengthens the brand's position in market competition. Consumer assessments of product quality are formed through usage experience and perceptions of the product's functional superiority,In this study, product quality is measured through indicators of performance, features, reliability, suitability with durability specifications, ease of repair, aesthetics, and perceived quality (Kelvin et al., 2017; Kotler & Keller, 2006).

Price

Price refers to the monetary sacrifice that consumers must make to acquire and use a product or service. Consumer perceptions of price are not solely determined by affordability, but also by the extent to which the price is perceived as fair, competitive, and consistent with the quality and value received. Price plays a critical role in shaping consumers' evaluations and purchase decisions, particularly in competitive markets. In this study, price is measured using indicators of price affordability, price–quality appropriateness, price competitiveness, price suitability with perceived value, and pricing discounts (P Kotler, 2023).

Purchase Decision

This consumer decision-making process is shaped by personal experience, social factors, and situational and emotional conditions. In this study, purchasing decisions are measured through indicators such as product choice, brand choice, point-of-sale selection, purchase quantity, timing of purchase, and method of payment (LG Schiffman, 2019; P Kotler, 2023).

METHOD

This research employs quantitative techniques within the framework of positivist philosophy to validate hypotheses through gathering data with research toolsand statistical analysis of the specified population or sample. The choice of a quantitative approach is based on its ability to explain the relationship between variables objectively and measurably, making it suitable for answering the research objectives that have been formulated (Sugiyono, 2017) .

The quantitative approach was used in this study along with a survey method aimed at testing the influence of product design, product quality, and price on the decision to purchase a Honda Vario automatic motorcycle in the city of Bandung. This study used probabilitas sampling, resulting in 100 sample units.

Population and Sample/Informants

The characteristics of the population members or elements, also referred to as the research objects in this study, are men and women who are 20 years or above who have purchased and/or used Honda Vario automatic motorcycles in the city of Bandung within the last 6 months. The minimum age limit of 20 years was set based on the consideration that respondents of that age already have an income, psychological maturity, self-identity, and adequate cognitive capacity to understand and provide rational assessments of the statements within the research questionnaire. The sample size in this study was 100 respondents, deemed sufficient for multivariate research.

Research Location

The subjects of this study included customers who had previously purchased Honda Vario automatic motorcycles in the city of Bandung, as well as product design, quality, price, and purchasing decisions. In addition to being the research subjects, Bandung residents were also designated as evaluators in this study because they were considered to have the knowledge and willingness to evaluate the attributes of the object being assessed, namely the Honda Vario automatic motorcycle. Data collection was conducted between September and November 2025, a periode characterized by intense competition in the automatic motorcycle market and stable product availabability ini Bandung City.

Instrumentation or Tools

Research data was collected with a structured survey using a five – point likert scale where 1 reprents strongly disagree and 5 represents strongly agree. The tool wa created using pricing, quality, design, and purchasing choice factors as indicator, referring to Kotler and Keller's marketing theory (2016) and relevant previous studies. The questionnaire was meant for the met-criteria respondents.

Data Analysis

Data analysis was conducted with the use of SPSS 26 software, and multiple linear regression was used to analyze the data. In the analysis, the measurement tools' validity and reliability were assessed, traditional hypotheses (normality, multicollinearity, and heteroscedasticity) were tested, and T- and F- tests were used to evaluate the hypotheses. If any classical assumption violations were detected, appropriate remedial measures were applied. Non-normal residuals were addressed through data transformation or by considering the central limit theorem when the sample size was adequate. Multicollinearity was evaluated using Variance Inflation Factor (VIF) and tolerance values, and variables with high intercorrelations were reviewed or adjusted accordingly. In cases of heteroscedasticity, the analysis was corrected using robust standard errors or data transformation to ensure homoscedastic residuals.

Hypothesis testing was structured according to the analytical objectives. Partial effects of each independent variable on the dependent variable were examined using the t-test, while the simultaneous effect of all independent variables was evaluated using the F-test. Decisions regarding hypothesis acceptance or rejection were based on the significance level ($\alpha = 0.05$) and the direction and magnitude of the estimated regression coefficients.

RESULT AND DISCUSSION

Validity Test

The validity test was performed to confirm the appropriateness of each item in the questionnaire to measure the variables of the research. In the study, item validity was evaluated through the use of the Pearson product-moment correlation, which was identified through the corrected item-total correlation received from the SPSS version 26. The value represents the item's ability to predict the total variable without the item itself, which would give a more exact answer to the item's ability to measure the variable.

Table 2. Results of the Validity Test of the Four Variables

NO	Statement	Instrument Validity Test Results	
		R Hitung	*R Tabel*
	Product Design		
1	The body shape of the Honda Vario looks modern and stylish.	0, 744	0, 1986
2	The Honda Vario has a design that follows current motorcycle trends.	0, 683	
3	The design of this motorcycle makes me feel more	0, 659	

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	confident when riding it.		
4	The design style of the Honda Vario suits my daily needs.	0, 616	
Product Quality			
1	The Honda Vario motorcycle has responsive acceleration.	0, 632	0, 1986
2	The Honda Vario is equipped with advanced features	0, 843	
3	The features on the Honda Vario work as promised in the brochure or advertisement.	0, 681	
4	The features on the Honda Vario work as promised in the brochure or advertisement.	0, 811	
5	This motorbike is still durable even though it has been used for more than a year.	0, 824	
6	I can easily find an authorized repair shop or service center for the Honda Vario.	0, 753	
7	The color and shape of the motorcycle suit my taste	0, 868	
8	Overall, I feel that the Honda Vario is a high-quality motorcycle.	0, 594	
Price			
1	The price of the Honda Vario automatic motorcycle is affordable for me.	0, 700	0, 1986

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2	In my opinion, the price of the Honda Vario is in line with the durability and performance of the product.	0, 720	
3	The price of Honda Vario automatic motorcycles is more competitive than other brands of automatic motorcycles.	0, 774	
4	I feel that the price I paid for the Honda Vario is worth the comfort and features it offers.	0, 752	
5	The discount offered made me interested in buying a Honda Vario.	0, 809	
Purchase Decision			
1	I chose the Honda Vario automatic motorcycle because it suits my needs.	0, 594	0, 1986
2	I believe Honda delivers consistent quality.	0, 644	
3	I bought a Honda Vario at an authorized dealer to get a quality guarantee.	0, 739	
4	I feel that purchasing one Honda Vario is sufficient to meet my mobility needs.	0, 694	
5	Promotional programs/special offers influence when I buy a Honda Vario.	0, 836	

6	I feel that the payment methods offered by Honda dealers make it easier for me to buy a Vario.	0, 615

Table 2 above presents the validity test used on Pearson correlation values. According to (Sugiyono, 2017), the validity of a questionnaire can be evaluated through the product moment with the applying the rule that item is valid,the question item is kegitimate if the computed value is higher that the table r value and conversely, if the calculated r value is less than or equal to the table r value, then the question item is invalid. Based on the validity test results using the product moment, as seen from the Pearson correlation value for each question item, the calculated r value is greater than the table r value, with a table r value of 0.1986 obtained from the degrees of freedom (df) calculation, df = n - k (n = sample size and k = number of variables), the minimum sample size is 100 and the number of variables is 4 (100-4= 96), so df 95 with r table 0.1986, it resulted that each variable of the questionnaire items are valid.

Reability Test

The reliability test measures how consistently an instrument assesses a construct. An instrument is considered reliable if it provides consistent results under the same conditions.

This study tested reliability using Cronbach's Alpha in SPSS version 26. In social research, an instrument is reliable if Cronbach's Alpha exceeds 0.60. A value above 0.70 shows good reliability.

Table 3. Results of the Reliability Test of the Four Variables

Variable	Cronbach Alpha	R Table
Purchase Decision (*Y*)	0.781	0.60
Product Design (*X1*)	0.603	0.60
Product Quality (*X2*)	0.891	0.60
Price (X3)	0.806	0.60

The method used is Cronbach's Alpha. According to Sekaran, Uma & Bougie (2017), Cronbach's alpha is a reliability coefficient that can show how well the items in the overall items have a positive correlation with each other. If the Cronbach Alpha significance value is > 0.6, then the measurement scale is reliable. From the reliability test results, a Cronbach Alpha value of > 0.6 was collected, so all the questionnaire items are declared reliable.

Normality Test

The purpose of this study's normality assessment was to determine whether the independent and dependent variable data had a normal distribution. According to Kolmogorov–Smirnov, data is deemed normal when the significance value is more than 0,05 the tests results are shown in Table 4.

Table 4: The Normality Test of the Fourth Variable

One-Sample Kolmog0rov-Smirnov Test

			Unstandardised Residual
N			100
Normal Parameters [a, b]	Mean		.000000
	Standard Deviation		2. 60141895
Most Extreme Differences	Absolute		.055
	Positive		.048
	Negative		-.055
Test Statistic			.055
Asymp. Sig. (two-tailed)			.200[c,d]

Table 4 above presents the output from the SPSS 26 normality test using the Kolmogorov-Smirnov test. Kolmogorov-Smirnov is a technique used to test normality by looking at the significance of the a. The normality test is conducted to determine whether each variable is normally distributed or not (Bougie, R., & Sekaran, 2025) From the normality test output, the asymp. Sig value is $0.200 > 0.05$. If the significance value (Sig.) ≥ 0.05, then the data is normally distributed.

Multicollinearity Test

The multicollinearity test was used in the study to assess whether there was no correlation between dependent and independent variables in multiple regression models. The data indicate there is no indication of multicollinearity if the VIF is above 10 and the tolerance is lower than 0.1

Table 5. Results of the Multicollinearity Test of the Four Variables

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		ig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.711	2.226		.566	006		
Product Design (X1)	.271	.170	.155	.590	087	.532	1.881
Product Quality (X2)	.306	.060	.510	.112	000	.508	1.971
Price (X3)	.187	.085	.173	.195	030	.814	1.228

a. Dependent Variable: Purchase Decision (Y)

Table 5 above is the SPSS output for the multicollinearity test. From the output results, the VIF values obtained are 1.881 for product design, 1,971 for product quality, and 1.228 for price. Since the VIF values for all three variables are < 10.00, multicollinearity in the regression model remains insignificant for the result.

Heteroscedasticity Test

Testing heteroscedasticity in research is carried out with the purpose of knowing if the variance of the residuals remains constant or if the signals of irregularity occur. In this analysis, the Glejser Test was performed, which interprets that when the significance value is greater than 0.05, the data will be free from heteroscedasticity. The test results in Table 16 summarize the results of this analysis.

In the specific approach of Glejser, it was a case of regressing the absolute values of residuals, or ABS_RES, against the independent variables, which are X1 for Product Design, X2 for Product Quality, and X3 for Price. Based on the criteria, if the significance level for each independent variable is greater than 0.05, no heteroscedasticity exists in the model.

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Table 6. Results of the Heteroscedasticity Test of the Four Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.440	1.441		2.388	.019
	Product Design (X1)	.097	.109	.121	.897	.372
	Product Quality (X2)	-.056	.037	-.207	-1.507	.135
	Price (X3)	-.053	.055	-.106	-.962	.338

a. Dependent Variable: Abs_RES

Table 6 above is the SPSS output of the heteroscedasticity test using the Glejser test. From the table above, the significance value of each variable is sig > 0.05, so there is no heteroscedasticity in the regression model.

Determination Coefficient Test

In a regression study, the coefficient of determination, or R2, is used to assess how well the set of independent variables explains the variation in the dependent variable. To put it another way, the R2 indicates how much of the variance in the dependent variable can be explained by the predictors, with factors beyond the scope of the study accounting for the remaining variation. Table 6 displays the interpretation of this outcome.

Table 7. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717[a]	.515	.499	2.642

a. Predictors: (Constant), Harga (X3), Desain Produk (X1), Kualitas Produk (X2)

According to the table analysis results, the percentage of variation in the purchase decision variable (Y) that can be explained by the product design (X1), product quality (X2), and price (X3) variables is 49.9%, while the rest of 71.7% is outside the regression model.

Multiple Linear Regression Test

This method is used to analyze the effect of product design (X1), product quality (X2), and price (X3) on consumer purchases (Y). Multiple linear regression is considered appropriate because

this study involves several predictor variables, each of which has the potential to contribute simultaneously to changes in the dependent variable.

Table 8. Multiple Linear Regression

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	ig.
	B	Std. Error	Beta		
(Constant)	5.711	2.26		.566	012
Product Design (X1)	.271	.170	.155	.590	115
Product Quality (X2)	.306	.060	.510	.112	000
Price (X3)	.187	.085	.173	.195	030

1a. Dependent Variable: Purchase Decision (Y)

a. The constant is 5.711, which indicates that if X1, X2, and X3 are equal to 0, the value of Y remains at 5.711
b. For variable X1 (product design), the regression output test shows a positive regression coefficient with a value of b = 0.271, meaning that for a one-unit increase in the value of variable X1 by 1 point, there will also be an increase in variable Y by 0.271.
c. For the X2 variable (product quality), the regression output test shows that variable X2 has a positive regression coefficient with a value of b = 0.306, implying that if X2 rises by one unit, Y is expected to increase by 0.306 units.
d. For variable X3, the regression analysis test results output show that a positive regression coefficient with a value of b = 0.187, suggesting that a one-unit increase in the value of variable X3 by 1 point, there will also be an increase in variable Y by 0.187.

Simultaneous F Test

This study analyzes the effect of Product Quality (X1), Product Design (X2), and Price (X3) on Purchasing Decisions through hypothesis testing. Multiple linear regression is used to test the relationship between independent variables and dependent variables. The testing is divided into two parts: simultaneous testing using the F test and individual testing using the t test. The F test function shows the collective influence of all independent variables on Purchase Decisions, while the t test function shows the influence of each variable on Purchase Decisions.

The F test will denote whether there is a significant relationship between the three predictors and the dependent variable. Referring to the decision criteria, from the table, if the computed F is greater than the critical F and the level of significance is less than 0.05, the null hypothesis is nullified. The results of the F test are displayed in Table 9.

Table 9. Test F

ANOVA[a]

Model	Sum of Squares	f	Mean Square	F	ig.
Regression	710.219		236.740	3.922	000[b]
Residual	669.971	6	6.979		
Total	1380.190	9			

a. Dependent Variable: : Purchase Decision (Y)

b. Predictors: (Constant), Price (X3), Product Design (X1), Product Quality (X2)

The t-test was conducted to assess the effect of each independent variable on Purchasing Desicions, taking into account other variables in the model. This test will determine whether each factor contributes significantly to predicting Purchasing Desicions. The detailed t-test results are presented in Table 10 below.

Table 10. Test T

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	5.711	2.226		2.566	.012
Product Design (X1)	.271	.170	.155	1.590	.115
Product Quality (X2)	.306	.060	.510	5.112	.000
Price (X3)	.187	.085	.173	2.195	.031

a. Dependent Variable: : Purchase Decision (Y)

a. The Influence of Product Design on Purchase Decision

The statistical results of hypothesis testing show that the product design variable has a significance value of 0.115 > 0.05, supporting the rejection of H1. This indicates that product design has a positive yet statistically non-significant effect on purchase decisions for Honda Vario automatic motorcycles in Bandung City. The present finding is consistent with (Alfalisyado & Haryanto, 2023; F. P. Putra et al., 2023),who reported a negative and non-significant relationship between product design and purchase decisions for Piaggio Vespa motorcycles in Sidoarjo Regency, suggesting that design does not invariably constitute a dominant determinant

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in the motor-vehicle context. Moreover, similarly found that product design does not significantly influence purchase decisions for automatic motorcycles in urban areas, as consumers tend to prioritise comfort and usage efficiency. Likewise, (P. Putra, 2022) reported that product design is positively associated with purchase decisions for two-wheeled vehicles but remains statistically non-significant, particularly among rational, value-oriented consumers.

b. The Influence of Product Quality on Purchase Decisions

 Regarding the research data, the significance value of the product quality variable regression test is < 0.05. From the table above, the t-value is 5.11, which is in the rejection region of H0 and acceptance of Ha. Therefore, it was found that product quality has a positive and significant effect on the purchase decision of Honda Vario automatic motorcycles in Bandung. The findings of this study are in line with the research by (Harun & Sofyani, 2024), which states that product quality has a positive and significant effect on the decision to purchase automatic motorcycles in urban areas. A similar study was also conducted by (Hestiana et al., 2023) who found that product quality is a dominant factor in the decision to purchase two-wheeled vehicles, especially for consumers who consider aspects of performance and long-term reliability. In addition, (Ariska & Abubakar, 2025) in their study showed that product quality has a significant influence on the decision to purchase automotive products.

c. The Influence of Price on Purchase Decisions

The result from the hypothesis testing showed a t-value of 2.195, indicating that H0 was rejected and Ha was accepted. The significance value was 0.031 > 0.05 , so we can mention that price has a positive and significant effect on the purchase decision of Honda Vario automatic motorcycles in Bandung City. This finding is in line with the research by (Makanoneng et al., 2022) who stated that price has a positive and significant effect on the purchase decision of two-wheeled vehicles, especially among consumers who are sensitive to economic value. Another study by (Nasution & Baginda Harahap, 2022) also found that the perception of fair and competitive prices can increase purchase decisions because it reflects the balance between the costs incurred and the benefits received by consumers

Interpretation of Key Findings

The hypothesis test results indicate that product design does not significantly affect the purchase decisions of Honda Vario automatic motorcycles in Bandung City. This finding aligns with previous studies (F. P. Putra et al., 2023; P. Putra, 2022)) showing that consumers prioritise functional value over aesthetic attributes. The non-significant role of design in this study may be explained by the mass-market positioning of Honda Vario, which is perceived primarily as a utilitarian transportation product rather than a lifestyle-oriented good, as well as by regional and sample characteristics that emphasise practicality in daily urban mobility.

In contrast, product quality has a positive and significant effect and emerges as the most dominant determinant of purchase decisions, supporting prior findings that highlight performance, reliability, and durability as key consumer considerations (Ariska & Abubakar, 2025; Hakim et al., 2025) Price also shows a significant effect, indicating that purchasing decisions are influenced by consumers' evaluations of price fairness and value for money, particularly when price is perceived as proportional to product quality. This result is consistent with earlier studies (Nugroho & Santoso, 2021; Siregar et al. 2022) and suggests that price functions as a reinforcing factor that strengthens purchase decisions when aligned with perceived product quality.

Comparison with Previous Studies

The findings of this study are in line (F. P. Putra et al., 2023; P. Putra, 2022; Ramadhani & Yulia, 2023) , which show that product design has a positive but insignificant influence on the decision to purchase two-wheeled vehicles, as consumers tend to emphasise functional aspects over aesthetics. Conversely, the results of this study reinforce the findings of (Ariska & Abubakar, 2025; Nardo & Prasetiyo, 2022) which state that product quality has a positive and significant effect on purchasing decisions, particularly through the attributes of product performance, reliability, and durability. Furthermore, the findings regarding the significant influence of price on purchasing decisions are consistent with the research by (Agung et al., 2022) which emphasise that a perception of reasonable and competitive prices increases value for money and encourages purchasing decisions. The differences in the level of influence between variables in this study indicate that purchasing decisions for automatic motorcycles in urban areas such as Bandung are more dominated by rational considerations related to quality and price than design factors, thus confirming the importance of the context of use and consumer characteristics in explaining the variations in previous research results.

Limitations and Cautions

Some specific limitations were found in this study, which need to be considered while interpreting the results. First, the research subjects were limited to consumers of Honda Vario automatic motorcycles in Bandung, so generalising the findings to other regions or different vehicle brands should be done with caution. Second, data collection through a questionnaire based on respondents' perceptions, which could potentially lead to subjective bias and a tendency to give socially desirable answers. Third, the variables studied only covered product design, product quality, and price, while other factors such as brand image, promotion, after-sales service, and social influence were not included in the analysis model. Therefore, the results of this study should be understood within the context of these limitations and used as a starting point for further research with a broader scope of variables, methods, and contexts.

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Recommendations for Future Research

This study has shortcomings, so it is expected that future researchers will build upon it by selecting variables that are appropriate to the research problem. This study provides input for improving product quality. Honda should apply this study's results as input in developing more effective policies and strategies. In addition, the utilization of different research methods or the expansion of the research object and area could provide more comprehensive results.

CONCLUSION

This study examines the determinants of purchase decisions Honda Vario automatic motorcycle users in Bandung City using purposive sampling. The results indicate that product design does not have a statistically significant effect on purchase decisions in the partial analysis, despite respondents' positive perceptions of the product's modern and attractive design. This suggests that, within the specific context of this study, product design is not a decisive factor purchasing decisions. In contrast, product quality is identified as the most dominant determinant of purchase decisions, particularly with respect to engine reliability, riding comfort, and product durability. Price is also found to significantly influence purchase decisions, reflecting consumers' evaluations of price–value congruence. Although the simultaneous analysis shows that product design, product quality, and price collectively affect purchase decisions, this result should be interpreted in light of the partial findings, which confirm the non-significant independent role of product design. Accordingly, product design functions as a complementary attribute rather than a primary driver when combined with quality and price considerations. These findings are context-specific and limited to Honda Vario users in Bandung City.

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