

The Role Of Product Quality, Brand Image, And Pricing In The Purchase Of Polygon Bicycles

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ABSTACT

In light of recent developments, such as globalization and the spread of the Covid-19 epidemic, it is important to technology, and sports and transportation facilities, bicycles are in demand and sought after by enthusiasts and consumers. Our objective in conducting this research is to 1). In Nganjuk, we wanted to see how much of an impact product quality has on people's willingness to buy bicycles from the Polygon brand. 2). Finding out how people in Nganjuk city feel about the Polygon brand before deciding to buy a bike from that brand, and 3). The goal of this study is to analyze how different prices for the Polygon brand of bicycles in the city of Nganjuk affect sales and ultimately the satisfaction of consumers. 4). To analyze how consumers in Nganjuk city feel about purchasing polygon brand bicycles based on product quality, brand image, and price.

This study employs a quantitative approach and a causal-correlational research methodology (cause and effect). From a total of 200 participants, 133 completed surveys using the Slovin formula were used for analysis. While the sampling technique using Probability Sampling. The data collection technique is the questionnaire method. The brand variables studied include product quality, image, pricing as independent variables and consumer decisions as variables.

That was what the findings indicated: (1) The t count was 3.270 with Sig. 0.002 indicating that the variable product quality did influence consumer choice (2) A moderate relationship between brand image and consumer choice is found (t count = 2.953, Sig = 0.001) (3) t count = 2.365, Sig = 0.001; this indicates that the pricing variable does influence consumer choice (4) Buying decisions are influenced by product quality, brand reputation, and cost all at the same time. The values of f hitung are 8.506 and Sig.0.000.

Keyword : Product Quality, Brand Image, Pricing, Purchase Decision



INTRODUCTION

Entering the rapid development of the times and the Covid-19 pandemic as it is today with the development of the times, technology, and means of sports and transportation, bicycles are starting to be in demand and sought after again by enthusiasts and consumers. For sports facilities and means of transport to reduce air pollution. For this reason, the sales of Polygon brand bicycles in the city of Nganjuk have increased very drastically unlike the usual times before Covid-19.

Currently entering the distributive era that occurs in a global market that gives demands to companies to continue to improve the development of their business lines with consideration of the increasingly guaranteed behaviour of consumers. In this free market, it makes production competition that comes from abroad or comes from its own country in order to compete to improve the quality of products, brand image, and prices so that they can be accepted by consumers at open prices. Which makes a company able to survive among the threats of similar competitors, most importantly for competition in the global market.

Product quality makes part of a very important factor, so that it can be used as a comparison by consumers. From consumer products, consumers can find out their advantages and can be compared by other similar products. An increase in the quality of a product can affect the preparation of a consumer's decision when purchasing the product. Based on the opinion of Kotler and Armstrong (2012: 152), "Services, procedures, environment, and human resources that meet or exceed customer expectations are examples of quality."

Then the mark or brand is also important as a differentiator or sign of a product in the midst of a sea of similar products, the brand has its own meaning of pride in the eyes of consumers. Brands are built and used solely for advertising, promotion and sales strategies. Based on expert opinion Tjiptono (2015: 49), says that "brand image can be explained as a description of the form of beliefs and associations that consumers have in certain brands".

However, the strategy of setting or setting prices is also very important, because from this the community or consumers have a decision to purchase prices. Due to economic factors, usefulness and other support. In this case, consumers act like kings in sorting out goods that have a match with their desires, uses, and financial situation. Meanwhile, the opinion of Kotler and Kettler (2012: 439) states that "price can be interpreted as the total amount of money charged for a product, or it can also be said to be the entire exchange rate given by consumers for the benefits obtained due to ownership of an item".

The price of polygon brand bicycles is relatively competitive with other similar brand bicycles because the price offered is expensive but the quality of the product goods, brand image according to the price set even though it is expensive but the quality is good because polygon brand bicycles are also well-known brands and are well known by many consumers so that consumers no longer hesitate to buy them even though they are expensive and will create a purchase decision for the polygon brand bicycle. Besides that, the stock of polygon brand bicycles with types and prices that are too expensive at the Purgiono Bicycle Shop in Nganjuk City is small so that consumers have to order the bicycle they want first.

The pricing strategy for polygon brand bicycles at the Purgiono Bicycle Shop in Nganjuk City is carried out based on the total costs incurred for store operations and considers other prices circulating from other competitor

determinations carried out based on an analysis of the calculation of the total amount of costs used in business as usual and the prices of rival companies among other factors and is in accordance with the highest retail price of the polygon bicycle company. Although polygon brand bicycles at the Purgiono Bicycle Shop in Nganjuk City have prices that are relatively expensive with the quality of goods, the brand image that is traded is good and well-known so that consumers feel satisfied or can influence the decision to purchase the polygon bicycle. However, there are many other brands of bicycles that have the same quality but there are differences in prices that can be more or less expensive. So that consumers think twice about buying a polygon brand bicycle. To see the decisions made by consumers in deciding a purchase, it can be seen from the price factor that is determined. One of the strategies adopted by the Purgiono Bicycle Shop in Nganjuk City when carrying out its business efforts, as a business actor, is required to observe any changes in consumer behaviour so that offers on products owned can be sold to consumers. In understanding consumer behaviour, it is very important for the sustainability of the company so that it can realise its goals where there are decisions on purchases made by consumers.

Based on the explanation in the description, the researcher compiled in order to have a clear picture of "The Role of Product Quality, Brand Image, and Pricing Affecting Consumer Decisions in Purchasing Polygon Brand Bicycles in Nganjuk City".

Problem Statement

1. Does product quality affect consumer decisions in purchasing polygon bikes in Nganjuk city?
2. Does brand image influence consumer decisions in purchasing polygon brand bicycles in Nganjuk city?
3. Does pricing affect consumer decisions in purchasing polygon brand bicycles in Nganjuk city?
4. Do product quality, brand image, and pricing influence consumer decisions in purchasing polygon brand bicycles in Nganjuk city?

THEORY REVIEW

LITERATURE REVIEW

Product Quality

Based on the opinion expressed by Kotler and Keller (2016: 164), "For a product to be considered high quality, it must consistently meet or exceed the expectations of its target market. The quality of a product can also be stated as the performance of a product in carrying out its functions, such as the ease of operation of the product and its repair, product accuracy, ownership of value attributes, and durability of the item".

Product Quality Indicator

Based on the writing proposed by David Garvin cited by Fandy Tjiptono (2016: 134) regarding the performance of a product has eight different dimensions, namely below:

1. Performance, a core product that has been purchased with the ownership of a character in the form of basic operations.
2. Features (features or additional characteristics), is a further character that is useful as a complement or addition, this can be said to be a secondary character.

3. Reliability, defined as a possibility that can later occur in the form of usage failure or damage to the product.
4. Conformance to specifications (conformance to specifications), is an understanding of the accuracy of operations and the form of design to the standards that have been determined.
5. Durability, is the time used to calculate the duration a product can be used.
6. Serviceability, includes things such as speed, competence, comfort, ease of repair and also the response delivered when handling buyer complaints.
7. Aesthetics, is a view of the five senses regarding the attractiveness of a product and more specifically how well the product appeals to the five senses.
8. Perceived Quality (value as experienced), is the reputation and image that a product has and the response in the form of the product's corporate responsibility.

Brand image

Tjiptono's view based on his evidence (2015: 49), argues that "brand views can be defined as a picture of a consumer's confidence and association with a particular brand".

Brand Image Indicators

The following are the indicators used by brand image based on Joseph Plummer's statement in Ratri (2007: 54) including the following:

1. Product attribute, is all the links that have a relationship to that which is in the form of taste, packaging, price and others.
2. Benefits for consumers (consumer benefits), are the returns that consumers get when using these products.
3. Product image, can be defined as associations related to the brand's personality if the brand used is human.

Price

Based on the opinion expressed by Kotler and Kettler (2012: 439), they assume that "price is the total of all money or costs that are borne by buyers when they want to buy a product, or it can also be said to be a reward for the return on the goods produced".

Price Indicator

Based on the opinion of Fandy Tjiptono (2015: 156) price indicators are divided into several below:

1. Price affordability

In deciding the amount of price by the company, it is hoped that the price is within the reach of consumers. In one brand issued by the company, it can consist of various products with prices that vary from the cheapest to the cheapest. When a product has a set price, the product will be bought by many consumers because they think it is within their reach and items can be found according to their individual tastes.

2. Reasonable quality and cost ratio

Among the many factors that buyers consider when making a purchase is the price that reflects the quality of the item, in situations where two identical products are available at different prices, customers usually choose the product that costs more because of the perception that the quality should be higher. Vice versa, when there is an item with a lower price, it will also reflect a lower quality. However, not all prices of goods are like this, there are lower prices for goods with the aim of creating a certain image. Since there is a predetermined price and

a set quality standard, the buyer must decide whether the product meets his needs or not.

3. Price competitiveness

As a form of competitiveness, it is often found that consumers make price comparisons on two similar products. In this activity, a consumer will pay close attention to the price of the product in deciding to purchase the product. In addition to making price comparisons made by consumers, a consumer has more interest in discounts or discounts on the company's official price tag, or publishing fees.

4. Matching costs with benefits

Decisions made by consumers in purchasing goods are also seen from the benefits obtained from these goods, consumers will decide to purchase a product when the benefits obtained are the same as what consumers have spent or the benefits obtained by consumers are greater. When the benefits obtained by consumers are considered smaller than what is spent by consumers, then in the minds of consumers, these goods are in the expensive category and will think again in making purchases. Apart from the benefits obtained by consumers, another thing that is of concern is the suitability of the services provided.

Purchase Decision

Based on the writings of Kotler and Keller (2012: 166), it states that "Consumers go through a multi-step process - requiring recognition, research, product comparison, and, finally, the choice to buy - before making a purchase, activities when a purchase has not been made, consumer behaviour in using goods, and how consumers feel when a purchase has been made".

Indicators in Purchasing Decisions

1. Cultural Factors

Cultural factors can deeply influence consumer behaviour which includes social class, sub-culture, and existing culture. The definition of culture is a value that is arranged in the basis of perceptions, desires, and behaviour which will later be used as learning by people who come from important institutions such as family and others.

2. Social Factors

Reference groups, actor families, and social position and status are examples of social elements that can influence consumer behaviour outside of cultural norms.

3. Personal Factors

The personal characteristics of buyers can influence consumer interest in deciding to buy an item, these characteristics are in the form of the buyer's age and life cycle stages, the buyer's job, economic conditions, as well as the buyer's lifestyle and the buyer's personality.

4. Psychological Factors

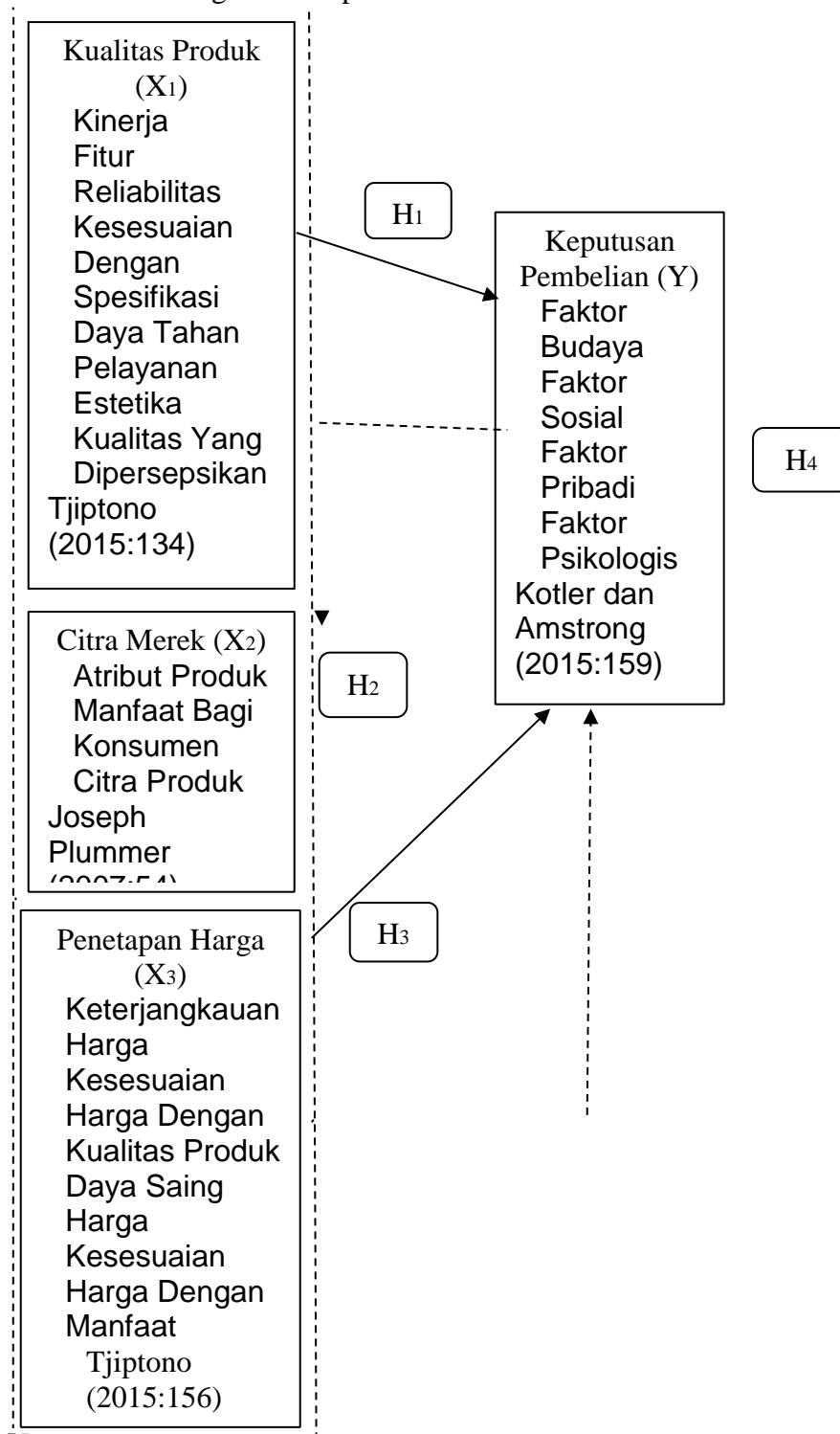
a. Motivation, individuals have complex requirements that can change at any time. These needs can be caused by themselves, such as thirst, hunger, and feelings of discomfort. Motivation can be said to be an encouragement for someone to take action. As is the case when someone makes observations on a particular brand, a reaction will arise not only to the real circumstances contained in the observed brand, but also observes other indicators that seem to feel some kind of attachment to the goods being sold and really want to get them.

- b. Perception, is the definition of a process of selecting, organising the results of choices, and interpreting these results so as to create a picture that has meaning.
- c. Learning, the learning process includes all changes to a person's behaviour resulting from experience. There are various experts in the field of marketing who believe that the combination of work as a driving impulse, providing stimuli, suggesting cues for action, response and reinforcement can produce a learning...
- d. Beliefs and Attitudes, by carrying out an action, a person will gain beliefs and attitudes in himself. So that these two things can later have an influence on purchasing decisions made by consumers. Meanwhile, beliefs can be expressed as an explanation of a person's thoughts about the depiction of a certain thing. The beliefs that a person has about a product or brand can influence the making of their transaction agreements.



Kerangka Konseptual

Gambar 1 Kerangka Konseptual



Hypothesis

Based on the opinion of Sugiyono (2011: 51), "Hypothesis is a temporary answer to the formulation of the problems contained in the research, it is said to be a temporary answer because the answers expressed are answers based on empirical

facts received when data collection is carried out". At the time of this research activity, the following hypothesis was obtained:

- H1: Customers in Nganjuk City decide which polygon bicycle to buy based on the quality of the bicycle.
- H2: Customers in Nganjuk City are influenced to buy polygon brand bicycles because of the company's reputation.
- H3: Nganjuk City consumers consider the price of polygon brand bicycles when making a purchase.
- H4: Cyclists in Nganjuk City consider product quality, brand reputation, and price before making a polygon bicycle purchase.

RESEARCH METHODS

Place and Time of Research

It is used to complete the analysis and problem solving of the information collected before conducting the research. Research activities were carried out at the Purgiono Bicycle Shop located on Jalan Dermojoyo No. 39 Nganjuk city. In its implementation, research activities were carried out from February to September 2022.

Population

Based on the opinion of Sugiyono (2018: 130) provides a response regarding the definition of population which is defined as a generalisation place where there are objects or subjects with accurate quality and character ownership and determination by researchers to study and then draw conclusions. The number of consumers in May to June 2021 is 200 people.

Sample

Based on the opinion of Sugiyono (2018: 131) argues that the sample is defined as the characteristics and numbers contained in the population section. In carrying out sample measurement, which means activities that aim to determine the number of samples to be used in research on an object. In total, 133 participants were sampled for this analysis.

Operational Definition of Variables

Product Quality

Based on the ideas put forward by Kotler and Keller (2016: 164), "The definition of the quality of a product is determined by how well it meets or exceeds the requirements set by the target market. Product quality can also be interpreted as the ability of a product to carry out its functions such as accuracy, ownership of other attributes, reliability, durability, and procedures for operation and repair carried out ". By using indicators like this: Conformance to specifications, Aesthetics, Serviceability, Performance, Reliability, Features, Durability, and Perceived Quality.

Brand image

Based on the opinion of a Tjiptono (2015: 49), argues that "brand image is a definition of the beliefs and associations of a consumer in a particular brand". using the following indicators: product attributes, benefits obtained by consumers (consumer benefits), product image (product image).

Price

Based on the opinion of Kotler and Kettler (2012: 439) price is the sum of all considerations that the buyer must consider or it can also be said to be a reward

for the return that the goods produce ". With the indicators below: Affordability, value, cost effectiveness, and value commensurate with product quality are all factors to consider when setting prices.

Purchase Decision

Based on ideas by Kotler and Keller (2012: 166) "Consumer needs take the form of desires, desires become desires become desires, and finally desires become needs, and all these needs lead to purchasing choices, activities when purchases have not been made, consumer behaviour in using goods, and how consumers feel when purchases have been made".

data collection techniques and instruments

1. Questionnaire (Questionnaire)

According to Sugiyono (2015: 134), "One can measure individual or group perspectives on social phenomena using a Likert scale."

For data analysis purposes, each statement item consists of 5 answer choices, as shown in table 3.1 below:

Penilaian	Skor
Sangat Setuju	5
Setuju	4
Cukup (Netral)	3
Tidak Setuju	2
Sangat Tidak Setuju	1

Sumber: Sugiyono (2015:199)

2. Observation

According to Riyanto (2010:96) "The term observation can refer to the act of observing something directly or the act of observing something indirectly. Researchers in this example observed customers of Purgiono's bicycle shop.

3. Documentation

According to Riyanto (2012:103) the documentation approach is a technique in which information is collected by tracking pre-existing information. Information collected from clients of Purgiono's bicycle shop became the main material of the research.

Analisa Hasil Penelitian

Uji Validitas

Tabel 1 Hasil Uji Validitas

Variabel	Butir Instrumen	Nilai r	r table	Ket
Kualitas Poduk (X1)	1	0,598	0,171	Valid
	2	0,717	0,171	Valid
	3	0,628	0,171	Valid
	4	0,515	0,171	Valid
	5	0,649	0,171	Valid
	6	0,721	0,171	Valid
	7	0,720	0,171	Valid
	8	0,632	0,171	Valid
Citra Merek(X ₂)	1	0,697	0,171	Valid
	2	0,779	0,171	Valid
	3	0,822	0,171	Valid
	4	0,760	0,171	Valid
	5	0,714	0,171	Valid
Penetapan Harga (X ₃)	1	0,687	0,171	Valid
	2	0,647	0,171	Valid
	3	0,699	0,171	Valid
	4	0,696	0,171	Valid
	5	0,582	0,171	Valid
	6	0,715	0,171	Valid
Keputusan Pembelian (Y)	1	0,638	0,171	Valid
	2	0,687	0,171	Valid
	3	0,689	0,171	Valid
	4	0,644	0,171	Valid
	5	0,627	0,171	Valid
	6	0,659	0,171	Valid

Sumber : data primer diolah peneliti, 2021

Looking at table 4.8, when conducting the validity test, the general practice is to count the number of times each item is mentioned in the sentence that forms the value of $r_{count} \geq r_{table}$, which states if all items in the statement derived from the questionnaire are said to be valid.

Uji Reliabilitas

Tabel 2 Hasil Uji Reliabilitas

Variabel	Cornbach alpha	Batas	Ket
Kualitas Produk (X1)	0,803	0,60	Reliabel
Citra Merek (X2)	0,812	0,60	Reliabel
Penetapan Harga(X2)	0,755	0,60	Reliabel
Keputusan Pembelian(Y)	0,736	0,60	Reliabel

Sumber : data primer diolah peneliti, 2021

Based on table 4.9, regarding the analysis of the reliability test, it can be seen that the Cornbach Alpha value for each variable obtained a value of 0.803, 0.812,

0.755 and 0.736. Cronbach Alpha less than 0.60 indicates reliability in this case. With reliable status for all variables conclusions can be drawn.

Classical Assumption Test Normality Test

**table 3 Frequency of Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		133
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3,23144385
Most Extreme Differences	Absolute	,122
	Positive	,060
	Negative	-,122
Kolmogorov-Smirnov Z		1,411
Asymp. Sig. (2-tailed)		,782

a. Test distribution is Normal.

b. Calculated from data.

Sumber : data primer diolah peneliti, 2021

Kolmogorov-Smirnov normality test analysis (table 4.10) shows the result of Asymp. The maximum two-way significance level is 0.782. In other words, Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z value in this case is (0.782 0.05) so that it can prove if at the time the research was conducted, the residual data was in a normally distributed condition, so that it can be continued at the next stage of analysis..

Multicollinearity Test Tabel 4 Hasil Uji Multikolinieritas

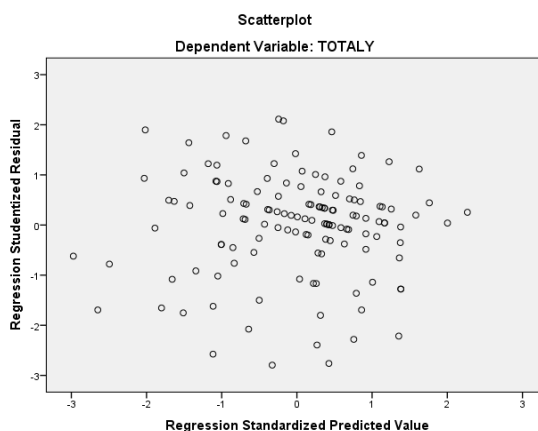
Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,927	1,079
	X2	,806	1,241
	X3	,768	1,303

a. Dependent Variable: Y

Sumber : data primer diolah peneliti, 2021

The table statement above says if there are no multicollinearity symptoms found in the regression model, which shows the data is in good condition and can be carried out the next test analysis.

Heteroscedasticity Test



Gambar 2 Hasil Uji Heteroskedastisitas

Sumber : data primer diolah peneliti, 2021

Based on Figure 4.2, the Heteroscedasticity Test is used to determine whether the data points are normally distributed or skewed to the left or right of the zero point of the Y axis, so that in the absence of heteroscedasticity in the data, conclusions can be drawn.

Multiple Linear Regression Test

Tabel 5 Hasil Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	14,877	2,535		5,868	,000
Kualitas Produk X1	,018	,068	,023	3,270	,002
1 Citra Merek X2	,174	,089	,180	2,953	,001
Penetapan Harga X3	,208	,088	,223	2,365	,000

a. Dependent Variable: Keputusan Pembelian Y

Sumber : data primer diolah peneliti, 2021

Based on table 4.12, it can be seen if each beta coefficient value contained in each variable contained in the Unstandardised Coefficients B column, so that the model can be described in the following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 14,877 + 0,018X_1 + 0,174X_2 + 0,208X_3 + e$$

The results of the multiple linear regression model that have been determined can be described as below:

1. The constant value (a) of 14.877 states that the Purchase Decision (Y) is 14.877 if and only if the value of Product Quality (X1), Brand Image (X2), and Price (X3) are considered constant.

2. If X1 (Product Quality) and X2 (Brand Image) increase by one unit, the beta coefficient for X1 increases to 0.018, which indicates that consumers will be more likely to purchase these two brands (X2), Pricing (X3) has a constant value, causing Purchasing Decisions (Y) to also increase by 0.018.
3. In other words, if the value of X2 (Brand Image) increases by one unit and X1 (Product Quality) and X3 (Price) remain unchanged, the value of Y (Purchase Decision) will also increase by 0.174.
4. If the other two variables, namely Product Quality (X1) and Brand Image (X2), are constant in value and the Price variable (X3) increases by one unit, the Purchase Decision (Y) will increase by 0.208.

Hypothesis Testing

Test t (Partial Regression Coefficient Test)

**Tabel 6 Partial Significance Test Results (t-test)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,877	2,535		5,868	,000
1 Kualitas Produk X1	,018	,068	,023	3,270	,002
Citra Merek X2	,174	,089	,180	2,953	,001
Penetapan Harga X3	,208	,088	,223	2,365	,000

a. Dependent Variable: Keputusan Pembelian Y

Based on table 4.13, the analysis of the t test (partial) can be seen in determining the value of the t table. According to the table above, the t table result is 1.660 (can see the t table attachment). Berdasarkan this, so that the following partial test can be carried out:

- a. Product Quality (X1) has a tcount of 3.270, and the significance level is 0.002, so this is evidence of the large number of tcounts. This condition is reasonable if (0.002 < 0.05) and only if (tcount > table). If H1 is approved, it can be concluded that the price-quality variable influences the consumer decision-making process to some extent;
- b. It is known that the tcount value contained in the Brand Image variable (X2) is 2.953, which has a significance of 0.001. Significantly, the tcount value in this case is higher than the ttable value in this case (2.953 > 1.660), and the p value is less than 0.05 (0.001 < 0.05). This finding supports the hypothesis (H2) that the service quality variable has a significant effect on consumer choice of products.
- c. The significance of the Price variable (X3) is known to be 0.000 and the tcount value is 2.365. This result shows that the significance level is smaller than 0.05 (0.000 < 0.05), and tcount > ttable (2.365 > 1.660). If H3 is accepted, then the service quality variable does play a major role in influencing consumer choice of products.

Uji F (Uji Koefisien Regresi secara Simultan)

Tabel 7 Simultaneous Significance Test Results (F-Test)

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	222.965	3	74.322	8.506	.000 ^a
	Residual	250.077	69	3.624		
	Total	473.041	72			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y1

Sumber : data primer diolah peneliti, 2021

Table 7 determines Ftable known by using the confidence level $\alpha = 5\%$, df 1 (total of all variables-1) or $3-1 = 2$, and df 2 (n-k-1) or $133-3-1 = 129$ (n is the total of all data and k is the total of all independent variables). Then the Ftable result is 3.070 (can be found in the Ftable attachment). Then the value of Fhitung > Ftable is ($8.560 > 3.070$) and the significance level is below the value of 0.05 ($0.001 < 0.05$) If Product Quality (X1), Brand Image (X2), and Price (X3) all have an effect on Purchasing Decisions (Y), then this condition can be concluded.

Koefisien Determinasi (Adjusted R2)

Tabel 8 Determination Coefficient Test Results

(Adjusted R²)

Model Summary		
R	R Square	Adjusted R Square
.349	.122	.101

Sumber: data primer diolah peneliti, 2021

The output shows an R Squared value of 0.122, or 12.2 per cent. From this situation, it can be shown that the independent variables contribute 12.2% to the dependent variable as a whole. As well as ownership of variations in the independent variables used in the model can explain as much as 12.2% of the variation in the variable.

RESULTS AND DISCUSSION

Discussion

Hypothesis Testing Results 1

The tcount value of the partial t test of the product quality variable (X1) is 3.270, and the t value is significantly different from zero at the significance level of 0.002. Because ($3.270 > 1.660$), it can be concluded that the scenario is statistically significant. This finding provides support for accepting H1, indicating that the variable product quality does have a large role in influencing consumers' final decisions.

Hypothesis Testing Results 2

Based on the output of the partial test analysis (t test) contained in the Brand Image variable (X2), it is known that the tcount value is 2.935 with a significance

level of 0.001. Since the tcount is greater than the ttable in this case ($2.935 > 1.660$), and the p value is smaller than 0.05 ($0.001 < 0.05$), we can conclude that the situation is statistically significant. These findings provide support for H2, which proposes that brand image variables do not play a significant role in influencing consumers' final decisions.

Hypothesis Testing Results 3

Specifically, it can be seen that the tcount for the t test conducted on the Price variable (X3) is 2.365 at a significance level of 0.000. The significance level is less than 0.05 ($0.000 < 0.05$) and the tcount value is greater than the ttable value ($2.365 > 1.660$). This evidence shows that price plays a role in consumer choice.

Hypothesis Testing Results 4

It has been established that there is a significant influence between product quality (X1), brand image (X2), and price (X3) on consumer shopping decisions (Y), with an F value of 8.506 at the 0.000 level. $F_{hitung} > F_{tabel} = 8.506 > 3.070$, which is statistically significant below 0.05 ($0.001 < 0.05$). This finding shows that if H_a is accepted, then all variables related to product quality (X1), brand image (X2), and price (X3) have a considerable influence on consumer decisions to make purchases (Y).

CONCLUSIONS

Based on the results obtained in the research activities that have been carried out by researchers entitled "The Role of Product Quality, Brand Image, and Pricing Affecting Consumer Decisions in Purchasing Polygon Brand Bicycles in Nganjuk City". So that a conclusion can be drawn below:

1. From the results obtained when testing multiple linear regression analysis on the product quality variable, it is found that the tcount value is greater than the table which carries weight if the variable product quality plays some role in shaping consumer preferences.
2. Based on the results of multiple linear regression analysis on the brand image variable, the tcount value is greater than the ttable, which means that there is some correlation between brand perception and consumer preference.
3. the findings in the multiple linear regression analysis of the pricing variable obtained a tcount value greater than the t table, which can be interpreted as showing that price fluctuations do affect consumer choice to a certain extent.
4. It can be concluded that product quality, brand reputation, and price all play a role in consumer purchasing decisions simultaneously based on the findings of the simultaneous test analysis (f test), where the fcount value is greater than the ftable.

SUGGESTIONS

Looking at the findings obtained in the analysis and explanation of the conclusions, so there are suggestions that can be given for the research conducted, including:

1. For future researchers

Researchers think their findings will serve as a starting point for further investigation. Researchers suggest adding to the number of samples so that data with more accuracy is obtained.

2. For Purgiono Bicycle Shop

Researchers suggest that the party or owner of the Puryono bicycle shop has a complete stock of bicycles and bicycle accessories so that every customer who will buy a bicycle can choose a bicycle according to their wishes in terms of quality price and bicycle brand so that every customer who will buy a bicycle feels satisfied with the large stock of bicycles and will buy a bicycle according to their wishes.

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