Effect Of Product Design And Pricing Decisions On Yamaha Matic Series New N-Max 155cc Motorcycle Sales Level At Yamaha Bumi Serpong Damai Dealers

Deni Romasturia

Universitas Pamulang, Tangerang Selatan, Banten 15417, Indonesia

E-mail: [a)]deniromasturia@yahoo.co.id

Abstract: This research aims: 1) To find out and analyze the effect of product design on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles At Yamaha Bumi Serpong Damai Dealers. 2) To find out and analyze the effect of price on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles At Yamaha Bumi Serpong Damai Dealers. 3) To know and analyze the influence of product design and price together on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles At Yamaha Bumi Serpong Damai Dealers. The population in this study was customer Yamaha Matic Series New N-Max 155cc At Yamaha Bumi Serpong Damai Dealer. The sampling technique used in this study is simple random sampling. With simple random sampling technique, sampled 64 customers of Yamaha Matic Series New N-Max 155cc Motorcycle at Yamaha Bumi Serpong Damai Dealer. The results of this study show that: 1 There is an influence on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles at Yamaha Bumi Serpong Damai Dealers. 2) There is a price influence on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles On Yamaha Bumi Serpong Damai Dealers. 3) There is an influence of product design and price on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles At Yamaha Bumi Serpong Damai Dealers.

Keywords: Product Design; Price; Sales Level

INTRODUCTION

Marketing Management is the process of planning, analysing, implementing, implementing and controlling (supervision) or controlling marketing activities within a company in order to achieve the company's targets or objectives. A company's success in achieving that goal is heavily influenced by the company's ability to market its products. The Company can sell its products at a favorable price at the expected level of quality, will be able to overcome challenges from competitors especially in the field of marketing.

Companies in the global era are full of competition and surprises. The success or bankruptcy of a company is determined not only by management expertise but also by other important factors, such as employee loyal support, reliable marketing, financial adequacy,

"the real time" information system, business access, operational efficiency, optimal service and so on.

Many factors must be done by the company to be able to achieve what is the goal which all comes down to one point that is the need for consumers. Consumers who are potential users of a product, are targeted by manufacturers so that the products offered are in demand. As more and more consumers want the product, it will automatically affect the increase in sales. The sale of a product produced by the company is one of the deciding factors in the company's activities. the product must also have an attractive design and design, with the design and design, the shortcomings contained in a product will be simulated and analyzed can be modified from the image or design of the product before the product is processed.

Many factors must be done by the company to be able to achieve what is the goal which all comes down to one point that is the need for consumers. Consumers who are potential users of a product, are targeted by manufacturers so that the products offered are in demand. As more and more consumers want the product, it will automatically affect the increase in sales. The sale of a product produced by the company is one of the deciding factors in the company's activities. the product must also have an attractive design and design, with the design and design, the shortcomings contained in a product will be simulated and analyzed can be modified from the image or design of the product before the product is processed.

As the automotive world continues to grow in the country, especially the premium matic motor class 150cc class. The fundamental reason why this matic motor is gemari is easy in use because all have used automatic tansmisi and already use safety and comfort features to offer to the public.

N means New Max Design, New Balance, Nimble Maneuvering, and Neat Performance. New Max Design, because Yamaha NMAX is the latest variant after its brothers, TMAX to XMAX has been introduced before in the European automotive market. No wonder NMAX is referred to as the New Design of MAX series. New Balance, NMAX claims to provide new continuity between compacts, making it easier to access and drive for all postures. Like riding positions, riders can place their feet on the back of the footing or with crusier riding positions that allow the legs to be slightly dissed while driving. Nimble Maneuver, has hope that this motor can maneuver nimbly and provide a enjoyable driving experience, but remain stable. In addition, this motor also has the characteristic of a backfire-shaped cover body on the side, which is an icon of the MAX series. In terms of price, we are more affordable than competitors.

Price has an important role in purchasing decisions, the cheaper the price of a product will increase the purchase decision, but a cheap price can not guarantee the product is good quality, if there is a better quality product but the higher price can also create a purchasing decision. Purchase decisions are low due to higher prices, as a result customers often complain and protest the price increases imposed by the company.

If the price is low then the demand for products offered increases and if the price of the product is higher then the demand for the product is lower. The right pricing will get great attention from consumers, if the price set by the company is appropriate and in accordance with the purchasing power of the consumer then the selection of a product will be dropped on the product. The Company sets the price due to various considerations, which in the pricing is also adjusted to the quality of the existing product. Price can also be an indicator of quality where a product with high quality will dare to be pegged with a high price anyway. According to Private (2014) "price is the second controlled factor that can be handled by sales management or suggestion-ers".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Product Design

Product design is a management tool to translate the results of research and development activities carried out before becoming a real design that will be produced and

sold for profit. Product design emphasizes its main attention to human relationships as a wearer and products as disposable objects. The emphasis is on reciprocal relationships involving considerations that cover technical, function, psychology and market aspects. So the development of the design of a product requires adequate insight into materials, production processes, human behavior and social, cultural and economic demands. Kotler and Keller (2012:332) define "Design is the totality of features that affect how a product looks, feels, and functions to a consumer". That means that design is a totality of features that affect how a product looks, feels, and works for consumers.

Product design can be defined as the generation of ideas, concept development, testing and implementation of manufacturing (physical objects) or services. Product design is a translation of industrial design. Some experts translate industrial design with product design. "Product design is a pioneer and the key to a product's success penetrates the market as basic bargaining marketing, designing a product means reading a market, market willingness, market ability, market mindset and many other aspects that are eventually translated and applied in the design of a product" (Muhajirin in the journal Rachman, 2015).

Kotler and Armstrong (2012:410) stated "that there are many design or design parameters that include:
1. Shape: Many products can be differentiated by shape, model size
2. Features: Most products can be offered with different features that complement the basic functionality of the product. Efforts to be the first to introduce new features that are considered valuable are one of the most effective ways to compete.
3. Quality: Buyers expect the product to be of a high quality in accordance with standards and specifications. The quality of conformity is the level of suitability and fulfillment of all units produced against the promised target specifications.
4. Durability: The expected age measure of the operation of the product under normal conditions. It is a valuable attribute for certain products.
5. Reliability: Buyers will generally buy more to get a more reliable product. Reliability is a measure of profitability that certain products will not be damaged or fail within a certain period of time. Easy to fix: buyers buy products that are
6. Easy to fix: buyers buy products that are easy to fix. Ease of repair is a measure of the ease of repairing a product when the product is damaged.
7. Style: Describes the look and feel that the product evokes for shoppers".

Furthermore, according to Kotler and Keller, good design for the company refers to the ease in manufacturing and distribution. As for consumers, a good design is a beautiful product or good to look at, easy to open, install, use, repair, and discard.

Price

According to Fandy Tjiptono (in the journal Riyono, 2016) mentions that "price is the only element of the marketing mix that provides income or income for the company". According to Kotler and Keller dubbed by Bob Sabran (in the journal Riyono, 2016), "price is one element of the marketing mix that generates revenue, another element generates costs". Pricing is the easiest element in marketing programs to customize, product features, channels, and even communication take a lot of time.

According to Thamrin & Francis (2014:171) "Pricing is an issue when the company has to determine the price for the first time. The Company should consider many factors in drafting its pricing policy".
According to Kotler and Keller (2011:76), "there are five main objectives in setting a price:
1. The current profit is maximum, many companies are trying to set a price that will maximize the current profit. The Company estimates the demand and costs associated with alternative prices and chooses prices that generate current returns, cash flow, or maximum return on investment.
2. Defensive capabilities, companies pursue defensive capabilities as their primary goal if they experience overcapacity, stiff competition, or changing customer desires.

3. Market Skining Pricing, The Company revealed new technology that sets high prices to maximize the flushing of the market where at first the price is set high and slowly drops over time.
4. Maximum market share, the company believes that the higher the sales volume, the lower the unit cost and the higher the long-term profit.
5. Product quality leadership, many brands strive to be an "affordable luxury" product or service determined by the level of quality of assumptions, tastes and high status at a high enough price so as not to be out of reach of customers".

Sales Rate

According to Basu Swatha (in the journal Labanu, 2018) it argues that "sales volume is a net sale of the company's earnings report". Net sales are obtained through the sale of all products (line products) over a period of time and sales results achieved from market share which is a potential sale consisting of a group of buyers over a certain period of time. Sales activities are an activity that must be carried out by the company by marketing its products in the form of goods or services. The company's sales activities aim to achieve the expected and profitable level of sales to achieve maximum profit for it. The meaning of sales according to Marbun (in Utami 2011) is "the total goods sold by the company within a certain period of time". According to Kotler and Amstrong (2012), "individual sales are a form of direct promotion with oral presentations in a conversation with potential buyers intended to stimulate purchase".

According to Kotler (2012) "the factors that affect sales are as follows:
1. The quality of the goods decreased. The quality of goods can affect the volume of sales, if the goods traded quality decreases can cause the buyer who is already a customer can feel disappointed so that they can turn to other goods of better quality.
2. Consumer Interests. Consumer interest is not fixed and it can change at any time, if the consumer's appetite for the goods we sell changes then the volume of sales will decrease.
3. Service to customers. Service is an important factor in the effort to facilitate sales where the level of competition is getting sharper. With good service to customers, it can increase sales volume.
4. Competition lowers the selling price. Discounts can be given with the aim that the sale and profit of the company can be increased and in advance. The rebate can be given to certain parties on certain terms as well".

METHODS

Approach and Type of Research

According to Sugiyono (2019:2) Research methods are essentially a scientific way to obtain data with specific purposes and uses. This research is quantitative research using descriptive and associative research types.

Sugiyono (2013:117) states that "populations are generalizations consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions". So the population in this study is customer Motor Yamaha Matic Series New N-Max 155cc At Yamaha Bumi Serpong Damai Dealer. The sampling technique used in this study is simple random sampling. According to Sugiyono (2015-81) the sample is "part of the number and characteristics that the population has. When populations are large and research is impossible to study everything in the population. Therefore the sample taken from the population must be completely respentativ (representing)". With simple random sampling technique, sampled 64 customers of Yamaha Matic Series New N-Max 155cc Motorcycle at Yamaha Bumi Serpong Damai Dealer.

This analysis is used by involving two or more free variables between dependent variables (Y) and independent variables (X1, and X2), this way is used to determine the strong influence between multiple free variables simultaneously against bound variables.

RESULT AND DISCUSSION

Table 1. Multiple Linear Regression Coefficients

Model	Unstandardized Coefficients		Std. coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	13,858	2,491		5,564	,000
1 Product design (X1)	,311	,066	,343	4,726	,000
Price (X2)	,511	0,57	,645	8,899	,000

Source: Research data, 2020

To determine the value of multiple linear regression equations as follows:

Y = 13,858 + 0.311 X1 + 0.511 X2

It can be explained as follows:

1. An interception constant value of 13,858 states that if the Product Design variable (X1), the Price variable (X2) increases I unit, then the Sales Level variable (Y) will increase by 13,858.
2. The value of the Product Design variable regression coefisen (X1) against the Sales Level variable (Y) is 0.311. This means that if the Product Design variable (X1) goes up by 1 unit it will increase the Sales Level (Y) variable by 0.311, assuming the Product Design variable (X1) is considered constant.
3. The value of the variable regression koefisen Price (X2) against the Sales Level variable (Y) is 0.511. This means that if the Price variable (X2) rises by 1 unit it will increase the Variable Sales Level (Y) by 0.511, assuming the Price variable (X2) is considered constant.

Hypothetical Results

1. Effect of Product Design (X1) on Sales Level (Y)
   Based on the results of Coefficients, above, the value of the product design variable t count is 4,726, while the t table value for N = 64 is 1,997. So 4,726 > 1,997 with a significance of 0.000 <0.050 then H0 is rejected and Ha is accepted, it can be stated that Product Design (X1) has a positive and significant influence on the Sales Level (Y).
2. Price Effect (X2) on Sales Level (Y)
   Based on the results of Coefficients, above, the variable t count price value is 8,899, while the t table value for N = 64 is 1,997. So 8,899 > 1,997 with a significance of 0.000 <0.050 then H0 is rejected and Ha is accepted, it can be stated that the Price (X2) has a positive and significant influence on the Sales Level (Y).

Table 2. Anova Test

Model	Sum of Square	df	Mean Square	F	Sig,
Regression	5173,926	2	2586,963	105,076	,000b
1 Residual	1501,808	61	24,620		
Total	6675,734	63			

Source: Research data, 2020

From the test results ANOVA or F count got a value of F count of 105.076 Medium F table (α 0.05) for N = 64 of 2.75. So F count > of F table (α 0.05) or 105.076 > 2.75 with a significant rate of 0.000 due to 0.000 < 0.05, then it can be said that the Variable Product Design (X1) and Variable Price (X2) together affect the variable Sales Level (Y).

Table 3. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	,880a	,775	,768	4,96184

Source: Research data, 2020

Based on the table above, model summary which produces a value of R Square of 0.775 means that Product Design and Price has a 77.5% influence on the Sales Level while the remaining 22.5% influences other factors that were not studied by the authors in this study.

CONCLUSIONS

Based on the analysis and discussion chapters, the authors will draw conclusions from the results of this study or writing. The conclusions of the results of this study are as follows:
1. There is an influence on product design on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles at Yamaha Bumi Serpong Damai Dealers.
2. There is a price influence on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles On Yamaha Bumi Serpong Damai Dealers.
3. There is an influence on product design and price on the level of sales of Yamaha Matic Series New N-Max 155cc Motorcycles At Yamaha Bumi Serpong Damai Dealers

REFERENCE

Abdullah, Thamrin & Francis Tantri. 2014. Bank dan Lembaga Keuangan. Jakarta: PT Raja Grafindo Persada.

Ariwibowo, M. E. (2019). Strategi Pemasaran Lembaga Pendidikan Tinggi Swasta. *Scientific Journal Of Reflection: Economic, Accounting, Management and Business*, *2*(2), 181-190.

Dharmesta, Basu Swasta. 2014. Manajemen Pemasaran. Analisis Perilaku Konsumen. Yogyakarta: BPFE Gajah Mada University.

Ghozali, Imam. 2017. Aplikasi Analisis Multivariat dengan Program IBM SPSS. Semarang: Penerbit Universitas Diponegoro.

Harras, H., Sugiarti, E., & Wahyudi, W. (2020). KAJIAN MANAJEMEN SUMBER DAYA MANUSIA UNTUK MAHASISWA.

Kotler, Philip and Kevin Lane Keller, 2011. Manajemen Pemasaran, Edisi 13 Jilid 1 dan 2, Alih Bahasa: Bob Sabran, Jakarta: Erlangga.

Kotler, Philip, dan Gary Armstrong 2012. Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.

Labanu, Yunita Anggreini Lestari. 2018. Pengaruh Promosi Terhadap Tingkat Penjualan Mobil Sigra Pada PT. Astra International Tbk Daihatsu Cabang Malalayang, Vol. 6 No. 1.

Lesmana, R. (2017). Pengaruh Citra Perusahaan Terhadap Keputusan Pembelian Konsumen PT. Garuda Indonesia Tbk.(Persero). *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *1*(1).

Lesmana, R., & Ayu, S. D. (2019). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Kosmetik Wardah PT Paragon Tehnology And Innovation. *Jurnal Pemasaran Kompetitif*, *2*(3), 59-72.

Rachman, Bayu Januar & Santoso, Suryono Budi. 2015. Analisis Pengaruh Desain Produk Dan Promosi Terhadap Kemantapan Keputusan Pembelian Yang Dimediasi Oleh Citra Merek (Studi Pada Customer Distro Jolly Roger Semarang). Vol. 4, No. 1.

Riyono. 2016. Pengaruh Kualitas Produk, Harga, Promosi Dan Brand Image Terhadap Keputusan Pembelian Produk Aqua Di Kota Pati. Jurnal STIE Semarang", Vol. 8, No. 2.

Romadhina, A. P. (2020). Pengantar Ilmu Ekonomi Mikro Dan Makro.

Sari, S. P. (2020). Strategi Meningkatkan Penjualan Di Era Digital. *Scientific Journal Of Reflection: Economic, Accounting, Management and Business*, *3*(3), 291-300.

Sugiyanto, S., & Candra, A. (2019). Good Corporate Governance, Conservatism Accounting, Real Earnings Management, And Information Asymmetry On Share Return. *Jiafe (JurnalIlmiahAkuntansiFakultasEkonomi)*, *4*(1), 9-18.

Sugiyanto, S., & Setiawan, T. (2020). Liquidity, Profitability, Good Corporate Goverance, Corporate Value Committee. *Proceedings Universitas Pamulang*, *1*(1).

Sugiyono. 2012. Metode Penelitian Pendidikan. Bandung: Alfabeta.

Sugiyono. 2013. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.CV

Sugiyono. 2013. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Sugiyono. 2015. Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D). Bandung: Penerbit CV. Alfabeta.

Sugiyono. 2017. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta, CV.

Sugiyono. 2019. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta, CV.

Wahyu, W., & Salam, R. (2020). KOMITMEN ORGANISASI (Kajian: Manajemen Sumber Daya Manusia).

Wahyudi, M. (2019). Pengaruh Disiplin Dan Motivasi Terhadap Kinerja Karyawan. *Scientific Journal Of Reflection: Economic, Accounting, Management and Business*, *2*(3), 351-360.

Wahyudi, M., Mukrodi, M., Harras, H., & Sugiarti, E. (2020). Wirausaha Muda Mandiri: Learning, Sharing & Practice. *Scientific Journal Of Reflection: Economic, Accounting, Management and Business*, *3*(1), 101-110.