International Journal of Economic Research

ISSN : 0972-9380

available at http: www.serialsjournal.com

Volume 14 • Number 12 • 2017

Difference Analysis of Consumer Perception of Motorcycle Product Quality

Bagus Handoko[1], Sunaryo[2] & Iskandar Muda[3]

[1, 2] *Sekolah Tinggi Ilmu Ekonomi (STIE) Harapan Medan*
[3] *Faculty of Economics and Business, Universitas Sumatera Utara, Indonesia*
[3)] *Corresponding Author:* iskandar1@usu.ac.id

Abstract: The competition between motorcycle companies are actually on one side would be beneficial for the consumers themselves. For the increasing levels of competition, will cause customers face many choices of products, prices and quality vary, so customers will always find the values most highly regarded of some existing products. As a company that manufactures motorcycles, Honda and Yamaha motorcycle manufacturer is the company that has long been competing to capture market share in Indonesia. Many variants of the products manufactured by the company and used by the public. However, any customer or consumer perception is not the same on the qualities of each product produced by the company. There are consumers who claimed superior quality Honda products from Yamaha and conversely there are consumers who express Yamaha products are superior to Honda products. The results of this study indicate that No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Performance. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Reliability. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Conformance. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Durability. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Serviceability. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Aesthetic. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of the Fit and Finish.

Keywords: Consumer Perception, Quality Products, Conformance and Durability.

1. INTRODUCTION

In Indonesia, motorcycle users are very high. This has become a phenomenon in itself, when compared with the country of origin of the motorcycle was produced, namely Japan. But it is the phenomenon

considered normal, given the need for transportation is cheap, fast and convenient for the community become the first choice amid the absence of adequate mass transportation options for the community. The competition between motorcycles companies are actually on one side would be beneficial for the consumers themselves. For the increasing levels of competition, will cause customers face many choices of products, prices and quality vary, so customers will always find the values most highly regarded of some existing products. As a company that manufactures motorcycles, Honda and Yamaha are motorcycle manufacturer that has long been competing to capture market share in Indonesia. Many variants of the products manufactured by the company and used by the public. However, any customer or consumer perception is not the same on the qualities of each product produced by each the company. There are consumers who claimed superior quality Honda products from Yamaha and conversely there are consumers who express Yamaha products are superior to Honda products.

2. LITERATURE REVIEW

2.1. Consumer behavior

Consumer behavior essentially to understand why consumers do and what they do. Schiffman and Kanuk (2008) argue that studies consumer behavior is the study of how an individual makes the decision to allocate the available resources (time, money, effort and energy). Consumers have a diversity of interesting to study because it includes all individuals of all ages, cultural backgrounds, education, and other socio-economic circumstances. Therefore, it is important to learn how consumers behave and factors - factors that influence the behavior. According to Kotler (2008) consumer behavior is the study of how individuals, groups and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy their wants and needs. Meanwhile, according to Schiffman and Kanuk (2008: 6) consumer behavior describes how individuals make the decision to utilize their available resources (time, money, effort) to buy goods - items related to consumption. Of the two terms of consumer behavior in the above it can be seen that consumer behavior is as physical activity and as a decision-making. So it can be affirmed that consumer behavior is action, action and psychological processes that drive those actions in the moments before buy, when to buy, use, spend your products and services after doing - above or evaluate activities.

Consumer behavior is influenced by circumstances and situations of society in which he was born and evolves. This means that the consumer comes from society or the environment are different, so that decision-making in the purchase stage will be influenced by several factors. Factors affecting consumer behavior according to Kotler (2008), as shown in the following Table:

Table 1
Factors Affecting Consumer Behavior

Culture	*Social*	*Personality*	*Psychology*
Culture	Reference	Age and Life Level	Motivation
Sub Culture	Group	Position	Contextual
Social class	Family	Economic Conditions	Learn
	Roles and Status	Lifestyle	Trust
		Personality and Concepts	Attitude

Sources: Kotler (2008).

2.2. Product quality

Products destined for the satisfaction of the needs and desires of consumers. Manufacturers should consider carefully policy for its products. Basically a product can be classified in various ways, among others based on the durability of the product in use or form of the product. Based on these criteria, Tjiptono (2006) grouping products into three groups, namely:

1. Non-Durable Goods (items that are not too long), namely disposable goods consumed or has a duration of less than one year.
2. Durable Goods (goods that can last a long time), i.e. goods that are durable and can be used for more than one year).
3. Service (service), which is an activity, benefits or satisfaction offered by a company for sale.

According to Stanton in Alma (2007) product is a set of attributes, both tangible and intangible, including the problems of color, price, good name of the factory, the company's reputation and service as well as service retailers that received by the buyer to satisfy his desire. Products not only in tangible goods, but also something intangible, such as services, products, and other, used to satisfy the needs and wants (needs and wants) of consumers. Consumers are not just buying a product to satisfy the needs (needs), but also aim to satisfy the desires (words).

According Kotler and Armstrong (2011) the quality of the product is the ability of a product to demonstrate its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair products as well other product attributes. The quality of products is the overall traits - traits and characteristics of a product. Quality is determined by a set of usability or functionality, including durability, independence on the product or other components, exclusive, comfort, form the outside (color, shape, packaging and so on) (Kotler, 2008). The quality of a product can be derived from construction materials or technology used. Characteristics of the goods or services that demonstrate the ability to satisfy customer needs either need expressed or implied needs.

In ISO 8402 (Quality Vocabulary), quality is defined as the totality of characteristics of a product that supports the ability to satisfy the needs specified or defined. Quality is often defined as customer satisfaction or confirmation of the needs or requirements. While the products according to ISO 8402 is defined as the result of the activity or process. A product can be formless, shapeless, or a mixture of both. The management of the company to compete in the global market should give serious attention to the strategic definition, which states that the quality is everything that is able to meet the desires or needs of customers. And this includes the management of the construction company. Referring to the notion of quality of both conventional and more strategic, it can be concluded that basically leads to quality basic understanding of the following (Gaspersz, 2002):

1. Quality consists of a number of product features, either directly or privileges that meet customer desire and thus give satisfaction on the use of these products.
2. Quality consists of everything that is free from flaws or damage.

Thus the product - the product is designed, manufactured and services provided to meet the needs of customers, meaning that a product is said to be of quality if it fulfills the wishes of customers, it can be put

to good use, and made in a way that is good and right. Quality is something that is decided by the customer. The quality of the customer based on actual experience to the product or service, measured according to the customer requirements. Feigan Baum (2001), factors that affect the quality of the product there are nine factors that are known to 9M, namely: Market (market), Money (Capital), Management (Management), Man (Human Resources), Motivation (Motivation), material, (Raw Materials), Machine (Machine), Mechanization (Mechanization), Modern Information method (method of Modern Information), Mounting Product requirement (Production process Requirements). In general, the factors that affect the quality of the product can be classified into two groups:

1. Factors related to technology, namely machinery, materials and company
2. Factors relating to human resources, namely the operators, supervisors and other personnel of the company.

The most important factor for the company is the human (human resources), because of its high quality human resources in the company can create a high quality product. Therefore, companies must strive to optimize existing resources in the company. Satisfaction on products, services and companies can be evaluated based on factors or specific dimensions. According to Garvin in Tjiptono (2006), a factor that is often used in evaluating the satisfaction of a product, namely:

1. Performance, this is related to the functional aspects of a product and the main characteristics are considered customers into buying the goods. Assessment of performance or also called performance is a very important activity The assessment can be made as input to make improvements to improve the performance of the organization at a later time (Dalimunthe *et al.*, 2016).
2. Reliability, matters related to the probability of an item successfully perform their functions every time it is used within a certain time period and under certain conditions as well.
3. Conformance, this is related to the level of conformity with the specifications set previously by the customer's wishes. Confirmation reflect the degree of accuracy between the design characteristics of the product with the characteristics of quality standards have been set.
4. Durability, which is a reflection of the economic life, is any size or lifetime durability of goods.
5. Serviceability, the characteristics relating to speed, competence, ease and accuracy in providing services for the repair of goods.
6. Aesthetics, a characteristic that is subjective about values - the aesthetic value related to personal considerations, and reflection on individual preferences.
7. Fit and Finish, the subjective character associated with feelings of customers about the existence of the product as a quality product

2.3. Conceptual Framework

Based on these explanations, the framework in this study :

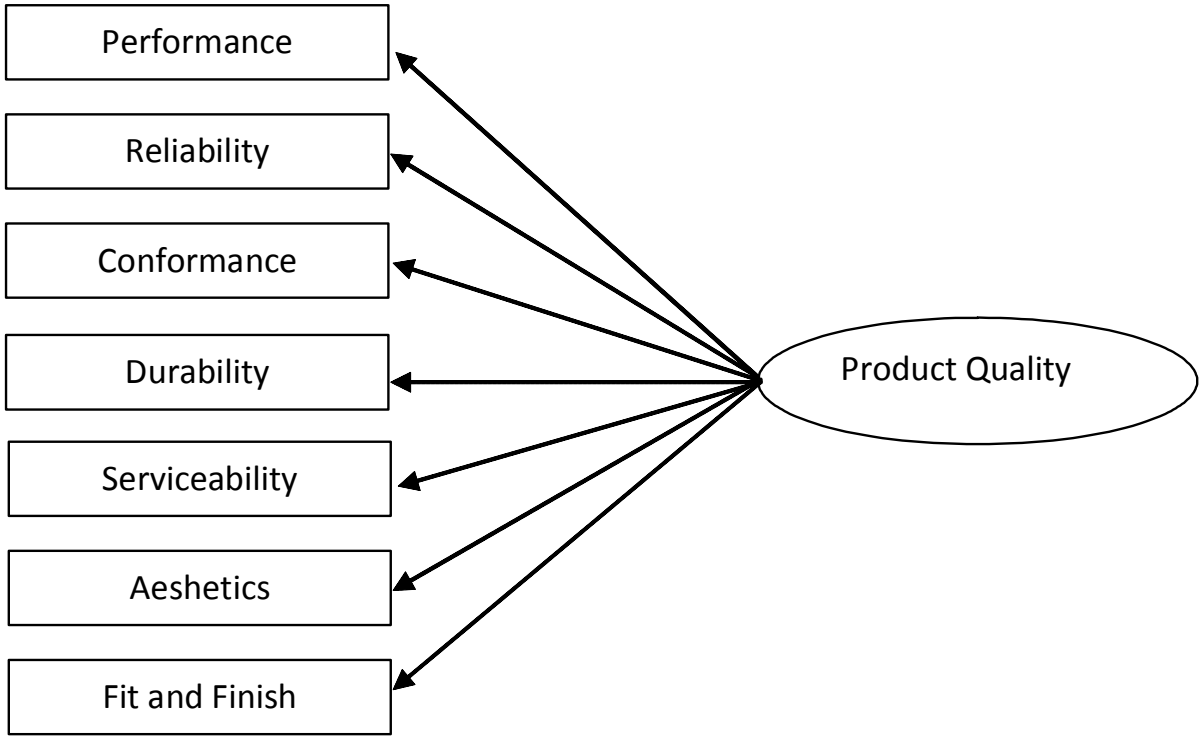

Figure 1: Conceptual Framework

2.4. Hypothesis

In accordance with the explanations that have been given above, then the hypothesis of this study can be formulated as follows:

1. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Performance.
2. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Reliability.
3. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Conformance.
4. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Durability.
5. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Serviceability.
6. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Aesthetic.
7. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of the Fit and Finish.

3. RESEARCH METHODS

3.1. Type of Research

Quantitative research is based on a philosophy of positivism that emphasizes objective phenomena and is studied quantitatively (Gusnardi *et al.*, 2016). The design objectivity maximization of this research is done by using numbers, statistical processing, structure and controlled experiments. Quantitative research itself is broken down into two parts: experimental and non-experimental research (Sirojuzilam *et al.*, 2016 and Tarmizi *et al.*, 2016 & 2017). There are several research methods that can be incorporated into non-experimental quantitative research i.e. descriptive, correlational and facto exposures. This research is a research that aims to explain the existing phenomenon by using numbers to base individual or group characteristics. This study assessed the nature of the visible conditions.

3.2. Research sites

This research was conducted in the city of Medan, which is addressed to people who use motorcycles Honda and Yamaha.

3.3. The Measured variables

Indicators and measurement scale for ease of doing. Analysis and discussion of the variables in this study are as follows:

1. Performance

   In relation to the functional aspects of a product and the main characteristics are considered customers into buying the product. The indicator used is (Tjiptono, 2006):

   a) Model

   b) Form

   c) Color

2. Reliability

   It is related to the probability of an item successfully perform their functions every time it is used within a certain time period and under certain conditions as well. The indicator used is (Tjiptono, 2006):

   a) Prices match the quality

   b) Period of usage

   c) Efficiency

3. Conformity

   This relates to the level of conformity with the specifications set previously by the customer's wishes. The indicator used is (Tjiptono, 2006):

   a) Matches form with ads

   b) Specifications in common with ads

4. Durability

   A reflection of the economic life is any size or lifetime durability of goods. The indicator used is (Tjiptono, 2006):

   a) Product quality

   b) strength products

   c) The durability of the product

5. Serviceability

   Characteristics associated with speed, competence, ease and accuracy in providing services for the repair of goods. The indicator used is (Tjiptono, 2006):

   a) The ease of getting

   b) Warranty complaints

   c) Understanding mechanic with motorcycle service

6. Aesthetics

   Characteristics that are subjectively about values - the aesthetic value related to personal considerations and reflections on individual preferences. The indicator used is (Tjiptono, 2006):

   a) Pride

   b) Stability

   c) The final result in the appearance

7. Fit and Finish

   A subjective nature associated with feelings of customers about the existence of the product as a quality product. Indicators used (Tjiptono, 2006):

   a) consumer views

   b) consumer attitudes

   c) interests reference

3.3. Population and Sample

According Kuncoro (2009) population is a group of complete element, which is usually a person, object, transaction, or event in which we are interested to learn or become the object of research. As for the population in this study are all people who become consumers of Honda and Yamaha motorcycles in the city of Medan. Samples according Kuncoro (2009) is: "a part of the total population from which the actual data in the study were taken by using a certain way." Thus we can conclude that the sample is a number representing the population that will serve as respondents , In this study, determination of the number of samples referring to Ferdinand (2006) in this study the number of samples used is 5 times the number of indicators in this study, as many as 20 x 5 = 100 respondents. Total 100 respondents will be divided into two, namely 50 for the Honda and 50 for the Yamaha.

3.4. Data collection technique

The data in this study consisted of primary data and secondary data. To obtain such data collection techniques used in the following data:

1. Questionnaire

   Namely by distributing a list of questions on respondents sampled. Where respondents choose one of the answers that have been provided. Answers to the questionnaire using the Likert method that can be seen as below:

   Answer A (Strongly Agree) Thickness = 5

   Answer B (Agree) Weight = 4

   Answer C (Less Agree) Weight = 3

   Answer D (Disagree) Weight = 2

   Answer E (Strongly Disagree) Weight = 1

3.5. Study Documentation

Study documentation obtained through materials, documents, literature that has been published in the Library an existing library. Documentation study or commonly called document review is a technique of data collection that is not directly addressed to the subject of research in order to obtain information related to the object of research (Lubis *et al.,* 2016; Muda *et al.*, 2016 and Lutfie *et al.*, 2016). In the documentation study, researchers usually do a search of historical data of research objects and see how far the running process has been well documented.

3.6. Data Quality Testing

1. Test Validity

   Validity test used to measure the validity of a questionnaire. Valid means that an instrument can be used to measure what should be measured (Muda and Dharsuky, 2015). The higher the validity of an assay, the assay is increasingly on the target, or even indicates what should be measured. Is said to be valid if r_{count} greater than r_{table}.

2. Test Reliability

   Reliability test aims to determine the level of consistency of the questions or revelation. The instrument is a reliable instrument when used several times to measure the same object, will generate the same data (Sugiono, 2010). Another way to test the reliability is using SPSS i.e. by comparing the value calculated by Cronbach's Alpha Cronbach's Alpha value of 0.60 standard.

3. Normality Test and Test of Homogeneity

   Normality test aims to test whether the data has been distributed normally, as well as data obtained truly representative of the population means the data has to meet the assumptions of homogeneity (Tarmizi *et al.*, 2016 & 2017).

4. Different test

Different test, statistical test equipment used to test for differences in consumer perception of product quality motorcycles. Referring to Nurzaimah *et al*., (2016), if the data are normally distributed, then the test equipment used is the t test. Different test used different test independent sample t_{test}. Basis for a decision are as follows:

1. If $t_{count} < t\text{-}_{table}$, then Ha is rejected
2. If the $t_{count} > t\text{-}_{table}$, so Ha is accepted

4. RESULTS AND DISCUSSION

4.1. Result

4.1.1. Details Returns Questionnaire

Results of questionnaires for each sample are presented in the following table:

Table 2
Details Returns Questionnaire

No	*Group of Respondents*	*Questionnaire Dispublished*	*Unvalidated Questionnaire*	*Questionnaire Processed*	*Percentage (%)*
1	Honda	50	6	44	88,00
2	Yamaha	50	5	45	90,00

Source: Primary Data Processed, 2016.

Table 2 shows that of the 50 questionnaires distributed to respondents Honda, only 44 questionnaires can be used while six other questionnaires can not be used, meaning that the level of use of the questionnaire is at 88%. At Yamaha respondents, from 50 questionnaires distributed was only 45 questionnaires can be used while the 5 other questionnaires can not be used, meaning that the level of use of questionnaires was 90%.

4.1.2. Quality Test Data

1. Validity Test

Validity test is done to measure the level of truth, the ability of indicators to measure the variables. The criteria used to demonstrate the validity of the indicators is to compare the value r_{count} with r_{table}, where the value $R_{count} > r_{table}$ indicator declared Sirojuzilam *et al* (2016). Based on the survey results revealed that the validity of the data has been trouble-free.

2. Reliability Test

Reliability test done to measure the level of consistency of indicators to measure the variables. Criteria used to reliability indicator is by comparing the Cronbach Alfa value. Cronbach Alpha value is calculated by calculating the standard for 0600 in which the value of Cronbach Alfa count> Cronbach Alfa

Standard (0,600), an indicator expressed reliable (Muda *et al.*, 2017). Reliability test results show that all the variables have been eligible reliability testing, where the value of Cronbach Alfa count is greater than the value of Cronbach Alfa standard (Nurzaimah *et al.*, 2016 and Yahya *et al.*, 2017). It can be concluded that the indicator variables have a good level of consistency in measuring these variables.

3. Hypothesis testing

1. Performance

Normality test showed Asymp value Sig (2-tailed) of 0.954 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed (. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0,906 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 3
Performance Hypothesis Test

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Performance	Equal variances assumed	-.229	87	.820	-.10404	.45490	-1.00820	.80012
	Equal variances not assumed	-.228	85.758	.820	-.10404	.45541	-1.00939	.80131

Source: Primary Data Processed, 2016.

Table 3 shows the results of a significance of 0.820 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H_0) is received and reject the alternative hypothesis (Ha), which here is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Performance.

Table 4
Hypothesis Reliability Test

		t-test for Equality of Means							
		F	*t*	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
								Lower	*Upper*
Reliability	Equal variances assumed	.127	-1.375	87	.173	-.57677	.41942	-1.41042	.25688
	Equal variances not assumed		-1.375	86.731	.173	-.57677	.41958	-1.41077	.25723

Source: Primary Data Processed, 2016.

2. Reliability

   Normality test showed Asymp value Sig (2-tailed) of 0.524 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0.722 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 4 shows the results of a significance of 0.173 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H_0) is received and reject the alternative hypothesis (Ha), i.e. there is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Reliability.

3. Conformance

   Normality test showed Asymp value Sig (2-tailed) of 0.991 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0,531 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 5
Hypothesis Testing Conformance

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Confermance	Equal variances assumed	.376	87	.708	.16111	.42881	-.69119	1.01341
	Equal variances not assumed	.375	86.083	.708	.16111	.42920	-.69210	1.01432

Source: Primary Data Processed, 2016.

Table 5 shows the results of a significance of 0.708 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H0) is received and reject the alternative hypothesis (Ha), i.e. there is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Conformance.

4. Durability

   Normality test showed Asymp value Sig (2-tailed) of 0.068 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0.058 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 6
Hypothesis Testing Durability

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Durability	Equal variances assumed	-1.676	87	.097	-.57525	.34328	-1.25755	.10704
	Equal variances not assumed	-1.671	79.859	.099	-.57525	.34436	-1.26057	.11006

Source: Primary Data Processed, 2016.

Table 6 shows the results of a significance of 0.097 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H0) is received and reject the alternative hypothesis (Ha), i.e. there is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Durability.

5. Serviceability
   Normality test showed Asymp value Sig (2-tailed) of 0.445 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0,113 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 7
Hypothesis Testing Serviceability

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Serviceability	Equal variances assumed	-5.164	87	.000	-1.83182	.35476	-2.53695	-1.12669
	Equal variances not assumed	-5.183	79.602	.000	-1.83182	.35345	-2.53526	-1.12838

Source: Primary Data Processed 2016.

Table 7 shows the results of significance of 0.000 where the value is smaller than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H_0) is rejected and accept the alternative hypothesis (Ha), that there are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Serviceability.

6. Aesthetic

   Normality test showed Asymp value Sig (2-tailed) of 0.999 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0.671 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 8
Hypothesis Testing Aesthetic

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Aesthetic	Equal variances assumed	-.860	87	.392	-.32475	.37740	-1.07487	.42538
	Equal variances not assumed	-.860	86.198	.392	-.32475	.37772	-1.07560	.42610

Source: Primary Data Processed 2016.

Table 8 shows the results of significance for 0,392 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H0) is received and reject the alternative hypothesis (Ha), i.e. there is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Aesthetic.

7. Fit and Finish

   Normality test showed Asymp value Sig (2-tailed) of 0.447 the value is greater than the alpha value of 0.05. It can be concluded that data are normally distributed. Results of testing the homogeneity of variance of the two groups of samples obtained significance value of 0.176 where the value is smaller than the alpha value of 0.05 indicates that the two groups are homogeneous.

Table 9
Hypothesis Testing Fit and Finish

		t-test for Equality of Means						
		t	*df*	*Sig. (2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of the Difference*	
							Lower	*Upper*
Fit and Finish	Equal variances assumed	-.954	87	.343	-.39192	.41071	-1.20826	.42442
	Equal variances not assumed	-.952	83.701	.344	-.39192	.41154	-1.21035	.42651

Source: Primary Data Processed 2016.

Table 9 shows the results of a significance of 0.343 where the value is greater than the alpha value of this study is 0.05. It can be concluded that the null hypothesis (H_0) is received and reject the alternative hypothesis (Ha), i.e. there is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of the Fit and Finish.

4.2. Discussion

The results of this study indicate that the dimensions of Performance in general there is no difference between the perceptions of motorcyclists with motorcycles Yamaha Honda. Both the models of motorcycles, motorcycle form and color is not an issue that is important for motorcycle users similar. This illustrates that from the functional side of motorcycle users Honda and Yamaha motorcycle users have different perceptions. At dimensions of Reliability, generally no difference in perception between motorcyclists with motorcycles Yamaha Honda. If measured using indicators of price, period of usage and efficiency, eraser consumers feel the same way, there is no difference between price and quality is obtained from the motorcycle, a period of relatively equal consumption and efficiency levels have the same perception. This illustrates that in terms of the success of a product successfully function for users of motorcycles Honda and Yamaha motorcycle users have different perceptions.

On the dimension of Conformance, in general there is no difference between the perceptions of motorcyclists with motorcycles Yamaha Honda. When this dimension is measured by using a match between the form of the product with the ad and product specifications in common with ads delivered, then the perception among users of motorcycles Honda and Yamaha motorcycle users have the same perception. This illustrates that overall that both user perception motorcycle Honda and Yamaha motorcycle users have the same perception of the level of conformity between realities with ads delivered.

On Durability dimension, in general there is no difference between the perceptions of motorcyclists with motorcycles Yamaha Honda. When this dimension is measured using product quality, strength and durability of the product by motorcycle users perceived basically has a life's and durability levels that are relatively similar. This may reflect that both motorcycles and motorcycles Yamaha Honda basically have the economic life and the same durability. On Serviceability dimension, in general there is a difference between the perceptions of motorcyclists with motorcycles Yamaha Honda. This is due to differences in perception between users Honda with users Yamaha which when measured by indicators of the ease of getting the product, users Honda expressed more easily obtain the product Honda compared to the Yamaha, but according to the researchers, this could because by procedures at the leasing company different between users Yamaha Honda with users instead of companies. Furthermore, when measured using the understanding mechanic when doing service, the user's perception Honda motorcycle to motorcycle users Yamaha also different. Understanding mechanic actually depends on the level of the officer's ability to understand when the obtain training. However, it is considered reasonable given that the transmission system on a motorcycle who may not be the same.

In Aesthetic dimension, in general there is no difference between the perceptions of motorcyclists with motorcycles Yamaha Honda. When measured using indicators pride in using the product, consistency in the use of the product and the appearance of a motorcycle has the same level of perception. Both users of motorcycles Honda and Yamaha motorcycle users have pride, stability and appearance of the same between the two. In the Fit and Finish dimension, in general there is no difference between the perceptions

of motorcyclists with motorcycles Yamaha Honda. When measured using indicators consumers views, consumer attitudes and interests refer motorcycle users have the same level of perception.

5. CONCLUSIONS AND SUGGESTION

5.1. Conclusion

1. There are no differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Performance.
2. There are no differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Reliability.
3. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of Conformance.
4. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Durability.
5. There are differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Serviceability.
6. No differences in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of dimensions Aesthetic
7. There is no difference in consumer perception of product quality Honda and Yamaha motorcycles in the city of Medan, in terms of the dimensions of the Fit and Finish.

5.2. Suggestion

1. It is known that the dimensions of Performance, Reliability, Conformance, Durability, Aesthetic and Fit and Finish do not have differences in perception between the Honda and the Yamaha. Therefore, both Honda and Yamaha should provide consistency in dimensions. While the perception of service is known there are differences in perception, for the better management of Yamaha and Honda can improve their service levels.
2. For subsequent researchers should use other variables, or dimension variables that there be added using other variables in order to know the level of each consumer perception overall.

REFERENCES

Alma, Buchari, (2007), *Marketing Management and Services Management*, Fourth Edition., Alpha Beta Publishers, Bandung.

Amirullah, (2002), *Consumer Behavior*, First Edition. Graha Science Publishers. Jakarta.

Astriana, Setiarini., (2006), Comparative Analysis of Consumer Perceptions Toward Brand Motorcycles Honda, Yamaha, Suzuki and Kawasaki Based on Quality, Price, Design and Promotion in Surakarta (Survey on society in Surakarta in 2006). *E-Journal* University Negeri Surakarta, Surakarta.

Baum, Feigen, A.V. (2001), *Integrated Quality Control*, Third Edition, Erlangga Publishers, Jakarta.

Dalimunthe, D.M.J.,Fadli, and Muda, I. (2016), The application of performance measurement system model using Malcolm Baldrige Model (MBM) to support Civil State Apparatus Law (ASN) number 5 of 2014 in Indonesia. *International Journal of Applied Business and Economic Research. 14*(11). 7397-7407.

Ferdinand, Augusty, (2006), *Methods in Management*, Agency Publisher Diponegoro University, Semarang.

Gaspersz, Vincent., (2002), *Guidelines for Implementation of Six Sigma Program*, PT Gramedia Pustaka Utama Publishers, Jakarta.

Gusnardi, Riadi, R.M., and Muda, I. (2016), Competency mapping and analysis of students competency based on economics subject national examination and its alternative solutions in state high schools at Pekanbaru. *International Journal of Economic Research. 3*(5). 2133-2148.

Kotler, Philip and Armstrong, Garry, (2011), *Principles of Marketing*, Pearson Prentice Attractions. New York.

Kotler, Philip, (2005*), Marketing Management*, Volume 1 and 2, PT Gramedia Group Index Publishers, Jakarta.

Kotler, Philip, (2008), *Marketing Management*, Millennium Edition, PT Prenhalindo, Jakarta.

Kuncoro, Mudrajad, (2009), *Research Methods for Business and Economics*, Erlangga Publishers, Jakarta.

Lubis, A.,Torong, Z.B., and Muda, I. (2016), The urgency of implementing balanced scorecard system on local government in North Sumatra – Indonesia. *International Journal of Applied Business and Economic Research. 14*(11). 7575-7590.

Lubis, A.F., Lubis, T.A., and Muda, I. (2016), The role of Enterprise Resource Plan (ERP) configuration to the timeliness of the financial statement presentation. *International Journal of Applied Business and Economic Research. 14*(11). 7591-7608.

Lutfi, M.,Nazwar, C., and Muda, I (2016), Effects of investment opportunity set, company size and real activity manipulation of issuers in Indonesia Stock Exchange on stock price in Indonesia. *International Journal of Economic Research. 13*(5). 2149-2161.

Muda, I and Abykusno Dharsuky. (2015), Impact of Region Financial Information System (SIKD) Quality, Role Ambiguity and Training on Precision of Financial Statement of Local Government Presentation In North Sumatra. *International Journal of Applied Business and Economic Research*, *13*(6). 4283-4304.

Muda, I, Deni Yuwilia Wardani, Erlina, Azhar Maksum, Ade Fatma Lubis and Rina Bukit. (2017), The Influence of Human Resources Competency and The Use of Information Technology on The Quality of Local Government Financial Report with Regional Accounting System as an Intervening. *Journal of Theoretical and Applied Information Technology. 95*(17). 1432-1451.

Muda, I, Dharsuky. A., Siregar, H.S., and Sadalia, I. (2017), Combined loading and Cross-dimensional loadings timeliness of presentation of financial statements of local government. *IOP Conference Series : Materials Science and Engineering. 180*. doi: 10.1088/1757-899X/180/1/012099.

Muda, I, Marlon Sihombing, Erni Jumilawati and Abikusno Dharsuky. (2016), Critical Success Factors Downstream Palm Oil Based Small And Medium Enterprises (SME) In Indonesia. *International Journal of Economic Research. 13*(8). 3531-3538.

Muda, I, Mutia Ismail and Marhayanie. (2017), Impact Allocation Capital Expenditure on The Improvement of the Local Government Assets in North Sumatra and Effect on Local Revenue Sustainability. *International Journal of Economic Perspectives. 11*(2). 151-164.

Muda, I., Dharsuky, A., Sadalia, I., and Siregar, H.S. (2016), Impact of capital investments and cash dividend policy on Regional Development Bank (BPD) PT. Bank Sumut to the district own source revenue and economic growth. *International Journal of Applied Business and Economic Research. 14*(11). 7863-7880.

Muda, Iskandar, (2017), The Effect of Supervisory Board Cross-Membership and Supervisory Board Members' Expertise to The Disclosure of Supervisory Board's Report : Empirical Evidence From Indonesia. *European Research Studies Journal. XX*(3A). 702-716.

Muhammad Iqbal Ramdhani. (2014), Consumer Perceptions Difference Analysis on the Quality of Products International Brand Local Brand Spare Part and Spare Part (A Study on Spare Parts Stores Nufi Holy Motor. *E-Journal*,, Diponegoro University, Semarang.

Nice and Arie Wibowo, (2014), Consumer Perceptions Difference Analysis About Product Quality Hodan Motorcycles, Yamaha, Suzuki, *E-Journal*, State University of Surakarta, Surakarta.

Nurzaimah, Rasdianto and Muda, I. (2016), The skills and understanding of rural enterprise management of the preparation of financial statements using Financial Accounting Standards (IFRs) financial statement on the Entities without Public Accountability (ETAP) framework on the implementation of village administration law. *International Journal of Applied Business and Economic Research. 14*(11). 7417-7429.

Schiffman, L.G and Kanuk, L.L., (2008), *Consumer Behaviour*, Seventh Edition, Gramedia Group Index Publisher. Jakarta.

Sirojuzilam, Hakim, S., and Muda, I. (2016), Identification of factors of failure of Barisan Mountains Agropolitan area development in North Sumatera – Indonesia. *International Journal of Economic Research. 13*(5). 2163-2175.

Sugiyono., (2010), *Statistics for Research.* CV Alfabeta Publishers. Bandung

Tarmizi, H.B.,Daulay, M and Muda, I. (2016), The influence of population growth, economic growth and construction cost index on the local revenue of tax on acquisition of land and building after the implementation of law no. 28 of 2009. *International Journal of Economic Research. 13*(5). 2285-2295.

Tarmizi, HB., Daulay, M., and Muda, I. (2017), Impact of The Economic Growth and Acquisition of Land to The Construction Cost Index in North Sumatera. *IOP Conference Series : Materials Science and Engineering. 180*. doi: 10.1088/1757-899X/180/1/012004.

Tjiptono, Fandi, (2006), *Marketing Services*, Bayumedia, Malang.

Yahya, I, Torong, Z.B., and Muda, I. (2017), Influence Behavior in Legislature Budget Development of Regions in the Province of Aceh and North Sumatra. *International Journal of Economic Research. 14*(8). 147-159.