# THE EFFECT OF SALES PROMOTION, PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE DECISIONS OF MATIC HONDA MOTORCYCLES ON CONSUMERS OF SEKAWAN MOTORCYCLES MALANG REGENCY

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**Submission date:** 04-Jul-2022 03:01AM (UTC-0500)
**Submission ID:** 1866483332
**File name:** MOTORCYCLES_MALANG_REGENCY_-_Mufid_Andrianata,_Supriyono,_Wi.doc (837K)
**Word count:** 3437
**Character count:** 17431

# THE EFFECT OF SALES PROMOTION, PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE DECISIONS OF MATIC HONDA MOTORCYCLES ON CONSUMERS OF SEKAWAN MOTORCYCLES MALANG REGENCY

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**Abstract**

The type of research used is quantitative, taking a sample of 44 respondents, the data collection method using a questionnaire. The analytical tool used is a questionnaire test consisting of validity and reliability tests, classical assumption test, multiple regression test, determination test, hypothesis testing consisting of t test, F test, and dominant test.

The results of the validity test showed that all of the question items were valid, namely above 0.297 and the results of the reliability test research showed reliable results, which were above 0.60. The normality test shows that the data is normally distributed. The multicollinearity test shows that the independent variable and the dependent variable have no correlation between the independent variables or the independent regression model of multicollinearity. Heteroscedasticity test shows that there is no heteroscedasticity. The autocorrelation test showed that there was no autocorrelation. The F test shows that the independent variable has a simultaneous effect on the dependent variable with a value of Fcount > Ftable (32.647 > 2.84) (sig. 0.000 <0.05). The t-test shows that the sales promotion variable (X1) has a partial effect on purchasing decisions (Y) with a value of tcount > ttable (2.034> 2.021) (sig. 0.009 < 0.025). The product quality variable (X2) has a partial effect on purchasing decisions (Y), namely the value tcount > ttable (3.549 > 2.021) (sig. 0.001 < 0.025). The brand image variable (X3) has a partial effect on the purchasing decision variable (Y) with a value of tcount > ttable (5.515 > 2.021) (sig. 0.000 < 0.025). The t-test shows that the brand image variable (X3) is with a value of tcount > t table (5.515 > 2.021) (sig. 0.000 < 0.025) meaning that the brand image variable (X3) has a dominant effect on the purchasing decision variable (Y).

**Keyword:** ***Sales Promotion, Product Quality, Brand Image and Purchasing Decision***

## INTRODUCTION

In the era of globalization, the number of brands, products, and services as well as competitive prices in the market has become very large so that consumers have many choices and alternative products and services that can meet their needs and have the right to choose what consumers want. Motorcycles are considered the easiest vehicle to achieve goals and support individual daily

activities. The high traffic jam on the highway makes motorbikes the right choice of vehicle to make it easier and faster to get through traffic jams at every trip and time.

According to Alma (2016: 188) Sales Promotion is the desire to offer incentives within a certain period to encourage the desires of potential consumers, sellers or intermediaries. products with the aim of embedding the brand in the minds of consumers.

The main focus in the company is product quality, as a way to increase competitiveness that must be appropriate and able to meet consumer expectations. According to Kotler (2016: 69) a product is anything that can be offered to a market to satisfy a want or need. Products marketed include physical goods, services, experiences, events, people, places, properties, organizations, and ideas. Product quality is one of the factors considered in making purchasing decisions for a product. Purchasing decisions focus on the decision-making process. The existence of a need that is trying to be fulfilled encourages consumers to choose various alternatives.

The increasingly fierce competition makes companies in the motorcycle industry try to innovate their products, both in product innovation and innovation in product promotion with the aim of instilling brands in the minds of consumers. According to Alma (2016: 148), brand image is an image or image that will be formed within a certain period of time, because it is an accumulation of perceptions of an object, what is thought, known, experienced, which enters a person's memory based on input from various sources in the world. all over the world.time. For buyers, brands are useful for creating quality and paying attention to new products that may be of benefit to them. Consumers assume that well-known brands in the market are safer than brands that are less popular in the market.

Consumer decisions are strongly influenced by people's decisions about a particular brand. Another factor that also plays a role in purchasing decisions is brand image. According to Olson in Sangadji and Sopiah (2013:332), the purchase decision is a decision as a choice of action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. For now, the matic itself has many variants of shapes and designs such as the Honda Sekawan motorcycle, Malang Regency. Hondas that are in great demand by the public are Beat, Vario and Scoopy. Of course, the three motorbikes have differences even though they are both automatic. However, the market is no less interesting because all three are being hunted by the public, especially for today's youth.

## METHOD

The type of research used is quantitative. According to Sugiyono (2013:12) quantitative methods are called traditional methods, because this method has been used for a long time so that it has become a tradition as a research method. This method is called the positivistic method because it is based on the philosophy of positivism.

The motorcycle sales data from 2020-2021 are as follows:

**Table 1. Sales Data for Honda Motorbike Matic Sekawan Motor Malang Regency from 2020-2021**

| Month | Brand | | | Quantity |
|---|---|---|---|---|
| | Beat | Scoopy | Vario | |
| September | 7 | 6 | 6 | 19 |
| October | 8 | 10 | 5 | 23 |
| November | 6 | 11 | 4 | 21 |
| December | 10 | 12 | 8 | 30 |
| January | 7 | 12 | 4 | 23 |

Source: Honda Sekawan Motor

The population is consumers who buy Honda automatic motorcycle products at Sekawan Motor, Malang Regency for the period September - January totaling 116 consumers.

## RESULTS AND DISCUSSION

Classification is based on gender, age, education and occupation. The classification can be explained by the following tables;

**Table 2. Respondent Data by Gender**

| Gender | Respondent | Percentage |
|---|---|---|
| Man | 24 | 55% |
| Woman | 20 | 45% |
| Amount | 44 | 100% |

Source: Primary data processed 2021

From Table 2. Data of respondents are male, namely 55% or 24 people and female respondents are 45% or 20 people. Most respondents are male.

Respondent data based on age are grouped as follows:

**Table 3. Respondent Data by Age**

| Age Group | Respondent | Percentage |
|---|---|---|
| <17 years | - | - |
| 17 years - 30 years | 22 | 50% |
| 31 years - 40 years | 10 | 23% |
| 41 years - 50 years | 10 | 23% |
| >50 | 2 | 4% |
| Amount | 44 | 100% |

Source: Primary data processed 2021

From Table 3. The data of respondents aged 17-30 years is 50% or 22 people, aged 31-40 years is 23% or 10 people, and over 41-50 years is 23% or 10 people, while > 50 year by 4% or 2 people. Most respondents are aged 17-30 years.

Respondent data based on education level are grouped as follows:

**Table 4. Respondent Data by Education**

| Education | Respondent | Percentage |
|---|---|---|
| SD | 3 | 7% |
| SMP | 11 | 25% |
| SMA/SMK | 23 | 52% |
| Diploma | - | - |
| S1/S2/S3 | 7 | 16% |
| Amount | 44 | 100% |

Source: Primary data processed 2021

From Table 4. Data of respondents with elementary school education are 7% or 3 people, junior high school is 25% or 11 people, high school/vocational school education is 52% or 23 people, and undergraduate education is 16% or 7 people. Most respondents have high school/vocational education.

**Table 5. Respondent Data by Profession**

| Profession | Respondent | Percentage |
|---|---|---|
| PNS | 7 | 16% |
| TNI/POLRI | - | - |
| Private Employees | 16 | 36% |
| Self-employed (take care of the house) | 16 | 36% |
| College student | 5 | 12% |
| Amount | 44 | 100% |

Source: Primary data processed 2021

From Table 5. Respondents who work as civil servants are 16% or 7 people, as private employees are 36% or 16 people, as entrepreneurs (taking care of the household) as many as 36% or as many as 16 people, and as students are 12% or 5 person. Most respondents work peg. Private and selfemployed (take care of the household).

Based on the results of the answers to the questionnaire as follows:

**Table 6. Table of Respondents' Answer Frequency Sales Promotion Variable(X1)**

| Responden Response | Strongly Agre | | Agree | | Do Not Agree | | Disagree | | Strongly Disagree | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Item No | F | % | F | % | F | % | F | % | F | % | F | % |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 12 | 27.2 | 31 | 70.4 | - | - | 1 | 2.2 | 0 | - | 44 | 100 |
| 2 | 21 | 47.7 | 22 | 50.0 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 3 | 13 | 29.5 | 30 | 68.1 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 4 | 10 | 22.7 | 31 | 70.4 | 2 | 4.5 | 1 | 2.2 | 0 | - | 44 | 100 |
| 5 | 13 | 29.5 | 30 | 68.1 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 6 | 12 | 27.2 | 31 | 70.4 | - | - | 1 | 2.2 | 0 | - | 44 | 100 |
| 7 | 21 | 47.7 | 22 | 50.0 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |

Source: Primary Data processed 2021

From Table 6. Question no.1, respondents answered agree 31 (70.4%), no.2 agreed 22 (50.0%), no.3 strongly agreed 30 (68.1%), no.4 agreed 31 (70.4%), no. 5 agree 30 (68.1%), no.6 agree 31 (70.4%) and no.7 agree 20 (50.0%).

**Table 7. Table of Respondents' Answer Frequency Product Quality Variable (X2)**

| Responden Response | Strongly Agre | | Agree | | Do Not Agree | | Disagree | | Strongly Disagree | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Item No | F | % | F | % | F | % | F | % | F | % | F | % |
| 1 | | | | | | | | | | - | 44 | 100 |
| 2 | 21 | 47.7 | 22 | 50.0 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 3 | 10 | 22.7 | 30 | 68.1 | 3 | 6.8 | 1 | 2.2 | 0 | - | 44 | 100 |
| 4 | 21 | 47.7 | 22 | 50.0 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |

21 47.7 2

Source: Primary data processed 2021

From Table 7. Question no.1, respondents answered agree 22 (50.0%), no.2 agreed 22 (50.0%), no.3 agreed 30 (68.1%), and no.4 agreed 22 (50.0%).

**Table 8. Table of Respondents' Answer Frequency Brand Image Variable (X3)**

| Responden Response | Strongly Agre | | Agree | | Do Not Agree | | Disagree | | Strongly Disagree | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Item No | F | % | F | % | F | % | F | % | F | % | F | % |
| 1 | 19 | 43.1 | 24 | 54.5 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 2 | 19 | 43.1 | 24 | 54.5 | - | - | 1 | 2.2 | 0 | - | 44 | 100 |
| 3 | 21 | 47.7 | 22 | 50.0 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 4 | 11 | 25.0 | 32 | 72.7 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 5 | 13 | 29.5 | 30 | 68.1 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |
| 6 | 10 | 22.7 | 30 | 68.1 | 3 | 6.8 | 1 | 2.2 | 0 | - | 44 | 100 |
| 7 | 8 | 18.1 | 31 | 70.4 | 4 | 9.0 | 1 | 2.2 | 0 | - | 44 | 100 |

Source: Primary data processed 2021

From Table 8. Question no.1, respondents answered agree 24 (54.5%), no.2 agreed 24 (54.5%), no.3 agreed 22 (50.0%), no.4 agreed 32 (72.7%), no.5 agree 30 (68.1%), no.6 agree 30 (68.1%), no.7 agree 31 (70.4%).

**Table 9. Table of Respondents' Answer Frequency Purchase Decision Variable (Y)**

| Responden Response | Strongly Agre | | Agree | | Do Not Agree | | Disagree | | Strongly Disagree | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Item No | F | % | F | % | F | % | F | % | F | % | F | % |
| 1 | 19 | 43.1 | 24 | 54.5 | - | - | 1 | 2.2 | 0 | - | | 100 |
| 2 | 8 | 18.1 | 33 | 75.0 | 1 | 2.2 | 1 | 2.2 | 0 | - | 44 | 100 |
| 3 | 16 | 36.3 | 27 | 61.3 | - | - | 1 | 2.2 | 0 | - | 44 | 100 |
| 4 | 13 | 29.5 | 30 | 68.1 | 1 | 2.2 | - | - | 0 | - | 44 | 100 |

Source: Primary data processed 2021

From Table 9. Question no.1, respondents answered agree 24 (54.5%), no.2 agreed 33 (75.0%), no.3 agreed 27 (61.3%), and no.4 agreed 30 (68.1%).

The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. In this study using SPSS 22.0, to measure validity by comparing r count with r table.

Validity Test, The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured. Validity test by comparing r count with r table.

**Table 10. Validity Test Results**

| Variable | No. Items | r count | r table 5% (44-2=42) | Information |
|---|---|---|---|---|
| Sales Promotion ($X_1$) | 1 | 0.505 | 0.297 | Valid |
| | 2 | 0.710 | 0.297 | Valid |
| | 3 | 0.667 | 0.297 | Valid |
| | 4 | 0.681 | 0.297 | Valid |
| | 5 | 0.647 | 0.297 | Valid |
| | 6 | 0.505 | 0.297 | Valid |
| | 7 | 0.710 | 0.297 | Valid |
| Quality Product ($X_2$) | 1 | 0.961 | 0.297 | Valid |
| | 2 | 0.940 | 0.297 | Valid |
| | 3 | 0.781 | 0.297 | Valid |
| | 4 | 0.961 | 0.297 | Valid |
| Brand Image ($X_3$) | 1 | 0.816 | 0.297 | Valid |
| | 2 | 0.666 | 0.297 | Valid |
| | 3 | 0.866 | 0.297 | Valid |
| | 4 | 0.303 | 0.297 | Valid |
| | 5 | 0.462 | 0.297 | Valid |
| | 6 | 0.715 | 0.297 | Valid |
| | 7 | 0.370 | 0.297 | Valid |
| Purchacing Decision (Y) | 1 | 0.912 | 0.297 | Valid |
| | 2 | 0.437 | 0.297 | Valid |
| | 3 | 0.859 | 0.297 | Valid |
| | 4 | 0.415 | 0.297 | Valid |

Source: Data processed by SPSS 22

From table 10. The results of the validity test of rcount are greater than rtable, so it can be said that all the concepts of measuring variables used in this study are valid. Validity test for each item of the variable shows a value that is above the value of r table = 0.297

Reliability test is used to test the extent to which the reliability of an instrument can be used again for the same research. Reliability testing was carried out using the Cronbach Alpha analysis technique. Testing in this study using One Shot testing.

**Table 11. Reliable Level**

| Alpha | Tingkat Reliabel |
|---|---|
| 0,00 – 0,20 | Less Reliable |
| 0,201 – 0,40 | Somewhat Reliable |
| 0,401 – 0,60 | Quite Reliable |
| 0,601 – 0,80 | Reliable |
| 0,801 – 1,00 | Very Reliable |

Source: Nugroho dalam Rahman (2016:58)

**Table 12. Testing the reliability of the four variables**

| No.Item | Variable | Cronbach Alpha | One Shot | Information |
|---|---|---|---|---|
| 1 | X1 | 0,5180556 | 0,0416667 | Reliable |
| 2 | X 2 | | 0,0416667 | Reliable |
| 3 | X3 | | 0,0416667 | Reliable |
| 4 | Y | 0,4840278 | 0,0416667 | Reliable |

Source: Data processed by SPSS 22

0,64375

0,4826389

From table 12. The results of reliable testing for each variable are reliable and feasible to continue processing data with SPSS.

Multicollinearity Classical Assumption Test by using the value (VIF) of both variables; **Table 13. Multicollinearity Test Results**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | x1 | .366 | 2.733 |
| | x2 | .195 | 5.121 |
| | x3 | .164 | 6.105 |

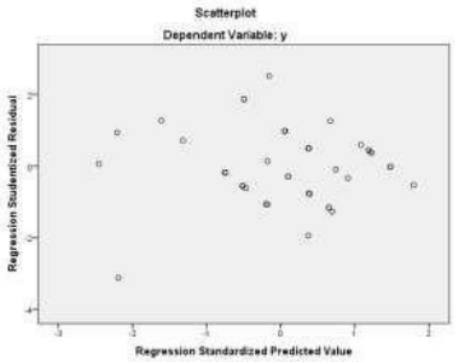
Source: Data processed by SPSS 22

From table 13. By using alpha or tolerance = 10% or 0.10 then VIF = 10. From the large output VIF count (VIF product quality = 2.733, VIF brand image = 5.121 < VIF 10, VIF sales promotion = 6.105 < VIF 10), and all tolerance variables free (product quality = 0.366 or 36.6%, brand image = 0.195 or

19.5% and sales promotion = 0.164 or 16.4%) above 10% or > 10%. So it can be concluded that there is no multicollinearity between independent variables.

Heteroscedasticity test using scatterplot;

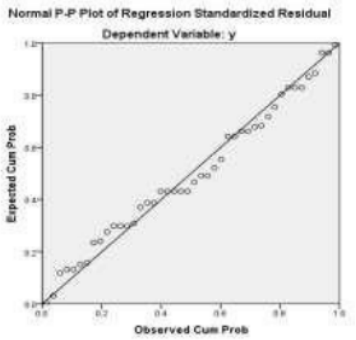
**Figure 1: Test Results Heteroscedasticity**




Source: Processed results of SPSS 22

The analysis of the results of the SPSS scatterplot output above shows that the points spread and do not gather in one place. So the conclusion is that the independent variable above does not occur heteroscedasticity.

**Figure 2: Probability Plots Test Results**




Source: SPSS 22 Probability processed

The results of the Probability Plots show a normal distribution, because the lines (dots) follow the diagonal line.

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in period t-1.

**Table 14. Durbin-Watson Test Results Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| 1 | .893[a] | .797 | .718 | .853 | 1.935 | a. Predictors: (Constant), x3, x1, x2 |

b. Dependent Variable: y

Source : Primary data processed, 2021

From table 14. it is found that the Durbin-Watson test = 1.935 and DW < 2. So it can be concluded that the data above does not occur autocorrelation.

**Table 15. SPSS Multiple Regression Output Results**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig.[a] |
| 1 | (Constant) | -1.351 | 1.897 | | -.712 | .480 |
| | x1 | .180 | .089 | .286 | 2.034 | .009 |
| | x2 | .509 | .144 | .684 | 3.549 | .001 |
| | x3 | .736 | .133 | 1.160 | 5.515 | .000 |

a. Dependent Variable: y

Source : Primary data processed, 2021

From table 15, the constant value is -0.1351. Sales Promotion variable coefficient (X1) is 0.180, coefficient the Product Quality variable (X2) is 0.509, and the Brand Image variable coefficient (X3) of 0.736.

**Tabel 16. Determination Analysis**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .893[a] | .797 | .718 | .853 |

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

Source: Data processed by SPSS 22 Multiple Regression

From table 16, the number R2 (R Square) is 0.797. This shows that the percentage contribution of the influence of the independent variables (sales promotion, product quality, brand image and sales promotion) to the dependent variable (purchase decisions) is 0.797 or 79.7%. While the remaining 20.3% is influenced or explained by other variables that are not included in this research model.

**Table 17, Multiple Regression Analysis Test Results (Test F) ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 71.309 | 3 | 23.770 | 32.647 | .000[b] |
| | Residual | 29.123 | 40 | .728 | | |

| | | |
|---|---|---|
| Total | 100.432 | 43 |

a. Dependent Variable: y
b. Predictors: (Constant), x3, x1, x2
Source: Data processed by SPSS 22 Multiple Regression

$H_0$ : βi = 0, ; There is no effect of product quality, brand image and sales promotion simultaneously on the purchase decision of Honda Motor matic at Sekawan Motor Malang Regency consumers.

$H_a$ : βi ≠ 0, ; There is a simultaneous influence of product quality, brand image, and sales promotion on the purchase decision of Honda Motorcycles matic on consumers of Sekawan Motorcycles, Malang Regency.

Significance level α = 5% (significance 5% or 0,05 is a standard measure that is often used in research)

Based on the table obtained $F_{count}$ of 32.647.

By using the confidence level 95%, α = 5% df 1 (the number of variables-1) = 3 and df 2 (n-k-1) or 44-3-1 = 40 (n is 2.84, the number of cases and k is the number of independent variables). Testing Criteria; (1) $H_0$ Accepted if $F_{count} < F_{table}$; (2) $H_0$ rejected if $F_{count} > F_{table}$ Compare $F_{count} >$ $F_{table}$

Nilai $F_{count} > F_{table}$ (32.647>2.84) (sig. 0.000 < 0,05) then $H_0$ is rejected. This means that the variables of sales promotion (X1), product quality ($X_2$) and brand image ($X_{3)}$ have a simultaneous effect on purchasing decisions (Y).

**Tabel 18, Multiple Regression Analysis Test Results**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.351 | 1.897 | | -.712 | .480 |
| | x1 | .180 | .089 | .286 | 2.034 | .009 |
| | x2 | .509 | .144 | .684 | 3.549 | .001 |
| | x3 | .736 | .133 | 1.160 | 5.515 | .000 |

a. Dependent Variable: y

Source: Data processed by SPSS 22

$H_0$ : βi = 0, : There is no effect of product quality, brand image and sales promotion partially on the purchase decision of Honda Motor matic on the consumers of Sekawan Motorcycles Malang Regency.

$H_a$ : βi ≠ 0, : There is a partial influence of product quality, brand image and sales promotion on the purchase decision of Honda Motor matic on the consumers of Sekawan Motorcycles Malang Regency.

Significance level using α= 5%

Based on $t_{table}$, it is obtained that $t_{count}$ of product quality is 2,034, tcount of brand image is 3,549 and $t_{count}$ of promotion is 5.515. $t_{table}$ distribution table is searched at = 5% : 2 = 2.5% (two-tailed

test) with degrees of freedom (df) nk-1 or 44-3-1 = 40 n is 2,021 the number of cases and k is the number of independent variables) .
With two-tailed test (significance = 0.025)

Testing Criteria; (1) $H_0$ accepted when $-t_{table} < t_{count} < +t_{table;}$; (2) $H_0$ rejected when $-t_{table} \geq +t_{count} \geq +t_{table}$

Comparing $t_{count}$ with $t_{table}$ : (1)Value $t_{count} \geq t_{table}$ (2.034 ≥ 2.021) (sig. 0.009 ≤ 0.025) then $H_0$ is rejected. This means that the sales promotion variable ($X_1$) has a partial effect on purchasing decisions (Y); (2) Value $t_{count} \geq t_{table}$ (3.549 ≥ 2.021) (sig. 0.001≤ 0,025) then $H_0$ is rejected. This means that the product quality variable ($X_2$) has a partial effect on purchasing decisions (Y); (3) Value $t_{count} \geq t_{table}$ (5.515 ≥ 2.021) (sig. 0.000≤ 0,025) then $H_0$ is rejected. This means that the brand imagevariable ($X_3$) has a partial effect on purchasing decisions (Y).

To test the third hypothesis (H3), look at the Coefficientsa table at the tcount value and the significance value of of 5%, which one has the greatest or closest influence between the three variables (X) on the variable (Y); (1) Variable ($X_1$) Product quality with value $t_{count}$ $t_{table}$ (2.034 ≥ 2.021) (sig. 0.009 ≤ 0.025); (2) Variable ($X_2$) brand image with value $t_{count}$ $t_{table}$ (3,549 ≥ 2.021) (sig. 0.001 ≤ 0.025); (3) Variable (X3) sales promotion with value $t_{count}$ $t_{table}$ (5.515 ≥ 2.021) (sig. 0.000 ≤ 0.025).

So the variable ($X_3$) is brand Image that has a dominant influence on (Y) the decision to purchase Honda's matic motorcycle products at Sekawan Motorcycles Malang Regency.

## CONCLUSION

Based on the results of research at the Sekawan Motor dealer, Malang Regency as the object of research. So it can be concluded as follows: (1) Sales promotion variables, product quality and brand image simultaneously affect the purchasing decisions of Honda Motor matic consumers at Sekawan Motor Malang Regency; (2) Variables of sales promotion, product quality and brand image partially influence the purchase decision of Honda Motor matic on the consumers of Sekawan Motor, Malang Regency; (3) Brand image variable has a dominant effect on purchasing decisions for Honda automatic motorcycles to Sekawan Motor consumers in Malang Regency.

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