



The influence of product factors, price, promotion, distribution, and after-sales service on Suzuki motorcycle purchasing decisions

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Abstract

This study aims to determine the effect of product, price, promotion, distribution, and after-sales service factors on purchasing decisions for Suzuki motorcycles at PT. Sinar Galesong Mandiri Makassar knows the most dominant factors influencing consumers in buying Suzuki motorcycles at PT. Sinar Galesong Mandiri Makassar. The population in this study are Suzuki motorcycle users who are also consumers of PT. Sinar Galesong Mandiri Makassar from 2011 to 2015 (August) as many as 22,741 people. At the same time, the samples used in this study were Suzuki motorcycle consumers at PT. Sinar Galesong Mandiri Makassar as many as 100 questionnaires. To test the truth of this research hypothesis, a statistical analysis model is used, namely multiple linear regression with the help of the SPSS 20 statistical program. The results of this study indicate that the product variable has a positive and significant effect on purchasing decisions. However, this study cannot prove that price, promotion, distribution channels, and after-sales service substantially impact consumer decisions in purchasing Suzuki motorcycles.



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Introduction

Currently, the motor vehicle industry is one of the fastest-growing industries globally, including in Indonesia. Apart from technological developments that are increasingly advanced, motorized vehicles have become essential human needs in carrying out their activities (Tri et al., 2015.) The demand for motorized cars will continue to increase along with the increase in population and the increasing welfare of the community in the marketing area of the vehicle. One means of transportation that helps the community carry out their activities is motorbikes. Motors can be used to reach places or locations that are easily, quickly, and economically. For some people, especially those with low incomes, motorbikes

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are vehicles that have prices that are still affordable by their abilities or pay. In other words, most motorized vehicle users are people with low incomes (Bagus, 2018).

With the development of technology in the field of transportation, more and more types and types of motorbikes from various brands have also revitalized the two-wheeled motorized vehicle market, giving rise to quite tight competition between companies, both producing and companies. These companies need to improve themselves to face increasingly fierce competition to survive. Because after all the availability of resources, working capital, and significant investment capital, if you don't have a strategy in producing goods, setting prices, promoting interests, establishing appropriate distribution channels and after-sales service, the results achieved by the company are less than optimal in the sense that the targeted profit is not achieved. They were completed so that a policy is needed to use the right strategy to manage the company (Bayu, 2020).

Some companies fail to market their products. Because the strategic policies implemented do not reflect the right, planned, and well-measured marketing mix. Therefore, the management of the company concerned must have a solid marketing strategy and, at the same time, be able to compete healthily and competitively (Kodu, 2013). With such conditions, it shows that a marketing strategy policy is necessary, considering that sales volume will not be possible to increase if man-agement does not have a marketing strategy that is determined through solid planning, starting from attractive product designs offered to consumers, methods for determining selling prices that are affordable by consumers. Consumers in specific market segments promote the latest model products through print media (Dewi, 2018). Furthermore, electronics intensively determine sales distribution channels to potential areas/cities and quality after-sales service (Wijaya et al., 2021).

Companies are often faced with various problems such as uncertain economic conditions, changing consumer tastes, and other issues to increase sales volume. One of the efforts made by these companies is to carry out appropriate and targeted marketing strategies, for example, carry-ing out price policies (especially when motorized vehicle consumers are mainly from the lower-middle-income group), improving product and service quality, and even aggressively promoting and providing services. after-sales (Jayadi et al., 2015).

Likewise with PT. Sinar Galesong Mandiri Makassar, a company engaged in the distribu-tion/sale of two-wheeled motorized vehicles with the Suzuki brand, is always looking for better marketing strategies to increase sales volumes. Based on data in 2014, motorized vehicles with the Suzuki brand ranked third after Honda and Yamaha, but compared to Kawasaki, Piaggio, Kymco, and Kanzen, Suzuki motorcycles still top the list. Although Suzuki ranks third, there is a big dif-ference in sales between the Yamaha and Suzuki brands. Data in 2014 shows that the percentage of sales of Yamaha motorcycles is 31.02%, while Suzuki's is only 4.17%. It is a big challenge for PT. Sinar Galesong Pratama Makassar to further increase its sales volume. The percentage of Suzuki motorcycle sales is not much different from Yamaha even though Suzuki is still in third place. The rapid development of industry or companies, especially the two-wheeled motor vehicle industry, causes these companies to compete to seize the market. In their competition, each company applies a better or more appropriate marketing strategy to provide great opportunities to attract consumers. To increase company sales. Likewise with PT. In marketing Suzuki motorcycles, Sinar Galesong Mandiri Makassar also implements pricing policies, offers quality products, uses distribution channels, conducts promotional activities, and improves after-sales service quality (Alaydrus Al-bar et al., nd).

Theoretical Framework and Hypotheses

Marketing Mix is a variable that is the core of a company's marketing system. These variables are controlled to influence the reaction of buyers or consumers. So to stay alive, develop and compete, companies must be able to determine and make combinations of these marketing mix variables. Understanding the marketing mix is one of the integrated marketing strategy elements. It is a strategy carried out by the company to determine how it presents product offerings in specific segments, which are its target market. A marketing mix is a combination of variables or activities at the core of the marketing system. The company can control variables to influence the reactions of buyers or consumers (Edison, 2017).

In the following, we will discuss the four main variables of the previous marketing mix, meaning that, among others, the product is the first element in a marketing mix because the product to be marketed will determine the company's position in the market. Seeing the current competition situation, every company must know the development of consumer or buyer needs through market research to keep pace with technology and production immediately. Can conclude that what is meant by the product is how the product's condition regarding its quality, the trademarks listed on the packaging, the types of products, and the guarantees provided. It also includes product planning and development, where product development can be carried out after analyzing the needs and wants of the market. If this problem is solved, it can satisfy price, distribution, and promotion (Sari, 2020).

Then the price variable is one of the marketing mix elements that affect the size of the demand for products produced by the company. (Salam, 2016) suggests that price is the value listed in the price list or as the final value received by the company. The higher someone from certain goods and services gives the benefit, the higher the exchange rate of certain goods or services in the eyes of consumers, and the greater the value of an item or service is a determinant of market demand. Therefore, it is necessary to get serious attention from company leaders in setting prices for their products to affect sales volume (Noval, 2019).

Distribution channels are also known as trade channels or marketing channels. There is no uniformity in the definition of distribution channels put forward by experts. Still, in this non-uniformity, there is the same goal. The distribution channel is basically to provide convenience in distributing the company's output into the market or the hands of consumers (Muchlisin, 2021). Furthermore, (Gatot & Dwiyanto 2013) suggest that a distribution channel is a series of interdependent organizations involved in making a product or service ready to be used or combined. The organization defined above is a marketing intermediary, an intermediary trader consisting of wholesalers and retailers. While intermediary agents such as sales agents and return agents, the advantage obtained by the company in using marketing intermediaries is that it can help increase efficiency, and distribution activities can also reduce the amount of work that must be done by the company concerned. To choose the right distribution channel, the company must pay attention to several factors such as changes in consumer desires, changes in the use of transportation used, and the willingness of dealers to handle and distribute products. The company can choose the distribution channel used (K Sari, 2016).

Promotion is an element used by companies in delivering information about the products they produce to consumers. It is also part of the communication process and can help parties involved in marketing improve the smooth exchange of information. Promotion is a marketing activity that aims to

increase sales turnover by influencing consumers, either directly or indirectly (Layoo, Nd). Various media, including electronic media, print media, and communication media, then Personal Selling, namely information or verbal explanations about the products offered to several prospective buyers. Sales Promotion includes the implementation of promotions in various ways, but in general, the company only uses the following methods: discounts, sales, and sweep-stakes. Furthermore finally, Publicity consists of loading news about products in magazines, news-papers, or radio publications. Therefore, the four components of the marketing mix are the basis of a thorough market analysis. All four are interrelated with one another so that they can be analyzed more deeply and used as a basis or benchmark in making marketing decisions (U Bakti, 2020).

A sales system with after-sales services is a sales method that provides guarantees or guarantees and several benefits for the goods offered for a certain period, for example, in three or six months without paying or an item purchased if there is something that is not by the instruction book which is the guideline and guarantee of the quality and quantity of the goods. It is instrumental in improving the personal relationship between consumers and producers (Sutanto, 2011). This provision indicates that for every sale and purchase of an item, for example, in a motorcycle sales transaction, the seller offers a guarantee on the quality of the motorcycle, which is then combined with the provision of free repair services for the bike for a period of three or six months. The free service is in the form of giving engine oil once a month, and if within that period there is damage to the parts and body, it will be repaired or replaced with a new one. Consumers feel safe and satisfied with the service. In this context, this has a very positive effect on increasing sales volume. It is enough to attract consumers to choose the motorcycle product because they feel that their interests and needs are protected. Thus, it becomes a promotion for the company concerned with increasing sales volume (E Murti Trimulatsih,2021).

H₁: Factors consisting of product, price, promotion, distribution, and after-sales service have a significant effect on purchasing decisions.

H₂: The price factor and after-sales service have a dominant influence on consumers buying.

The research model is as shown in Figure 1.

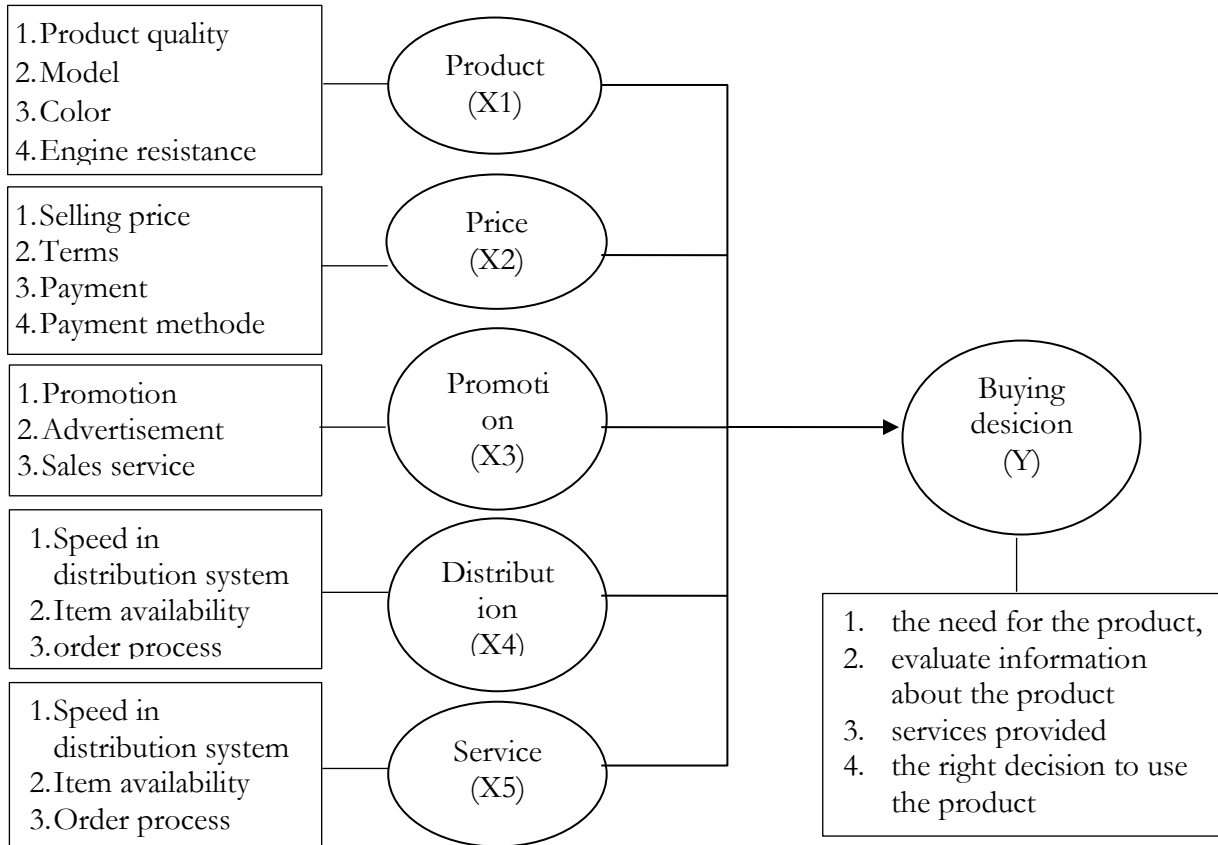


Figure 1. Research Model

Research Method

This research is quantitative associative research with a survey approach. This study involves consumers of Suzuki motorcycles at PT. Sinar Galesong Mandiri Makassar has as many as 100 questionnaires. This study uses primary data collected by distributing questionnaires to all respondents filled with several statements with four answer options that will give a weighted score (Strongly Agree = 4, Agree = 3, No). Agree=2, Strongly Disagree=1). The data collected will be analyzed through four stages of testing. The first stage is to do a descriptive analysis. The second stage is to test the quality of the data, which consists of (a validity test and a reliability test). The third stage tests the classical assumptions consisting of (test for normality, multicollinearity, and heteroscedasticity). The fourth stage is to test all the hypotheses proposed in this study, proven through a partial test and a coefficient of determination test. The definition of operational variables in this study are.

Table 1. Definition of operational variables

Variable	Code	Indicator	Reference
Product	P.1	Product Quality	Likert
	P.2	Model	
	P.3	Color	
	P.4	Engine Resistance	
Price	H.1	Selling Price	Likert
	H.2	Terms	
	H.3	Payment	
	H.4	Payment Method	
Promotion	PM.1	Promotion	Likert
	PM.2	Advertisement	
	PM.3	Sales Service	
Distribution	Dr1	Speed In Distribution System	Likert
	Dr.2	Item Availability	
	Dr.3	Order Process	
Service	Sv.1	Speed In Distribution System	Likert
	Sv.2	Item Availability	
	Sv.3	Order Process	
Buying Decision	BD.1	The Need for The Product	Likert
	BD.2	Evaluate Information About the Prod-uct	
	BD.3	Services Provided	
	BD.4	The Right Decision to Use The Product	

Data Analysis and Discussion

Data Analysis

Description of the characteristics of the respondents describes the identity of the respondents who became the sample in this study. The presentation of data on the identity of the respondents here is to provide an overview of the respondent's condition. The description of the respondents who have become the sample in this study is clarified based on the age of the respondents, gender, education level of the respondents, and years of service.

Table 2. Characteristics of Respondents

Variable	Measurement	Amount	Percentage
Gender	Man	70	70.0%
	Woman	30	30%
Level of education	S2	4	4%
	S1	38	38%
	D3	5	5%
	Senior High School	2	2%
	Junior high school	48	48%

The results of the respondents' answers identified in the questionnaire show that the number of respondents who are male as many as 70 people (70%) and female sex as many as 30 people (30%), then the education level of the respondents is 48 respondents (48%) with education level SMP, two respondents (2%) with high school education level, five respondents (5%) with diploma education level (D3), 38 respondents (38%) with undergraduate education level (S1). The last four respondents (4%) with a master's level of education (S2).

The next research stage is the validity and reliability test as follows:

Table 3. Validity and Reliability test Result

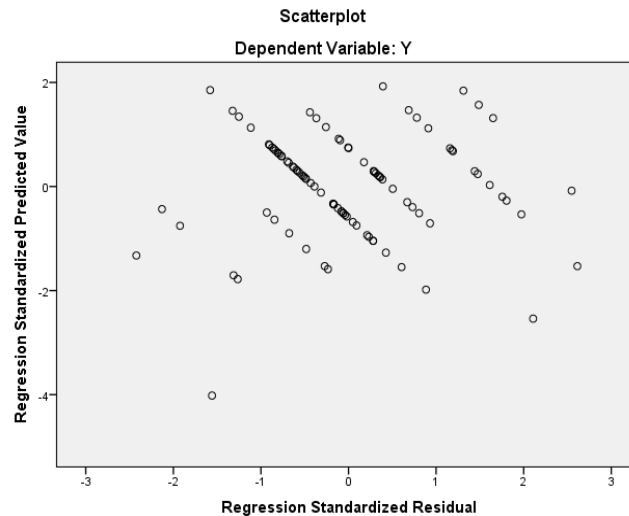
Variable	Instrument	r-calculated	Cronbach Alpha	Result
Product	P1.1	0.636	0.885	Valid and reliable
	P1.2	0.566		Valid and reliable
	P1.3	0.440		Valid and reliable
	P1.4	0.640		Valid and reliable
	P1.5	0.485		Valid and reliable
Price	P2.1	0.661	0.886	Valid and reliable
	P2.2	0.583		Valid and reliable
	P2.3	0.374		Valid and reliable
	P2.4	0.452		Valid and reliable
Promotion	P3.1	0.370	0.888	Valid and reliable
	P3.2	0.458		Valid and reliable
	P3.3	0.491		Valid and reliable
Distribution	D1	0.551	0.886	Valid and reliable
	D 2	0.506		Valid and reliable
	D3	0.550		Valid and reliable
After-sales service	PJ.1	0.517	0.885	Valid and reliable
	PJ.2	0.495		Valid and reliable
	PJ.3	0.403		Valid and reliable
	PJ.4	0.538		Valid and reliable
Buying decision	KP1	0.461	0.888	Valid and reliable
	KP.2	0.259		Valid and reliable
	KP.3	0.500		Valid and reliable

From table 3, we can explain that the items for measuring the independent and dependent variables can be valid because the corrected item-total correlation of each statement item is more significant than the r table value of 0.1832; and the Cronbach alpha for all variables is more significant than 0.60. Can say that the statement items are reliable because they provide a Cronbach al-pha value > 0.60; thus, the statements proposed to measure the independent and dependent variables have high reliability.

Table 4. Multicollinearity test Result

Variable	Tolerance	VIF	Decision
Product	0.546	1,832	There is no multicollinearity
Price	0.550	1,820	
Promotion	0.629	1,590	
Distribution channel	0.534	1,873	
After Sales Service	0.579	1,727	

Based on table 4, we can see that the coefficient table shows that no independent variable has a tolerance value of less than 0.10 or 10%. It means that there is no high correlation between the independent variables. While the VIF value also shows that none of the independent variables has a discount equal to 10 or greater than 10. Thus, it can be concluded that there is no multicollinearity symptom. Next is to do a heteroscedasticity test using the Glejser test. The test criteria are that the data does not occur heteroscedasticity problems if the sig value > 0.05 alpha level or the data has heteroscedasticity problems if the sig value $<$ alpha level of 0.05.

**Figure 2. Scaterplot graph**

Based on figure 2, the scatterplot graph does not show a particular pattern or shape. The points spread randomly, and the data spread evenly over the X variable and the Y. It can be concluded that there is no heteroscedasticity in the regression model used. The third stage is the auto-correlation test. This test is used to test the classical assumptions of regression related to autocorrelation. This test uses Durbin Watson (DW-test).

Table 5. Autocorrelation Test Result

Test Model		DW value	Decision
Purchase decision = + b1 Product + b2 Price + b3 Promotion + b4 Distribution Channel + b5 After Sales Service + e	2,336	2,336	Autocorrelation Free
k = 5, N = 100, dl = 1.57, du = 1.78			

Source: primary data processed 2015

The DW test results in table 5 show the DW value of 2,336. We will compare the DW value with the table value using a 5% confidence degree, with a sample size of 100 with five independent variables. The value of the table DW: dl (outer limit) = 1.57, du value (inner limit) = 1.78, $4-du = 2.43$, and $4-dl = 2.22$, so from the calculation, we can conclude that DW- The test is in the test ar-ea, namely $dl < d < (4 - dU)$ so it can be supposed that there is no autocorrelation symptom. Then the coefficient I testing phase looks at the effect of the independent variables (X1, X2, and X3) on the dependent variable (Y). The magnitude of the coefficient of determination (R2) can be seen where the coefficient of determination (R2) or R-square is = 0.614.

Table 6. F Coefficient test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1,889	,372		5.083	,000
	X1	,189	,087	,254	2.181	,032
	X2	,171	,096	,208	1,787	,077
	X3	,062	,095	,072	,660	,511
	X4	,127	,089	,167	1,417	,160
	X5	-,006	,078	-,009	-,076	,940

Based on table 6 Coefficients (results of regression analysis) above, it shows that the multi-ple linear regression equation of this research model is as follows:

$$Y = 1.889 + 0.189X1 + 0.171X2 + 0.062X3 + 0.127X4 + - 0.006X5 + e$$

b0 = constant value 1.889. It shows that if X1, X2, X3, X4, and X5 do not change or remain, the value of consumer purchasing decisions is 1.889. b = 0.189. It indicates that if the quality of the product is improved, the consumer's purchasing decisions will increase by 0.189. b2 = 0.171. If the price variable (X2) changes, consumer purchasing decisions (Y) will increase by 0.171. b3 = 0.062. It shows that if the promotion variable (X3) increases, then consumer purchasing decisions (Y) will increase by 0.062. b4 = 0.127. If the distribution channel variable (X4) is added, the consumer purchasing decision (Y) will increase by 0.127. B5 = - 0.006 shows that if the after-sales service variable (X5) changes, the consumer purchasing decision (Y) will decrease by 0.006. Then to see the relationship between products, prices, promotions, distribution channels, and after-sales service on purchasing decisions can be seen in the following table:

Table 7. F Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 a	.303	.266	.34665
a. Predictors: (Constant): X1, X2, X3, X4, X5				
b. Dependent Variable: Y				

From table 7, the Summary Model above shows that the correlation coefficient (R) indicates a relationship between the X variable (product, price, promotion, distribution channel, and after-sales service) with the Y variable (purchase decision). The correlation coefficient (R) value of 0.550 can be interpreted as a close and unidirectional relationship between the X and Y variables. $R^2 = 0.303$ means that the X variable simultaneously affects the Y variable by 30.3%, and the remaining 69.7% is another factor outside this research. After the reliability test, validity test, and classical assumption test on the research data, the results show that the research data has a good level of reliability and validity and fulfills the classical assumption test to process the research data further:

Table 8. Regression Test Results

Variable	Coefficient	t- ratio	Probability Significancy	Decision	VIP
Product	0.189	2.181	0.032	Significant	1,832
Price	0.171	7,187	0.077	Not significant	1,820
Promotion	0.062	0.660	0.511	Not significant	1,590
Distribution Channels	0.127	1,417	0.160	Not significant	1,873
After Sales Service (X 5)	- 0.009	- 0.076	0.940	Not Significant	1,727
constant	1,886	5.083	0.000	-	-
R2 _	0.303				
F – ratio	8.174				
(Prob. – Sig.)	0.000				
DW	2,336				
N	100				

Source: primary data processed 2015

Can use table 8, the research hypotheses formulated in the previous chapter (whether the idea is rejected or rejected) and answer the research statement. The results of hypothesis testing 1,2,3,4, and 5, Test this hypothesis using a partial test or t-test to determine the effect of each independent variable, namely product, price, promotion, distribution channel, and after-sales service, on the dependent variable, namely the purchase decision. The table above shows the different significance probabilities among the independent variables. But the independent variable, which has a significant value of less than 5%, is only the product variable with a substantial chance of 0.000, the value of $t = 2.181$, and the parameter coefficient value of 0.189. It means that only the product variable significantly affects product purchasing decisions. In contrast, the price, promotion, distribution channel, and after-sales service variables do not substantially impact purchasing decisions because the significance probability value of the t value is $> =$

5%. Thus, alternative hypothesis 2, alternative hypothesis 3, alternative hypothesis 4, and alternative five are rejected, but this study cannot disclaim 1.

Then the results of hypothesis testing 6 To find out the results of testing hypothesis 6, it was carried out using the F-test to determine whether the variables of product, price, promotion, distribution channels, and after-sales service simultaneously influenced the purchasing decision variables. Table 9 above shows the calculated F value of 8.174 with a significant probability of 0.000. Because the significance probability is less than 5% ($p < 0.05$), it is said that the regression model can be used to explain purchasing decisions. It means that product, price, promotion, distribution channel, and after-sales service simultaneously (together) influence the purchasing decision of Suzuki motorcycles at PT. Independent Galesong Rays. Thus, alternative hypothesis 5 cannot be rejected in this study. So, it can be concluded that $R^2 = 0.303$ or 30.3%, which means that purchasing decisions can be explained by product, price, promotion, distribution channels, and after-sales service variables. Other factors outside this research model explain the remaining 69.7%.

Discussion

The regression test results show that the product variable has a significant and positive influence on the purchasing decision of Suzuki motorcycles at PT. Sinar Galesong Mandiri means consumers who buy Suzuki motorcycles at PT. Sinar Galesong Mandiri likes Suzuki motorcycle products and thinks that Suzuki motorcycles have the best quality, state-of-the-art technology, and products at affordable prices. By the opinion (Putra et al., nd) on the production and product concepts. The production concept holds that customers will like available and affordable products. Therefore, management should strive to improve production and distribution efficiency. While the product concept, namely the product concept, holds that consumers will favor products with the best quality, best performance, and most innovative properties. Thus, organizations must devote energy to continuous product improvement. Then the effect of price on purchasing decisions shows that the price variable has no significant impact on buying decisions for Suzuki motorcycles at PT. Sinar Galesong Pratama Mandiri. The price factor is not a consumer benchmark in making purchase transactions. These results also indicate that high and low prices are not the main factors for consumers purchasing products (M Yusup & S Sutopo, 2011). This finding contradicts the statement (Anisa, 2020) that consumers use price as an indicator of quality and information about prices to buy and make price comparisons at various dealers. Therefore, price as an indicator of product quality does not strongly influence consumers purchasing Suzuki motorcycle products, even though the transaction is easy and the ease of obtaining the product (Wijaya et al., 2021). It is because most respondents or consumers in this study are Civil Servants (PNS), entrepreneurs, and students who do not consider the price factor in making purchase transactions (Ftd Andri, 2018).

Furthermore, the Effect of Promotion on Purchase Decisions A product that will market to all levels of consumer society requires promotion to introduce the goods or services it manages. Without intensive advertising, the product cannot be known, let alone interested by consumers and PT. Sinar Galesong Mandiri, in marketing Suzuki motorcycle products, often carries out promotions to consumers both personally and electronically and through print media. Promotion as one of the marketing mix is necessary; therefore, marketing management always tries to prepare promotional instruments that are easily accessible to consumers, for example, placing advertisements in print media (newspapers, magazines, brochures). These billboards are displayed in the right places (Jayadi et al., 2015), besides that PT. Sinar Galesong Mandiri, every month of Ramadan, holds Ramadhan Safari activities in several districts that are considered potential to market Suzuki motorcycles. The focus of the promotion mix in the marketing of Suzuki motorcycles is more directed at introducing affordable prices with attractive discounts and easy installment payments. It is intended to achieve the target and, at the same time, increase

sales volume because recently, there has been price competition with other similar branded motorcycle products—promotion with consumer purchasing decisions (Wa Saputro,2020). Furthermore, finally, the effect of after-sales service on purchasing decisions. The regression testing results show that the after-sales service variable has no significant impact on buying decisions for Suzuki motorcycle products. It means that the after-sales service factor is not used as a basis by consumers to decide on purchasing Suzuki motorcycle products. This study indicates that good after-sales service and poor after-sales service are not significant factors for consumers to buy Suzuki motorcycle products. It means providing free engine service and lubricating oil at the PT. Sinar Galesong Mandiri does not affect consumers in purchasing Suzuki motorcycles at PT. Independent Galesong Rays. The results of this study contradict the statement (Jufidar et al., 2018) and (Aa Suryo, Et.al 2020), which state that essential services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of purchasing decisions.

Conclusions

Based on the research and discussion described previously, we can conclude that the product significantly influences consumer decisions in purchasing Suzuki motorcycles. Price does not substantially influence consumer decisions in purchasing Suzuki motorcycles. Promotions do not dramatically impact consumer decisions in purchasing Suzuki motorcycles. Furthermore, distribution channels do not influence consumer decisions in purchasing Suzuki motorcycles, after-sales service does not affect consumer decisions in purchasing Suzuki motorcycles, and finally, products, prices promotions, distribution channels, and after-sales service. Simultaneous have a significant influence on buying decisions.

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