

THE EFFECT OF PERSONAL, PSYCHOLOGICAL AND FACTORS SOCIAL ON PURCHASE DECISIONS HONDA BEAT MOTORCYCLE (Case Study at Honda Bintang Motor Jakarta Dealer)

1stIrfan Setiawan, 2nd Farmansjah Maliki, SE., MM

Indonesian College of Economics, Jakarta

Jl. Pangkalan Jati Rt 001/009, Cipinang Melayu Village

Makasar District, East Jakarta

irfansetiawan19.is@gmail.com , farmansjahmaliki@stei.ac.id

Abstract This study aims to determine and analyze the influence of personal, psychological and social factors on the decision to purchase a Honda Beat motorcycle at the Honda Bintang Motor Jakarta Dealer.

The strategy used in this study is a quantitative associative research strategy and the research method used is a survey. The population in this study is all consumers of Honda Beat motorbike buyers at Honda Bintang Motor Jaya Dealers in East Jakarta. Sampling was carried out by the Moe formula in which 97 respondents were sampled. The analytical tool used is SPSS.

Based on the results and discussion, there is a partially significant positive effect of personal factors on the decision to purchase a Honda Beat motorcycle at the Honda Bintang Motor Jakarta Dealer; partially there is a significant positive influence of psychological factors on the decision to purchase a Honda Beat motorcycle at Honda Bintang Motor Jakarta Dealer; partially there is a significant positive effect of social factors on the decision to purchase a Honda Beat motorcycle at the Honda Bintang Motor Jakarta Dealers and simultaneously there is a significant positive effect between personal factors, psychological and social decisions on purchasing Honda Beat motorcycles at the Honda Bintang Motor Jakarta Dealer.

Keywords: Personal factors, psychological, social, purchasing decisions

Abstract: Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh faktor pribadi, psikologis dan sosial terhadap keputusan pembelian sepeda motor Honda Beat pada Dealer Honda Bintang Motor - Jakarta.

Strategi yang digunakan dalam penelitian ini adalah strategi penelitian asosiatif kuantitatif dan Metode penelitian yang digunakan adalah survei. Populasi dalam penelitian ini adalah seluruh konsumen pembeli sepeda motor Honda Beat pada Dealer Honda Bintang Motor - Jakarta. Pengambilan sampel yang dilakukan dengan rumus Moe dimana peroleh sampel sebanyak 97 responden. Alat analisis yang digunakan adalah SPSS.

Berdasarkan hasil dan pembahasan menunjukkan secara parsial terdapat pengaruh positif signifikan faktor pribadi terhadap keputusan pembelian sepeda motor Honda Beat pada Dealer Honda Bintang Motor - Jakarta ; secara parsial terdapat pengaruh positif signifikan faktor psikologis terhadap keputusan pembelian sepeda motor Honda Beat pada Dealer Honda Bintang Motor – Jakarta ; secara parsial terdapat pengaruh positif signifikan faktor sosial terhadap keputusan pembelian sepeda motor Honda Beat pada Dealer Honda Bintang Motor - Jakarta serta secara simultan terdapat pengaruh positif signifikan antara faktor pribadi, psikologis dan sosial terhadap keputusan pembelian sepeda motor Honda Beat pada Dealer Honda Bintang Motor – Jakarta.

Kata kunci : Faktor pribadi, psikologis, sosial, keputusan pembelian

I. PRELIMINARY

The growth of motorcycle consumers has increased tremendously. In the midst of intense competition due to the large number of newcomer brands, Honda motorbikes, which have been in Indonesia for a long time, with all their advantages, continue to dominate the market and at the same time meet the needs of robust, economical and economical transportation. Responding to these challenges, the organization behind the success of Honda motorcycles in Indonesia continues to strengthen itself.

The object of this research is the Honda Star Motor Dealer - Jakarta. Based on data on sales of Honda Beat Motorcycles at Honda Star Motor Dealers - Jakarta from 2016 to 2018.

Table 1.3. Penjualan Honda Beat Motorcycle in 2016-2018

Period	2016	2017	2018	amount
January	53	43	78	174
February	36	52	59	147
Maret	40	53	104	197
April	63	46	109	218
Mei	42	67	87	196
June	45	69	130	244
July	60	77	66	203
Agustus	32	72	60	164
September	45	64	72	181
Oktober	81	68	69	218
November	66	95	62	223
Desember	49	98	52	199
amount	612	804	948	2364

Sumber: Dealer for Honda Bintang Motor Jaya, East Jakarta

Based on the data above, it shows a significant increase in sales of Beat Motorcycles where many factors influence consumers in purchasing decisions. This is because consumers will buy a motorcycle product. This is because consumers will buy a motorcycle product. The right marketing strategy is one way to achieve company goals, namely by knowing the needs and desires of consumers so that the right product is created. Thus increasing sales volume and winning the competition can be achieved. Likewise, matic motorcycle manufacturers have also done so in line with the increasing demand.

Therefore, researchers are interested in knowing whether personal, psychological, and social factors can positively influence purchasing decisions. To do a research on "The

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Influence of Personal, Psychological and Social Factors on Purchasing Decisions of Honda Beat Motorcycles (Case Study at Honda Star Motor Dealer - Jakarta) ”.

1.1. Formulation of the problem

Based on the background above, the problems that will be examined by the researcher are:

1. Is there a significant positive effect of personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer?
2. Is there a significant positive effect of psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer?
3. Is there a significant positive effect of social factors on purchasing decisions at Honda Star Motor Dealer - Jakarta?
4. Is there a significant positive effect of personal, psychological, and social factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer?

1.2. Research purposes

The objectives of this study are:

1. To find out whether there is a significant positive influence on personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.
2. To find out whether there is a significant positive effect of psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.
3. To find out whether there is a significant positive influence on social factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.
4. To find out whether there is a significant positive influence on personal, psychological, and social factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.

II. LITERATURE REVIEW

2.1. Marketing

Tjiptono (2012: 6) is the function that has the greatest contact with the external environment, even though the company has only limited control over the external environment. Therefore, marketing plays an important role in strategy development

2.2. Personal factors

Personal factors are a way of collecting and classifying the consistency of an individual's reaction to the situation that is happening (Lambert et al, 2012: 221)

2.3. Psychological factors

Kotler (2017: 226), a set of psychological processes combined with certain consumer characteristics to produce decision processes and purchasing decisions. The four psychological processes consist of motivation, perception, learning, and memory

2.4. Social factors

Rudito (2012: 1) states that social is anything that is used as a reference in interacting between humans in the context of society or community, as a reference means abstract social which contains symbols related to understanding the environment, and functions to regulate actions raised by individuals as members of a society

2.5. Buying decision

According to Swastha and Irawan (2012-105), purchasing decisions are consumers' understanding of the wants and needs of a product by assessing existing sources by setting purchase objectives and identifying alternatives so that purchasing decisions are accompanied by post-purchase behavior. Meanwhile, according to Tjiptono (2012: 278) consumer purchasing decisions are the selection of one action from two or more alternative options

2.6. Consumer purchasing behavior factors

Consumer behavior is greatly influenced by circumstances and layer situations the society in which he was born and developed. This means that consumers coming from different layers of society or environment will have different assessments, needs, opinions, attitudes, and tastes, so that decision making in the purchasing stage will be influenced by several factors. Factors that influence consumer purchasing behavior according to Kotler and Keller (2016: 214)

2.7. Relationship Intervariable Research

2.7.1. The influence of personal factors on purchasing decisions

Sangadji and Sopiah (2013: 335) define personal factors as psychological characteristics of a person that is different from others that cause relatively consistent and long-lasting responses to the environment. Personal factors are factors that are unique to a person. Various personal factors can influence purchasing decisions. According to Kotler and Keller (2016: 222), consumer purchasing decisions are influenced by personal characteristics. Personal characteristics include age and stage in the life cycle; profession; Economic Situation; personality and self-concept; and the value and lifestyle of the buyer. In buying a motorbike, consumers will usually consider the suitability of the consumer with the motorbike, such as the suitability of the motorbike design and personality, whether the motorbike can support their work, and whether the motorbike is suitable for its lifestyle. The hypotheses in this study are as follows:

H1: There is a significant positive effect of personal factors on motorcycle purchasing decisions

2.7.2. The influence of psychological factors on purchasing decisions

Lambert (2010: 224) describes the way psychological factors are used to recognize their feelings, collect and analyze information, formulate thoughts and opinions in taking action. A person's purchasing choice is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes. Psychological factors as part of the influence of the environment in which he lives and lives at the present time without neglecting the influence of the past or its anticipation for the future. According to Kotler (2017: 226), a set of psychological processes combines with certain consumer characteristics to produce decision processes and purchasing decisions. The four psychological processes consist of motivation, perception, learning, and memory fundamentally influences consumer responses to various marketing stimuli. The hypotheses in this study are as follows:

H2: There is a significant positive effect of psychological factors on motorcycle purchasing decisions

2.7.3. The influence of social factors on purchasing decisions

Kotler and Keller (2016: 217) define social factors as the influence of others both formally and informally. Consumer behavior is influenced by social factors such as reference or reference groups, family and social roles and status. Social factors are a group of people who both closely consider equality in the status or respect of the community who continuously socialize among themselves both formally and informally. In making a

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purchase decision, someone often asks first from family or friends, that person can also see the person who is their reference or idol using the same product, and it can also be influenced by their role and social status in the community. The hypotheses in this study are as follows:

H3: There is a significant positive effect of social factors on motorcycle purchasing decisions

2.7.4. The influence of personal, psychological, and social factors on purchasing decisions

Consumers will use factors including cultural, social, personal, and psychological factors. Some of these factors are not considered by marketers but must actually be taken into account to determine how far these consumer behavior factors influence consumer purchases in the motorcycle purchasing decision-making process. Understand and analyze consumer behavior appropriately and correctly, given the many factors that influence consumer behavior and there are differences in behavior for each individual. Manufacturers in distributing their products to the consumer market try to make their products acceptable according to what consumers want. The diversity of consumers in meeting their daily needs can be influenced by various factors, both from consumers and outside consumers. The hypotheses in this study are as follows:

H4: There is a significant positive effect of personal, psychological, and social factors on motorcycle purchasing decisions

2.8. Research Hypothesis Development

Based on the description of the theoretical framework above, the research hypothesis can be stated as follows:

H1: It is suspected that there is a significant positive effect of personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

H2: It is suspected that there is a significant positive influence on psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

H3: It is suspected that there is a significant positive influence on social factors on the decision to purchase a Honda Beat motorbike at a Honda Bintang Motor - Jakarta Dealer

H4: It is suspected that there is a significant positive influence on personal, psychological, and social factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.

2.9. Research Conceptual Framework

Referring to the relationship between research variables that have been described, a conceptual framework can be drawn up in this study as presented in the form of a paradigm. The paradigm in this study is a paradigm of three independent variables and one dependent variable which can be described as follows:

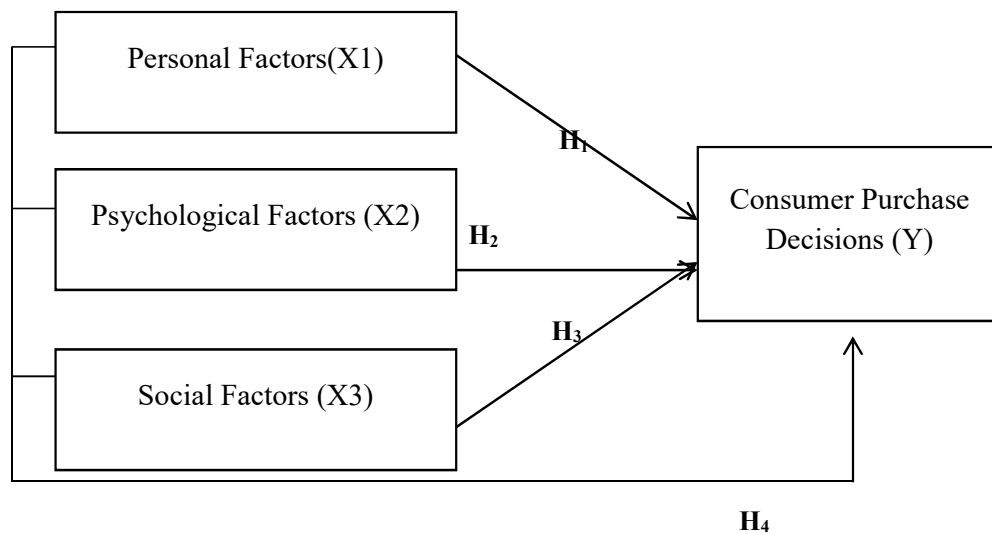


Figure 2.4. Research Conceptual Framework

Based on the picture above shows that when making a purchase, a person can be influenced by several factors, including personal factors, psychological factors, and social factors. Personal factors consist of age and stage in the life cycle; profession; Economic Situation; personality and self-concept; and the value and lifestyle of the buyer. These personal characteristics of a person can have a direct impact on a person's behavior. Apart from personal factors, a person's buying behavior can also be influenced by social factors or factors in the person's environment. Social factors such as reference group, family, and one's role and status in society. Furthermore, psychological factors can also influence a person's buying behavior. This factor is in the consumer. Psychological factors such as motivation, perception,

Consumer purchasing decisions consist of several processes, namely problem recognition, information retrieval, evaluation of alternatives, purchase decisions, and post-purchase behavior. Kotler and Keller (2016: 214) state that consumer purchasing behavior is influenced by cultural, social, personal, and psychological factors. Indicators of purchase decisions are product choice, brand choice, dealer choice, purchase amount, right time to make a purchase, and payment method.

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this research is quantitative associative research strategy, namely explaining or knowing the relationship between two or more variables. (Sugiyono, 2017: 292). This study aims to provide an explanation of how the influence of the independent variables, namely personal factors (X1), psychological factors (X2) and social factors (X3), on purchasing decisions (Y), which are the dependent variable.

3.2. Population and Sample Research

The general population in this study are all consumers in Honda Bintang Motor Dealer - Jakarta, while the target population in this study were Honda Beat consumers at the Honda Bintang Motor - Jakarta dealer whose exact number was unknown

The determination of the number of samples is determined using the Margin of error formula according to Arikunto (2012: 75).

$$n = \frac{Z^2}{4(moe)^2} \dots\dots\dots (3.1)$$

Information :

n = number of samples

Z = the level of confidence required in determining the 95% sample

So that the value of Z is 1.97

Moe = *Margin of error*, that is the maximum error rate

can be tolerated, and in this study used Moe 10%

Based on the above calculations, it is obtained as follows:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$
$$n = \frac{3,8416}{0,04} = 96.04 \approx 97$$

After calculating using the Moe formula, the number of samples used in this study is assumed to be 97 respondents.

3.3. Data and Data Collection Methods

3.3.1. Research data

This study uses primary data and secondary data. According to Sugiyono (2017: 187) primary data is data that is collected and processed by an organization or individual directly from its object. Primary data collected in this study are respondents' perceptions related to research variables.

3.4. Data Analysis Methods

The steps used for data processing in this study are as follows:

3.4.1. Data processing methods

The data obtained were then processed using SPSS version 24 software. SPSS version 24 software was used to facilitate data processing, so that the results were faster and more precise. Where editing and coding are done. Editing is the first stage in processing data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of respondent's answer. Coding is giving or a certain sign or code to alternative answers of a kind or classifying so that it can facilitate researchers about tabulation.

3.4.2. Method of presenting data

In this study the data collected is presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic. Where tabulation is done. Tabulation is the calculation of data that has been collected in each category until it is arranged in an easy to understand table.

The data obtained, after being processed and sorted, will be used for statistical analysis of the data in accordance with the research objectives. The data analysis used is the analysis of the coefficient of determination and hypothesis testing.

3.4.3. Statistical analysis of data

To discuss the research results, researchers used paired data based on the data obtained. Because there is more than one independent variable, namely three independent variables and one dependent variable, the analytical method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

3.4.3.1. Test data quality

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument that will be used to collect research data does not have high validity and reliability. These tests and measurements each demonstrate the consistency and accuracy of the data collected.

1. Validity test

The validity test is carried out to ascertain how well an instrument is used to measure the concept that should be measured. According to Sugiyono, to test the validity is done by correlating the score of the questions with the total score. The total score is the sum of all statement scores. The data that has been obtained is tabulated and factor analysis is carried out using the Construct Validity method using the simple correlation method. If the result is 0.3 or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Karl Pearson's Product Moment, as follows:

$$r_{XY} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

- r_{XY} = The coefficient of the validity of the question items being sought
- n = Number of respondents sought (sample)
- X = Score obtained by subjects from all items
- Y = The total score obtained from all items

Then the results from r_{xy} are compared with the product moment critical brand association (r_{tabel}), if the results obtained are $r_{xy} > r_{tabel}$, then the instrument is valid. In practice, to test the validity of the questionnaire, Microsoft Office Excel software and Statistical Product and Service Solution (SPSS) are often used.

2. Reliability test

The reliability test is intended to determine the extent to which the measurement results remain consistent or stable over time if two or more measurements of the same symptoms are carried out using the same measuring instrument, the quality of data obtained from the use of research instruments can be evaluated using the reliability test. and validity. The instrument reliability testing was carried out using internal consistency with the split half technique, which was analyzed using the Spearman Brown formula, as follows:

$$r_i = \frac{2.r_b}{1 + r_b} \dots\dots\dots (3.3)$$

Where :

$$r_b = \frac{(n \cdot \sum X_1 X_2) - (\sum X_1)(\sum X_2)}{\sqrt{\{(\sum X_1^2) - (\sum X_1)^2\} \{(\sum X_2^2) - (\sum X_2)^2\}}} \dots\dots\dots (3.4)$$

Information :

- r_i = Instrument reliability
- r_b = The correlation coefficient between even and odd groups
- n = Number of sample members
- X_1 = Total score of odd items
- X_2 = Total score of even items

Furthermore, the research instrument is said to be reliable if the reliability of the instrument results is 0.6 or more.

3.4.3.2. Classic assumption test

The classic assumption test must be done first to find out whether the data is suitable for analysis. The aim is to avoid biased estimates, because not all data can be applied regression. The classical assumption test used is the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

1. Normality test

Normality test is used to test whether in a regression model the dependent and independent variables (confounders) or both have a normal distribution (Ghozali, 2013: 160). A good regression model is to have normal distribution data or close to normal. If the residual value is not normally distributed, the statistical test will be invalid for a small sample.

This study conducted a normality test by performing a simple statistical test by looking at the Kalmogorov-Smirnov (KS) significance value. The KS test is carried out by looking at the profitability value, provided that if the profitability value is ≥ 0.05 , the residual is normally distributed. Meanwhile, if the profitability value is ≤ 0.05 , the residual is not normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to test whether there is a relationship between independent variables in the regression model (Ghozali, 2013). Because a good regression model is that there is no correlation between the independent variables. To determine the presence or absence of multicollinearity in the regression of this study are as follows:

a. Independent variables correlation matrix.

If there is a high enough correlation between variables (above 0.95), then this is an indication of multicollinearity (Ghozali, 2013).

b. Tolerance value and variance inflation factor (VIF)

These two measures indicate each independent variable described by other independent variables. The cutoff that is commonly used to indicate multicollinearity is a tolerance value ≤ 0.10 or a VIF value ≥ 10 (Ghozali, 2013).

3. Autocorrelation Test

The autocorrelation test aims to test whether there is a correlation between the confounding error in period t with the confounding error in period $t-1$ (before) (Ghozali, 2013). If there is a correlation, it is called an autocorrelation problem. Meanwhile, a good regression model is a regression model that does not have autocorrelation problems. In this study the autocorrelation test was performed using the Durbin Watson (DW) test.

4. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Imam Ghozali (2013), the way to detect the presence or absence of heteroscedasticity is to look at the scatter plot graph between the predicted values of the dependent variable, namely ZPRED with the residual SRESID, park test, white test, and jet serge. In this study, heteroscedasticity was detected by looking at the Scatter plot graph, including the prediction of the dependent variable (ZPRED) and its residual (SRESID).

3.4.3.3. Analysis of the Coefficient of Determination (R^2)

Analysis of R^2 (R square) or the coefficient of determination is used to determine how much the percentage contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R^2 is close to 1 (one), it can be said that the stronger the model is in explaining the independent variables against the dependent variable. conversely, if R^2 is close to 0 (zero), the weaker the variation in the independent variable explains the

dependent variable. (Priyatno, 2012: 125) To state the size of the contribution of the independent variable to the dependent variable, it can be determined by the formula for the coefficient of determination as follows:

1. Contribution of the influence of personal factors on purchasing decisions
 $R_{21} = (r_{Y1.23})^2 \cdot 100\%$
2. Contribution of the influence of psychological factors on purchasing decisions
 $R_{22} = (r_{Y2.13})^2 \cdot 100\%$
3. Contribution of the influence of social factors to purchasing decisions
 $R_{23} = (r_{Y3.12})^2 \cdot 100\%$
4. Contribution of the influence of personal factors, psychological factors and social factors together on purchasing decisions
 $R_{24} = (r_{Y123})^2 \cdot 100\%$

Information :

$r_{Y1.23}$ = Partial correlation coefficient between X1 and Y (X2 and X3 = constant)

$r_{Y2.31}$ = Partial correlation coefficient between X2 and Y (X1 and X3 = constant)

$r_{Y3.12}$ = The partial correlation coefficient between X3 and Y (X1 and X2 = constant)

r_{Y123} = Multiple correlation coefficient

R_{12} = coefficient of partial determination between X1 and Y

R_{22} = coefficient of partial determination between X2 and Y

R_{32} = coefficient of partial determination between X1 and Y

R_{42} = coefficient of determination multiple between X1 X2 X3 and Y

X1 = Personal factors

X2 = Psychological factors

X3 = Social factors

Y = Purchase decision

3.4.3.4. Hypothesis test

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are:

1. Effect of X1 on Y
Ho: $\rho_{y1.23} < 0$ (Partially there is a significant positive effect of personal factors on purchasing decisions).
Ha: $\rho_{y1.23} > 0$ (Partially there is a significant positive effect of personal factors on purchasing decisions).
2. Effect of X2 on Y
Ho: $\rho_{y2.13} < 0$ (partially there is a significant positive effect of psychological factors on purchasing decisions).
Ha: $\rho_{y2.13} > 0$ (partially there is a significant positive effect of psychological factors on purchasing decisions).
3. Effect of X3 on Y
Ho: $\rho_{y3.12} < 0$ (Partially there is a significant positive effect of social factors on purchasing decisions).
Ha: $\rho_{y3.12} > 0$ (Partially there is a significant positive effect of social factors on purchasing decisions).

To test the effect of independent variables on the dependent variable partially, it is seen from the P-value compared to α ($5\% = 0.05$)

Ho is rejected, Ha is accepted if the P-value < 0.05 and

Ho is accepted, Ha is rejected if the P-value is > 0.05

4. Effect of X1X2and X3 against Y

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Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are:

Ho: $\rho_{y123} < 0$ (Simultaneously there is a significant positive effect of personal factors, psychological factors and social factors on purchasing decisions).

Ha: $\rho_{y123} > 0$ (Simultaneously there is a significant positive influence on personal factors, psychological factors and on purchasing decisions).

As for testing the effect of the independent variable on the dependent variable multiple (together), the value of Significance F is used compared to α ($5\% = 0.05$).

Ho is rejected, Ha is accepted if Significance F < 0.05 and

3.5. Ho is accepted, Ha is rejected if Significance F > 0.05

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Bintang Motor is a company engaged in the sale of Honda motorcycles since 2001, apart from sales we also provide maintenance and sales of official spare parts. Bintang Motor has a sales and maintenance network spread across 8 provinces in Indonesia, namely Jakarta, Bogor, Depok, Tangerang, Bekasi, Cikarang, Jatiasih, Bandung, Cirebon, Pontianak, Makassar, Balopa, Bandar Lampung, East Lampung, Gisting, Bengkulu, Palembang, Lahat, and Sekayu. Vision - Mission of Honda Bintang Motor - Jakarta.

4.2. Data Description

4.2.1. Respondent Description

In this study, data collection used a questionnaire, which was given to 97 Honda motorbike respondents who described the characteristics of the respondents, as shown in the table below:

Table 4.1. Data on the Characteristics of Research Respondents Based on Gender

No.	Gender	Number of people)	Percentage (%)
1	Women	18	19%
2	Male	79	81%
amount		97	100

Source: Data processed (2020)

In this study, the highest number of respondents was male as many as 79 people or 82% and the lowest respondent was female as many as 17 people or 18%. This means that the buying decision is dominated by men because of the tendency for Honda Beat motorbikes to be sold to be used more by men.

Table 4.2. Data on the Characteristics of Research Respondents Based on Type of Age

No.	Age (Years)	Number of people)	Percentage (%)
1	17-25	24	25
2	26 - 35	46	47
3	36 - 50	27	28
4	> 45	-	-

amount	97	100
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Source: Data processed (2020)

In this study, the highest number of respondents aged 26 - 35 years was 46 people or 47% and the lowest respondents were aged > 45 because generally these ages rarely buy their own. This means that purchasing decisions are dominated by ages 26-35 years old because they are young and follow the latest motorcycle trends in meeting their needs.

Table 4.3. Data on the Characteristics of Research Respondents Based on Last education

No.	Last education	Number of people)	Percentage (%)
1	High school	29	30
2	D III	12	12
3	S1	52	54
4	S2	4	4
amount		97	100

Source: Data processed (2020)

In this study, the highest number of respondents was the latest S1 education as many as 52 people or 54%, the lowest respondent was the latest S2 education as many as 4 people or 4%. This means that purchasing decisions are dominated by consumers with an undergraduate degree because the mindset of the last S1 education is more concerned with the trend, while the last education S2 prioritizes the interests of his life.

Table 4.4. Data on Characteristics of Respondents Penelitian Based Type of work

No.	Profession	Number of people)	Percentage (%)
1	Civil servants	6	6
2	Private employees	25	26
3	entrepreneur	13	13
4	Student / Student	53	55
amount		97	100

Source: Data processed (2020)

In this study, the highest number of respondents was students as many as 53 people or 55% and the lowest respondents were civil servants as many as 6 people or 6%. It means that the purchasing decision is dominated by students because motorbikes are used according to their respective needs such as going to school / campus, malls, sightseeing and so on and because housewives prefer another motorbike.

Table 4.5. Data on Characteristics of Respondents Penelitian Based Income

No.	Profession	Number of people)	Percentage (%)
1	<Rp. 5,000,000	39	40
2	Rp. 5,000,000 - Rp. 10,000,000	45	46
3	> Rp. 10,000,000	13	13
amount		97	100

Source: Data processed (2020)

In this study, the highest number of respondents was income Rp. 5,000,000 - Rp. 10,000,000 semonth as much as 46%. This shows that most buyers have a sizable income.

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4.2. Results of Testing Research Instruments

This study uses primary data. The data were collected using a questionnaire distribution technique, namely by providing written statements to the respondents. Furthermore, the respondent gave a response to the statement given. This questionnaire is closed in nature where the answers are readily available. The following are the results of the validity and reliability tests.

4.2.1. Validity test

From the results of the data obtained through a questionnaire made by the researcher, it consists of 32 questions covering the results of personal factors, psychological factors, social factors and purchasing decisions which are addressed to 97 respondents at Honda Bintang Motor Dealer - Jakarta. This is done so that data collection can be representative and accurate and support qualitative analysis of personal factors, psychological factors, social factors and the decision to purchase a Honda Beat motorcycle at a Honda Star Motor Dealer - Jakarta. Based on the results of the respondents' answers in the attachment, it can be seen the weight of the assessment criteria using the validity test.

The following are the results of data processing for all statements in the personal factor instrument consisting of 8 (eight) statement items in Table 4.6. as follows :

Table 4.6. Item-by-item validity for personal factor variables

No. Statement	rhitung	critical	Decision
Item 1	0.387	0.30	Valid
Item 2	0.725	0.30	Valid
Item 3	0.439	0.30	Valid
Item 4	0.520	0.30	Valid
Item 5	0.734	0.30	Valid
Item 6	0.596	0.30	Valid
Item 7	0,700	0.30	Valid
Item 8	0.389	0.30	Valid

Source: Processed Results of SPSS Ver. 24 (2020)

Based on data processing (Appendix 6), the results obtained for personal factor variables (X1), the eight statements have personal factors of 0.30 so that these statements can be used for data collection in this study.

The following are the results of data processing for all statements in the psychological factor instrument consisting of 8 (eight) statement items in Table 4.7. as follows :

Table 4.7.Item-by-item validity for psychological factor variables

No. Statement	rhitung	critical	Decision
Item 1	0.699	0.30	Valid
Item 2	0.660	0.30	Valid
Item 3	0.324	0.30	Valid
Item 4	0.398	0.30	Valid
Item 5	0.514	0.30	Valid
Item 6	0.681	0.30	Valid
Item 7	0.425	0.30	Valid
Item 8	0.649	0.30	Valid

Source: Processed Results of SPSS Ver. 24 (2020)

Based on data processing (Appendix 7), the results obtained for the psychological factor variable (X2), the eight statements have personal factors of 0.30 so that these statements can be used for data collection in this study.

The following is the result of data processing for all statements in the social factor instrument which consists of 5 (five) statement items in Table 4.8. as follows :

Table 4.8. Instrument Validity Per item for social factor variables

No. Statement	rhitung	critical	Decision
Item 1	0.817	0.30	Valid
Item 2	0.736	0.30	Valid
Item 3	0.526	0.30	Valid
Item 4	0.838	0.30	Valid
Item 5	0.527	0.30	Valid

Source: Processed Results of SPSS Ver. 24 (2020)

Based on data processing (Appendix 8), the results obtained for social factor variables (X3), the five statements have personal factors of 0.30 so that these statements can be used for data collection in this study.

The following are the results of data processing for all statements in the purchasing decision instrument which consists of 11 (eleven) statement items in Table 4.9 as follows:

Table 4.9. Instrument validity per item for purchasing decision variables

No. Statement	rhitung	critical	Decision
Item 1	0.441	0.30	Valid
Item 2	0.612	0.30	Valid
Item 3	0.565	0.30	Valid
Item 4	0.530	0.30	Valid
Item 5	0.614	0.30	Valid
Item 6	0.701	0.30	Valid
Item 7	0.356	0.30	Valid
Item 8	0.556	0.30	Valid
Item 9	0.346	0.30	Valid
Item 10	0.334	0.30	Valid
Item 11	0.362	0.30	Valid

Source: Processed Results of SPSS Ver. 24 (2020)

Based on data processing (Appendix 9), the results obtained for the purchase decision variable (Y), the eleven statements have personal factors of 0.30 so that these statements can be used for data collection in this study.

4.2.2. Reliability test

After the validity test is carried out, for a valid statement the reliability test is then carried out. The reliability test was carried out using the split half method with the Spearman Brown formula. The correlation between the even and odd items of the personal factor variable (X1) results in $r_b = 0.589$ resulting in $r_i = 0.741$ (Attachment 11). As for the correlation between the even and odd items of the psychological factor variable (X2) it results in $r_b = 0.613$, resulting in $r_i = 0.760$ (Appendix 13).

The correlation between the even and odd items of the social factor variable (X3) results in $r_b = 0.502$ which results in $r_i = 0.668$ (Appendix 15). While the correlation

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between the even and odd items of the purchasing decision variable (Y) results in $r_b = 0.561$ so that it produces $r_i = 0.719$ (Appendix 17)

Table 4.10. Instrument Reliability Test Results

Variable	ri	critical	Decision
Personal factor (X1)	0.741	0.60	Reliable
Psychological factors (X2)	0.760	0.60	Reliable
Social factors (X3)	0.668	0.60	Reliable
Purchase decision (Y)	0.719	0.60	Reliable

Source: *Processed Results of SPSS Ver. 24 (2020)*

Thus it can be concluded, both personal factors (X1), psychological factors (X2), social factors (X3) and purchase decisions (Y) instruments are considered reliable because of the Spearman brown correlation which becomes the r_i value greater than 0.60.

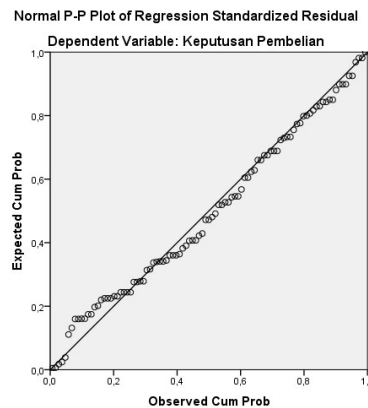
4.3. Statistical Analysis of Data

4.3.1. Classic assumption analysis

The classic assumption test is a prerequisite test if you use linear regression analysis. These tests include the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. If these assumptions are violated, for example the regression model is not normal, multicollinearity occurs, heteroscedasticity occurs or autocorrelation occurs. The following will discuss each classical regression assumption test as follows:

1. Normality test

The normality test is used to test whether the data is normally distributed or not. The test used to test the normality of the data is by using the PP plot graph analysis and the One Sample Kolmogorov Smirnov test, as shown in the figure below:



Source: *Processed Results of SPSS Ver. 24 (2020)*

Figure 4.6 Normality test

In the picture above it can be seen that the dots spread around the line and follow the diagonal line, so the regression model is normally distributed.

Normality testing aims to test whether in the regression model the confounding or residual variables have a normal distribution. Normality testing can be done using the One Sample Kolmogorov-Smirnov Test, with a significant level of 0.05 or 5%.

Testing criteria using *One Sample Kolmogorov-Smirnov Test* are:

- If the resulting significance > 0.05, the data distribution is said to be normal.
- If the resulting significance < 0.05 then the data are not normally distributed.

Table 4.11 Data normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^a , b	Mean	0E-7
	Std. Deviation	1.29326957
	Absolute	,084
Most Extreme Differences	Positive	,058
	Negative	-,084
Kolmogorov-Smirnov Z		,824
Asymp. Sig. (2-tailed)		,506

a. Test distribution is Normal.

b. Calculated from data.

Source: *Processed Results of SPSS Ver. 24 (2020)*

Based on the output results in the table above, it can be seen that the significance value (Asymp. Sig 2 tailed) is greater than 0.05, namely $0.646 > 0.05$, it can be concluded that the data distribution on the five variables is declared normal.

2. Multicollinearity Test

Multicollinearity testing aims to test whether the regression model finds any correlation between independent (independent) variables. The condition that must be met in the regression model is the absence of multicollinearity between the independent variables. In this study, to test the presence or absence of multicollinearity, it can be seen through the Variance Inflation Factor (VIF) value and tolerance value for each independent variable. If the tolerance value is above 0.10 and the VIF is less than 10, it is said that there are no symptoms of multicollinearity. The VIF value can be seen in the table below:

Table 4.12. Multicollinearity Test Results

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Personal Factors	,348	2,876
Psychological Factors	,565	1,770
Social Factors	,513	1,948

a. Dependent Variable: Purchase Decision

Source: *Processed Results of SPSS Ver. 24 (2020)*

Based on the results of the multicollinearity test output shown in the table above, it can be seen in the Coefficients table (Tolerance and VIF values) that the tolerance value for the independent variable this value is greater than 0.1 (tolerance > 0.1). VIF value for independent variables where this value is less than ten (VIF < 10). So it can be concluded that there are no symptoms of multicollinearity between the independent variables.

3. Autocorrelation Test

Autocorrelation aims to test whether in a linear regression model there is a correlation between year t confounding error and year t-1 error (previous). If there is a correlation, it is called an autocorrelation problem. A good regression model is free from autocorrelation. The results of processed autocorrelation test data can be seen in the Model Summary table (Durbin Watson column) below:

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Table 4.13. Autocorrelation Test Results

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,925a	,855	,851	1.31396	2,041

- a. Predictors: (Constant), Social Factors, Psychological Factors, Personal Factors
- b. Dependent Variable: Purchase Decision

Source: Processed Results of SPSS Ver. 24 (2020)

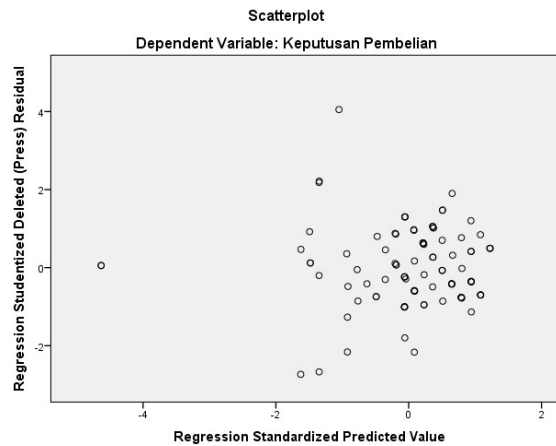
One way to identify it is to look at the Durbin Watson (DW) value:

- a. If the DW value is below -2 it means that there is positive autocorrelation
- b. If the DW value is between -2 to +2 it means that there is no autocorrelation
- c. If the DW value is above +2 it means that there is negative autocorrelation

From the output value, it can be seen that Durbin Watson's value is 2.041. Thus there is no autocorrelation in the regression model.

4. Heteroscedasticity Test

Heteroscedasticity is a condition where there is an unequal variant of the residuals of all observations in the regression model. The way to detect it is to use the graphical method, namely by looking at the dots pattern on the regression scatterplot so that the heteroscedicity test produces a dotted distribution pattern as shown in the figure below:



Source: Processed Results of SPSS Ver. 24 (2020)

Figure 4.7. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test output shown in Figure 4.3, it shows that the dots do not form a certain pattern or there is no clear pattern and the dots spread above and below the 0 on the Y axis, so it can be concluded that there is no heteroscedasticity problem in regression model.

4.3.2. Analysis of the coefficient of determination

The influence of personal factors, psychological factors, and social factors on the purchase decision of a Honda Beat motorcycle is shown by the coefficient of determination (R²). The coefficient of determination (R²) shows the proportion or percentage of the total variation in variable Y which can be explained by the independent variables X₁ X₂ and X₃.

1. Partial Determination Coefficient

- a. The coefficient of determination of personal factors (X₁) on the decision to purchase a Honda Beat (Y) motorcycle is as follows:

Table 4.14. Personal Factor Partial Determination Coefficient (X1) and the decision to purchase a Honda Beat (Y) motorcycle
Correlations

Control Variables		Personal Factors	Buying decision
Psychological Factors	Correlation	1,000	,733
	Personal Factors		
	Significance (2-tailed)	.	,000
	df	0	94
	Buying decision		
	Correlation	,733	1,000
	Significance (2-tailed)	,000	.
	df	94	0

Source: Processed Results of SPSS Ver. 24 (2020)

$$\begin{aligned} \text{KDP1} &= (r)^2 \times 100\% \\ &= (0.733)^2 \times 100\% \\ &= 0.537 \times 100\% \\ &= 53.7\% \end{aligned}$$

This shows that the partial determination coefficient of 0.537 can be interpreted that the influence of personal factors on purchasing decisions for Honda Beat motorbikes is 53.7% or in other words 53.7% of variations in the variable purchasing decisions for Honda Beat motorbikes can be explained by personal factor variables. , while the remaining 46.3% is the influence of other variables not included in this research model.

- b. The coefficient of determination of psychological factors (X2) on the purchase decision of a Honda Beat motorcycle (Y) is as follows:

Table 4.15. The coefficient of determination of partial psychological factors (X2) and the decision to purchase a Honda Beat (Y) motorcycle
Correlations

Control Variables		Psychological Factors	Buying decision
Social Factors	Correlation	1,000	,766
	Psychological Factors		
	Significance (2-tailed)	.	,000
	df	0	94
	Buying decision		
	Correlation	,766	1,000
	Significance (2-tailed)	,000	.
	df	94	0

Source: Processed Results of SPSS Ver. 24 (2020)

$$\begin{aligned} \text{KDP2} &= (r)^2 \times 100\% \\ &= (0.766)^2 \times 100\% \\ &= 0.587 \times 100\% \\ &= 58.7\% \end{aligned}$$

This shows that the partial determination coefficient of 0.587 can be interpreted that the influence of psychological factors on purchasing decisions for Honda Beat motorbikes is 58.7% or in other words 58.7% of variations in the variable purchasing decisions for Honda Beat motorbikes can be explained by

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psychological factors. , while the remaining 41.3% is the influence of other variables not included in this research model.

- c. The coefficient of determination of social factors (X3) on the decision to purchase a Honda Beat (Y) motorcycle is as follows:

Table 4.16. Social Factor Partial Determination Coefficient (X3) and the decision to purchase a Honda Beat (Y) motorcycle

Control Variables			Social Factors	Buying decision
Personal Factors	Social Factors	Correlation	1,000	,337
		Significance (2-tailed)	.	,001
		df	0	94
	Buying decision	Correlation	,337	1,000
		Significance (2-tailed)	,001	.
		df	94	0

Source: Processed Results of SPSS Ver. 24 (2020)

$$\begin{aligned}
 \text{KDP3} &= (r)^2 \times 100\% \\
 &= (0.337)^2 \times 100\% \\
 &= 0.114 \times 100\% \\
 &= 11.4\%
 \end{aligned}$$

This shows that the partial determination coefficient of 0.114 can be interpreted that the influence of social factors on purchasing decisions for Honda Beat motorbikes is 11.4% or in other words 11.4% of variations in the variable purchasing decisions for Honda Beat motorbikes can be explained by social factor variables. , while the remaining 88.6% is the influence of other variables not included in this research model.

2. Simultaneous Determination Coefficient

The value of the simultaneous determination coefficient of personal factors (X1), psychological factors (X2), and social factors (X3) on the purchase decision of a Honda Beat motorcycle (Y) is as follows:

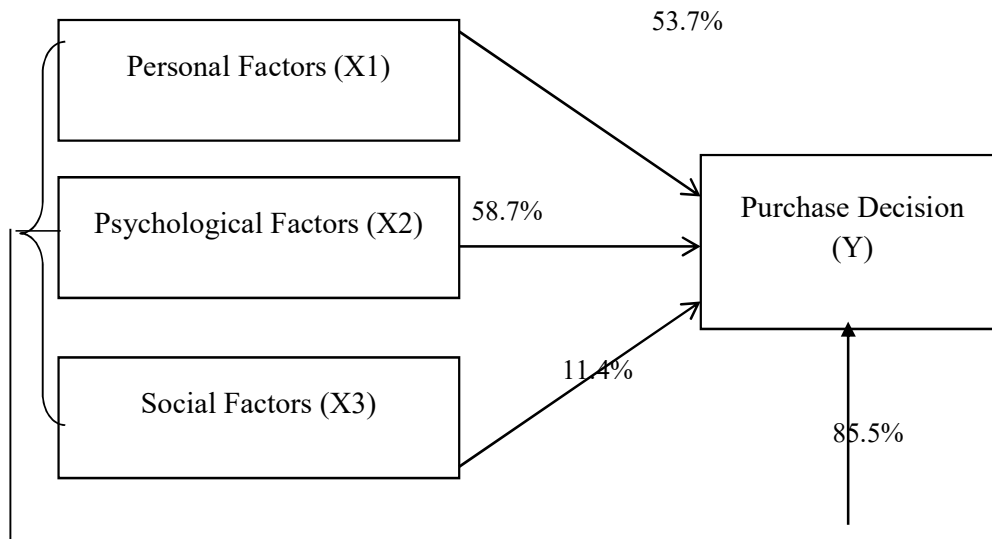
Table 4.17. Simultaneous Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925a	,855	,851	1.31396

a. Predictors: (Constant), Social Factors, Psychological Factors, Personal Factors

Source: Processed Results of SPSS Ver. 24 (2020)

Still in Table 4.17, the results of the calculation of the simultaneous coefficient of determination with a value of R2 = 0.855 can be interpreted that the influence of personal factors, psychological factors, and social factors together on the decision to purchase a Honda Beat motorcycle is 85.5% or in other words, 85 , 5% variation of Honda Beat motorcycle purchasing decision variables can be explained by personal factors, psychological factors, and social factors together, while the remaining 14.5% is the influence of other variables that are not included in this research model.



Source: Data Processed Results (2020)

Figure 4.8. Results of the partial and simultaneous coefficient of determination.

4.3.3. Hypothesis test

1. Partial testing

Table 4.18. Partial Hypothesis Testing personal factors (X1), psychological factors (X2), and social factors (X3) on purchasing decisions for a Honda Beat motorcycle (Y)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5,656	1,454		3,890	,000
	Personal Factors	,455	,076	,398	5,948	,000
	Psychological Factors	,442	,058	,400	7,617	,000
	Social Factors	,451	,087	,286	5,192	,000

a. Dependent Variable: Purchase Decision

Source: Processed Results of SPSS Ver. 24 (2020)

a. The influence of personal factors (X1) on purchasing decisions for Honda Beat (Y) motorbikes

Ho: $\rho_{y1.23} < 0$ partially there is a significant positive effect of personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

Ha $\rho_{y1.23} > 0$ partially there is a significant positive effect of personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

After testing the hypotheses of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of variable X1 is 0.000 (Table 4.18) which is smaller than the real level or $0.000 < 0.05$. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant positive

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influence on personal factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.

- b. The influence of psychological factors (X2) on purchasing decisions for Honda Beat (Y) motorbikes

Ho: $\rho_{y2.13} < 0$ partially there is a significant positive effect of psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

Ha: $\rho_{y2.13} > 0$ partially there is a significant positive effect of psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

After testing the hypothesis of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of the X2 variable was 0.000 (Table 4.18) which was smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant positive influence on psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer.

- c. The influence of social factors (X3) on purchasing decisions for a Honda Beat (Y) motorcycle

Ho: $\rho_{y3.12} < 0$ partially there is a significant positive effect of social factors on the decision to buy a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

Ha: $\rho_{y3.12} > 0$ partially there is a significant positive effect of social factors on the decision to buy a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta Dealer

After testing the hypothesis of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of the X3 variable is 0.000 (Table 4.18) which is smaller than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant positive influence on social factors on the decision to purchase a Honda Beat motorcycle at a Honda Star Motor - Jakarta Dealer.

Table 4.19. Results of partial hypothesis testing X1, X2, X3 with Y

Variable	Significance Test Results	Decision process
Personal factor (X1)	0.000 < 0.05	Significant
Psychological factors (X2)	0.000 < 0.05	Significant
Social factors (X3)	0.000 < 0.05	Significant

Source: Data Processed Results (2020)

2. Simultaneous testing

Table 4.20. Simultaneous Hypothesis Testing personal factors (X1), psychological factors (X2), and social factors (X3) on the purchase decision of a Honda Beat motorcycle (Y)

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	949,683	3	316,561	183,354	,000b
Residual	160,564	93	1,726		
Total	1110,247	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Social Factors, Psychological Factors, Personal Factors

Source: Processed Results of SPSS Ver. 24 (2020)

- Ho: $\rho_{y123} < 0$ Simultaneously there is a significant positive influence on personal, psychological and social factors on the decision to purchase a Honda Beat motorbike at a Honda Bintang Motor - Jakarta Dealer.
- Ha: $\rho_{y123} > 0$ Simultaneously there is a significant positive influence on personal, psychological and social factors on the decision to purchase a Honda Beat motorbike at a Honda Bintang Motor - Jakarta Dealer.

After testing the hypothesis according to the test steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0, it is obtained that the significance F is 0.000 (Appendix 18) which is smaller than the real level or $0.000 < 0.05$. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so simultaneously (simultaneously) there is a significant positive influence on personal, psychological and social factors on the decision to purchase a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta dealer, which means the addition and reduction of personal factors, Psychological factors and social factors will have a significant impact on the increase and decrease in purchasing decisions for Honda Beat motorbikes.

Table 4.21. Results of simultaneous hypothesis testing X1, X2, X3 with Y

Variable	Significance Test Results F	Decision process
Personal factors (X1), psychological factors (X2), social factors (X3)	0.000 < 0.05	Significant

Source: Data Processed Results (2020)

4.4. Research Findings

Based on the research analysis shows that Partially there is a significant positive effect of personal factors on the decision to purchase a Honda Beat motorbike at a Honda Star Motorbike Dealer - Jakarta where the P-value of the X1 variable is 0,000, which is smaller than the real level or $0,000 < 0,05$, so Ho is rejected or Ha is accepted. With the contribution of the influence of personal factors on purchasing decisions for Honda Beat motorbikes of 53.7% or in other words 53.7% of variations in the variable purchasing decisions of Honda Beat motorbikes can be explained by personal factors, while the remaining 46.3% is the influence of other variables. which were not included in this research model. The decision to buy a Honda Beat motorbike becomes a consideration for itself, seeing from the age of need, occupation, economic conditions, lifestyle, and self-confidence when using the product. Honda Beat motorbikes have features / styles that suit consumer needs such as good shape and striping and have a unique design with various color choices. Therefore, personal factors must be considered by the company, namely by conducting continuous research to determine the development and desires of consumers for Honda Beat motorcycle products.

Partially, there is a significant positive effect of psychological factors on the decision to purchase a Honda Beat motorcycle at a Honda Star Motorbike Dealer - Jakarta, where the P-value of the X2 variable is 0.000 smaller than the real level or $0.000 < 0.05$, so Ho is rejected or Ha is accepted. With the contribution of the influence of psychological factors on the purchase decision of a Honda Beat motorcycle by 58.7% or in other words 58.7% of the variation in the variable purchasing decision for a Honda Beat motorcycle can be explained by psychological factors, while the remaining 41.3% is the influence of other variables. which were not included in this research model. Psychological variables are factors that need to be considered by companies, especially automotive companies, because these factors are influenced by motivation in buying, perceptions of advertising, knowledge of a product, beliefs and attitudes in purchasing decisions for a scooter. For this reason, the dealer issues the latest products. The four factors above are considered by consumers in

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choosing and buying a Honda Beat motorcycle. Consumers have behaviors that can change at any time. These changes can occur due to cultural, social, personal and psychological factors. Understanding consumer behavior is very important for the success of a company's marketing strategy. Therefore, companies must not only be able to fulfill and satisfy economic desires,

Partially, there is a significant positive effect of social factors on the decision to buy a Honda Beat motorcycle at a Honda Star Motorbike Dealer - Jakarta, where the P-value of the X3 variable is 0.000 smaller than the real level or $0.000 < 0.05$, so H_0 is rejected or H_a is accepted. With the contribution of the influence of social factors on purchasing decisions for Honda Beat motorbikes of 11.4% or in other words 11.4% of the variation in the variable purchasing decisions for Honda Beat motorbikes can be explained by social factors, while the remaining 88.6% is the influence of other variables which were not included in this research model. Social factor variable is the more dominant variable which influences and becomes the consumer's consideration in choosing a Honda Beat motorcycle. Social factor variables have an influence on purchasing decisions for Honda Beat motorbikes, where these factors include the influence of social environment, family, and role and status in society. The influence of the community on the Honda Beat usually appears when the neighborhood where you live has a belief in a popular brand today, besides that the family is a very big influence in purchasing decisions for a product, as well as its role and status in the society you want to be appreciated, so you choose the type the best Honda Beat motorcycle products.

Simultaneously there is a significant positive influence on personal, psychological and social factors on the decision to purchase a Honda Beat motorbike at a Honda Star Motorbike Dealer - Jakarta, which means that the addition and reduction of personal factors, psychological factors, and social factors will have a significant impact on increasing and decreasing purchasing decisions. Honda Beat motorbikes where the Significance F of 0.000 is smaller than the real level or $0.000 < 0.05$ then H_0 is rejected or H_a is accepted. With the contribution of the influence of personal factors, psychological factors, and social factors together on the purchase decision of a Honda Beat motorcycle by 85.5% or in other words, 85.5% of the variation in the variable purchasing decision of a Honda Beat motorcycle can be explained by personal factor variables, , psychological factors,

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on research analysis shows that:

1. Partially the results of the analysis in this study state that personal factors (X1) have a significant positive effect on purchasing decisions for Honda Beat motorbikes at Honda Bintang Motor - Jakarta dealers.
2. Partially the results of the analysis in this study state that psychological factors (X2) have a significant positive effect on the purchase decision of a Honda Beat motorcycle at a Honda Bintang Motor - Jakarta dealer.
3. Partially the results of the analysis in this study state that social factors (X3) have a significant positive effect on purchasing decisions for Honda Beat motorbikes at Honda Bintang Motor - Jakarta dealers.
4. Simultaneously, the results of the analysis in this study state that personal, psychological and social factors have a significant positive effect on purchasing decisions for Honda Beat motorbikes at Honda Star Motor dealers - Jakarta.

5.2. Suggestion

Based on the results of the analysis of the discussions and conclusions that have

been carried out, the suggestions that can be given are as follows:

1. We should pay more attention to the importance of consumer psychological factors, especially on beliefs and attitudes, as a tool to increase sales of Honda Beat products, and it is also hoped that the results of this study can provide input, especially in marketing activities. Honda Bintang Motor Dealer - Jakarta to emphasize marketing activities and focus on consumer beliefs and attitudes.
2. Honda Bintang Motor Dealer - Jakarta expected to be able to understand consumer behavior because this can influence consumers in making motorcycle purchasing decisions Honda Bintang Motor Dealer - Jakarta.
3. Honda Bintang Motor Dealer - Jakarta suggested to further improve the factors that support consumer confidence such as the best service performance, providing products that can be trusted and in accordance with consumer needs.
1. Honda Bintang Motor Dealer - Jakarta It is suggested to further increase the factors that support customer commitment such as feeling comfortable when buying, communicative employees and concern for customers, and the availability of facilities that support comfort and safety in the buying process.

5.1. Limitations and Further Research Development

The limitations of this study are:

1. This research only examines personal, psychological and social factors which has an effect on decision to purchase a Honda Beat motorcycle. There are still other factors that can influence decision to purchase a Honda Beat motorcycle for example promotional variables, advertising and others.
2. The suggested research expansion of this study is to add independent variables that influence it decision to purchase a Honda Beat motorcycle to increase sales. In addition, the research indicators used in the research can be added with other indicators outside of this research that are relevant to the research to be carried out.

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