THE INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA ADVERTISING AND E-WORD OF MOUTH ON HONDA MOTORCYCLE PURCHASE DECISIONS
(Case Study on Bintang Motor Jaya Buaran Customer)

Feri Arif Kurniawan; Syahrul Effendi, SE., MM
Manajemen
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
kurniawanferi59@gmail.com; syahrul.effendi@stei.ac.id

Abstract

The purpose of this study was to determine the effect of brand awareness, social media advertising and e-word of mouth on Honda motorcycle purchasing decisions. The study was conducted on Bintang Motor Jaya Buaran customers with a population of 350 people and a sample of 100 people was determined. The sampling technique used in this study is non probability sampling with accidental sampling technique that is the researcher takes a sample that he happened to encounter at that time.

The type of data needed in this research is quantitative data. Quantitative data in this study are data sourced directly from respondents presented in the form of a Likert scale. Data collection techniques used include observation, interviews and questionnaires. The statistical method used is multiple regression analysis with IBM Statistics SPSS v.24 application.

The results of this study partially or simultaneously have a significant effect between Brand awareness (X1), Social Media Advertising (X2), E-word of mouth (X3) on the Purchase Decision (Y) of Honda motorcycles at Bintang Jaya Motor Buaran. The independent variables namely Brand awareness (X1), Social Media Ads (X2) and E-word of mouth (X3) explain the dependent variable or purchase decision as much as 84.7% and the rest are explained by other variables not examined in this study.

Keywords: Brand awareness, Social Media Advertising, E-word of mouth, Purchasing Decision

I. PRELIMINARY

In this era of intense competition, humans are required to be able to apply efficiency and effectiveness in all their activities, as well as in terms of mobility from one place to another. This of course will affect the selection of means of transportation to be used. Traffic jams everywhere, fuel prices always going up. That is what encourages people to choose the motorbike mode of transportation, because motorbikes are a solution to transporting quickly but also economically.

Based on data on the number of motorbikes, it can be seen that an increase in the number of motorbikes in the country from 2013 - 2017. This increase in the number of motorbikes must be used by manufacturers to increase sales. The domestic sales performance of motorcycles in January 2019 experienced a growth of 17.9 percent, reaching 569,126 units when compared to the previous period which only reached 482,357 units. Chairman of the Commercial Division of the Indonesian Motorcycle

Industry Association (AISI), Sigit Kumala, assessed that stable economic conditions are one of the factors that influence this growth. Based on data from the Indonesian Motorcycle Industry Association (AISI), Astra Honda Motor (AHM) is still the market leader in January this year with sales of 441,165 units. With this figure, AHM managed to capture 77.5 percent of the market. Yamaha, with total sales of 110,110 units, had to be satisfied with controlling 19.3 percent of the market. Then Suzuki followed with 1.6 percent, and Kawasaki with 1.5 percent. TVS, which experienced sales growth of up to 363.1 percent or sales of 143 units, is still far from catching up with its competitors. What's interesting is that Yamaha is the only brand that experienced a sales drop of up to 10.5 percent to 110,110 units when compared to the previous period. Its market share has also decreased from 25.5 percent to 19.3 percent. (Https://otomotif.tempo.co/) 1 percent or with sales of 143 units is still far from catching up with its competitors. What's interesting is that Yamaha is the only brand that experienced a sales drop of up to 10.5 percent to 110,110 units when compared to the previous period. Its market share has also decreased from 25.5 percent to 19.3 percent. (Https://otomotif.tempo.co/) 1 percent or with sales of 143 units is still far from catching up with its competitors. What's interesting is that Yamaha is the only brand that experienced a sales drop of up to 10.5 percent to 110,110 units when compared to the previous period. Its market share also fell from 25.5 percent to 19.3 percent. (Https://otomotif.tempo.co/)

The public is interested in choosing this brand because motorcycle products are increasingly in demand. So that maintaining and even growing new demand is certainly not an easy matter for business people. The sales concept holds that consumers and businesses, if left unchecked, will not regularly buy enough of the products on offer. Therefore, it is very important for producers to continue to innovate and promote aggressively in order to maintain and grow new demand.

In pursuing sales targets, advertising was also very important to Honda. Before social media appeared, the existence of advertisements in mass media was often ignored. When watching television, for example, your fingers will immediately change to another channel when the advertisement message is presented. However, that is not the case today. Even though the fingers are still in control, their function is no longer just ignoring advertisements. The public actually often uses it as the material for chain messages that are spread on social media.

The existence of advertising that attracts attention, makes consumers feel curious and makes them look for something clearer to get the information they need. The process of making a consumer's purchase is not only influenced by brand awareness, the information they get from advertisements, but also by what is communicated verbally by trusted sources. This phenomenon is a word of mouth. Word of mouth has better power than advertising or promotion, because stories about these products are obtained from people who have used products from the company.

With awareness of the Honda brand, seeing advertisements on social media and seeing electronic word of mouth or other user reviews of their experiences using Honda products, of course it will greatly help consumers to consider decision making if they want to purchase Honda products.

Most of Bintang Motor Jaya Buaran's customers who choose Honda motorbikes as the motorbike they will buy are because they know the Honda motorcycle brand well. From the start of winning Honda motorbikes in the MotoGP world racing event, many influencers have recommended Honda motorbikes, as well as advertisements for Honda motorbikes on social media.

II. LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Ahmad et al (2014) entitled "Impact of Word of mouth on Consumer Buying Decision" which was published in the journal European Journal of Business and Management www.iiste.org ISSN 2222-2839 (Online) Vol. 6, No. .31, 2014. The purpose of this study was to determine the effect of word of mouth on negative or positive consumer purchasing decisions. The data collected is primary data and collected from various areas in the city of Karachi, Pakistan, from college students, universities, and households. Sample size is one hundred. The information collected / and the data evaluated with the help of Frequency Distributions and ratings (Static Engineering). The conclusion was revealed that for the purchase of a large part of consumer confidence by word of mouth. Respondents appear to have an impact on the decisions of consumers and close family, close friends, and other associates. More results suggest two things can be reasons for causing trouble for the company such as the bitter experience of each product / service and the comments (word of mouth is especially negative) due to word of mouth or negative comments about anything that is influence stronger than positive. . Viral Marketing is becoming very common in e-business especially for consumers and buyers. More results suggest two things can be reasons for causing trouble for the company such as the bitter experience of each product / service and the comments (word of mouth is especially negative) due to word of mouth or negative comments about anything that is influence stronger than positive. . Viral Marketing is becoming very common in e-business especially for consumers and buyers. More results suggest two things can be reasons for causing trouble for the company such as the bitter experience of each product / service and the comments (word of mouth is especially negative) due to word of mouth or negative comments about anything that is influence stronger than positive. . Viral Marketing is becoming very common in e-business especially for consumers and buyers.

The second research was conducted by Khan (2019) entitled "The Impact of Perceived Social Media Marketing Activities: An Empirical Study in Saudi Context" which was published in the International Journal of Marketing Studies; Vol. 11, No. 1; 2019 E-ISSN 1918-7203. Its aim is to investigate the impact of social media marketing activities in the context of Saudi social media consumers. The research model was developed in this study to test the relationship. This research is quantitative and uses probability sampling techniques, simple random sampling. Data was collected through a questionnaire in a survey of 241 Saudi social media users. Structural equation modeling (SEM) with PLS 3 was used with SPSS 22.0 for statistical data analysis. The Chi-square index and the overall model further confirm the suitability of the structural model. The results show that social media marketing activities significantly affect brand loyalty, purchase intention, value awareness and brand awareness; brand loyalty has a statistically significant impact on eWOM; eWOM significantly affects purchase intention; Brand awareness does not mediate the relationship between perceived social media marketing and brand loyalty, while value awareness does mediate this relationship. This study is limited to Saudi social media users and this limits the generalizability of results. Future research should be carried out in other countries. In addition, limited research was conducted with these variables in previous studies. This article is pioneering because it investigates the effects of social media marketing in the context of the Saudi consumer, a topic relevant to marketers and scholars in the social media era.

The third study was conducted by Busen, et al (2016) with the title "Impacts of online banner advertisement on consumers" purchase intention: A theoretical framework published in the journal Asia Pacific Journal of Education, Arts and Sciences Vol. 3 No.1, 75-82 January 2016 E-ISSN 2362-8030 www.apjeas.apjmr.com. Online advertising has grown rapidly in the last decade. This study is limited in the proposition that the dimensions of online banner advertising have consequences on brand purchase intentions especially in the Arab world and in particular in Libya. The main emphasis is to identify and understand the main factors of online banner advertising that influence consumer purchase intention. The framework and conceptual clarification of this research will greatly assist advertising planners and business organizations to understand what is more important to consumers in a developing country context. Hence, the proposition will significantly add to the general advertising and literature questions by showing that online banner advertising and other features influence customer purchase intentions. Overall, this review fits into a small but growing subfield of research committed to identifying how consumer purchase intentions can be increased in the Arab world. This article focuses on whether banner advertising affects buying patterns on the Internet. This study assesses the impact of online banner advertising on the probability of consumer repurchases. Arising from a series of theoretical and empirical analyzes,

The fourth research was conducted by Shojaeel et al (2014) with the title "Investigating the Types of E-Advertising Strategy and its Influence on Consumer Buying Behavior" published in the European Journal of Business and Management www.iiste.org ISSN 2222-2839 (Online) Vol.6, No.7, 2014. This paper examines the relationship between environmental response and emotional response which is an independent variable with the dependent variable, namely consumer purchasing behavior. This study investigates the relationship between the variables involved, taking 120 responses in the country of Iran. And it shows that banner advertising is more effective than other means of advertising, and has a huge impact on consumer purchasing decisions on the internet. The findings of this study indicate a moderate relationship between the independent variable and the dependent variable. This study reports new results in the area of purchasing behavior from consumer responses. the rate and variety of online advertising is growing dramatically. Businesses are spending more than ever on online advertising. Understanding that what factors in online advertising influence consumer buying behavior is very important. So, the aim of the research is to study the effect of online advertising strategies on consumer purchasing patterns and to see what factors influence consumer purchases.

The fifth research was conducted by Miremadi et al (2017) entitled "The Study of Influential Integrated Marketing Communication on Iranian Consumer Buying Behavior for Imported Branded Cars: Datis Khodro" which was published in International Business Research Vol 10, No. 2, 2017. E- ISSN 1913-9004. The purpose of this paper is to examine consumer purchasing behavior regarding cars imported through various IMC tools, find the most efficient places, the most influential advertising messages and how often consumers decide to change cars for the better or new ones in the Iranian market. Simple random sample was chosen as the sampling method. Datis Enterprise customers (Prior Purchase) were sampled for response to the online questionnaire and 197 questionnaires were returned giving a response rate of 89.5%. We begin by conducting exploratory research on the behavior of Iranian consumers to determine the most important attributes adopted by them. The regression method is applied to understand the effect of the independent variables (Advertising, WOM, Internet Marketing, Direct

Marketing, Public Relations, and Sales Promotion) on the dependent variable (IMC) in Datis Companies. Above all, Online marketing communications (OMC), web and social networks were found to be the most effective way to place advertisements for Datis Companies in the Iranian market. The findings of this study provide managerial implications for marketers for the practice of advertising high-tech products. The ambiguous results of the analysis suggest that companies should place greater emphasis on the selection of the communicated information content of their advertisements.

The sixth research conducted by Shahid et al (2017) entitled "The Impact of Brand awareness on The consumers' Purchase Intention" published in the Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.33, 2017. This paper presents an overview of the impact of brand equity and brand awareness on consumer purchase intentions. The purpose of this paper is to describe the relationship between brand awareness and consumer intention to buy that brand. This has been done by going through the literature and articles by different authors.

The seventh research was conducted by Hossain et al (2017) with the title "Influence of Word of mouth on Consumer Buying Decision: Evidence from Bangladesh Market" which was published in the European Journal of Business and Management www.iiste.org ISSN 2222-2839 (Online) Vol.9, No.12, 2017. The purpose of this study is to determine how word of mouth affects consumer purchasing behavior. Word of mouth is becoming a powerful tool for brand building today. This study uses primary and secondary data for analysis. In primary data, 500 respondent data were collected and Microsoft excelled for analysis. The findings recommend that word of mouth has an impact on consumer purchasing behavior. The results show that word of mouth is built on trust and loyalty. This finding is based on a small sample size; the framework can be used for future research. The significance of word of mouth, particularly consumer buying behavior, is increasing rapidly. This paper will provide marketers with a better understanding of word of mouth as well as consumer perceptions.

The eighth research was conducted by Jhanghiz Syahrivar and Andy Muhammad Ichlas (2018) with the title "The Impact of Electronic Word of mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?" published in The Asian Journal of Technology Management Vol. 11 No. 1 (2018): 57-69 ISSN Online: 2089-791X. In the fourth industrial revolution, technology played a bigger role in influencing customer preferences for certain brands. Internet and social media platforms have become powerful marketing tools for sharing acceptable experiences among online customers. The purpose of this study was to investigate the role of Electronic Word of mouth (EWOM) on Brand Equity and its impact on Imported Shoe Purchase Decisions. This study uses primary data by distributing questionnaires to 162 imported shoe customers. The data of this study were analyzed using SPSS and the hypothesis was tested using the Binomial Logistic Regression. The results of this study indicate that E-WOM has a positive impact on all dimensions of good online Brand Equity and Brand Equity resulting in high customer involvement in purchasing decisions. The highest influence on Purchasing Decisions is Brand Awareness; while the variable that has the least effect is Perception of Quality. The results of this study indicate that E-WOM has a positive impact on all dimensions of good online Brand Equity and Brand Equity resulting in high customer involvement in purchasing decisions. The highest influence on Purchasing

Decisions is Brand Awareness; while the variable that has the least effect is Perception of Quality. The results of this study indicate that E-WOM has a positive impact on all dimensions of good online Brand Equity and Brand Equity resulting in high customer involvement in purchasing decisions. The highest influence on Purchasing Decisions is Brand Awareness; while the variable that has the least effect is Perception of Quality.

2.2. Theoretical basis
2.2.1. Understanding Brand awareness

Aaker in Handayani, et al (2010: 62), defines brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a certain product category. According to Haryanto (2010: 68), Brand awareness is the ability of a buyer to recognize or recall that a brand is part of a certain product category. Brand awareness requires a continuum ranging from the uncertain feeling that a certain brand is known and to the belief that the product is the only one in the product class in its category. The reach of this continuum is represented by 4 levels of brand awareness, namely:

1. Top of Mind (top of mind), namely the product brand that is first mentioned by consumers spontaneously and occupies a special / special place in the minds of consumers.
2. Brand Recall (brand recall), reflects what brands consumers remember after mentioning the first mentioned brand. Where the brands mentioned second, third and so on are brands that occupy brand recall in the minds of consumers.
3. Brand Recognition (brand recognition) is the minimal level of brand awareness which is assisted brand recognition, for example with the help of brand lists, image lists, or brand stamps. And a brand that enters the consumer's memory is called brand recognition.
4. Unware of Brand (unaware of the brand) is the lowest level of the brand in the brand awareness pyramid, where consumers are not aware of the existence of a brand.

The role of brand awareness in brand equity can be understood by discussing how brand awareness creates value. This value creation can be done in many ways, including:

1. Anchor to other association which can be attached. Basically a brand can have a relationship with other things.
2. Familiarity – liking. An attempt to introduce a brand by giving rise to something familiar. A habit can give rise to a liking connection which sometimes influences decision making.
3. Substance / commitment. Brand awareness can signify the very existence, commitment and core of a company.
4. Brand to consider. Selection of a group of brands that have been known as an effort to consider which brand will be decided to use. This selection decision is usually influenced by the consumer's memory of the most remembered brands.

2.2.2. Social Media Ads

According to the large Indonesian dictionary (KBBI), advertising is news or messages to encourage, persuade the general public to be interested in the goods and services offered by informing the public about the goods or services being sold, posted in the mass media (newspapers and magazines) or in public places. According to Kustandi in Rahman (2012: 21) advertising is a mass communication process involving a certain sponsor, who pays for the services of a mass media for broadcasting its advertisements.

According to Keegan and Green in Rahman, (2012: 21) advertising is a message that contains elements of art, text / writing, titles, photos, taglines, and other elements that have been developed for their suitability. Social media is a website-based feature that can form networks and allow people to interact in a community. Through social media, we can carry out various forms of exchange, collaboration and get to know each other in written, visual and audiovisual forms. Like Twitter, Facebook, Blog, Foursquare, and others which are widely used today. (Puntoadi, 2016: 1)

According to Kotler and Keller (2016: 642), social media is as follows: "Social media are a means for consumers to share text, images, audio, and video information with each other and with companies, and vice versa." This means that social media is a means for consumers to share text, image, audio and video information with one another and with companies and vice versa

2.2.3. Advertising Purpose

Ads are made with the aim of being a medium to drive a good hard sell. To achieve this, at a minimum, the advertisement must have the power to encourage, direct, and persuade the audience to acknowledge the truth of the message of the advertisement, and can maximally influence the awareness of the audience to consume the advertised products and services.

According to Junaedi (2013: 113), the objectives of advertising are:

1. *As an information medium, advertisements are intended to inform the public about a product and service. Not only in products but also in other things.*
2. *To influence consumers Ads can direct consumers to consume certain products or services, or change attitudes to suit what advertisers want.*
3. *To remind consumers, advertisements are intended so that consumers always remember certain products so that they are loyal to consume them.*

2.2.4. Social Media Goals

To facilitate sales promotion, the company has now chosen a practical way, one of which is using social media. According to Gunelieus (2011: 15) the most common purposes for using social media are as follows:

1. *Build relationships*
   The main benefit of social media marketing is to actively build relationships with consumers.
2. *Build a brand*
   Social media conversations present the perfect way to increase brand awareness. Increase brand recognition and awareness and increase brand loyalty.
3. *Publicity*
   Marketing through social media provides an outlet where companies can share important information and modify negative perceptions.
4. *Promotion*
   Through social media marketing, provide exclusive discounts and opportunities for audiences to make people feel valued and special, and to fulfill short-term goals.
5. *Market Research.*
   Use social web tools to learn about customers, profile demographics and customer behavior, learn about consumer wants and needs, and learn about competitors.

In addition, according to Puntoadi (2016: 5) the use of social media functions as follows:

1. The advantage of building personal branding through social media is not knowing tricks or false popularity, because the audience will decide. Various social media can be a medium for people to communicate, and even gain popularity on social media.

2. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individual form of communication. Through social media, marketers can find out the habits of their consumers and interact personally and build deeper bonds.

2.2.5. Advertising Indicators

According to Kotler (2013: 143) advertising indicators are as follows:

1. Mission (objectives) namely setting advertising objectives that refer to previous decisions regarding target markets, determining target markets, determining market positions, and promotion mix. The marketing positioning strategy and the marketing mix strategy identify the tasks that advertising must perform in the implementation of the overall marketing program.

2. Message (message conveyed), ideally a message should get attention, attract, arouse desire, and produce action.

3. Media (the media used), basically media selection is to find the most cost effective way to deliver the desired amount of notification to the target market. The effect of advertising notifications on target audience awareness depends on the reach, frequency and impact of the ad.

Durianto et al (2013: 15) state that in general there are three criteria that can be used to measure the effectiveness of advertising, namely:

1. Sales

   The effectiveness of advertising related to sales can be seen through research on the impact of sales, but it will be quite difficult to do because there are many factors outside of advertising that significantly influence consumer purchasing decisions. However, with the right analytical tools it is possible to see the partial role of advertising in the sale of a product.

2. Persuasion

   In the second criterion, persuasion places more emphasis on measuring the impact of consumer understanding of an advertisement, on changes in consumer confidence in product characteristics or consequences, attitudes toward brands and the desire to buy. Whether an advertisement can create the final chain of product knowledge as desired, namely finding out whether consumers form the right association between brands and consumers.

3. Reminder

   In the recall criteria, what is commonly used as a measure is the ability of consumers to remember the advertisement or part of the advertisement. What things do they catch from the advertisements that are displayed. This concept is important for advertising aimed at strengthening brand awareness. For example, in a consumer's memory on the day after the advertisement is shown, researchers can extract information from consumers by submitting statements to viewers, whether

they remember the existence of an advertisement that is displayed, and what things they remember about the advertisement displayed.

2.2.6. Word of mouth

According to Tjiptono (2015: 29), this word of mouth is usually quickly accepted by consumers because those who convey it are those they can trust, such as experts, friends, family, and mass media publications. According to Suryani (2013: 169) word of mouth (WOM) is word of mouth communication by other people about a product. Consumers know the existence of the product from marketing communications carried out by the company and from other sources of information outside the company's official sources.

2.2.7. Word of mouth indicator

Several things can be used as indicators in determining whether word of mouth communication is successful or not. Lupiyoadi (2013: 182) word of mouth can be measured using the following indicators:

1. Talk positive

   The willingness of marketers and customers to talk about positive things about a product or service to others can give a good impression according to their experience with the product or company. In carrying out oral communication, there are several factors that encourage conversation, namely:

   a. Needs of the informer.
      1) To get a feeling of prestige and all-knowing.
      2) To dispel any doubts about the purchase he has made.
      3) To increase engagement with the people he likes.
      4) To get real benefits.

   b. The needs of the recipient of the information.
      1) To seek information from trusted people rather than people who sell / use the product. Trustworthy people include family, friends, salespeople etc.
      2) To reduce concerns about purchasing risks.
         a) Product risk due to price and product complexity.
         b) Social risk - consumer concerns about what other people think.
         c) Risks from a lack of objective criteria for evaluating products

      3) To reduce time in searching for information. the tendency to choose or decide on a product depends on consumers who have experience using the product or service or commonly referred to as a referral party who recommends a product or service, so to save time, sometimes word of mouth recipients look for references from the closest person.

2. Recommendation

   Marketers and consumers' comments to other consumers can increase the confidence and desire to choose a product or service to others. In making recommendations, WOM actors have several types of communication, including:

   1) New products, information about a product such as the features of a smartphone model, new advances in communication technology or appearance attributes.

   2) Provision of news, including responses or about communication tools, and the model you want to buy.

3) *Personal experience, in the form of comments about the appearance / usefulness and even the benefits of the communication tools that consumers buy.*

3. *Encouragement*

Encouragement of friends or relatives to make purchases of products or services to others, they can strive to;

1) *Encourage free product purchases.*

2) *Encourage showing the product by stating something positive about the product.*

3) *Describe the communication of the leader's opinion.*

2.2.8. Buying decision

According to Schiffman and Kanuk (2010: 485), a purchasing decision is a selection of two or more alternative options. In this case, the choice of alternative products to be selected must be available to someone when making a purchase decision. If a consumer has two choices between buying or not, it means that person is in a position to make a decision on a product. According to Suharno (2010: 96), a purchasing decision is a stage where the buyer has made his choice and made a purchase of a product, and consumed it. Purchasing decisions are made by consumers because of the awareness of consumers to meet their needs. According to Kotler and Armstrong (2014: 181) the purchase decision is to buy the most preferred brand from the various alternatives available,

2.2.9. Purchasing Decision Indicators

There are three indicators of purchasing decisions according to Schiffman & Kanuk (2010: 506), namely: Trial Purchase, Repeat Order and Long-term Purchase

Meanwhile, according to Kotler and Keller (2016: 479), there are six indicators of purchasing decisions, namely:

1. *Product Selection*

Consumers determine which products to buy, consumers will buy products that have value for them. Companies must know what kind of products consumers want.

2. *Brand Choice*

Consumers must determine which brand to buy, each brand has its own differences. In this case, companies must know how consumers choose a brand.

3. *Purchase Channel Selection (Dealer Choice)*

Consumers have to make decisions about which retailers to visit. Each consumer is different in terms of determining a supplier, it can be due to factors of close location, low prices, complete inventory, shopping convenience, and flexibility of place.

4. *Purchase Timing*

Consumer decisions in choosing the time of purchase can vary.

5. *Purchase Amount*

Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one type of product. In this case the company must prepare the number of products according to the different desires of the buyers.

6. *Payment method*

Consumers can make decisions about payment methods that will be made in making consumer decisions to use products or services. Currently, purchasing decisions are influenced not only by cultural, environmental, and family aspects, purchasing decisions are also influenced by the technology used in purchase transactions making it easier for consumers to make transactions both inside and outside the home.

2.3. Relationship Between Research Variables

The relationship between research variables which can be described as a guide to solving research problems in this thesis is represented by a flowchart. The basis of this research is the influence of brand awareness, social media advertising and e-word of mouth that shape customer decisions in purchasing a Honda motorcycle.

III. RESEARCH METHODS

The research method used is the cross section survey method because it refers to the data collected by observing many people, in this case the customers of Bintang Motor Jaya Buaran at the same point of time, or without paying attention to time differences.

By using this method, a theory can be formed which serves to explain more deeply the influence between the independent variable and the dependent variable. The type of data used is quantitative data. Quantitative data in this study is data collected from respondents regarding respondents' opinions on the variables studied which are presented in the form of a Likert scale.

According to Ghozali (2014: 9), the power of analysis is based on the part of the model that has a number of independent variables or that has a greater influence, at least 30 to 100 cases are recommended. Based on the Ghozali theory, the researcher determined a research sample of 100 respondents to Bintang Motor Jaya Buaran customers.

The sampling technique in this study is Non Probability Sampling, where the sampling technique does not provide the same opportunity or opportunity for each element or member of the population to be selected as samples (Sugiyono, 2018: 84) using the accidental sampling technique approach, namely the researcher takes an accidental sample. he met at that time who was purchasing a Honda motorcycle with the criteria that he had purchased a motorcycle at least 2 times and was 17 years old.

In this study, data collection was carried out to obtain the information needed to limit the problem in the study. The methods used are as follows:
1) *Questionnaire (Questionnaire)*
2) *Library Research*

The data analysis method used in this study is a statistical analysis method using a computer application Software Statistical Package for Social Science (SPSS) version 24. This study uses multiple linear regression methods.

IV. RESEARCH RESULTS AND DISCUSSION
4.1 Data Quality Test
4.1.1. Data Validity Test

The results of the validity test for the variables used in this study can be seen below:

Table 1. *List of Variable Construct Validity Tests*

Variable	Number of constructs	Information	Number of constructs	Information
Brand awareness	0	Invalid	10	Valid
Social Media Ads	0	Invalid	6	Valid
e-word of mouth	0	Invalid	7	Valid
Buying decision	0	Invalid	7	Valid

Source: processed data, 2020.

Based on the test results, all constructs in each variable are declared valid.

4.1.2. Data Reliability Test

Table 2. *Reliability Test List*

Variable	Cronbach's Alpha	Terms	Information
Brand awareness	0.898	0.60	Reliable
Social Media Ads	0.839	0.60	Reliable
e-word of mouth	0.813	0.60	Reliable
Buying decision	0.776	0.60	Reliable

Source: processed data, 2020.

The test results show that the Cronbach's Alpha value is greater than 0.60, it can be concluded that all statements from all variables in this study have their reliability tested.

4.2 Model Test / Anova (F Test)
Table 3. *Anova F test*

F hitung	Sig.
183.139	0.000

Source: Processed data, 2020

For the multiple regression significant test, it can be seen from the results of the significant test and the F test. The statistical value of F is 183.139 with a significance value of 0.000 <0.05 and F count = 183.139> F table = 2.70 which means Brand awareness (X1), Social Media Advertising (X2), and e-word of mouth (X3) collectively / simultaneously have a significant influence on Purchasing Decisions (Y). Based on the above results, Ha is accepted and Ho is rejected. Thus the hypothesis H4 is proven.

4.3 Coefficient of Determination (R2)

Table 4. Determination Coefficient Test Results

Adjusted R Square
0.847

Source: Processed data, 2020

The coefficient of determination analysis is used to find out how much the percentage level of the influence of the independent variables simultaneously on the dependent variable in the study. Based on table 4.4, it states that the adjusted R-Square value is 0.847, meaning that the coefficient of determination is 0.847, this means that the independent variable explains the dependent variable by 84.7%. The remaining 15.3% is influenced by other variables outside the regression model in this study.

4.4 Partial Hypothesis Test (t test)

Table 5. Partial Parameter Test Results (t test)

Variable	Don't count	Sig.
Brand awareness	4,452	.000
Social Media Ads	2,322	.022
e-word of mouth	4,299	.000

Source: processed data, 2020

Based on the test results, the following results can be obtained:

1) Hypothesis Testing 1

The first hypothesis proposed in this study states that Brand awareness (X1) affects the Purchase Decision (Y) of Honda Motorcycles.

Based on the results of the partial parameter test (t test) presented in table 4.12, the competency variable has t count = 4.452 with a significance level of 0.000, this shows that t count> t table (4.452> 1.985) and a significance value (Sig.) 0.000 < 0.05. So it can be concluded that Ho is rejected and Ha is accepted, which means "Brand awareness partially has a significant effect on the Purchase Decision (Y) of Honda Motorbikes"

2) Hypothesis Testing 2

The second hypothesis proposed in this study states that Social Media Advertising (X2) affects the Purchase Decision (Y) of Honda Motorbikes.

Based on the results of the partial parameter test (t test) presented in table 4.12, the Social Media Advertising variable has t count = 2.322 with a significance level of 0.022, this shows that t> t table (2.322> 1.985) and a significance value (Sig.) 0.022 <0.05. So it can be concluded that Ho is rejected and Ha is accepted, which means "Social Media Advertising partially has a significant effect on the Purchase Decision (Y) of Honda Motorcycles"

3) Hypothesis Testing 3

The third hypothesis proposed in this study states that E-Word of mouth (X3) affects the Purchasing Decision (Y) of Honda Motorbikes.

Based on the results of the partial parameter test (t test) presented in table 4:12, the e-word of mouth variable has t count = 4,299 with a significance level of 0,000, this shows that t count> t table (4,299> 1,985) and a significance value (Sig.) 0.000 <0.05. So it can be concluded that Ho is rejected and Ha is accepted, which means "e-word of mouth partially has a significant effect on the Purchase Decision (Y) of Honda Motorcycles"

V. CONCLUSIONS AND SUGGESTIONS
5.1 Conclusion

Based on the results of the research that has been done, the conclusions of this study are:

1. There is a significant influence between Brand awareness (X1) on Purchasing Decisions (Y) for Honda motorbikes at Bintang Motor Jaya Buaran. This means that the decision to purchase Honda motorbikes at Bintang Motor Jaya Buaran is influenced by customer brand awareness of Honda motorbikes. This indicates that the higher customer awareness of the Honda motorcycle brand, the higher the customer's desire to purchase a Honda motorcycle at Bintang Motor Jaya Buaran.

2. There is a significant influence between Social Media Advertising (X2) on Purchasing Decisions (Y) for Honda motorbikes at Bintang Motor Jaya Buaran. This means that the decision to purchase a Honda motorbike at Bintang Motor Jaya Buaran is influenced by Honda motorbike advertisements that are displayed on social media. This explains that the better the social media advertisements displayed by Honda motorbikes, the higher the customers decide to buy a Honda motorcycle.

3. There is a significant influence between E-word of mouth (X3) on Purchasing Decisions (Y) of Honda motorbikes at Bintang Motor Jaya Buaran. This means that electronic word of mouth affects customer decisions on purchasing a Honda motorcycle. Positive electronic word of mouth can support positive purchasing decisions and vice versa.

4. Simultaneously, the independent variables consisting of Brand awareness (X1), Social Media Advertising (X2) and E-word of mouth (X3) have a significant effect on the dependent variable on Purchasing Decisions (Y). The independent variables, namely Brand awareness (X1), Social Media Advertising (X2) and E-Word of mouth (X3), explain the dependent variable or purchase decision as much as 84.7% and the rest is explained by other variables not examined in this study.

5.2. Suggestion

The suggestions that researchers can give in this study are:

1. In statement no. 4 which reads "You already know Honda motorcycle products" get the lowest score, the company should create a media to introduce Honda motorcycle products, besides that salespeople have a hand in introducing Honda motorcycle products to every customer who comes.

2. *In statement no. 30 which reads "I am satisfied with good and consistent after sales service at Bintang Motor Jaya Buaran" gets the lowest score, Bintang Motor Jaya Buaran should improve after sales service to every customer so as to increase customer desire in making a bicycle purchase motorbike at Bintang Motor Jaya Buaran.*

REFERENCE LIST

Ahmad et al. 2014. *Impact of Word of mouth on Consumer Buying Decision.* European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol. 6, No.31, 2014.

Alma, Buchari. 2013. *Marketing Management and Services Marketing.* Bandung: Alfabeta

Andy, Sernovitz. 2009. *Word of mouth Marketing: How Smart Companies Get People Talking (Revised Edition).* New York: Kaplan Publishing.

Central Bureau of Statistics (BPS). 2019. *Development of Number of Motorized Vehicles According to Type, 1949-2017.* https://www.bps.go.id/linkTableDinamis/view/id/1133

Baroroh, Ali. 2014. *Multivariate Analysis and Time Series with SPSS 21.* Jakarta: PT. Elex Media Komputindo.

Busen, et al. 2016. *Impacts of online banner advertisement on consumers "purchase intention: A theoretical framework.* Asia Pacific Journal of Education, Arts and Sciences Vol. 3 No.1, 75-82 January 2016 P-ISSN 2362-8022 E-ISSN 2362-8030 www.apjeas.apjmr.com.

Brown, SC, et al. 2009. *The relationship of the built environment to perceived social support and psychological distress in Hispanic elders: The role of "eyes on the street".* Journal of Gerontology: Social Sciences, 64B, 234-246.

Daryanto. 2011. *Marketing Management: Sari Lecture.* Bandung: One Nusa.

Durianto, Darmadi. 2013. *Strategies to Conquer the Market through Equity Research and Brand Behavior (cet. 10).* Jakarta: PT Gramedia Pustaka Utama

Gunelius, Susan. 2011. *30-Minute Social Media Marketing.* United States: McGraw-Hill Companies

Ghozali, Imam. 2013. *Application of Multivariate Analysis with the IBM SPSS 21 Update PLS Regression Program.* Semarang: Diponegoro University Publishing Agency.

Goyette, Isabelle, et al. 2010. *e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context.* Canadian Journal of Administrative Sciences Revue canadienne des sciences de l'administration 27: 5–23 (2010)

Handayani, Desy et al. 2010. *The Official MIM Academy Coursebook Brand Operation.* Jakarta: The essence of Erlangga Group

Hermawan, Agus. 2012. *Marketing Communications.* Jakarta: Erlangga

Hossain et al. 2017. *Influence of Word of mouth on Consumer Buying Decision: Evidence from Bangladesh Market.* European Journal of Business and

Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol. 9, No.12, 2017

Junaedi, Dawn. 2013. Theoretical Introduction to Mass Communication. Yogyakarta: Santusta

Karam et al. 2015. An Analysis Study of Improving Brand awareness and Its Impact on Consumer Behavior Via Media in North Cyprus. International Journal of Business and Social Science Vol. 6, No. 1; January 2015 ISSN 2219-1933 (Print), 2219-6021 (Online) © Center for Promoting Ideas, USA www.ijbssnet.com.

Khan. 2019. The Impact of Perceived Social Media Marketing Activities: An Empirical Study in Saudi Context. International Journal of Marketing Studies; Vol. 11, No. 1; 2019 ISSN 1918-719X E-ISSN 1918-7203

Khoiri, Agniya. 2019. The Vital Role of Social Media to Make Ads Viral. https://www.cnnindonesia.com/hibur/20180608145856-241- 304596 / vital-role-social-media-making-advertising-going-viral

Kotler, Philip & Gerry Armstrong, 2014. Principle Of Marketing, 15th edition. New Jersey: Pearson Pretice Hall.

Kotler, Philip and Kevin Lane Keller. 2016. Marketing Management, 15th Edition, Pearson Education, Inc.

Lupiyoadi, slow. 2013. Competency-Based Service Marketing Management (Edition 3). Jakarta: Four Salemba.

Mahmud. 2011. Educational Research Methods. Bandung: Faithful Library.

Miremadi et al. 2017. The Study of Influential Integrated Marketing Communication on Iranian Consumer Buying Behavior for Imported Branded Cars: Datis Khodro.International Business Research Vol 10, No. 2, 2017.ISSN 1913-9004 E-ISSN 1913-9004.

Peter J. Paul and Jerry C. Olson. 2014. Consumer behavior and marketing strategies. Issue Nine. Book 2. Jakarta: Four Salemba

POTURAK, Mersid and Sumeja SOFTIĆ. 2019. Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. Eurasian Journal of Business and Economics 2019, 12 (23), 17-43

Priyanto, Wawan. 2019. Motorcycle sales in January 2019 grew 17.9 percent. https://otomotif.tempo.co/read/1178320/penjualan-sepeda-motor- january-2019-grows-179-percent

Puntoadi, Danis. 2011. Increase Sales Through Social Media. Jakarta: Elex Gramedia

Rahman, Arif. 2012. Powerful Marketing Mix Strategy for Small Business: The Right Way to Knock Down Competitors. First Mold. Jakarta: TransMedia Pustaka

Schiffman, Leon and Kanuk. 2010. Consumer Behavior. Jakarta: Index.

Shahid et al. 2017. The Impact of Brand awareness on The consumers' Purchase Intention. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol. 33, 2017

Setiadi, Nugroho. 2010. Consumer Behavior: Contemporary Perspectives on Consumer Motives, Goals, and Desires. Jakarta: Kencana Prenada Media.

Shojaeel et al. 2014. Investigating the Types of E-Advertising Strategy and its Influence on Consumer Buying Behavior. European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol. 6, No.7, 2014

Sugiyono. 2018. Business Research Methods. Bandung: Alfabeta

Suharno and Yudi Sutarso. 2010. Marketing in Practice. Yogyakarta: Graha Science.

Suryani, Tatik. 2013. Consumer Behavior in the Internet Age. Yogyakarta: Graha Science.

Sutisna. 2012. Consumer Behavior and Marketing Communications Second Edition. Bandung: Youth Rosdakarya

Syahrivar, Jhanghiz and Andy Muhammad Ichlas. 2018. The Impact of Electronic Word of mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions ?. The Asian Journal of Technology Management Vol. 11 No. 1 (2018): 57-69 ISSN Print: 1978-6956; Online ISSN: 2089-791X

Tjiptono, Fandy. 2015. Marketing Strategy, 4th Edition. Yogyakarta: Publisher Andi

Triatmono. 2019. Motor Sales Data 2005 - 2018. https://triatmono.info/data-penjualan-tahun-2012/data-penjualan-motor-tahun-2005/