

**THE INFLUENCE OF MARKETING MIX ON PURCHASE DECISIONS
(CASE STUDY ON HONDA MOTORCYCLE CONSUMERS IN
GRAHA INDAH BEKASI COMPLEX)**

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ABSTRACT

This study aims to determine the effect of product marketing mix, price, promotion, and distribution channels on purchasing decisions for consumers of Honda motorbikes in the Graha Indah Bekasi complex partially and simultaneously.

This research uses a type of research with a quantitative approach, which is measured using the t test method and the F test program *SPSS version 26*. The object of this research is the consumers of Honda Motorcycles in the Graha Indah Bekasi Complex with a total of 57 respondents, so that the total observation data in this study were 1083 data. The data used in this study are primary data collected by using a questionnaire method *Google form*.

The results of the research prove that partially (1) the product has an effect on the purchase decision, (2) the price has an effect on the purchase decision, (3) the promotion has no effect on the purchase decision, and (4) the distribution channel has no effect on the purchasing decision for the consumer of the Honda motorbike. Graha Indah Bekasi Complex. The results of the research prove that simultaneously the Marketing Mix (Product, Price, Promotion, and Distribution Channels) together influences the Purchasing Decision.

Keywords: Purchasing Decisions, Marketing Mix, Products, Prices, Promotions, Distribution Channels

PRELIMINARY

The automotive industry in Indonesia is increasingly producing products that are highly competitive and able to follow consumer tastes (global. Hartarto. 2020. <https://kemenperin.go.id/article/19812/Automotive-Industry-Increasing-Fast-Break-Market-Export> . Accessed on April 25, 2020 at 6:45 a.m.). In today's modern times, there are so many people who use motorbikes even the number of motorbikes in Indonesia has exceeded 100 million units in 2016. Based on data from the Central Statistics Agency (BPS), the number of two-wheeled vehicles in the country reaches 105.15 million units. means an increase of 8.3 percent from the previous year. (Central Statistics Agency. 2016. <https://www.bps.go.id/linkTableDinamis/view/id/1133> . Accessed on 29 April 2020 at 14.43).

The development of the world of technology, especially motorbikes, is the answer to the demands of society's needs for the increasing level and quality of life. For the community today, motorbikes really support their mobility in carrying out various activities. Both the elderly and young people, men and women and various professions use motorbikes to support their activities. The current marketing conditions are very dynamic and growing rapidly, causing competition between companies to be tighter in selling and marketing their products (Kartika and Santosa, 2019).

The variety of land transportation means cannot be separated from the development carried out to meet the need for transportation facilities that can answer human needs. The years 1900-1955 were marked by the emergence of big names in the motorcycle industry at present times such as Honda, Yamaha, Suzuki and others. Starting from here, there was the development of motorbikes where each motorcycle company competed to create a new innovation that could attract consumers to buy product bike the motor (Portal Green Radio. 2020. <http://portalgreenradio.com/89-artikel/158-transportasi-yang-kianbertransformasi> , Accessed on April 22, 2020 at 12:21 am).

Currently, there are many motorcycle brands with various models, designs, good quality and fairly competitive prices, as well as motorcycle advertisements that have mushroomed with the aim of attracting consumer interest. One of them is a two-wheeled motorized vehicle, the Honda brand, products from Honda are very well known by the public and are even very

attached to the minds of the people (Rohman, et al. 2018).

PT Astra Honda Motor (AHM) is a joint development company between Honda Motor Company Limited, Japan and PT Astra International Tbk, Indonesia. Honda Motor's technological excellence has been recognized worldwide and has been proven on various occasions, both on roads and on racing tracks. AHM is a manufacturing and distribution company as well as the largest motorcycle manufacturer in Indonesia (Asih. 2020. <https://www.tribunnewswiki.co>. Accessed on April 25, 2020 at 6:25 a.m.).

The domestic Honda motorcycle market share has the highest level among competing motorcycle brands in the market. So far, Honda has made a fortune

market share of more than 70%, a figure that can be said to be quite absolute (Nayazari, 2018. [https:// lifestyle.kompas.com/read/2018/09/18/142200815/honda-absolute-master-motorcycle-sales-january-july-2018](https://lifestyle.kompas.com/read/2018/09/18/142200815/honda-absolute-master-motorcycle-sales-january-july-2018) . accessed on 25 April 2020 at 05.40). There are more and more motorcycle brands emerging now, motorbikes are considered as suitable transportation to be used to facilitate and carry out daily activities. In addition to being more affordable than cars, motorbikes are considered more practical and can avoid congestion to save more time.

In increasing each other's competition - each company must be able to win the competition, one way to win the market competition is through tactical planning. This tactical planning uses the concept of the marketing mix (*Marketing Mix*), the variables contained in the marketing mix, namely *Product* (Product), *Price* (Price), *Promotion* (Promotion), and *Place* (Places or Distribution Channels) (Wangarry, Tumbel, and Karuntu, 2018). According to Kotler and Armstrong (2016: 51) Marketing Mix (*marketing mix*) is a set of tactical marketing tools that a company integrates to generate the response it wants in target markets.

Companies must know and understand what consumers need and want. The task of the marketing department of a company is to understand consumer behavior and its effects. During the introduction of needs, consumers recognize problems or needs that can be satisfied by products or services in the market (Susilo, 2017: 20). To meet consumer satisfaction, companies must prioritize product quality that has high quality, affordable prices, in order to maintain a good brand image in the eyes of consumers so that they can repurchase products consumed from the company (Kartika and Santosa, 2019).

In the process of delivering products to customers and to achieve company goals in the form of optimal product sales, marketing activities are used as benchmarks for each company. Before launching a product, a company must be able to see or know what consumers need. If a marketer is able to identify consumer needs well, develop quality products, set prices, and promote products effectively, then products its products will be in demand in the market (Syaleh, 2017).

The marketing mix variable explains that companies are required to consider consumers as one of the most important factors in the market, because by considering consumers, especially the needs and desires of consumers, the company can win market competition. If these factors have been considered by the company, it can provide benefits for the company, one of which is that consumers will make product purchase decisions. The purchase decision is a consumer behavior in which consumers observe various alternative choices of similar products and choose what is needed and desired and according to various factors that are considered in purchasing (Akkas and Marwana, 2019). Every research that has been done before regarding the effect of the Marketing Mix on Purchasing Decisions is carried out using different research objects so that the results are obtained.

different research. As research conducted by Akkas and Marwana (2019), shows the quality of the product has an effect on purchasing decisions of Honda Motorbike consumers. And research conducted by Porawouw, et al. (2018) show that prices and promotions affect Yamaha Motorbike Purchase Decisions. As well as research that has been conducted by Syaleh (2017) concluded that the place of purchase affects the Purchase Decision of a Yamaha Motorbike. Meanwhile, research conducted by Kartika and Santosa (2019) concluded that price and promotion had no effect on Nmax Motorcycle Purchase Decisions.

This research was conducted with a case study on consumers of Honda Motorcycles in the Graha Indah Bekasi Complex. The researcher determined the object because the people in the Graha Indah Bekasi Complex were dominated by motorbike users. People in the Graha Indah Bekasi Complex use motorbikes for various activities such as transportation to work, as a support for work such as having a job as an online motorcycle taxi and to help with daily activities such as shopping for daily necessities. The brands of motorbikes used by the community in the Graha Indah Bekasi Complex are quite diverse. The Honda Motorcycle brand is a motorcycle brand used by the majority of motorbike users in the Graha Indah Bekasi Complex.

Nowadays the majority of people use transportation to carry out all their activities with various brands including Honda. Which may make the Marketing Mix (Product, Price, Promotion, and Distribution Channels) a factor of consideration. Based on the background of the problem above, the researchers conducted research with the title: " THE INFLUENCE OF MARKETING MIX ON HONDA MOTOR PURCHASE DECISIONS (A CASE STUDY ON A HONDA MOTORCYCLE CONSUMER IN THE GRAHA INDAH BEKASI COMPLEX) ".

Based on the background of the problems that have been described above, the problem formulation of this research is as follows: (1) Does the product affect the purchasing decision for a Honda motorbike? (2) Does Price affect the Purchase Decision of a Honda Motorcycle? (3) Does Promotion affect the Purchase Decision of a Honda Motorcycle? (4) Does the Distribution Channel affect the Purchase Decision of a Honda Motorcycle? (5) Does the Marketing Mix affect the Purchase Decision of a Honda Motorcycle?

Based on the research problems that have been formulated, the purpose of the study is to partially and simultaneously determine the effect of the product, price, promotion, and distribution channel on the purchasing decision of a Honda motorbike.

LITERATURE REVIEW

Marketing

The definition of marketing according to Kotler and Keller (2016: 27) is "*marketing is meeting needs profitability*", meaning that marketing is something that is done to meet every consumer's need in a way that benefits all parties. Definition of marketing according to *America Marketing Association (AMA)* quoted by Kotler and Keller (2016: 27) as follows:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The meaning of this definition is that marketing is an organizational function and a set of processes for creating, communicating, delivering and providing value to customers and managing to customers in a way that benefits the organization and its shareholders.

Marketing Management

According to the American Marketing Society in the book Kotler and Keller (2016: 27) states that *Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.* The definition states that marketing management is the art and science of determining target markets and acquiring, retaining and enhancing customers by delivering and communicating superior customer value.

According to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, organizing and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target market to achieve company goals.

Consumer behavior

According to J. Paul Peter Jerry C Olson (2013: 06) The definition of consumer behavior (Customer Behavior) is a dynamic interaction between influence and awareness, behavior, and the environment in which humans exchange aspects of life.

According to Hawkins (2013: 18) "*Customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society*". The definition explains that. Customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of

products, services, experiences, or ideas to satisfy needs and impacts that these processes have on customers and society.

According to Michael R. Solomon (2015: 28) *Customer behavior it is study of the processes in volved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experieces to satisfy needs and desires.*

The definition explains that Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and wants.

Buying decision

The purchase decision is a series of processes that start from the consumer recognizing the problem, looking for information about a particular product or brand and evaluating how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2014: 21) .

Marketing Mix

Marketing mix (*marketing mix*) is a strategy to interfere with marketing activities, so that the maximum combination is sought so as to produce satisfactory results (Alma, 2016: 205). Marketing mix consists of four components or what is called the 4Ps, namely *product, price, place and promotion*. According to Kotler and Armstrong (2016: 47) The marketing mix includes four (4) main things and can be controlled by companies that include products (*product*), price (*price*), the place (*place*) and promotions (*promotion*).

According to Kotler and Keller (2016: 47) four variables in the marketing mix activities have the following components:

1. Products: is a combination of goods and services the company offers two target markets.
2. Price : is the amount the customer has to pay to acquire the product. Place: is
3. includes the company's products available to target customers.
4. Promotion: refers to the activity of communicating product goodness and persuading target customers.

Product

According to Kotler and Armstrong (2015: 248) Products are as follows:

" A product as anything that can be offered to the market for attention, acquisition, use or consumption that satisfies wants or needs ". John W.

Mullins and Orville C. Walker (2013:

252) defines the product as follows: " A product can is defined as anything that meets a want or need through use, consumption or acquisition ". Unlike the case with Stanton's opinion quoted by Buchari Alma (2013: 139) which defines the

product as follows: " A product is a set of tangible and intangible attributes, including packaging, color, price, manufacturer's prestige, and a manufacturing retailer that a buyer can accept as a desired offer. " .

The more quality Kawasaki motorcycle products offered will be liked by consumers because they feel it will provide benefits for the wearer so that it will attract their interest to buy the product (Putra and Agustin, 2016). A quality product will have an impact on purchasing decisions (Barcelona, et al., 2019).

H₁: Products have an effect on purchasing decisions.

Price

According to Suparyanto and Rosad (2015: 141), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product. Meanwhile, according to Kotler & Armstrong (2016: 324)

" Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service ". The meaning of this statement is that the price is an amount of money spent on a product or service, or an amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service.

The higher the price, the lower the demand for the product and vice versa, the lower the price, the higher the demand for the product (Syaleh, 2017). The better the pricing strategy offered by the company, both on the cash pricing strategy, giving discounts and credit prices, will make consumers more happy, so they will want to buy these products (Putra and Agustin, 2016). Each price set by the company will result in a different level of demand for the product (Poluakan, et al., 2017).

H₂: Price affects the Purchase Decision.

Promo tion

According to Buchari Alma (2012: 179) promotion is a type of communication that provides explanations that convince potential consumers about goods and services. Meanwhile, according to Kotler and Keller (2016: 47) promotion is an activity that communicates product excellence and persuades target customers to buy it.

Kotler and Armstong (2016: 518) suggest that sales promotion consists of short-term incentives to encourage the purchase or sale of a product or service. By choosing the right promotional media and a sufficiently wide reach, it is hoped that all information to be conveyed to the public and consumers, both about new products and added value and additional benefits for consumers, is expected to be well received so that this can convince and influence consumers to make a decision to buy the product (Devy and Sinulingga, 2018).

H₃: Promotion affects Purchase Decisions.

Distribution channel

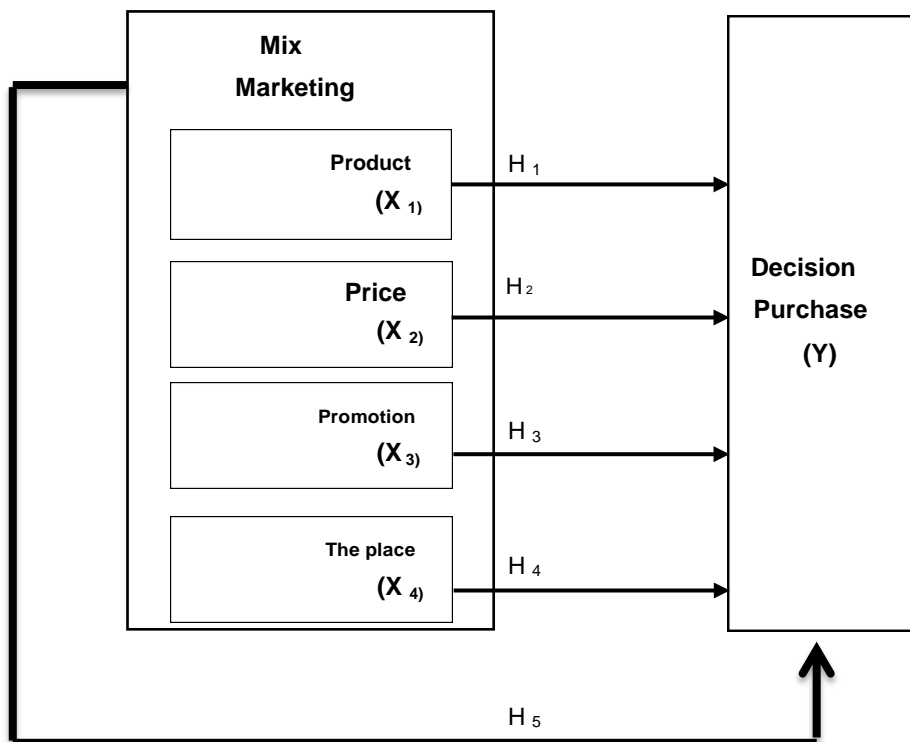
Distribution channel is a means of moving products from producers to consumers, including services provided by producers or sellers. According to Philip Kotler (2012: 122), "Distribution channel is an organizational device that is involved in the process of making a product or service ready for use or consumption by consumers or business users".

Selection of distribution channels involves decisions about the use of distributors (traders, retailers, agents, retailers), and how to cooperate with these distributors. According to Tjiptono (2014: 295), distribution channels are a series of organizational participants who perform all the functions needed to deliver products / services from

seller to final buyer. Meanwhile, according to Kotler and Armstrong (2014: 76) place includes company activities in making products available to consumers.

Distribution channel is an organizational device that is included in the process of making a product or service ready for use or consumption by consumers or business users (Kotler, 2012: 122). Motorcycle consumers will purchase motorbikes at distributors who provide products with a complete variety of choices (Akkas and Marwana, 2019). Service from motorbike distributors affects consumer buying interest. The better the distributor distributes products to the hands of consumers, the greater the demand for consumers to make purchases at the distributor (Wangarry, et al.,2018).

H₄: Distribution channel affects the buying decision.



RESEARCH METHOD

The strategy used in this research is causal associative research using questionnaires and survey research methods, which are part of quantitative research. Every resident in the Graha Indah Bekasi Complex who uses a Honda motorbike is the population in this study. The number of samples in this study were 57 respondents. The analysis test used in this study is the partial test (t test) and simultaneous test (f test).

Research variable

Buying decision

The dependent variable used in this study is the Purchase Decision which is operationalized as a variable (Y). According to Kotler and Keller (2016: 199), indicators of purchasing decisions are:

1. Product Options (*Product Choice*)
2. Brand Selection (*Brand Choice*)
3. Select Place and Distributor (*Dealer Choice*)
4. Amount Purchased (*Purchase Amount*)
5. Purchase Time (*Purchase Timing*)

Product

The independent variable used in this study is the product which is operationalized as the X1 variable. According to Kotler (2015: 358) Product indicators are:

1. Product Quality
2. Product Features
3. Product Style and Design

Price

The independent variable used in this study is price which is operationalized as the X2 variable. According to Kotler and Armstrong (2016: 78) Price indicators are:

1. Affordability of Prices
2. Price Match with Product Quality
3. Price Match with Benefits
4. Price according to ability or price competitiveness

Promotion

The independent variable used in this study is Promotion which is operationalized as the X3 variable. Source: Wijaya (2013: 109)
Promotion indicators are:

1. Media Promotion
2. Promotion Creativity
3. Differentiation of Promotion
4. Quality of Marketers

Distribution Channels

The independent variable used in this study is the distribution channel which is operationalized as the X4 variable. Source: Kotler (2012: 122) Promotion indicators are:

1. Transportation System
2. Product Availability
3. Waiting Time

Data analysis method

The data analysis method used in this study is the Hypothesis Test T test and F test. The t test and F test are used to show how far the independent variables influence individually or collectively in explaining the dependent variable (Ghozali, 2018: 99).

RESULTS AND DISCUSSION

Partial Test (t test)

Based on the provisions of the analysis in statistics using the t test, then rejection of H_0 done if $t_{count} > t_{table}$. Where $df = 57 - 4 - 1 = 52$ and $Sig \alpha 0.05$ then it is obtained t_{table} amounting to 2.00665. And the partial hypothesis testing results are obtained as follows:

1. Variable Product (X_1) has a value of t_{count} amounted to 2.369 while t_{table} amounting to 2.00665. So that $t_{count} 2,369 > t_{table} 2,00665$ with value significance $0.022 < 0.05$. Then H_{a1} accepted and H_{01} rejected, which states that partially the product has a significant effect on Buying decision.
2. Price Variable (X_2) has a value of t_{count} amounted to 2.683 while t_{table} amounting to 2.00665. So that $t_{count} 2,683 > t_{table} 2,00665$ with value significance $0.010 < 0.05$. Then H_{a2} accepted and H_{02} rejected, which states that partially the price has a significant effect on Buying decision.
3. Promotion Variable (X_3) has a value of t_{count} amounted to 0.269 while t_{table} amounting to 2.00665. So that $t_{count} 0.269 < t_{table} 2,00665$ with value significance $0.789 > 0.05$. Then H_{a3} rejected and H_{03} accepted, which states that partially the Promotion has no effect on the decision Purchase.
4. Distribution Channel Variable (X_4) has a value of t_{count} equal to 0.281 while t_{table} amounting to 2.00665. So that $t_{count} 0.281 < t_{table} 2,00665$

with a significance value of $0.779 > 0.05$. Then H_{a4} rejected and H_{04} accepted, which states that partially the Distribution Channels have no effect against Purchasing Decisions.

Simultaneous Test (Test F)

In the table above it can be seen that F_{count} amounted to 9.886 with a significance value of 0.000 ($0.000 < 0.05$), while F_{table} equal to 2.55. This matter means $F_{count} > F_{table}$ ($9,886 > 2,55$), so it can be seen that the variables of Product, Price, Promotion, and Distribution Channels have a significant effect simultaneously against purchasing decisions. Then it can be concluded that there is a relationship

positive between Product, Price, Promotion, and Distribution Channel variables simultaneously on the Purchase Decision of a Honda Motorcycle for a Honda Motorcycle Consumer in the Graha Indah Bekasi Complex.

Determination Coefficient Test (R^2)

Based on the table above, it can be seen that the variables of Product, Price, Promotion, and Distribution Channels simultaneously with the Purchase Decision of a Honda Motorbike at the Graha Indah Bekasi Complex are 0.657. So it can be concluded that the Decision to Purchase a Honda Motorbike at the Graha Indah Bekasi Complex is explained by Products, Prices, Promotions, and Distribution Channels of 43.2% and the remaining 56.8% is caused by other variables outside this model.

Interpretation of Research Results

Based on hypothesis testing conducted with *software* SPSS Version 26, the discussion of research results on each variable can be explained as follows:

Effect of Products on Purchasing Decisions

The results of this study are in line with the results of research conducted by Putra and Agustin (2016) which found that the product has an effect on the purchase of a Kawasaki Motorcycle. Research conducted by Akkas and Marwana (2019) also obtained similar results, namely that the product affects the decision to buy a Honda motorcycle. Good quality and varied models are always the main keys in attracting consumers to make purchasing decisions (Porawouw, et al., 2018).

Based on these results, it means that the product is one of the factors that consumers consider in making a purchase decision for a Honda Motor. Consumers consider that the components in a product are the most important reasons for making a purchase. Companies must pay attention to the components of the products offered to consumers such as product quality, product features, and product style and design.

Product is a set of attributes which includes all product identities that can be offered to the market to be noticed and then owned. Products are used or consumed to satisfy consumer wants and needs. The product is one of the main

or most needed components in a market transaction. The product can be said to be one of the important considerations for consumers in making a purchase.

Effect of Price on Purchasing Decisions

The results of this study are in line with the results of research conducted by Syaleh (2017) which found that price affects the purchasing decision of a Yamaha motorcycle.

Research conducted by Amron (2018) also found that price affects motorcycle purchasing decisions *Matic*. Each price set by the company will result in a different level of demand for the product (Poluakan, et al.,

2017).

Based on these results, it means that price is one of the factors that consumers consider in making a purchase decision for a Honda Motor. Consumers consider that the price which is proportional to the benefits and quality obtained is one of the reasons for making a purchase. Companies must implement the best pricing strategy in offering products to consumers by paying attention to things such as consumer affordability to these prices, prices must be in accordance with the quality of the product and the benefits that consumers will get and the price must also have the power to compete with competitors' products.

Price is a sensitive aspect for the majority of consumers. Consumers will look for the suitability of the price offered for a product with the capabilities that consumers have. The company's strategy in determining prices is very important considering the number of competing products with similar specifications. Consumers will consider purchasing decisions by paying attention to the price offered with what consumers will get at that price.

Effect of Promotion on Purchasing Decisions

The results of this study are in line with the results of research conducted by Poluakan, et al. (2017) who got the result that Promotion has no effect on the Yamaha Vixion Motorcycle Purchase Decision. Research conducted by Devy and Sinulingga (2018) also found that Promotion has no effect on Motorcycle Purchasing Decisions. However, the results of this study contradict the results of research conducted by Tripariyanto and Lukmandono (2018) which states that Promotion has an effect on Honda Beat Motorcycle Purchasing Decisions.

Based on these results, it means that the promotional activities carried out by the company are considered unable to influence consumers in making purchases. Maybe consumers feel that the promotion carried out by the company

does not necessarily guarantee that the product to be purchased is in accordance with what consumers want and need. Promotion is a strategy marketing by companies in order to introduce products to consumers. Promotion is usually carried out on the latest products issued by the company. Consumers consider that promotional activities carried out by companies will only be used to obtain information on products that consumers will buy.

Effect of Distribution Channels on Purchasing Decisions

The results of this study are in line with the results of research conducted by Porawouw, et al. (2018) who get the results that the Distribution Channel has no effect on the Purchase Decision of a Yamaha Motorbike. Research conducted by Poluakan, et al. (2017) also found that the Distribution Channel has no effect on the Yamaha Vixion Motorcycle Purchase Decision. However, the results of this study contradict the results of the research conducted by Kartika and Santosa (2019) which states that the distribution channel affects the decision to purchase Nmax motorbikes.

Based on these results, it means that consumers in this study feel that they are not influenced by distribution channels. This can happen because every company already has a standard for each distribution channel. This is what causes the distribution channel to do its best which results in consumers not bothering where to make a purchase. Distribution Channel is a place or organization that carries out the process of delivering products that are sold to consumers.

The Effect of Matching Mix on Purchasing Decisions

The results showed that the higher the value of the four X variables, the higher the effect on the Honda Motorcycle Purchase Decision for Honda Motor Customers at the Graha Indah Bekasi Complex. The marketing mix strategy carried out by the Honda motorcycle company was able to influence consumers to purchase Honda motorbikes. Consumers consider aspects in the Marketing Mix, namely Products, Prices, Promotions, and Distribution Channels together to be factors that are taken into consideration when making Purchasing Decisions.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research that has been done, the following results were obtained:

1. The products in this study have an effect on the purchase decision of a Honda motorbike at Honda Motorbike Customers in the Graha Indah Bekasi Complex. The price in this study
2. affects the Honda Motorcycle Purchase Decision at Honda Motorbike Consumers in the Graha Indah Bekasi Complex. Promotion in this study has no effect on Honda Motor
3. Purchase Decisions at Honda Motorbike Consumers at the Graha Indah Bekasi Complex.

4. The distribution channel in this study does not affect the Honda Motorcycle Purchase Decision for Honda Motorbike Consumers in the Graha Indah Bekasi Complex.
5. The Marketing Mix simultaneously in this study affects the Purchase Decision of a Honda Motorbike for Honda Motorbike Consumers in the Graha Indah Bekasi Complex.

Suggestion

Based on the results of the analysis of the discussion as well as some conclusions in this study, there are suggestions that can be given through the results of this study in order to get better results for future researchers, namely:

1. Honda motorcycle companies are advised to maintain and improve product quality, such as using the ESAF frame to make the motorbike more stable, and continue to innovate in its features such as technology for gadget chargers, adding PGM-FI technology to make fuel consumption more economical.
2. Honda motorbike companies are advised to continue to be able to offer products at various prices so that they can be reached by all market segments from the middle to upper middle class economy to the lower middle economy.
3. Honda motorbike companies are advised to carry out promotions in a way that is reasonable and does not need to be excessive, such as holding music events with well-known guest stars because consumers think that they make purchasing decisions not because of the company's promotional strategy but due to other factors.
4. It is suggested that Honda motorbike companies be able to better understand the needs and desires of consumers as well as factors that can improve Purchasing Decisions such as always providing every product and spare parts that consumers want and need in the distribution channels that consumers are going to.

Research Limitations and Further Research Development

1. The results of this study indicate that 56.58% of purchasing decisions are influenced by other factors outside the variables used in this study. It is hoped that further research can observe other factors such as Lifestyle,

Word Of Mouth (WOM), and Store Atmosphere.

2. The research object used in this study has a narrow scope only limited to the researcher's domicile environment. It is hoped that further research can research with a wider range of research objects, such as Honda Motorcycle Consumers in Jakarta, Bekasi, or other big cities to get more varied results.

and

accurate.

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