THE INFLUENCE OF PROMOTION, PRICE PERCEPTION AND BRAND IMAGE ON PURCHASE DECISION ON A HONDA CBR 250RR MOTORCYCLE (CASE STUDY IN TAMAN MENTENG, CENTRAL JAKARTA)

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Abstract - The research purpose for knowing how much promotion influence, price perception, and brand image against purchasing decisions with purchasing decisions like dependent variable on Honda CBR 250RR motorbikes in the Honda CBR community at Taman Menteng, Central Jakarta.

The method used is the method of data collection through a questionnaire which is measured using a Likert scale diagram. The sampling method used is Probability with a total sample of 60 respondents who owned and followed the Honda CBR 250RR motorcycle community in Menteng Park, Central Jakarta. This research is a quantitative study using probabilty sampling techniques with the calculation of the coefficient of determination (partial and multiple) and hypothesis testing using the SPSS version 22.0 program.

The results showed that partially the influence of promotion, price perception and brand image on purchasing decisions was 7.72%, 55.65%, & 35.88% respectively, while the rest was influenced by other variables outside the study. As for the multiple influence of promotion, perceived price and brand image on purchasing decisions amounted to 98.5%. Based on the results of hypothesis testing with a real level of 10%, it can be concluded that in terms of promotion, perceived price and brand image are significant towards purchasing decisions. The result of hypothesis testing simultaneously concludes that promotion, price perception and brand image have a significant effect on purchasing decisions

Keywords: promotion, price perception, brand image, purchase decisions.

Abstrak–Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh promosi, persepsi harga dan citra merek terhadap keputusan pembelian dengan keputusan pembelian sebagai variabel dependen pada sepeda motor Honda CBR 250RR Di komunitas Honda CBR taman Menteng Jakarta Pusat.

Metode yang digunakan adalah metode pengumpulan data melalui kuesioner yang diukur menggunakan diagram skala likert. Metode pengambilan sampel menggunakan *Probability* dengan jumlah sampel sebanyak 60 responden yang memiliki dan mengikuti komunitas sepeda motor Honda CBR 250RR di taman Menteng Jakarta Pusat. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik *probabilty sampling* dengan perhitungan koefisien determinasi (parsial dan berganda) serta pengujian hipotesis menggunakan program SPSS versi 22.0.

Hasil penelitian menunjukan secara parsial pengaruh promosi, persepsi harga dan citra merek terhadap keputusan pembelian masing – masing sebesar 7,72%, 55,65%, & 35,88% sedangkan sisanya di pengaruhi oleh variabel lain di luar penelitian. Adapun secara berganda pengaruh promosi, perseps harga dan citra merek terhadap keputusan pembelian adalah sebesar 98,5%. Berdasarkan hasil pengujian hipotesis dengan taraf nyata 10% disimpulkan bahwa secara promosi, persepsi harga dan citra merek signifikan terhadap keputusan pembelian. Hasil pengujian hipotesis secara simultan menyimpulkan promosi, persepsi harga dan citra merek berpengaruh signifikan terhadap keputusan pembelian

Kata kunci : promosi, persepsi harga, citra merek, keputusan pembelian.

I.   PRELIMINARY

The current development has made a lot of changes that occur from year to year. At this time, transportation has become an important part of human life. Motorbikes are a form of land transportation that is widely owned and used by the community both for their own needs and as a source of livelihood by a group of motorcycle taxi drivers to fulfill their basic needs. family and for other social needs. People buy motorbikes to enjoy two functions, namely as a means of transporting passengers from one place to another and transporting goods in their daily work activities, while the other function is to gain prestige which will give a person individual satisfaction. .

The impetus for this research is also due to different research results or research gaps from previous studies. The difference in the results of this study, among others, from research conducted by Efrida Marselina, et al. (2018) said that brand image has a positive effect on consumer purchasing decisions, while research by Rosalia Onsu et al. (2015) states that brand image has no significant effect on purchasing decisions.

Seeing this phenomenon, we often encounter at this time, the increasing number of motorbike users from various circles are not only used to complete needs but are also used as a hobby in the automotive world. Therefore, many motorcycle manufacturers from various brands are competing to increase promotion, as well as pricing and product brand image.

Based on The background of the problems described above, the authors are interested in conducting further research on "The Effect of Promotion, Price Perception and Brand Image on Purchasing Decisions of Honda CBR 250 RR Motorbikes (Case Study of Honda CBR 250 RR Motorcycle Community in Central Jakarta)"

1.1.   Formulation of the problem

Based on the formulation of the main research problems above, the research problems can be specified as follows:

1. How much influence does promotion have on the decision to purchase a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta?
2. How much influence does price perception have on the decision to buy a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta?
3. How much influence does the brand image have on the decision to buy a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta?
4. How much influence do promotions, price perceptions and brand image have on purchasing decisions for Honda CBR 250 RR motorbikes in the Honda CBR motorcycle community in Central Jakarta?

1.2. Research purposes

This study provides empirical evidence to find out:

1. How much influence does promotion have on the decision to buy a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta.
2. How much influence is the perception of price on the decision to buy a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta.
3. How much influence does the brand image have on the decision to buy a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta.
4. How much influence does promotion, price perception and brand image have on the decision to purchase a Honda CBR 250 RR motorcycle in the Honda CBR motorcycle community in Central Jakarta.

II.   LITERATURE REVIEW

2.1.   Definition of Marketing

Marketing (marketing) is an important and dynamic object, because marketing involves daily activities in a society. Along with the development of the market as a place to exchange between goods and goods, between services and services, and between goods and services, the understanding of the market (market) is also more diverse according to the meaning of its use, According to Ari Setiyaningrum (2015: 2).

2.2.   Consumer behavior

Studying consumer behavior aims to know and understand various aspects that are in consumers and one of them is in making purchase decisions. Consumer behavior is a direct activity or is involved in obtaining and using goods or services, including the decision-making process that precedes and determines these actions. According to (Kotler and Armstrong, 2012: 128) states that, "Consumer buyer behavior refers to the buying behavior of final consumers-individuals and households who buy goods and services for personal consumption". It can be interpreted that consumer behavior always looks at the behavior of each individual, household or organization about how they process before deciding to make a purchase. and their actions after obtaining and consuming a product, service or idea. Consumer behavior is closely related to the consumer's decision-making process in obtaining and using goods and services to satisfy their needs. Understanding consumer behavior is not easy because consumers decide to buy a particular product which can be different every day and vary widely in age, income, education level, and taste. The job of marketers is to examine the factors that underlie consumers in choosing one or several of the other products. Understanding consumer behavior is not easy because consumers decide to buy a particular product which can be different every day and vary widely in age, income, education level, and taste. The job of marketers is to examine the factors that underlie consumers in choosing one or several of the other products. Understanding consumer behavior is not easy because consumers decide to buy a certain product which can be different every day and vary widely in age, income, education level, and taste. The job of marketers is to examine the factors that underlie consumers in choosing one or several of the other products.

2.3.   Buying decision

According to Kotler (2012: 201) purchasing decisions are the way individuals, groups, organizations choose, buy, use and utilize goods, services, ideas, experiences in order to satisfy needs and desires. From these definitions, it can be concluded that purchasing decisions are actions taken by utilizing goods, services, ideas, experiences in

order to satisfy the needs and desires of individuals, groups, or organizations to choose, buy, and use.

2.4. Promotion

Promotion is one of the variables contained in the marketing mix, which is a very important part of the company in marketing its products or services. Often the term promotion is used synonymously or in conjunction with the terms - sales terms even though in the same sense, namely promotion. According to Kotler & Armstrong (2012: 76) in their book *"Promotion means activities that communicate the merits of the product and persuade target customers to buy it",* meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product

2.5. Price

Price is one of the most important elements in determining the market share and profit of a company. Price is the only element of the marketing mix that generates income or income for the company, while the other three marketing mixes (Products, Distribution and Promotion) cause costs (expenses). Besides, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. Rajput, et.al (2012: 487) price has a significant effect on perceived quality when the only information shown is available. According to studies consumers prefer to have with price and quality than the technical aspects of durable goods, the basic marketing tool of concern is price and price value can be measured to the effect of cost, markup and payment side.

2.6. Brand

Kotler and Keller (2012: 257), a successful brand is one of the achievements of a great product or service, supported by careful planning, a large number of long-term commitments and marketing (promotions) that are creatively designed and executed to attract customer loyalty to decisions purchase of these brands. Brands can identify sources or product manufacturers to introduce broad lines

2.7. Relationship Between Variables
2.7.1. The Effect of Promotion on Purchasing Decisions

Based on the research of Hartoyo et al (2016) with the title Analysis of the Influence of Location, Products, Brand Image and Promotion on Suzuki Car Purchase Decisions (Case Study at PT Gedong Jembar Pemalang), states that the Promotion variable partially has a positive and significant effect on Suzuki Car Purchase Decisions. .

According to research conducted by Rizky Ardiansyah and Winarningsih (2013) with the title "The Influence of Prices, Products and Promotions on Honda Motorbike Sales Volume", it can be concluded that there is a significant influence between Price, Product and Promotion variables on the sales volume of Honda motorcycles. . Based on the correlation results obtained, it can be concluded that the sales promotion variable has a strong relationship in influencing the sales volume variable when compared with the price and product variables.

In addition, research conducted by Sutupo, Anzaruddin Septian Pahlevi with the title Analysis of the Effect of Perceptions of Price, Promotion, Product Design, and Product Quality on Purchasing Decisions of automatic motorbikes (Study on Yamaha Mataram Sakti Semarang) states that promotion (X2) has a third positive effect. the biggest factor on the variable occurrence of consumer decisions to purchase automatic motorbikes at Yamaha Mataram.

2.7.2. The Effect of Price Perception on Purchasing Decisions

Based on research conducted by Rizky Iryanita, Y. Sugiarto (2013) with the title "Analysis of the Influence of Brand Image, Price Perception, and Perceptions of Product Quality on Purchase Decisions of ATBM products", it can be concluded that the independent variables are brand image, price perception, and Perception of product quality has a positive and significant effect on the dependent variable, namely purchasing decisions.

In addition, Ike Kusdyah (2012) entitled "Price Perception, Brand Perception, Value Perception and Desire to Repurchase Health Clinic Services", it can be concluded that the variable price perception and brand perception have a significant positive effect on perceived value, price perception and perception variables. Brand has no significant positive effect on intense to repurchase and the perceived value variable has a significant positive effect on the intense to repurchase variable.

In addition, according to research conducted by Kelvin Girindra, Mustafa (2012) with the title "Analysis of the Influence of Price Perceptions, Promotion, Distribution, Product Quality and Market Segmentation on the Success of Yamaha Motorcycle Products in Semarang City", it can be concluded that there is a significant influence between quality variables price perception, promotion, distribution, product quality and market segmentation on the success of Yamaha motorcycle products in the city of Semarang.

2.7.3.   Influence Brand Image Against Purchasing Decisions

Wicaksono (2013: 29) suggests the importance of developing brand image in purchasing decisions. A well-managed brand image will have positive consequences, including:
a. Increase understanding of aspects of consumer behavior in making purchasing decisions.
b. Enriching the orientation of consumption towards things that are symbolic more than product functions.
c. Increase consumer confidence in products.
d. Increase sustainable competitive advantage

According to Ristiawan and Farida (2015: 4) Brand Image is one of the company's strategies to build a brand based on the process of handling or using product users, associations, companies, symbols, and brand / customer relationships. Based on the results of research in Evelina et, al. (2014: 9) the brand image variable has a positive and significant effect on purchasing decisions, the effect of brand image on purchasing decisions is 46.8%. When the brand already has a positive image in the minds of consumers, it is likely that consumers will make purchases and consumers will also remember the brand. Based on the theory above that a positive brand will influence consumers in making purchases, because if the brand is positive in people's minds, consumers will also always remember the brand when making a purchase. Based on the research of Hartoyo et al (2016), the variable Brand Image partially has a positive and significant effect on Suzuki Car Purchase Decisions.

2.8. Hypothesis Development

The hypothesis is a provisional answer or the most probable conjecture that remains to be sought. The relationship between the independent variables and the dependent variable in this study. The following is the hypothesis in this study:

H1: Promotion is suspected to have an effect on the purchase decision of a Honda CBR 250 RR motorcycle.

H2: Price perception is suspected to have an effect on the purchase decision of a Honda CBR 250 RR motorcycle.

H3: Brand image is suspected to have influenced the purchase decision of a Honda CBR 250 RR motorcycle.

H4: Promotion, price perception and image are thought to influence the purchase decision of a Honda CBR 250 RR motorcycle.

2.8. Research Conceptual Framework.

The conceptual framework is a synthesis of the relationship between variables which is compiled from the various theories that have been described. (Sugiyono, 2014: 89). This study only emphasizes on three independent variables or independent variables, namely product quality, promotion and price on the dependent variable or the dependent variable, namely the purchase decision. The four variables are associated with the object under study, namely consumers at Burger King Mall Artha Gading. So to find out the attachment to influence between variables can be explained in the following theoretical framework:
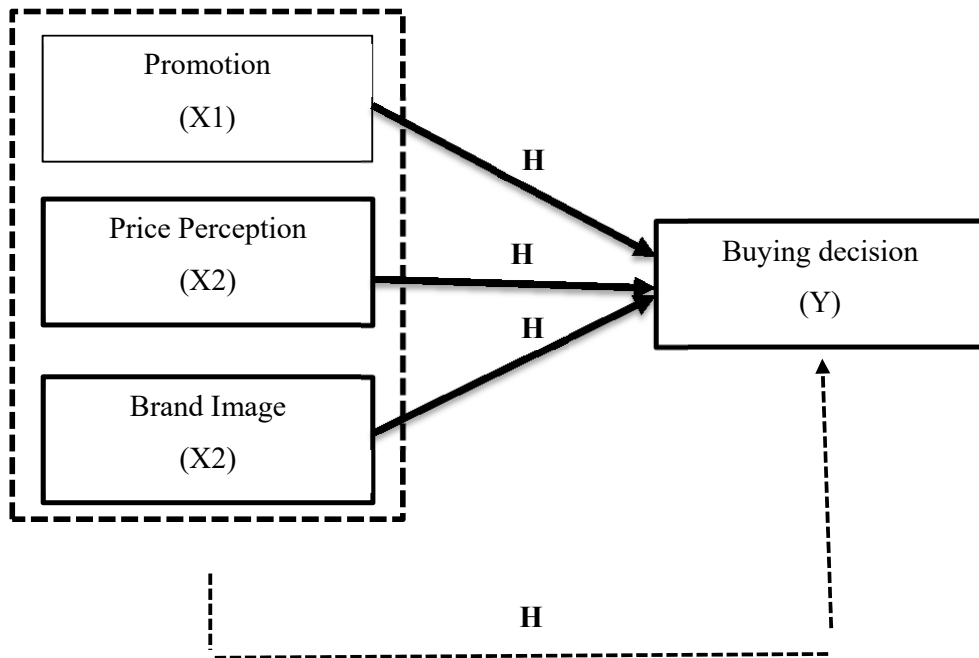

Figure 2.3. Research Conceptual Framework
Information :

──────────────▶ = Partial
- - - - - - - - - - -▶ = Simultaneously

This conceptual framework is used to direct researchers in conducting research. The study was conducted to determine the effect of the three independent variables on the dependent variable, either partially or simultaneously. It can be defined that the effect is partial, namely:

1) The effect of promotion on purchasing decisions at the Honda CBR 250 RR.
   Various kinds of promotions carried out by the Honda CBR 250 RR, ranging from cashback, discounts, and others, are able to be a special attraction for its consumers. This can be a consideration for someone before making a purchase decision.
2) The effect of price perception on purchasing decisions on the Honda CBR 250 RR.
   The price offered by the Honda CBR 250 RR varies greatly, from the lowest type of the lowest price to the highest type of the most expensive price. Therefore, price is also one of the most important factors before someone makes a purchase decision.
3) The influence of brand image on purchasing decisions at the Honda CBR 250 RR.
   Assessment of the brand image received by several consumers of the Honda CBR 250 RR, whether appropriate or not in accordance with the product being offered, becomes a separate consideration for potential consumers before making a purchase decision.
   Meanwhile, the simultaneous influence is where the promotion, price and brand image simultaneously influence the purchase decision on the Honda CBR 250 RR. By considering promotions, a person's price perception and brand image can later determine the purchase decision.

III. RESEARCH METHOD

3.1. Research Strategy

In conducting a study, researchers must be able to determine what strategies are used. This research uses quantitative methods with an associative strategy. Associative research is research that aims to determine the effect or relationship between two or more variables (Sugiyono, 2014: 37). In this case, the researcher aims to determine the effect of promotion (X1), price perception (X2), and brand image (X3) on purchasing decisions for a Honda CBR 250 RR motorbike.

3.2. Population

Population is a comprehensive collection of an object which is the researcher's concern. Research objects can be living things, objects, systems and procedures, phenomena and others (Sugiyono, 2014: 116). The population in this study were all consumers who bought / owned Honda CBR 250RR motorbikes who were members of the community or Honda CBR motorcycle clubs located in Taman Menteng, Central Jakarta.

The sampling technique is divided into two groups, namely probability sampling and non probability sampling. In this study, the authors used probability sampling. According to Sugiyono (2014: 82) "probability sampling is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be sampled". Respondents who are used as research are buyers / owners of a Honda CBR 250RR who are members of the community in Taman Menteng, Central Jakarta, with a total of 153 members. In determining the size of the sample taken from the population, the author uses the formula proposed by Slovin in Mustafa (2010: 90). With a confidence level of 90% with a value of e = 10% are as follows:

$$n = \frac{N}{1+Ne^2}$$ …………………………………………… ... (3.1)

Information :

    n = Sample size

    N = Population size

    e = Error rate (10%)

The sample calculation using the Slovin formula is as follows:

$$n = \frac{153}{1+153.(10\%)^2} = = 60.4 = 60\frac{153}{2,53}$$

    Thus, the number of samples used for this study were 60 people who chose or made a decision to buy a Honda CBR 250RR motorcycle.

3.3. Data Analysis Methods
3.3.1. How to process and present data
    Processing of data in this study using SPSS (Static Product and Service Solution) version 22.0, this is because the analysis method in this study uses the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

3.3.2. Statistical Analysis of Data
    Statistical analysis of data is also called data processing and data interpretation. Data analysis is a series of activities to study, group, systematically, interpret and verify data so that a phenomenon has social, academic and scientific value. Activities in data analysis are grouping data based on variables and types of respondents, presenting data for each variable under study, taking calculations to answer problem formulations and performing calculations to test hypotheses.

    The statistical analysis of data in this study uses the coefficient of determination which serves to determine the amount of influence in the form (%) between the variables studied, and hypothesis testing which serves to determine the significant effect between the independent variables on the dependent variable. The following is an analysis of the coefficient of determination and hypothesis testing:

1) Analysis of the coefficient of determination

    The coefficient of determination (KD) basically measures how far the model's ability to apply variations in the dependent variable (Ghozali, 2013: 97). The coefficient of determination (KD) or commonly known as R2 is used to see the contribution of the ability to explain the independent variables together on the dependent variable, where the coefficient value lies between zero and one ($0 \leq R2 \leq 1$). A small KD or R2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variables (Ghozali, 2013: 98).

    To measure the amount of influence between the independent variables on the dependent, the following is the formula for the partial and multiple coefficient of determination (KD):

a) Partial Determination Coefficient

    1) Partial determination between X1 to Y (X2 and X3 constant)

        $KD_{1.23} = rY_{1,232} \times 100\%$

    2) Partial determination between X2 against Y (X1 and X3 constant)

        $KD_{2.13} = rY_{2,132} \times 100\%$

    3) Partial determination between X3 against Y (X1 and X2 constant)

        $KD_{3.12} = rY_{3,122} \times 100\%$

b) Multiple Determination Coefficient

1) Multiple determinations between X1, X2 and X3 with respect to Y (X2 and X3 are constant)

        $KD_{123} = rY_{1232} \times 100\%$

And to measure the interpretation of the coefficient of determination (KD), you can use the interpretation of the correlation coefficient below:

Table 3.3. Indicator Correlation Coefficient Interpretation

Coefficient Interval	Relationship Level
0.00 - 0.199	Very low
0.20 - 0.399	Low
0.40 - 0.599	Moderate
0.60 - 0.799	Strong
0.80 - 1,000	Very strong

Source: Sugiyono (2014: 248)

2) Hypothesis test

Hypothesis testing is available ρ Used to determine the significance of the independent variable on the dependent variable partially or simultaneously, the following are the hypothesis testing steps in this study:

1. Partial Hypothesis Testing
   a) X1 against Y
   Ho:$\rho y_{1.23} = 0$: Partially promotion has no effect on
   buying decision.
   Ha:$\rho y_{1.23} \neq 0$: Partially promotion has an effect on
   buying decision.

   b) X2 against Y
   Ho:$\rho y_{2.13} = 0$: Partially price perception has no effect on purchasing decisions
   Ha: $\rho y_{2.13} \neq 0$: Partially the price perception influences the decision
   purchase.

   c) X3 against Y
   Ho:$\rho y_{3}.12 = 0$: Partially, brand image has no effect on purchasing decisions
   Ha:$\rho y_{3}.12 \neq 0$: Partially brand image affects the decision
   purchase.

   To test the relationship between the independent variable and the dependent variable partially, it was seen from the significance t compared to the real level $\alpha(10\% = 0.1\%)$. The test criteria are:

Ho is rejected if the significance t <0.1

Ho is accepted if the significance t ≥ 0.1

2. Simultaneous hypothesis testing

Ho:$\rho y_{123} = 0$: Simultaneously promotion, perceived price and brand image are not
   significant to the purchase decision

Ha:$\rho y_{123} \neq 0$: Simultaneously promotion, price perception and brand image are significant
   against purchasing decisions

It can be concluded that the significance F is compared to the real level α (10% = 0.1) with the following criteria:

Ho is rejected if the significance F <0.1
Ha is accepted if the significance F $\geq$ 0.1

After testing the hypothesis regarding the population correlation coefficient above, if the results are significant, the correlation coefficient can be used to calculate the coefficient of determination (KD).

## IV.	RESULTS AND DISCUSSION
### 4.1.	Description of Research Object

PT Astra Honda Motor is a company engaged in the manufacture, assembly and distributor of branded motorcyclesHonda. And this company is the only one in Indonesia that has the right as the sole agent (ATPM) for Honda motorcycles. PT Astra Honda Motor (AHM) is a pioneer in the motorcycle industry in Indonesia. Founded on June 11, 1971 with the initial name PT Federal Motor. At that time, PT Federal Motor only assembled, while the components were imported from Japan in the form of CKD (completely knock down). The type of motorcycle that Honda first produced was a business type, the S 90 Z with a 4 stroke engine with a capacity of 90cc

PT Astra Honda Motor (AHM) launched the Honda CBR250R, a premium sports motorcycle that has become the flagship model in Indonesia. The history of the Honda CBR250RR Indonesia for the first generation which has the name Honda CBR250R. This full fairing sports motorbike is inspired by the VFR1200F and CBR1000RR. In mid-2016, AHM launched the latest generation of sports motorbikes from the Honda CBR250 which paved in Indonesia, namely the Honda CBR250RR. The Honda CBR250RR is the second generation of a 250cc sport bike from a manufacturer with a wing flap logo released in Indonesia. In this second generation, the Honda CBR250RR underwent many changes from the previous generation, namely changing the Tamiplan to a Facelift using LED lights and the use of a dual exhaust system to make the appearance sporty.

The features of this last generation are also more sophisticated than their predecessors, namely the presence of a full digital instrument panel, equipped with driving modes (Comfort, Sport and Sport +). So that the driver can adjust the speed character of the Honda CBR250RR. This latest generation uses a two-cylinder engine, DOHC configuration, 8-valve, 6-speed, liquid cooled, with a cubication of 250cc. The Honda CBR250RR has a much more powerful power, with a maximum power of 38Hp / 12,500rpm and a peak torque of 23.3Nm / 10,500rpm.

### 4.2.	Respondent Data Description

Descriptions of respondents in the study consisting of gender, age and occupation are as follows:

Table 4.1. Respondent data based on gender.

No.	Gender	Number of people)	Percentage (%)
1	Male	56	93.33%
2	Women	4	6.66%
	Total	60	100%

Table 4.1. Above shows that the majority of respondents were male, namely 56 people or 93.33% and the remaining 4 people and 6.66% were female. This is because men prefer to own or ride motorbikes than women.

Table 4.2. Respondent data by age

No.	Age	Number of people)	Percentage (%)
1	18-25	9	15%
2	26 - 35	26	43.33%
3	36 - 45	19	31.66%
4	≥ 45	6	10%
	Total	60	100%

Table 4.2. above shows that the majority of respondents are 26 - 32 years old, namely as many as 26 people or 43.33% because respondents of that age have on average already worked and have their own income and are mature enough in thinking so that they can determine which products are of good quality . Meanwhile, the lowest number of respondents, namely those aged ≥45 years, were 6 people or 10%, because respondents with that age rarely travel because their activities are mostly resting at home.

Table 4.3. Respondent data by occupation

No.	Profession	Number of people)	Percentage (%)
1	Student / Student	5	8.33%
2	entrepreneur	21	35%
3	Entrepreneur	6	10%
4	PNS / BUMN	16	26.6%
5	Others	12	20%
	Total	60	100%

Table 4.3. The above shows that the majority of respondents have self-employed jobs, namely as many as 21 people or 35% because they already work in a company and can afford a Honda CBR 250RR motorbike. Meanwhile, the lowest number of respondents, namely having a job as a student, was 5 people or 8.33%, because the respondents did not have their own job.

4.3. Variable Operational Test Results
4.3.1. Validity test
The validity test in this study uses the SPSS version 22 application program. The purpose of this test is to measure whether the data is valid or valid because if one of the instruments is invalid, the data cannot be processed further.

The research instrument is declared valid for research if it has a validity value or (rcritical) greater than or equal to (rcritical) 0.2542 and if the validity value (rhitung) is less than (rcritical) 0.2542 then the statement is declared invalid.

After processing the data, here are the results of validity testing for all statements in each research variable:

1. Promotion Validity Test (X1)
Following are the results of the validity test for the Promotion variable (X1) which consists of 4 statements:

Table 4.4. Validity of the instrument per item variable Promotion (X1)

No. Statement	r count	r critical	Decision
Item 1	0.959	0.2542	Valid
Item 2	0.897	0.2542	Valid
Item 3	0.915	0.2542	Valid
Item 4	0.839	0.2542	Valid

Source: Data processed (2020)

Data obtained and shown in Table 4.4. the results of the Promotion variable (X1) all statements have a value of rcount>0.2542then the data can be said to be valid and can be used in this study.

2. Price Perception Validity Test (X2)

Following are the results of the validity test for the Price Perception variable (X2) which consists of 5 statements:

Table 4.5. Validity of the instrument per item of Price Perception variable (X2)

No. Statement	r count	r critical	Decision
Item 1	0.913	0.2542	Valid
Item 2	0.864	0.2542	Valid
Item 3	0.886	0.2542	Valid
Item 4	0.922	0.2542	Valid
Item 5	0.859	0.2542	Valid

Source: Data processed (2020)

Data obtained and shown in Table 4.5. the results of the price perception variable (X2) all statements have a value of rcount>0.2542then the data can be said to be valid and can be used in this study.

3. Brand Image Validity Test (X3)

Following are the results of the validity test for the Brand Image variable (X3) which consists of 6 statements:

Table 4.6. The validity of the instrument per item Brand Image variable (X3)

No. Statement	r count	r critical	Decision
Item 1	0.800	0.2542	Valid
Item 2	0.866	0.2542	Valid
Item 3	0.861	0.2542	Valid
Item 4	0.806	0.2542	Valid
Item 5	0.872	0.2542	Valid
Item 6	0.763	0.2542	Valid

Source: Data processed (2020)

Data obtained and shown in Table 4.6. the results of the Brand Image variable (X3) all statements have a value of rcount>0.2542 then the data can be said to be valid and can be used in this study.

4. Purchase Decision Validity Test (Y)

Following are the results of the validity test for the Purchasing Decision variable (Y), which consists of 7 statements:

Table 4.7. The validity of the instrument per item of the Purchasing Decision variable (Y)

No. Statement	r count	r critical	Decision
Item 1	0.721	0.2542	Valid
Item 2	0.890	0.2542	Valid
Item 3	0.810	0.2542	Valid
Item 4	0.846	0.2542	Valid

Item 5	0.841	0.2542	Valid
Item 6	0.856	0.2542	Valid
Item 7	0.681	0.2542	Valid

Source: Data processed (2020)

Data obtained and shown in Table 4.7. the results of the Purchase Decision variable (Y) all statements have a value of rcount>0.2542 then the data can be said to be valid and can be used in this study.

4.3.2. Reliability Test

This test aims to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. Based on data processing, reliability test results were obtained (attached) as follows:

Table 4.8. Variable Reliability Test Results

No.	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
1.	Promotion (X1)	0.923	0.60	Reliable
2.	Price Perception (X2)	0.927	0.60	Reliable
3.	Brand Image (X3)	0.907	0.60	Reliable
4.	Purchase Decision (Y)	0.905	0.60	Reliable

Source: Data processed in 2020

Table 4.8. shows that the effect between each statement item score of the Promotion variable (X1), Price Perception (X2), Brand Image (X3) and Purchase Decision (Y) has a cronbach's alpha value of more than 0.60. Thus, it can be concluded that the variable Promotion (X1), Price Perception (X2), Brand Image (X3) and Purchase Decision (Y) are considered reliable because the value of cronbach's alpha> 0.60.

4.4. Statistical Analysis of Data
4.4.1. Partial Determination Coefficient Analysis

Partial correlation coefficient analysis is used to determine how much the relationship between the independent variables, namely promotion (X1), perceived price (X2), brand image (X3) and purchasing decisions (Y) as the dependent variable. The correlation coefficient for each variable is as follows:

1. Partial Determination Coefficient X1 to Y

Table 4.9. Results of the Analysis of the Partial Determination of Promotion Variables (X1) on Purchasing Decisions (Y)

Correlations

Control Variables			PROMOSI	BUYING DECISION
PRICE PERCEPTION & BRAND IMAGE	PROMOTION	Correlation	1,000	, 278
		Significance (2-tailed)	.	, 034
		df	0	56
	BUYING DECISION	Correlation	, 278	1,000
		Significance (2-tailed)	, 000	.
		df	56	0

Source: Data processed by SPSS in 2020

Based on the results of the above data processing in Table 4.9 using SPSS version 22.0 software, the partial KD of the promotional variable (X1) on the purchase decision (Y) is 0.278 (positive) with a significance tailed value of 0.034 <0.05. So it can be

concluded that there is a positive and significant relationship between the promotional variables and the decision to buy a Honda CBR 250 RR motorbike in the Menteng motorbike community in Central Jakarta. Meanwhile, the Correlations value of 0.278 is in the weak relationship category. Thus, it can be concluded that the promotional partial KD value to the Purchase Decision (KD123) can be calculated as follows:

$$KD_1.23 = r^2 \times 100\%$$
$$= 0.2782 \text{ x } 100\%$$
$$= 7.72\%$$

Based on the calculation of the partial KD of promotion on the purchase decision above, the KD value of 7.72% is obtained, which means that if there is an influence of the decision to purchase a Honda CBR 250 RR motorcycle that is on the motorbike community in Menteng, Central Jakarta, then 7.72% is due to the influence of promotion where the variable price perception and brand image are considered constant, while the rest is 92.2% due to the influence of other variables outside of this study.

2. Partial Determination Coefficient X2 against Y

Table 4.10. Results of Partial Determination Coefficient Analysis of Variable Price Perception (X2) on Purchasing Decisions (Y)

Correlations

Control Variables			PRICE PERCEPTION	BUYING DECISION
PROMOTION & BRAND IMAGE	PRICE PERCEPTION	Correlation	1,000	, 746
		Significance (2-tailed)	.	, 000
		df	0	56
	BUYING DECISION	Correlation	, 746	1,000
		Significance (2-tailed)	, 000	.
		df	56	0

Source: Data processed by SPSS in 2020

Based on the results of the above data processing in Table 4.10. Using SPSS software version 22.0, partial KD of price perception variable (X2) on purchasing decisions (Y) was 0.746 (positive) with a significance tailed value of 0.000 <0.05. So it can be concluded that there is a positive and significant relationship between the price perception variable and the decision to buy a Honda CBR 250 RR motorbike in the Menteng motorbike community, Central Jakarta. Meanwhile, the Correlations value of 0.746 is in the strong relationship category. Thus it can be concluded that the value of partial KD of price perception on Purchasing Decisions (KD213) can be calculated as follows:

$$KD_2.13 = r^2 \times 100\%$$
$$= 0.7462 \text{ x } 100\%$$
$$= 55.65\%$$

Based on the calculation of the partial KD of price perception on the purchase decision above, the KD value is 55.65%, which means that if there is an influence on the decision to buy a Honda CBR 250 RR motorcycle that is in the motorbike community in Menteng, Central Jakarta, then 55.65% is due to the influence from the perception of price where the promotional variables and brand image are considered constant, while the rest 44.35% is due to the influence of other variables outside of this study.

3. Partial Determination Coefficient X3 to Y

Table 4.11. Results of Partial Determination Coefficient Analysis of Brand Image Variables (X3) on Purchasing Decisions (Y)

Correlations

Control Variables			BRAND IMAGE	BUYING DECISION
PRICE PROMOTIONS & PERCEPTIONS	BRAND IMAGE	Correlation	1,000	, 599
		Significance (2-tailed)	.	, 000
		df	0	56
	BUYING DECISION	Correlation	, 599	1,000
		Significance (2-tailed)	, 000	.
		df	56	0

Source: Data processed by SPSS in 2020

Based on the results of the above data processing in Table 4:11. using SPSS software version 22.0, the partial KD of the brand image variable (X3) on the purchase decision (Y) was 0.599 (positive) with a significant tailed value of 0.000 <0.05. So it can be concluded that there is a positive and significant relationship between the brand image variable and the decision to buy a Honda CBR 250 RR motorbike in the Menteng motorbike community, Central Jakarta. Meanwhile, the Correlations value of 0.599 falls into the medium relationship category. Thus it can be concluded that the partial KD value of brand image on Purchasing Decisions (KD312) can be calculated as follows:

$$KD_3.12 = r^2 \times 100\%$$
$$= 0.599^2 \times 100\%$$
$$= 35.88\%$$

Based on the calculation of the partial KD value of the brand image on the purchase decision above, the KD value of 35.88% is obtained, which means that if there is an influence of the decision to purchase a Honda CBR 250 RR motorcycle that is in the motorbike community in Menteng, Central Jakarta, then 35.88% is caused by the influence of the brand image where the promotion variable and price perception are considered constant, while the rest 64.12% is due to the influence of other variables outside of this study.

4.4.2. Multiple Determination Coefficient Analysis
Table 4.12. Multiple Correlation Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	, 985a	, 971	, 969	, 515	, 971	619,577	3	56	, 000

a. Predictors: (Constant), BRAND IMAGE, PROMOTION, PRICE PERCEPTION

Source: data processed by SPSS 2020

Furthermore, to measure the magnitude of the contribution of Brand Image, Promotion and Price Perception together on the Purchase Decision of a Honda CBR RR motorbike in the motorbike community in Menteng, Central Jakarta, seen from the value of the adjusted determinant coefficient (Adjusted R Square) is 0.969. To find out the percentage of KD, the multiple coefficient of determination will be obtained as follows:

$$KD_{123} = r^2 \times 100\%$$
$$= 0.969^2 \times 100\%$$
$$= 93.89\%$$

Based on the calculation of the simultaneous KD value above, the KD value is 93.89%. This means that the joint contribution of Brand Image, Promotion and Price Perception to the Purchase Decision of a Honda CBR RR motorcycle in the motorbike community in Menteng, Central Jakarta is 93.89%. while 6.11% due to the contribution of variable factors outside the study.

4.4.3. Hypothesis testing
A. Partial Testing

Table.4.13.Partial Hypothesis Test of promotional variables, perceived price and brand image on purchasing decisions for a Honda CBR 250 RR motorbike

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,398	, 692		10,687	, 000
	PROMOTION	, 145	, 067	, 116	2,167	, 034
	PRICE PERCEPTION	, 601	, 072	, 592	8,388	, 000
	BRAND IMAGE	, 326	, 058	, 306	5,605	, 000

a. Dependent Variable: PURCHASE DECISION

Source: data processed by SPSS 2020

1. Hypothesis Test X1 against Y

Ho:$\rho y_{1.23} = 0$ Partially promotion of the Honda CBR 250 RRhas no effect on purchasing decisions for Honda CBR 250 RR motorcycle owners in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta ..

Ha:$\rho y_{1.23} \neq 0$ Partially promotion of the Honda CBR 250 RRinfluence on purchasing decisions for Honda CBR 250 RR motorcycle owners in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta ..

After testing the hypothesis on **table 4.13.**above and based on the results of calculations by SPSS, the significance t at X1 is 0.034, smaller than the real level or 0.034 <0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD1.23 can be used to explain the contribution of the influence of changes in independent variables to the dependent variable.

2. Hypothesis Test X2 against Y

Ho:$\rho y_{2.13} = 0$ Partially perception of the price of the Honda CBR 250 RRhas no effect on purchasing decisions for Honda CBR 250 RR motorcycle owners in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta ..

Ha:$\rho y_{2.13} \neq 0$ Partially perception of the price of the Honda CBR 250 RRinfluence on purchasing decisions to the owner of a Honda CBR 250 RR motorbike in the Honda CBR 250 RR motorcycle community in Central Jakarta.

After testing the hypothesis on **table 4.13.**above and based on the results of calculations by SPSS, the significance t at X2 is 0.000, smaller than the real level or 0.000 <0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD2.13 can be used to explain the contribution of the effect of changing independent variables on the dependent variable.

3. Hypothesis Test X3 against Y

Ho:$\rho y_{3.12} = 0$ Partially Honda CBR 250 RR brand imagehas no effect on purchasing decisions for Honda CBR 250 RR motorcycle owners in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta ..

Ha:$\rho y_{3.12} \neq 0$ Partially Honda CBR 250 RR brand imageinfluence on purchasing decisions for Honda CBR 250 RR motorcycle owners

in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta ..

After testing the hypothesis on **table 4.13.**above and based on the results of calculations with SPSS, the significance t at X3 is 0.000, smaller than the real level or 0.000 <0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD3.12 can be used to explain the contribution of the effect of changing independent variables on the dependent variable.

B. Simultaneous Testing

Table.4.14. Simultaneous test of variable product quality, promotion and price on purchasing decisions

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	492,884	3	164,295	619,577	, 000b
	Residual	14,850	56	, 265		
	Total	507,733	59			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), BRAND IMAGE, PROMOTION, PRICE PERCEPTION

Source: data processed by SPSS 2020

Ho:$\rho y_{123}= 0$ Simultaneously promotion, price perception and brand image are not significant to the decision to buy a motorbike in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta.

Ha:$\rho y_{123}\neq 0$ Simultaneously promotion, price perception and brand image are significant on motorcycle purchasing decisions in the Honda CBR 250 RR motorcycle community in Menteng, Central Jakarta.

After testing the hypothesis on**table 4.14.**above and based on the results of calculations with SPSS, the significance F is 0.000, smaller than the real level or 0.000 <0.05. Thus, it can be concluded that Ho is rejected and Ha is accepted, so the value of KD123 can be used to explain the contribution of the influence of the promotion independent variable, price perception and brand image on the dependent variable of the purchase decision.

4.5. Discussion

Based on the results of research related to promotion, price perception, and brand image on the decision to purchase a Honda CBR 250RR motorcycle in Menteng Park, Central Jakarta obtained from the results of opinions and questionnaires, researchers can conclude that promotion, price perception and brand image are important factors for consumers. in considering whether or not they are satisfied and loyal to a product. The better the promotion carried out by the Honda CBR 250RR motorbike, the more it will attract consumers to buy, as well as the perception of price and brand image offered according to consumer needs, the more attractive the purchasing decision for the Honda CBR 250RR motorcycle will be because consumers will be satisfied with the product that is bought.

4.6.   Promotion, Price Perception and Brand Image of the Honda CBR 250RR

4.6.1. Promotion of Honda CBR 250RR

One of the things that need to be considered by producers in making a product that will be offered to consumers is by promoting a product. Promotion is said to be important in how a company can introduce a product to be recognized by consumers. Promotion is not only done to introduce a product but also describes the advantages, benefits, uses and disadvantages of a product being marketed. Like the Honda CBR 250RR which carries out promotions through advertising media with a period of time repeatedly to get the attention of consumers who love motor sports.

Promotions carried out by the Honda CBR 250RR did several ways, namely by presenting advertisements through television channels, brochures, pamphlets distributed to every Honda dealer in Jakarta and introducing products through online social media. So that the Honda CBR 250RR motorbike product can be seen by many people who have a purchase decision for the Honda CBR 250RR sports motorbike to be taken into consideration.

4.6.2. Honda CBR 250RR Price Perception

One of the important elements that need to be considered by producers when having a product or service offered to customers or consumers is price. Price is said to be important because it can influence the purchasing decisions of consumers for a product being offered. If the price offered for a product does not match the benefits it has, then consumers will compare the product with competitors from the product being marketed. The price offered for the Honda CBR 250RR motorcycle product can provide satisfaction to consumers who have purchased the product. Manufacturers or companies can offer several choices of color variants, affordable prices based on the type of motorcycle, products according to benefits and not more expensive than similar products of other brands.

The price strategy carried out by the product for consumers is to buy a Honda CBR 250RR motorbike so that the consumer has received accident insurance, a jacket with a Honda CBR 250RR motorbike and a helmet that can be used while driving. With that, consumers are satisfied to have bought a Honda CBR 250RR motorcycle product because the price offered is in accordance with the needs of the product.

4.6.3. Honda CBR 250RR Brand Image

In the marketing of a company, brand or brand elements have an important role. he American Marketing Association in Kotler & Keller defines a brand or brand as, "A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or a group of seller and to differentiate. them from those of competitors. " If interpreted, then a brand or brand is a name, term, sign, symbol or design, or a combination of all that is intended to identify a product or service from one seller or a group of sellers to distinguish it from other groups. So if you look at the use of the brand or brand itself reflects the identity of what products or services are offered by the seller.

Honda, which is a leading motorcycle manufacturer in Indonesia, has long been established and is well known for having products of number one quality and creating many innovations in each of its products, making Honda one of the mecca for automotive products in Indonesia, which many competitors follow. Not a few of Honda's products failed to be marketed. Various kinds of brands issued by the Honda company to meet consumer needs in automotive development every year. The Honda CBR 250RR motorcycle product has strong sports motorbike characteristics from its logo shape, color

and design. The benefits possessed by the Honda CBR 250RR motorbike are in accordance with the wishes of consumers to create a sports motorbike brand image among them.

V.   CONCLUSIONS AND SUGGESTIONS

5.1.   Conclusion

Based on the results of the research that has been carried out and data analysis as described in the previous chapter, the following conclusions can be conveyed from the results of the researchers as follows:

1. The Honda CBR 250RR motorcycle made good communication at the time of product introduction. What is done from the Honda CBR 250RR motorbike can make a purchase decision on the product. This is due to the indicator with the highest value where consumers can get to know the Honda CBR 250RR motorcycle products through all advertising media, namely distributing brochures, advertising at Honda Jakarta dealerships and social media. The more often the promotion is carried out and on target, the more purchasing decisions on a product will be increased.

2. The availability of an affordable choice of variants on the Honda CBR 250RR based on the choice of quality. Honda CBR 250RR motorcycles can meet the needs and desires of consumers from product quality, benefits and is not more expensive than its competitors. This is well accepted by consumers in buying Honda CBR 250RR motorcycle products.

3. The Honda CBR 250RR motorbike has a good brand image in the eyes of consumers. The model of the Honda CBR 250RR motorbike has the character of a motor sport bike, boasting the user and the desired brand according to the benefits. The better the Honda CBR 250RR motorcycle brand is seen by consumers, the better the consumer's view of the brand will be, and the easier it will be to stick in the minds of consumers, and vice versa.

4. The Honda CBR 250RR motorcycle shows that promotion, price perception and brand image can attract purchasing decisions for the product. This is because good recommendations given by consumers can affect brand selection. Thus, the better and the increased promotion, price perception and brand image caused by the better consumer experience, the more likely it is to increase purchasing decisions for a Honda CBR 250RR motorcycle.

5.2. Suggestion

Based on the results of the research and the conclusions described above, the suggestions that can be submitted for the Honda CBR 250RR motorcycle manufacturer related to the research are as follows:

1. Honda CBR 250RR motorcycle dealer management should strengthen the company's market share and marketing, as well as the consumer base where the company needs to focus on promotional strategies in order to increase consumer purchases and increase the company's sales volume.

2. Pricing is a critical decision that can support the success of the company's operations. Therefore the price decision must be flexible, meaning that it can be adjusted quickly from market dynamics and relative to the price levels of competitors so that it is expected to attract new users who can increase the ability to buy and increase the purchase rate of the Honda CBR 250RR motorcycle.

3. We recommend that the Honda CBR motorbike continues to innovate the choice of motorbike variants continuously in terms of specifications, designs and colors which aim to reduce market saturation or consumers feel bored with the existing model or choice of motorbike variants. Automotive development moves very fast and

competition is very tight, so to defend the market or to open new market opportunities requires innovation of motor variants on the Honda CBR 250RR.

5.3. Research Limitations and Further Research Development

Based on the research that has been done, future researchers are expected to be able to provide better research results because in this study there are several limitations as follows:

1. In this study, respondents were taken only on a small scale, namely 60 respondents who owned a Honda CBR 250RR motorbike, who were members of the Honda CBR motorcycle community in Menteng Park, Central Jakarta.
2. This research only focuses on the Honda CBR motorcycle community in Menteng Park, Central Jakarta, so that further researchers can expand the location as the object of research, because the same research results may not be obtained in different locations.

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