# Analysis of the Determinants of Purchasing Decisions for Honda CB 500X Motorbikes at Wahana Honda Big Bike Jakarta

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**ABSTRACT**: Consumer purchasing decisions are important things that companies must pay attention to, because consumer purchasing decisions will be a consideration for the marketing strategies that the company will carry out. This study aims to prove and analyze the effect of product quality, price, and distribution on purchasing decisions for Honda CB500X motorbikes at Wahana Honda Big Bike Jakarta. The phenomenon of owning a sports motorbike for Jakarta residents is not only about mobility, but also about lifestyle. Premium sports motorcycles are often considered a medium of self-expression and can increase prestige. owning a personalized Honda CB500X premium sports motorcycle can be a way for individuals to show higher social status. Another phenomenon is that Honda CB500X sales in Jakarta are still inferior to its competitor Kawasaki Versys 650, besides that there are still consumers who make purchases not through official Honda Big Bike rides dealers but through general importers, which has an impact on the achievement of Wahana Honda Big Bike sales targets. The research population is all Honda CB500X consumers who made purchases at Wahana Honda Big Bike Jakarta from 2023 to April 2024. Based on the accidental sampling technique, the research sample was taken as many as 42 respondents whom the researcher met at the time of distributing the questionnaires. The data analysis technique uses multiple linear regression and hypothesis testing. Based on the results of the hypothesis, it is known that product quality, price, and distribution simultaneously have a positive and significant effect on CB500X purchasing decisions on Honda Big Bike rides, and each variable product quality, price, promotion partially also has a positive and significant effect on CB500X purchasing decisions on Honda Big Bike rides Jakarta.

## I. INTRODUCTION

For some, riding a sports motorcycle is not only about mobility, but also about experience and thrill. The bustling and challenging city of Jakarta provides an exciting environment for sport bike enthusiasts to express their love for riding with speed and agility. Sports motorcycles are often regarded as a medium for self- expression and creativity. In a world full of business interests and trends, owning a unique or modified personalized sports bike can be a way for individuals to show their unique identity and stand out in the urban crowd. Moreover, riding a sports motorcycle is a fun form of entertainment and recreation. Jakarta's crowded and stressful daily life makes activities such as riding on the open road an attractive option to release stress and feel a sense of freedom.

Regarding the high demand for motorcycles, especially for high-end consumers, PT Astra Honda Motor as ATPM obliges PT WahanaMakmurSejati to open a new dealer specifically for the sale of Big Bike Motorcycles, because previously to get premium Honda motorcycle products consumers usually made purchases at general importers because there were no official Honda Big Bike dealers in Jakarta. Therefore, PT. WahanaMakmurSejati in July 2016 opened a new Wahana Honda Big bike dealer, which is the only authorized Honda dealer under the Main dealer WahanaMakmurSejati that serves the sale of Honda motorbikes with engine capacity of 500 CC and above. This dealer is located at Jl. Gn. Sahari No.32, RT.12/RW.4, Gn. Sahari Utara, Sawah Besar, Kota Jakarta Pusat.

Sales of Wahana Honda Big Bike continue to increase from sales of 41 units in 2021, 51 units

in 2022, and 104 units in 2024, but still have not reached the sales target set by management. Where in 2021 the target achievement was 53%, 2022 the target achievement was 57%, and the target achievement was 83% in 2023. The investment cost to build a Big Bike showroom is very expensive, but the sales of Wahana Honda Big Bike have not been as expected, so it is the focus of management to find the right strategy to be able to continue to increase sales of Wahana Honda Big Bike in order to cover the investment cost of building this Big Bike dealer. From the sales data of Honda Big bike rides, the Honda CB 500 X Sport Bike is the type with the highest sales compared to other types and the sales trend continues to increase from 2021-2023 followed by the CB 650 and CMX 500 Rebel types. In terms of sales in the Honda Big Bike vehicle, the Honda CB500X in 2021 has a contribution of 34%, in 20222 35%, and in 2023 31%. Seeing the significant contribution of the CB500 X Motorcycle type, research related to the Honda CB500 X is important. For the model is a major contributor to sales at Honda Big Bike rides and understanding the factors that affect its sales such as product quality, price, and distribution can provide valuable insights for business and marketing strategies.

In today's competitive environment, manufacturers are challenged to provide quality products and added value to differentiate themselves from the competition. Product quality is one of the factors that consumers consider before buying a product. In addition to product quality, the price aspect is also important because each price set by the manufacturer causes different product demand. In most cases, demand and price are inversely proportional, the higher the price, the lower the demand for the product [21]. Therefore, manufacturers should attach great importance to proper pricing. Apart from product quality and price, what is also important to consider is distribution, where according to [22] a place or distribution channel is "a company's activities that make products available for consumption by consumers".

In the current situation, there is a phenomenon that consumers who purchase Honda CB 500X motorbikes do not go through an authorized Honda dealer, namely Wahana Honda Bike, but there are still those who make purchases at general importers, in 2022 there were 9 CB500 X consumers who made purchases at general importers and in 2023 there were 10 consumers who decided to purchase at general importers. This phenomenon shows that, although there are already

official Honda dealers who have standardized from Astra Honda Motor to sell the Honda CB500 X, it turns out that there are still consumers who still decide to buy at general importers.This study aims to analyze the factors that influence the purchase decision of the Honda CB500 X. According to previous researcher [48] product quality, price, and promotion have a significant effect on purchasing decisions, in contrast to the results of research by [18] which states that product quality has no effect on purchasing decisions, product prices have no effect on purchasing decisions, but sales promotion affects purchasing decisions. Meanwhile, according to [13] product quality has a positive and significant effect on purchasing decisions, while price has a negative but insignificant effect on purchasing decisions. In contrast to the results of research by [11], it shows that partially, namely products, prices, and promotions that can have a significant influence on purchasing decisions, while distribution variables have an influence but are not significant. Based on the background of the problems described in previous studies, researchers are interested in continuing research with the title "The Effect of Product Quality, Price, and Distribution on Purchasing Decisions for Honda CB 500X at Wahana Honda Big Bike Jakarta.

Based on the background of the problems described in previous research, the researcher is interested in continuing the research with the title "The Impact of Product Quality, Price, and Promotion on the Purchase Decision of Honda Genuine Part (HGP) Motorcycle Brake Pads at Wahana Honda GunungSahari Jakarta.

## II. OVERVIEW
**Product Quality**

Product quality, according to [25], refers to the product's ability to perform its functions properly, including aspects of durability, reliability, and accuracy. Companies must continuously improve the quality of the products or services they offer as this can increase customer satisfaction and encourage repeat purchases. Quality standardization is very important to ensure that the products produced are in accordance with established standards, thus maintaining consumer confidence in the product. Customers' experiences in buying products, both positive and negative, can influence their decision to repurchase. Therefore, companies must be able to create products that meet consumer needs and preferences. If there are unmet needs, the company must respond by developing products according to consumer expectations. Thus, product quality can be defined as the product's ability to meet consumer needs and

preferences. According to [24], product quality indicators include various aspects such as shape, features, customization, quality of workmanship, quality conformity, durability, reliability, ease of repair, style, and design. These factors indicate important elements that must be considered when evaluating product quality.

## Price

Price is the monetary value set by companies in exchange for the goods or services they offer. In addition, the price also includes the services provided by the seller, and the company hopes to make a profit from the price. Price is a major factor influencing consumer purchasing decisions. Price is also an important element in marketing strategy. If the price is too high, consumers may not be able to afford the product, which can be detrimental to marketing. Conversely, if the price is too low, this can affect profitability and cause consumers to perceive the product as low quality or obsolete. Therefore, the price of a product can reflect its quality.

According to Kotler and Armstrong, there are four indicators that characterize price, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with the benefits provided by the product. These factors provide an overview of how product prices can influence consumer purchasing decisions.

## Distribution

Distribution is one of the important elements in the marketing mix used by companies to market their products or services. The role of distribution is very important because it involves the availability of products in the market which will have an effect on increasing sales because it can influence consumer decisions to make purchases. According to [22], place or distribution channels are "company activities that make products available for consumption by consumers. Pricing depends on whether the company cooperates with other parties or sells directly through the website. According to [30] there are four indicators in distribution, availability of goods, ordering process, ease of obtaining products and speed of delivery.

## Consumer Behavior

Consumer behavior is the study of how individuals, groups, or organizations make decisions to buy, choose, consume, and how products, ideas, and experiences satisfy their wants and needs. [23] present a model of consumer behavior to understand the consumer decision-making process when buying a product which is described in the figure below.
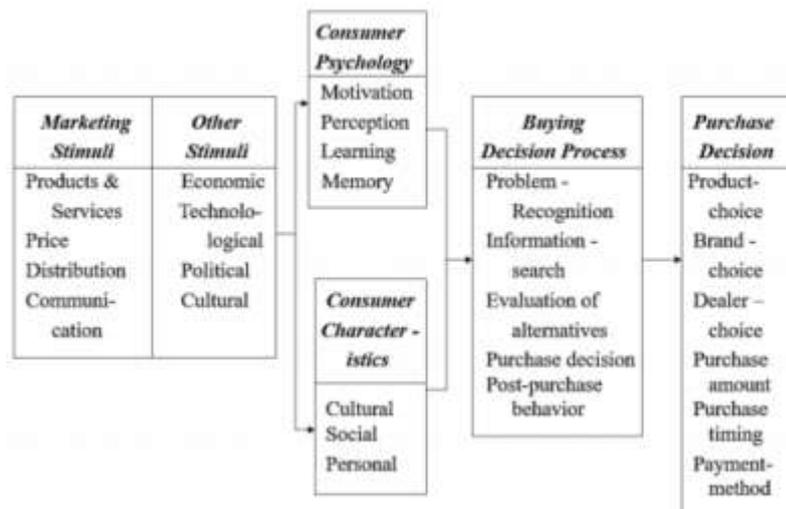


**Figure 1. Consumer behaviour model (Kotler & Keller 2009)**

The figure above shows that marketing stimuli, which include products, services, prices, distribution, and communication, along with other factors such as business, technology, politics, and culture, have an impact on consumer psychology and characteristics. This stimulus process leads to psychological responses and consumer characteristics, which in turn leads to the purchase decision-making process. After going through this process, consumers then make a purchase decision.

**Factors that influence consumer behavior**

Consumer purchasing behavior cannot be separated from overall consumer behavior. There are several factors that influence consumer purchasing behavior, including cultural, social, personal, and psychological factors [23]. Cultural factors include the values, norms, and patterns of behavior accepted in a social group. Social factors involve the impact of social groups, such as family, friends, and other reference groups. Personal factors include individual characteristics such as age, gender, education, and economic status. While psychological factors involve the motivation, perceptions, attitudes, and beliefs of individuals that influence their purchasing decisions. All of these factors interact with each other and shape overall consumer purchasing behavior.) as shown in the figure below.
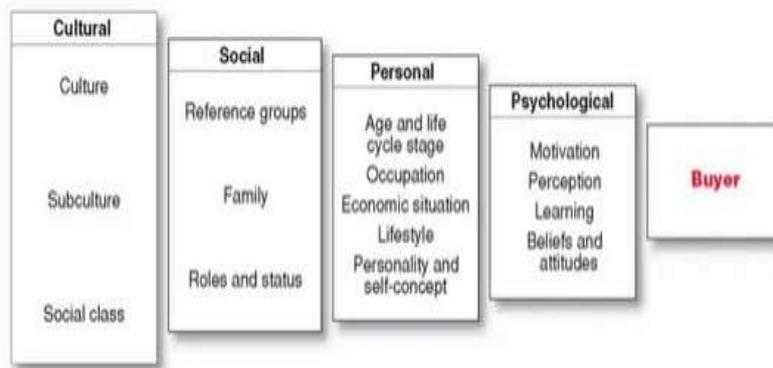


**Figure 2. Factors influencing consumers' behaviour (Kotler & Keller, 2009)**

**Purchase Decision Process**

The purchase decision process involves a series of stages that consumers go through in making a decision to buy a product or service. To help companies understand this process, a model of the stages of the purchasing decision process is used. According to [23], there are 5 stages in the consumer purchasing decision process.

The following are indicators for each stage in the purchasing decision process according to [23]: Problem recognition, Information seeking, Alternative evaluation, Purchase decision, Post-purchase behavior.

**Conceptual Framework**

The conceptual framework is a model that describes the relationship between theory and factors that are considered important in a study. The aim is to provide a theoretical explanation of how the independent variables (variables that influence) are related to the dependent variable (variables that are influenced). By using a conceptual framework, researchers

Researchers have a systematic guide to explain the theories used in their research. A conceptual framework helps to establish a solid theoretical foundation and allows researchers to connect relevant variables and understand the relationship between them. Thus, a conceptual framework plays an important role in designing and conducting comprehensive and focused research.



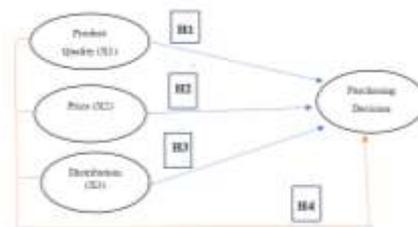**Figure 3. Conceptual Framework**

**Relationship between Product Quality and Purchasing Decisions**

This statement states that there is a relationship between product quality and purchasing decisions. In previous research, several findings were

obtained that support this hypothesis, that product quality influences consumer purchasing decisions. In this context, the hypothesis formulated is as follows:

H1: Product quality has a significant impact on purchasing decisions.

**Price Relationship to Purchasing Decisions**

This statement states that there is a relationship between price and purchasing decisions. According to Kotler & Armstrong (2017), price has two main roles in the purchasing decision process, namely the allocation role and the information role. The information role refers to the ability of price to provide information to consumers about product factors, including quality. There is a general perception among consumers that high prices reflect high quality. In addition, Kotler & Keller (2018) also state that prices that match consumer expectations will match the expected quality. In this context, the hypothesis formulated is as follows:

H2: It is suspected that price has a significant impact on purchasing decisions.

**Distribution Relationship to Purchasing Decisions**

This statement states that there is a relationship between distribution and purchasing decisions.[22] place or distribution channel, namely "company activities that make products available for consumption by consumers. This finding indicates that the better the distribution channels provided to customers, the higher the level of purchasing decisions.

Based on the results of previous research, the hypothesis formulated is as follows:

H3: It is suspected that distribution has a significant impact on purchasing decisions.

**The Relationship between Product Quality, Price and Distribution to Purchasing Decisions**

This statement states that there is a relationship between product quality, price, and distribution with consumer purchasing decisions. Good product quality, prices that match expectations, and good distribution can influence consumer purchasing decisions.

Based on the theory of [23] which states that the consumer purchasing decision process consists of several stages, including problem identification, information search, alternative evaluation, purchase decisions, and post-purchase behavior. In this process, product quality and price variables play an important role in influencing consumer purchasing decisions. Distribution also plays a role in encouraging consumers to explore alternatives and influence purchasing decisions.

Based on the background, literature review, and previous research, as well as the research conceptual framework, the hypothesis formulated is as follows:

H4: It is suspected that the impact of product quality, price, and distribution simultaneously and significantly impacts the purchasing decision for HGP brake linings at WahanaGunungSahari Jakarta.

## III. RESEARCH METHODS

**Research Approach**

This study uses the causality research method, which aims to identify the cause- and-effect relationship between the independent variable and the dependent variable and measure the strength of the relationship [27]. The approach used in this research is quantitative method. The quantitative method is a research approach based on the philosophy of positivism, which aims to investigate certain populations or samples using research instruments that collect data in statistical form [42].

**Place and Time of Research**

This research is limited to the scope of Wahana Honda Big Bike Jakarta as a research location. The sample to be studied is consumers who are Honda CB500X motorcycle users who come to service and purchase Honda CB500X motorbikes at Wahana Honda Big Bike Jakarta. This research will be carried out in the period from May to July 2024.

**Population and Sample**

Population in the context of research refers to a collection of objects or subjects selected by researchers with certain qualities and characteristics to investigate and then draw conclusions [42]. The population identified in this study were CB500 X consumers who visited the Honda Big Bike workshop in Jakarta. The sample is part of the overall population that has similar numbers and characteristics [42]. Thus, this sample is considered representative of the population to be studied. Sampling technique is a method used to determine the number of samples to be used in research. In this study, accidental sampling was used, where respondents were selected as samples by chance. This means that anyone who happens to meet the researcher can be a sample if they meet the criteria as a data source [40]. The number of respondents involved in this study were 42 people

(consumers of Honda CB500X 2023-April 2024). In this study the authors used a saturated sample, also known as a census, [41] explains that a saturated sample is a sampling technique in which all members of the population are used as samples. This technique is often used if the population studied is relatively small. Data collection methods Primary data was collected through distributing questionnaires containing statements developed from indicators of research variables. Data collection was carried out through distributing digital questionnaires using Google Form to a predetermined sample. The questionnaire measurement technique in this study uses a 5-point Likert scale. The Likert scale values used in this study can be seen in the table below:

**Table 1. Likert Scale Value**

| Answer | Code | Score |
|---|---|---|
| Strongly Agree | SS | 5 |
| Agree | S | 4 |
| Neutral | N | 3 |
| Disagree | TS | 2 |
| Strongly Disagree | STS | 1 |

**Source: Primary data processed, 2024**

**Operational Definition of Variables**
Operational variables are the variables used in research. In this study, there are three independent variables (X) and one dependent variable (Y) which will be explained as follows:

**A. Independent Variable (X)**
According to Sugiyono (2018), independent variables are variables that have an impact or cause changes in the dependent variable. The independent variables used in this study are: Product Quality (X1), Price (X2), and Promotion (X3)

**B. Dependent Variable (Y)**
According to Sugiyono (2018), the dependent variable is the variable that is accompanied or becomes the result of the independent variable. In this study, the dependent variable used is the purchase decision (Y). Purchasing decisions are the stage where consumers decide whether to buy a product after obtaining information about the product and comparing with similar products.
Furthermore, there are data quality tests that include:

**A. Validity Test**
The validity test is used to assess the extent to which the questionnaire or measurement instrument used in the study can accurately measure the variables to be studied.

**B. Reliability Test**
The reliability test is used to measure the extent to which the questionnaire or measurement instrument used in the study is consistent and reliable in measuring the variable or construct being studied.
In addition, there is a classic assumption test which includes:

**A. Normality Test**
The data normality test is used to evaluate whether the data used in the regression model has a normal distribution or is close to a normal distribution. Normal distribution is important in regression models because it allows the use of statistical methods that are based on the assumption of normal distribution.

**B. Multicollinearity Test**
The multicollinearity test is used to test whether there is a correlation between the independent variables in the regression model. In a good regression model, there should be no significant correlation between the independent variables, because a high correlation can cause problems in interpreting the regression results.

**C. Heteroscedasticity Test**
The heteroscedasticity test aims to test whether in the regression model there is an imbalance in the variance of the residuals between observations. If the residual variance remains constant, it is called homoscedasticity, while if the residual variance varies, it is called heteroscedasticity.

**Regression Analysis**
According to [40], multiple linear regression analysis is a method used by researchers to predict or describe how the dependent variable (criterion) will change (increase or decrease) when two or more independent variables (predictor factors) are manipulated (increased or decreased in value). Multiple Regression Analysis Formula:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon$$

Description :

| | |
|---|---|
| Y | = Purchasing Decision |
| a | = Alpha |
| b1, b2, b3, .... | = Regression coeffisient |
| X1 | = Product Quality |
| X2 | = Price |
| X3 | = Distribution |
| ☒☒ | = error |

### A. Individual Parameter Significance Test (t Statistical Test)

The t test is used to evaluate the significance of the impact of independent variables partially or individually on the dependent variable. This test allows us to determine whether each independent variable significantly affects the dependent variable. The commonly used significance level is $\alpha = 0.05$.

### B. Simultaneous Significance Test (F Test)

The F test is used to assess the level of significance of the simultaneous impact of the independent variable (X) on the dependent variable (Y). This test helps us determine whether there is an overall significant impact of the independent variable on the dependent variable.

### C. Coefficient of Determination (Adj. R2)

The coefficient of determination (Adjusted R-squared) is used to explain the extent to which the independent variable can explain variations in the dependent variable. The coefficient of determination ranges between 0 and 1. A low value indicates that the ability of the independent variable to explain the dependent variable is limited. Meanwhile, a value close to 1 indicates that the independent variable provides significant information in predicting the dependent variable.

## IV. RESULTS AND DISCUSSION

In this study, the respondents were Honda CB500 X consumers at Honda Big Bike Jakarta as many as 42 people. To find out the characteristics of respondents based on gender, age and occupation, it can be seen in the following table:

**Table 2. Respondent Characteristics**

| No | Gender | Amount | Precentage |
|---|---|---|---|
| 1 | Male | 42 | 100% |
| 2 | Female | 0 | 0% |
| | Total | 42 | 100% |

| No | Age | Amount | Precentage |
|---|---|---|---|
| 1 | 21 - 30 years old | 8 | 19% |
| 2 | 31 - 40 years old | 5 | 12% |
| 3 | 41 - 50 years old | 15 | 36% |
| 4 | 51 - 60 years old | 14 | 33% |
| | Total | 42 | 100% |

| No | Job | Amount | Precentage |
|---|---|---|---|
| 1 | Civil servant | 2 | 5% |
| 2 | Private employer | 10 | 24% |
| 3 | Entrepreneur | 29 | 69% |
| 4 | Students | 1 | 2% |
| | Total | 42 | 100 % |

**Source: Primary data processed, 2024**

Based on table 5.1 above, it can be seen that 100% of the respondents who filled out this questionnaire were male. Because this CB500 X motorbike is a big bike adventure motorcycle with

high and heavy specifications so it is designed for male users of this motorbike. From the data above, most respondents are aged 41 - 60 years. Because this is a premium motorcycle with a price of more than 200 million, the average consumer is those who are mature in age, and with a long working life, they have no financial problems. In addition, people in this age group tend to have a greater interest in touring and adventure activities. The Honda CB500X, which is an adventure-touring motorcycle, offers comfort and capability suitable for long-distance travel and exploration. The respondents who filled out this questionnaire the most, namely 29 people, were consumers who worked as self- employed. Since the Honda CB500X is a premium motorcycle in terms of price, the consumers are businessmen who like to collect big bikes, the Honda CB500X offers the flexibility, efficiency, and reliability that are important for the self- employed in running their business, while meeting their recreational needs and social status.

**Instrument Test Results**
**A. Validity Test**
In the validity test using the SPSS program, it was found that the variables of product quality (X1), price (X2), distribution (X3), and purchasing decisions (Y1) showed significant results with an error rate of 5%. This can be seen from the calculated r value which is greater than r table 0.195. This means that each statement submitted is considered valid for measuring product quality, price, distribution, and purchasing decision variables.

**B. Reliability Test**
In the reliability test using the SPSS program, it was found that the product quality variable had a Cronbach value of 0.631, price 0.660, distribution 0.664, and purchasing decision 0.752. These values are greater than 0.6, which indicates that each statement submitted in measuring the variables of product quality, price, promotion, and purchasing decisions is reliable. This indicates that if the statements are submitted repeatedly, the results will be consistent.

**Classical Assumption Test Results**
**A. Multicollinearity Test**
The multicollinearity test results are shown in the table below:

**Table 3. Respondent Characteristics**

| Variable | VIF | Tolerance | Description |
|---|---|---|---|
| Product Quality (X1) | 1,505 | 0,665 | No Multicollinearity |
| Price (X2) | 1,704 | 0,587 | No Multicollinearity |
| Distribution (X3) | 1,741 | 0,574 | No Multicollinearity |

**Source: Primary data processed, 2024**

In the table above, it can be concluded that the variables of Product Quality, Price, and Distribui do not show any multicollinearity problems. This can be seen from the VIF (variance inflation factor) value which is less than 10 and the Tolerance value which is more than 0.10.

**B. Heteroscedasticity Test**
In research, decision making using the Glejser test for heteroscedasticity tests is based on the resulting significance value. The following is the basis for decision making with the Glejser test:
1. If the significance value (p-value) obtained from the Glejser test is greater than 0.05, then there is no significant heteroscedasticity. In this context, the null hypothesis that there is no significant heteroscedasticity in the model can be accepted.
2. Conversely, if the significance value (p-value) obtained from the Glejser test is less than 0.05, then heteroscedasticity occurs significantly. In

this case, the null hypothesis is rejected and it can be concluded that there is heteroscedasticity in the model.

The results of the glejser test are shown in the table as follows:

**Table 4. Glejser Test**

Coefficients<sup>a</sup>

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,677 | 1,673 | | 1,600 | 0,118 |
| | X1 | -0,024 | 0,087 | -0,053 | -0,274 | 0,786 |
| | X2 | -0,035 | 0,091 | -0,080 | -0,384 | 0,703 |
| | X3 | -0,037 | 0,081 | -0,097 | -0,461 | 0,648 |

a. Dependent Variable: Abs_Res

**Source: Primary data processed, 2024**

From table 5.16 the significance value for X1 is 0.786> 0.05 then for X2 the significance value is 0.703> 0.05 and for X3 the significance value is 0.648> 0.05. From these results it can be concluded that heteroscedasticity does not occur.

**C. Normality Test**
The results of the normality test are shown in the following table:

**Table 5. Normality Test**

| One- Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|---|---|---|
| N | | 42 |
| Normal Parameters <sup>a,b</sup> | Mean | 0.0000000 |
| | Std. Deviation | 1.23630321 |
| Most Extreme Differences | Absolute | 0.125 |
| | Positive | 0.098 |
| | Negative | -0.125 |
| Test Statistic | | 0.125 |
| Asymp. Sig. (2-tailed) | | 0.098<sup>c</sup> |

a. Test distribution is normal

b. Calculated from data

c. Lilliefors Significance Correction

**Source: Primary data processed, 2024**

In the table above, it can be concluded that the regression model is normally distributed because the significance (2 tailed) 0.098c is greater than 0.05.

**Multiple Linear Regression Test**
The multiple linear regression test results are shown in the table below:

**Table 6. Multiple Linear Regression Test**

| | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.688 | 2.477 | | 1.893 | 0.066 |
| | Product Quality | 0.348 | 0.129 | 0.276 | 2.693 | 0.010 |
| | Price | 0.363 | 0.135 | 0.293 | 2.685 | 0.011 |
| | Distribution | 0.487 | 0.119 | 0.458 | 4.085 | 0.000 |

a. Dependent Variable: Purchasing Decision

**Source: Primary data processed, 2024**

The regression equation model that can be written from these results in the form of a regression equation is as follows:
$$Y = 4.688 + 0.348X1 + 0.363X2 + 0.487X3 + e$$

**Hypothesis Test Results**
**A.    Partial Significance Test (t test)**
The partial test results (t test) can be concluded that the variables of Product Quality (X1), Price (X2), and Distribution (X3) have a significant impact on the Purchasing Decision variable (Y).

The test results obtained the t value (2.693)> t table (2.024) with a significance value of 0.010 <0.05, so the Product Quality variable (X1) has a significant effect on the Purchasing Decision variable (Y).

The test results obtained the t value (2.685)> t table (2.024) with a significance value of 0.011 <0.05, so the Price variable (X2) has a significant effect on the Purchasing Decision variable (Y).

The test results obtained the t value (4.085)> t table (2.024) with a significance value of 0.000 <0.05, so the Distribution variable (X3) has a significant effect on the Purchasing Decision variable (Y). Thus, based on the partial test results (t test), it can be concluded that the three independent variables (Product Quality, Price, and Distribution) significantly affect the dependent variable (Purchase Decision).

**B.    Simultaneous Significance Test (F Test)**
**Table 7. F Test**

ANOVAª

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 173,905 | 3 | 57,968 | 35,151 | .000 |
| | Residual | 62,666 | 38 | 1,649 | | |
| | Total | 236,571 | 41 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

**Source: Primary data processed, 2024**

The test results show that there is a simultaneous significant impact of the Product Quality (X1), Price (X2), and Distribution (X3) variables on the Purchasing Decision (Y) variable.

The test results obtained the significance value for the simultaneous influence of X1, X2 and X3 on Y is 0.000b <0.05 and the calculated F value is 35.151> F table 2.845 so it can be concluded that there is a simultaneous influence of X1, X2 and X3 on Y.

**C.  Determination Test Results**
The results of the determination test are shown in the table below:

**Table 8. Determination Test**

| Model Summaryᵇ | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0,857 | 0,735 | 0,714 | 1,28418 |
| a. Predictors: (Constant) Kualitas Produk, Harga dan Distribusi | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |

**Source: Primary data processed, 2024**

The R test result is 0.857 and R Square is 0.735. This shows that Product Quality (X1), Price (X2) and Distribution (X3) are able to explain the Purchasing Decision (Y) by 73.5% of the total independent variables explained the dependent variable. While the remaining 26.5% is explained by other independent variables besides Product Quality, Price and Distribution which are not examined in this study. This shows that there are still other independent variables that also contribute to Purchasing Decisions but are not included in this research analysis.

Thus, the variables of Product Quality, Price, and Distribution have a significant impact and are able to explain most of the variation in Purchasing Decisions, but there are still other factors that also play a role in explaining the remaining variation.

**Discussion**

Based on the results of the instrument test that has been carried out previously, it can be summarized that all independent variables (Product Quality, Price, and Distribution) have a positive impact on the dependent variable (Purchase Decision) in this study. A more complete discussion will be described below:

1. **The effect of product quality (X1) on purchasing decisions for Honda CB 500X Motorbikes (Y)**

It can be seen from the results of the study, the significance value for the effect of the product quality variable (X1) on purchasing decisions (Y) is 0.010 <0.05 and the t value Count 2.693> t Table 2.024 so it can be concluded that there is an effect of the product quality variable (X1) partially on the purchasing decision variable (Y). The average frequency distribution of product quality variables is 4.50 which indicates that on average the respondents' perceptions are at the "Strongly Agree" level on the five indicators of product quality used in this study, namely: Based on the results of this study, it can be concluded that

the product quality of the Honda CB500 X is rated very well by consumers. This can cause consumers to feel satisfied and confident so that they are willing to spend money to buy and use a Honda CB500 X at the Honda Big Bike Jakarta attraction.

2. **The effect of price (X2) on purchasing decisions for Honda CB 500X Motorbikes (Y)**

The results of this study indicate that price has a positive and significant effect on purchasing decisions. The regression coefficient value of 0.363 owned by the price in the test results using multiple linear regression analysis means that each increase of one unit of price will affect the increase in purchasing decisions by 0.363 units and the significance probability value in the partial effect test (t test) of 0.011 <0.05 and t count 2.685> t table 2.024 states that price has a significant effect on purchasing decisions. The average frequency distribution of the price variable is 4.33 which indicates that on average the respondents' perceptions are at the "Strongly Agree" level on the four indicators of price used in this study, namely: price affordability, price compatibility with quality, price compatibility with benefits, price according to ability and competitiveness. The results of this study indicate that the price has a positive effect, meaning that the current price of the Honda CB500 X is not a problem for consumers. Because consumer thinking the current price of the Honda CB500 X is comparable to the benefits and quality, in this case tough and durable and optimal performance.

3. **The influence of Distribution (X3) on purchasing decisions for Honda CB 500X Motorbikes (Y)**

The results of this study indicate that distribution has a positive and significant effect on purchasing decisions. The regression coefficient value of 0.487 owned by the distribution in the test results using multiple linear regression analysis

means that each increase in one unit of distribution will affect the increase in purchasing decisions by 0.487 units and the significance probability value in the partial effect test (t test) of 0.000 <0.05 and t count 4.085> t table 2.024 states that Dsitribusi has a significant effect on purchasing decisions. The average frequency distribution of the price variable is 4.35 which shows that on average the respondents' perceptions are at the "Strongly Agree" level on the four indicators of distribution used in this study, namely: availability of goods, ordering process, ease of obtaining products, speed of delivery. The results of this study indicate that the distribution of Honda CB 500X on the Honda big bike vehicle is good, but it needs to be improved for stock availability, because there are still a small number of consumers who still have to place orders in advance.

**4. The effect of product quality (X1), price (X2), and distribution (X3) simultaneously on purchasing decisions for Honda CB 500X Motorbikes (Y).**

The results of this study indicate that product quality, price, and distribution simultaneously have a positive and significant effect on purchasing decisions. The significance probability value in testing the simultaneous effect (F test) is 0.000b<0.05 and the calculated F value is 35.151> F table 2.845 so it can be concluded that there is a simultaneous influence of X1, X2 and X3 on Y or the research hypothesis is accepted.

## V. SUGGESTIONS

Some suggestions from researchers based on the results of the study are as follows:
1. The quality of Honda CB 500X motorcycle products is maintained, such as the material / material so that it still has high performance & long service life. because the results of product quality research are significant to purchasing decisions.
2. The price of the Honda CB 500X motorcycle maintains its price position from competitors, because currently price acceptance is not a problem for consumers, but it is still considered that if it is too expensive it will affect consumer purchasing decisions. The results showed that the price of a Honda CB 500X motorcycle had a significant effect on purchasing decisions.
3. Distribution can also be maintained and increased stock availability, The results of this study indicate that distribution also has a significant effect on purchasing decisions.

4. Future research is expected to consider other variables that will also influence purchasing decisions other variables not examined in this study, such as lifestyle, service quality, promotion, etc. It is also recommended that the distribution of respondents is not too broad, for example in several cities, so that the results obtained are more useful for the place where the research is conducted.

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