

The Role of Product Quality, Personal Selling and Promotion on the Decision to Buy a Honda Beat Motorcycle at the Wari Sunter Dealer, Jakarta

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ABSTRACT: Social life in a big city like Jakarta inevitably requires fast, precise and efficient means of transportation. The presence of integrated public transportation will greatly assist residents of the city of Jakarta and its surroundings (buffer city) in carrying out their travel activities from home to work and vice versa. On the other hand, in carrying out its function as an official dealer for Honda motorbikes, WARI Sunter, North Jakarta is one of the official dealers under the auspices of the Wahana Group, which is the Main Dealer for Honda Motorcycles in the Jakarta and Tangerang areas. As an official dealer under the auspices of the Main Dealer, WARI Sunter has a vision to be the best authorized dealer in providing services to the community. This research method was conducted with the aim of knowing the effect of product quality, personal selling and promotion on purchasing decisions for Honda Beat motorbikes at WARI Sunter Jakarta. The form of observation made for this study was in the form of a survey by distributing questionnaires and interviews. The population in this study are all consumers who buy Honda Beat motorbikes. with a total sample of 100 respondents. The results of this study 1) Product quality partially (one by one) influences consumer purchasing decisions at the WARI Sunter Jakarta Dealer. 2) Personal Selling partially (one by one) has no effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers. 3) Partial promotions (one by one) have no effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers. 4) Product quality, personal selling and promotions simultaneously (together) influence consumer

purchasing decisions at WARI Sunter Jakarta Dealers. 5) Promotion has a dominant effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers.

KEYWORDS:Product quality, personal selling, promotion, purchasing decisions

I. INTRODUCTION

Social life in a big city like Jakarta inevitably requires fast, precise and efficient means of transportation. The presence of integrated public transportation will greatly assist residents of the city of Jakarta and its surroundings (buffer city) in carrying out their travel activities from home to work and vice versa. However, in reality, as we have seen together, public transportation facilities in the city of Jakarta are still not fully adequate. That is why the government under President Jokowi began to intensify the construction of massive public transportation infrastructure such as the MRT and LRT. But not a few people who prefer to use private vehicles rather than using public transportation. This can be seen from the motorcycle sales data which continues to increase from year to year. Motorcycle sales in Indonesia in 2020 reached 3,660,616 units, in 2021 reached 5,057,516 units and in 2022 reached 5,221,470 units (AISI data). Some of the motorcycle models that we can find on the market are sport models, cub models and automatic models. In 2022 motorcycle sales are dominated by the automatic type with a percentage of 87.94 percent. In second place, the cub type was 6.21 percent, followed by the sport type with a percentage of 5.85 percent (otomotif.bisnis.com).

Based on the latest sales data, we can conclude that the automatic model is the most popular model currently by motorcycle consumers in Indonesia. Some of the names in the automatic models that we can find in the Honda brand include Honda Beat, Honda Vario, Honda Scoopy, Honda Genio, Honda PCX and Honda ADV. Meanwhile, the competing brands, namely Yamaha, have Yamaha Mio, Yamaha Fazio, Yamaha Gear, Yamaha Fino, Yamaha N Max, and finally, Yamaha Filano.

It should be noted that the Sunter Honda Wahana Ritelindo (WARI) Dealer is one of the official dealers for Honda motorcycles with its address at Jalan Danau Sunter Utara Block G3/26, Sunter Agung Village, Tanjung Priok District, North Jakarta. The WARI Sunter dealership began operations in November 2017 and moved from the Gedong Panjang Wari dealership. In 2022, WARI Sunter has managed to record sales of 980 Honda motorcycles with the following type composition:

Table 1. Sales Data for WARI Sunter for 2022

Model	Sales Volume	Sales Contribution
ADV Series	52	5%
Beat Series	294	30%
CB 150 R	1	0%
CBR 150	-	-
CRF 150 R	1	0%
Genio	28	3%
PCX Series	135	14%
REVO	15	2%
SCOOPY Series	136	14%
Supra 125	2	0%
Supra GTR	-	-
Vario Series	316	32%
	980	100.00%

Source : www.warionline.com, processed, 2023

If we refer to the data above, we can see that the type of motorbike that contributes the most to sales in 2022 is the Vario Series type with a contribution of 32%, followed by the Beat Series type with 30%. These two types are the biggest contributors to sales in Indonesia because the models offered are in accordance with the tastes of the Indonesian people and have been developed and undergone several model changes in recent years.

In carrying out its function as an official Honda motorcycle dealer, WARI Sunter, North Jakarta is one of the authorized dealers under the auspices of the Wahana Group, which is the Main Dealer for Honda Motorcycles in the Jakarta and Tangerang areas. As an official dealer under the auspices of the Main Dealer, WARI Sunter has a vision to be the best authorized dealer in providing services to the community. In realizing this vision, WARI Sunter always guarantees to consumers that the products sold and delivered to consumers are the best products that have gone through the PDI

(Predelivery Inspection) process before being shipped. In addition, WARI Sunter always provides training to all salespeople, both product knowledge training, salesmanship skills, communication and negotiation so that each salesperson will be able to provide the best Personal Selling skills in convincing potential customers. In addition to the two things above, WARI Sunter also does not forget to always provide the best sales promotions for prospective customers such as DP subsidy programs and installment discounts for prospective customers who want to make purchases by credit. And various other interesting promos.

Based on the background and problems previously stated, the objectives to be achieved in this study are: To find out and analyze whether product quality, Personal Selling and promotions influence purchasing decisions for Honda Beat at WARI Sunter either partially or simultaneously, 2) Analyzing which of the product quality, Personal Selling and promotions have the dominant influence

on the purchasing decision of the Honda Beat at WARI Sunter.

II. METHODOLOGY

This research method was conducted with the aim of knowing the effect of product quality, personal selling and promotion on purchasing decisions for Honda Beat motorbikes at WARI Sunter Jakarta. The form of observation made for this study was in the form of a survey by distributing questionnaires and interviews. The population in this study are all consumers who buy

Honda Beat motorbikes. with a total sample of 100 respondents. The sampling method used in this study is a non-probability sampling technique with accidental sampling. The location of this research was carried out at the Honda WARI Sunter Jakarta Dealer which is located at Jl. Lake Sunter Utara Block G3/26, Sunter Agung Village, Tanjung Priok District, North Jakarta. The variables in this study consist of product quality, personal selling and promotions that influence purchasing decisions with the following research model :

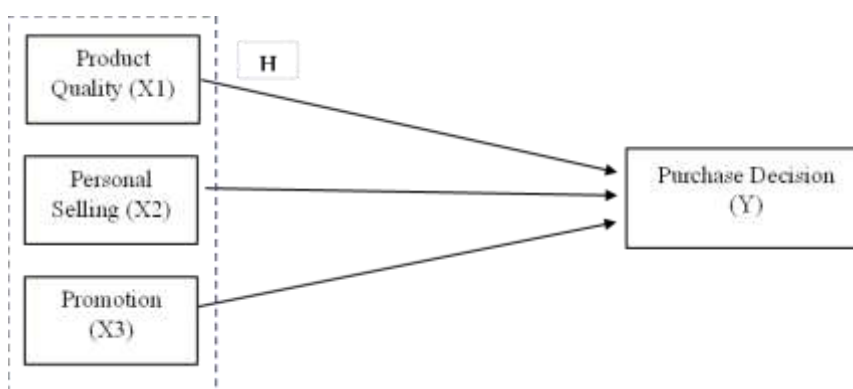


Figure 1 : Framework Model used in research, 2023

The instruments in this study are presented in table 2 below:

Table 2: Operational definitions and research instruments

Variable	Indicator	Items
Product Quality (X1) in this study describes the quality of Honda Beat motorcycles sold to consumers.[1][2][3]	Overall product durability	The durability of the Honda Beat motorbike has been tested for a long time.
	Product reliability	Honda Beat motorcycles have been proven to be durable and reliable in all conditions.
	Product precision	There is no discrepancy between the product specifications and the product itself for Honda Beat motorcycles.
	Ease of operation of the product	Honda Beat motorbikes are easy for consumers to use.
	Ease of product repair	Honda Beat motorbikes are easy to maintain and repair at AHASS.
Personal Selling (X2)[4][5][6] in this study illustrates how far the contribution of salespeople at WARI Sunter has in creating a good perception for consumers to want to make purchases at WARI Sunter	face to face	Salespeople are capable of establishing a variety of relationships with potential buyers, from trade to friendship.
	Product Description	Salespeople are able to explain product specifications to prospective buyers, so that they

Variable	Indicator	Items
dealers.		can meet the needs of prospective buyers for the products to be sold.
	Carry out the Buying and Selling Process	Salespeople are able to close sales to prospective buyers
Promotion (X3) [7][8][9]in this study is an effort by WARI Sunter to inform or offer Honda Beat motorbikes which aim to attract consumers to decide to buy.	Advertisement	Honda Beat's promotional messages at WARI Sunter are right on target and in line with consumer needs
	Sales promotion	Promotional media: pricelists, X banners, Instagram and websites have been able to reach consumers.
	Public Relations	Consumers know information about exhibitions and event dealer showrooms
	Direct Marketing	Friendly salespeople, attractive appearance and polite in providing information on Honda Beat products
Purchase Decision (Y) [10][11][12][13]is a stage in the consumer transaction process in purchasing a Honda Beat motorcycle	Problem Introduction	Consumers decide to buy because of product information, Personal Selling and promotions carried out by Honda WARI Sunter dealers
	Information Search	Consumers buy Honda Beat at Honda WARI Sunter dealers because they get good information.
	Alternative Evaluation	Consumers buy a Honda Beat at a Honda WARI Sunter dealer after making comparisons with other dealers.
	Buying decision	Consumers don't hesitate to buy a Honda Beat at a Honda WARI Sunter dealer.
	Post Purchase Behavior	Consumers are satisfied after purchasing a Honda Beat motorbike and making their next purchase at the Honda WARI Sunter Dealer.

Source: Taken from various articles, 2023 (processed)

Data analysis techniques and hypothesis testing used in this study are descriptive statistics, validity tests, reliability tests, classical assumption

tests, t tests and F tests as well as multiple linear regression analysis tests[14][15][16].

III. RESULT AND DISCUSSION

Respondent Characteristics

Table 3. Description of Respondents by Occupation

Work	Amount	Percentage (%)
Doctor	1	1,0%
Teacher	1	1,0%
Housewife	5	5,0%
Private sector employee	73	73,0%
Student / Student	3	3,0%
Retired	1	1,0%
TNI	1	1,0%
Self-employed	15	15%
Total	100	100%

Source: SPSS processed data (primary data), processed, 2023

Based on Table 3, it can be explained that 1 person with a percentage of 1.0% is a doctor, 1 person with a percentage of 1.0% is a teacher, 5 people with a percentage of 5.0% work as housewives, 73 individuals with a percentage of 73.0% are private employees, 3 individuals with a percentage of 3.0% are students, 1 person with a percentage of 1.0% is a pensioner, 1 person with a percentage of 1% is a TNI, and 15 individuals with a percentage of 15.0% are self-employed. From this data it can be concluded that the majority of

customers at the WARI Sunter Jakarta Dealer outlets studied work as private employees.

Hypothesis Test Results

Multiple linear analysis is used to test the impact of several independent variables on one dependent variable. This analysis was also carried out to find out the direction and extent of the impact of the independent variables on the dependent variable. The output results of multiple linear regression in the following research are:

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.696	1.337		.521	.604		
	Product quality	.329	.080	.252	4.137	.000	.525	1.905
	Personal Selling	.159	.109	.103	1.462	.147	.392	2.550
	Promotion	.542	.060	.633	8.995	.000	.393	2.542

a. Dependent Variable: Buying decision

Source: Primary data, processed in 2023

In table 4 it is known that the product quality variable (X1) has a t count value of 4.137 > t table 1.985 and a significance of 0.000 < 0.05, so it can be concluded that there is a partial effect of the product quality variable (X1) on the purchase decision variable (Y), it can be stated hypothesis 1 is proven. Furthermore, the personal selling variable (X2) has a t count value of 1.462 < t table 1.985 and a significance of 0.147 > 0.05, so it can be concluded that there is no partial effect of the personal selling variable (X2) on the purchasing decision variable (Y), it can be stated that the third hypothesis -2 is not proven. It is also known that the promotion variable (X3) has a t count value of 8.995 > t table 1.985 and a significance of 0.000

< 0.05, so it can be concluded that there is a partial influence of the promotion variable (X3) on the purchasing decision variable (Y), it can be stated that the 3rd hypothesis proven.

This study also found that the significance value for the influence of product quality (X1), personal selling (X2), and promotion (X3) variables on the purchase decision variable (Y) is F Count 138.886 > F Table 2.689 and a significance of 0.000 < 0.05, so that it can be concluded that the independent variable (X) simultaneously affects the dependent variable (Y), this can be stated as the 4th hypothesis is proven.

Also based on Table 4, it is known that the results of multiple regression analysis which were

processed with the help of IBM SPSS Statistics 26 are as follows:

$$Y = 0,696 + 0,329 X1 + 0,159 X2 + 0,542 X3 + \varepsilon$$

So it can be concluded that the variable X3 (promotion) is the dominant variable, so that it can be stated that the fifth hypothesis states that promotion is the dominant variable, statistically proven.

IV. DISCUSSION

1. The Influence of Product Quality on Consumer Purchase Decisions at WARI Sunter Jakarta Dealers.

The research carried out in this research is consistent with the theory which says that consumer purchasing decisions are influenced by product quality. It can be seen from the research results, the significance value for the effect of the product quality variable (X1) on purchasing decisions (Y) is $0.000 < 0.05$ and the t count value is $4.137 > t$ table 1.985 so it can be concluded that there is a partial effect of the product quality variable (X1) on purchase decision variable (Y). Product quality is basically not only limited to the durability of the product itself, but also usability and ease of use according to the needs and expectations of the customer. Product quality is influenced by several factors to determine whether a product can meet predetermined standards or not, including: people, management, money, raw materials, as well as machinery and equipment. Paying attention to and maintaining product quality is the main key needed by business actors to ensure that their business experiences a good growth rate. Businesses that offer products without clear quality will find it difficult to grow because they cannot attract customers to make purchases. If a product does not have good selling points, how can the business gain profits to grow its business even bigger.

2. The effect of personal selling on consumer purchasing decisions at WARI Sunter Jakarta Dealers.

The research carried out in the following research is consistent with the theory which says that consumer purchasing decisions are influenced by personal selling. It can be seen from the research results that the significance value for the influence of personal selling variable (X2) on purchasing decisions (Y) is $0.147 > 0.05$ and the t count value is $1.462 > t$ table 1.985 so that it can be concluded that personal selling variable (X2) has no partial effect on variables purchase decision (Y). Most organizations already have some form of organized personal selling long before they

introduce formal marketing activities. Nevertheless, sales force management (personal selling) is an area of marketing management that is often neglected. There are several possible reasons. One is that not all product managers and marketing managers have previous experience in personal selling or in a sales force management role; as a consequence, these managers often underestimate the importance of efficient personal selling.

3. The influence of promotion on consumer purchasing decisions at the Jakarta WARI Sunter Dealer.

The research conducted in this study is in accordance with the theory which states that consumer purchasing decisions are influenced by promotions. It can be seen from the results of the study that the significance value for the influence of the promotion variable (X3) on the purchase decision (Y) is $0.000 < 0.05$ and the t count value is $8.995 > t$ table 1.985 so that it can be concluded that there is a partial influence of the promotion variable (X3) on the purchase decision variable (Y). The results of the frequency distribution and the highest mean number of 4.320 from the promotion variable (X3) show that respondents agree that the Honda Beat advertisements contained in the WARI Sunter Dealer are right on target and according to needs. Furthermore, the average respondent agrees that they get clear promotional information from WARI Sunter sales people. This is ducted with a mean value of 4.240. In third place in the promotion variable, the average respondent agrees to like the appearance of sales people in providing product information. Respondents also agreed to know information about the location of a dealer or one of the WARI Sunter dealer exhibitions indicated by a mean value of 3.990. The lowest indicator with a mean value of 3.980 stated that the average respondent agreed to obtain sales promotion information through one of the media, namely pricelist, x banner, Instagram and the WARI website.

4. The influence of product quality, personal selling, and promotions on consumer purchasing decisions at WARI Sunter Jakarta Dealers.

The research conducted shows that the three variables (product quality, personal selling, and promotions) have a joint effect on consumer purchasing decisions for Honda Beat motorbikes at Wari Sunter Dealers in Jakarta. This can be seen through the significance value for the influence of product quality variables (X1), personal selling (X2), and promotion (X3) on the purchase decision

variable (Y) is equal to F Count 138.886 > F Table 2.689 and a significance of 0.000 < 0.05, so it can be concluded that the independent variable (X) simultaneously affects the dependent variable (Y). The highest influence on the product quality variable (X1) on the purchasing decision variable (Y) is in the product ease of operation indicator through the statement "Honda Beat motorcycles are easy to operate in daily activities" with a mean value of 4.670. The highest influence on the personal selling variable (X2) on the purchasing decision variable (Y) is in the indicator of carrying out the buying and selling process through the statement "Sales People WARI Sunter directs and explains the buying process clearly from SPK to my completed STNK" with a mean value of 4.400. In the relationship between the promotion variable (X3) and the purchase decision variable (Y), the highest influence is on the advertising indicator through the statement "I feel that the Honda Beat advertisement at WARI Sunter is right on target and fits my needs" with a mean value of 4.320.

5. **Promotion is the dominant variable on consumer purchasing decisions at the WARI Sunter Jakarta Dealer.**

The research conducted shows that the promotion variable (X3) has a greater influence on the buyer's decision (Y) as indicated by a significance value of 0.000 < 0.05 and a t count value of 8.995 > t table 1.985 compared to the variable product quality and personal selling which has a value t Calculate 4.137 and 1.462. From the results of this study the 5th hypothesis which states that it is suspected that promotions have a dominant effect on purchasing decisions for Honda Beat at WARI Sunter is statistically proven. Promotion is dominant because promotion is not only important to increase consumer brand awareness, but also important to introduce Honda Beat products at WARI Sunter from a brand and place. When promoting the Honda Beat at WARI Sunter, brands can introduce the product and the place in terms of advantages, how to get it, and how to use the product, including the service facilities available at the company.

V. CONCLUSION

Based on the results of the problem formulation, research objectives, hypotheses and discussion in the previous section, the conclusions of this study can be conveyed as follows: 1) Product quality partially (one by one) influences consumer purchasing decisions at WARI Sunter Jakarta Dealers. 2) Personal Selling partially (one by one) has no effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers. 3)

Partial promotions (one by one) have no effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers. 4) Product quality, personal selling and promotions simultaneously (together) influence consumer purchasing decisions at WARI Sunter Jakarta Dealers. 5) Promotion has a dominant effect on consumer purchasing decisions at WARI Sunter Jakarta Dealers.

Some suggestions from researchers after conducting the following research include: 1) Focus on product quality and customer experience. Make sure the products offered by WARI Sunter Jakarta Dealers have products that are guaranteed quality. Provide a satisfying and unique customer experience so that they are more likely to share their experience electronically with others. So this will strengthen electronic word of mouth and help build a positive image for the brand. 2) Be active on social media: Companies can take advantage of social media such as Instagram, Facebook and Twitter as promotional media by using digital marketing[17][18][19]. Be active in interacting with followers and customers, responding to their questions or comments quickly and in a friendly manner. Share interesting content related to your product and brand, such as routine service or brand vehicle maintenance tips offered[20][21][22]. So this will help strengthen the brand image and support the company's promotions.

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