

THE EFFECT OF PRODUCT QUALITY, PRICE, AND SALES PROMOTION ON THE PURCHASE OF HONDA MOTORCYCLES ON CV. TOLITOLI ANUGERAH PERDANA

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Abstract

This study aims to find out how much influence the influence of product quality, price, and sales promotion on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana. This study uses a quantitative research method with an associative type of research. The data collection techniques in this study are: observation, documentation and questionnaires. Based on the results of the partial hypothesis test, the product quality variable has a significant effect on the decision to buy Honda motorcycles on CV. Anugerah Perdana Tolitoli which is seen as a value of $\text{Sig. } 0.000 < 0.05$ and a calculated t-value of $3.652 > 1.979$ so that H_1 hypothesis is accepted. The results of the hypothesis test of price variables have a significant effect on purchase decisions are evidenced by the value of $\text{Sig. } 0.000 < 0.05$ and the t-value of $3.929 > 1.979$ so that H_2 is accepted. The results of the hypothesis test of the sales promotion variable had a significant effect on the purchase decision with a value of $\text{Sig. } 0.000 < 0.05$ and a t-value of $7.685 > 1.979$ so that H_3 was accepted. And the results of the hypothesis test simultaneously, product quality variables, prices, and sales promotions have a significant effect on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana. This is proven by the results of the F test where the Sig. value is $0.000 < 0.05$ and the F value is calculated $64.343 > 2.68$.

Keywords: *Product Quality, Price, Sales Promotion, Purchase; Purchase Decision*

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INTRODUCTION

Indonesia is one of the developing countries whose population is still in great interest in two-wheeled vehicles, namely motorcycles as a means of land transportation. One of the companies that produces motorcycles is PT. Astra Honda Motor (AHM) and is one of the largest motorcycle factories in Indonesia. Based on data from AISI (Indonesian Motorcycle Industry Association), total sales from January to December 2023 were 6,236,992 units of motorcycles sold in Indonesia.

The following is a list of the total number of motorcycle sales in Indonesia in 2018 – 2023.

Table 1
List of Total Motorcycle Sales Per Period

No.	Period	Total Sales
1	2018	6.383.108
2	2019	6.487.460
3	2020	3.660.616
4	2021	5.057.516
5	2022	5.221.470
6	2023	6.236.992

Source: AISI (Indonesian Motorcycle Industry Association) data, data processed in 2024.

From table 1.1, it can be seen that motorcycle sales based on AISI data in 2018 can sell 6,383,108 units and compared to sales data in 2019 by selling as many as 6,487,460 units which has increased by 104,352 units or 1.60% However, in 2020 sales have decreased by 2,826,844 or 43.6% compared to the previous year. After going through the pandemic period in 2021, sales increased by 1,396,900 or 38% from the previous year and at the end of 2022 sales have now increased by 163,954 units or an increase of 3.24%. In 2023, sales have now increased by 1,015,552 or 19.44%. Competition is growing, especially in the transportation industry, various efforts are made to support an increase in product sales. With the existence of various types of motorcycle brands, of course, each business person will strengthen the brand to face business competition.

Honda can be said to be one of the most popular motorcycle brands among the public today, which offers a variety of types ranging from sports motorcycles, to automatic motorcycles. Year after year, there has been a rapid increase so that business people need to open various dealers to expand the market and increase competitiveness. With the opening of dealerships, sales are not only in the city but also in remote villages.

In Central Sulawesi, there are several Honda motorcycle dealers, one of which is CV. Tolitoli Anugerah perdana. This dealer sells various types of motorcycles ranging from Honda beat, Honda vario, Honda crf, Honda cbr, Honda scoopy, Honda genio and others. In addition, we know that Honda has become the leading motorcycle manufacturer in the last two years. This shows that Honda motorcycle engines have better quality and efficiency in the use of materials when compared to its competitors.

The quality of the product will be felt if you have used the product and the quality of the product can be determined in terms of its function and use, which includes comfort when using, from the durability of both the engine and the frame or body of the vehicle, including such as shape, color, and various latest innovations that can attract consumer interest. Of course, consumers will choose the quality of the product which they certainly think has good quality.

CV. Anugerah Perdana sells products always pay attention to the quality aspect, in addition to paying attention to the quality of the product, the pricing of the company can also affect the level of demand because the inappropriate pricing will be very crucial. According to Kotler, (2002) a product will be in high demand if the price is low and vice versa if the price is high, the demand is low. It should also be noted that, without promotion, of course, a product will be more difficult for the public to recognize and every advantage that a product has will not reach the ears of consumers. Every product that is promoted will have an attraction from consumers to buy the product offered. Product promotion is important to provide information on offer and it is undeniable that the key to the success of selling a product is through promotion. Of course, by doing sales promotion, consumers will think and determine purchase decisions.

Consumers' purchasing decisions in choosing a product can vary depending on the type of goods they are interested in. According to Kotler, (2002) there are five stages before the purchase occurs, including understanding the needs, finding sources, assessing to choose the best, purchasing decisions and post-purchase interactions. The meaning of this is a process that will begin with the introduction of the problem, where the consumer is aware of the need or desire that triggers the purchase process. After that, consumers will look for information related to products or services that can meet their needs or desires. This stage of searching for information can involve searching online, asking others, or observing the product directly. The purchase decision process does not end after the transaction is made, but consumers will show behavior after the purchase, where they can feel satisfied or dissatisfied with the purchase decision that has been taken and this behavior after purchase can affect consumer loyalty to certain products and can have an impact on future purchase decisions.

The following is motorcycle sales data for all types at Honda CV dealers. The Tolitoli Anugerah perdana in 2023 starting from January to December can be seen in the table below.

Table 2
Honda Motorcycle Sales For All Types
On CV. Tolitoli Anugerah perdana 2023

Bulan	Penjualan Per Unit		Jumlah
	Cash	Credit	
January	24	58	82
February	14	46	60
March	18	49	67
April	16	69	85
May	27	65	92
June	26	67	93
July	39	67	106
August	39	63	102
September	25	64	89

October	41	55	96
November	22	79	101
December	29	97	126
Total			1.099

Source :
 Sales data of CV dealers. Tolitoli Anugerah perdana, data in processing, 2024

It can be seen in table 2 of motorcycle sales trends on CV. Anugerah Perdana Tolitoli is more dominant in credit purchases than cash. However, it can be seen in total sales, every month from February to July, sales continue to increase. In July-August, motorcycle sales increased compared to the previous month, even though Honda motorcycles in that month could be said to have problems with their products, especially in the framework that had become a topic of discussion among the public because they were easily broken to porous and received many complaints from consumers. However, the following month sales declined but were not significant and returned to stable after CV dealerships. Anugerah Perdana through PT. Astra Honda Motor (AHM) issued a frame warranty that was previously only 1 year but now up to 5 years.

Sales can be seen as a trend, whether it goes up or down or even a fluctuating phenomenon, it is part of the basic concept in company budgeting, including the sales value part (Yanto et all, 20). In terms of pricing, CV. Anugerah Perdana Tolitoli does not set the price directly but follows the price that has been set by Honda's Sole Brand Holder Agent (ATPM), namely CV. Anugerah Perdana (Main Dealer) located in the city of Palu. So that consumers who will buy products in cash and ask for negotiations related to the price, the store must notify the main dealer or the party that sets the price in advance, as well as if the consumer wants to negotiate related to the price in the purchase of credit, the store must negotiate in advance to the leasing destination. Of course, it goes through several processes first before setting a price benchmark according to consumer wishes. In terms of sales promotion, CV. Anugerah Perdana Tolitoli is aggressive in promoting both directly and through online systems, starting from canvassing activities that are usually carried out in markets, gathering places and often also carried out in certain warkops or cafes. Although the promotion is intensively carried out, in terms of sales, it is still inferior to competing dealers, namely CV. Bima Motor Tolitoli.

The following is sales data that can be used as a comparison in the sales of motorcycle products between Honda CV dealers. Anugerah Perdana Tolitoli with Yamaha CV Dealer. Bima Motor Tolitoli in the period of January - December 2023.

Table 3.
Comparison of CV sales. Tolitoli Anugerah perdana with CV. Bima Motor Tolitoli in 2023

Periode	Penjualan Motor Per Dealer	
	CV. Bima Motor	CV. Anugerah Perdana
January	111	82
February	92	60
March	111	67

Source : Sales data of CV Anugrag	April	165	85
	May	137	92
	June	123	93
	July	145	106
	August	126	102
	September	151	89
	October	186	96
	November	190	101
	December	227	126
	Total	1,764	1,099

Perdana Tolitoli. Tolitoli Anugerah perdana and CV. Bima Motor Tolitoli, data processed in 2024

From table 1.3 in the comparative data, it can be seen that motorcycle sales between CV. Bima Motor Tolitoli and CV. Anugerah Perdana Tolitoli, CV. Bima Motor can sell motorcycle products in one year by 1,764 units while CV. Anugerah Perdana Tolitoli only sold 1,099 units in 2023. Based on the above phenomenon, the researcher is interested in conducting a study entitled "Influence of Product Quality, Price, and Sales Promotion on Honda Motorcycle Purchase Decisions on CV. Tolitoli Anugerah perdana". Based on the background description above, the objectives of this research are: (1) To find out whether the quality of the product has a significant effect on the decision to buy a Honda motorcycle on the CV. Tolitoli Anugerah perdana?; (2) Knowing whether the price has a significant effect on the decision to buy a Honda motorcycle on CV. Tolitoli Anugerah perdana?; (3) Knowing whether sales promotions have a significant effect on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana?; (4) Determine whether product quality, price, and sales promotion have a simultaneous effect on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana?

METHODOLOGY

Jenis penelitian ini adalah penelitian asosiatif dengan menggunakan metode analisis kuantitatif. Menurut Sugiyono (2016:69) penelitian asosiatif diartikan sebagai suatu hubungan antara dua variabel atau lebih yang dinyatakan melalui jawaban sementara pada rumusan masalah asosiatif. Teknik yang digunakan dalam pengambilan sampel adalah teknik non probability sampling. Peneliti menggunakan teknik yang berjenis purposive sampling. Menurut Sugiyono (2019) purposive sampling merupakan suatu pertimbangan tertentu dalam pengambilan sampel. Artinya sampel dapat diambil berdasarkan pertimbangan atau kriteria tertentu. Adapun kriteria sampel pada penelitian ini adalah orang baik pengguna maupun pembeli motor Honda di CV. Anugerah Perdana Tolitoli. Karena jumlah populasi pada penelitian ini belum diketahui secara pasti, menurut Ferdinand (2006) maka bisa ditentukan dengan penggunaan aturan jumlah sampel minimal 5 sampai 10 dikali jumlah indikator penelitian yang digunakan. Jumlah indikator dari penelitian ini sebanyak 20 yang terdiri dari variabel X1 sebanyak 7 indikator, X2 sebanyak 4 indikator, X3 sebanyak 3 indikator dan variabel Y sebanyak 6 indikator. Uji validitas dalam penelitian ini

digunakan untuk mengukur sah atau valid tidaknya suatu kuesioner. Ghozali (2013:52) menjelaskan validnya suatu kuesioner jika pertanyaan pada kuesioner mampu mengungkapkan sesuatu yang akan diukur oleh kuesioner tersebut. Uji validitas dilakukan dengan cara membandingkan nilai r hitung dengan nilai r tabel untuk degree of freedom (df) = $n-2$ dengan alpha 0,05. Ghozali (2013:55) mengatakan jika r hitung lebih besar dari r tabel dan nilai r positif, maka butir atau pernyataan tersebut akan valid. Hasil analisis dapat dilihat pada output cronbach alpha pada bagian corrected item-total correlation. Keputusan yang dapat diambil pada uji validasi ialah sebagai berikut: (1) Jika r hitung $>$ r tabel (item pernyataan valid); (2) Jika r hitung $<$ r tabel (item pernyataan tidak valid). Alat uji yang dipakai yaitu software IBM SPSS Statistics versi 26.0.

Muhidin & Abdurahman (2017:37) mengatakan uji reliabilitas dilakukan untuk dapat melihat apakah alat dalam pengumpulan data dapat menunjukkan suatu ketepatan data, tingkat keakuratan data, kestabilan atau konsistensi dalam mengidentifikasi tanda-tanda khusus pada sejumlah orang meskipun dilakukan dalam waktu yang berbeda. Pengukuran yang konsisten, cermat dan akurat dapat dikatakan reliabel. Tentunya, data yang terpercaya dihasilkan dari sarana atau alat yang reliabel juga. Penelitian ini dapat dikatakan reliabel apabila hasil daripada koefisien alpha cronbach $>0,60$. Kemudian setelah itu dilakukan uji asumsi klasik melalui uji normalisasi data, multikolinearitas, heterokedastisitas dan autokorelasi.

Uyanik & Guler (2013) menjelaskan algoritma dari regresi linier berganda digunakan untuk mengidentifikasi pola keterkaitan antara dua atau lebih variabel independen dengan variabel dependen. Dalam penelitian ini, analisis regresi linier berganda digunakan untuk mengevaluasi pengaruh kualitas produk, harga, dan promosi penjualan terhadap keputusan pembelian pada CV. Anugerah Perdana Tolitoli. Formulasi yang digunakan adalah sebagai berikut.

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

Keterangan:

Y = Keputusan Pembelian

a = konstanta

$b_{1,2,3}$ = Koefisien Regresi (Kualitas produk, Harga, dan Promosi Penjualan)

x_1 = Kualitas Produk

x_2 = Harga

x_3 = Promosi Penjualan

e = Eror

Dengan menggunakan model analisis regresi linier berganda dan bantuan perhitungan komputer melalui SPSS Statistic 26.0 agar dapat mengetahui dengan akurat seberapa besar pengaruh dari variabel-variabel independen tersebut.

Hypothesis Testing (t-test)

Sulistyono & Sulistiowati (2017) explained that the purpose of the T test in regression analysis is to evaluate whether the partially independent variable has a significant influence on the bound variable in the regression model. In this test, a comparison was made between the calculated T value of each independent variable with the table T value and the probability of error ($\alpha = 0.05$). If the calculated T value is greater than the T value of the table, then the independent variable is considered to have an effect on the dependent variable. In addition, if the significance value is less than 0.05, then the hypothesis is accepted.

Test F

For the F test, it is used to see the influence of independent variables together on dependent variables in the regression model. This test can be done by comparing the F value of the calculation with the F value of the table. If the calculated F value is greater than the F value of the table with a significance of less than 0.05 (5%), then together the independent variables are considered to have a significant effect on the bound variables. Conversely, if the value of F is calculated $<$ from the value of F of the table, then the independent variable can be considered to have no effect on the dependent variable.

Coefficient of Determination (R^2)

According to Ghazali (2016:95), the determination coefficient (R^2) is used to evaluate the extent to which the model can explain variations in dependent variables. Sugiyono (2017) said that the determination coefficient (R^2) can be used to evaluate how much the independent variable is capable of explaining the dependent variable. The R value ranges from 0-1, the closer to 1, the greater the ability of the independent variable (X) to explain the dependent variable (Y).

RESULTS AND DISCUSSION

The results of the calculation of validity and reliability tests and classical assumption tests for each variable were obtained using IBM SPSS *Statistic* 26. The calculation results show that all the data variables are valid and realistic and meet the prerequisites in the multiple linear regression analysis.

Multiple Linear Regression Test

The results of the multiple linear regression analysis of the influence of product quality, price and sales promotion on the decision to buy Honda motorcycles on CV. The Tolitoli Anugerah perdana can be seen in the following table:

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta

1	(Constant)	-36,519	5,623	
	Kualitas Produk	,357	,098	,228
	Harga	,601	,153	,267
	Promosi Penjualan	1,148	,149	,504

a. *Dependent Variable*: Keputusan Pembelian

Based on the calculation, in the column of unstandardized coefficients (column B), there is a constant value of -36.519 coefficient of Product Quality = 0.357 Price = 0.601 and Sales Promotion = 1.148 thus the regression equation can be written into the form of the regression equation into the form of the equation as follows:

$$Y = (-36,515) + 0,357x_1 + 0,601x_2 + 1,148x_3 + 5,623$$

Based on the calculation, in the column of unstandardized coefficients (column B), there is a constant value of -36.519 coefficient of Product Quality = 0.357 Price = 0.601 and Sales Promotion = 1.148 thus the regression equation can be written into the form of the regression equation into the form of the equation as follows:

ANOVA ^a					
	Model	Sum of Squares	df	Mean Square	F
1	Regression	2157,056	3	719,019	64,343
	Residual	1296,269	116	11,175	
	Total	3453,325	119		

Based on the table above, the value of F_{cal} is obtained as 64.343 while the F_{table} is with $df_1 : k-1$ or $4-1 = 3$ and $df_2 : n-k$ or $120-4 = 116$ obtained from the F table which is 2.68 (attachment) where n is the sum of data and k is the number of independent variables plus bound variables. It can be said that $F_{calung} > F_{table}$ which means that simultaneously the variables of product quality, price and sales promotion have a significant effect on the purchase decision, with a significance value of $0.000 < 0.05$ which means that simultaneously have a significant effect on the purchase decision. This shows that all independent variables simultaneously and significantly affect the dependent variables.

Based on the results of the above analysis, it can be stated that this study aims to find out whether the influence of product quality, price, and sales promotion variables on purchase decisions and whether there is a relationship between the results of the research and the theory of each variable. This can be seen from the results of research that show that product quality variables, prices, and sales promotions affect purchase decisions.

CONCLUSION

This study examines the Influence of Product Quality, Price, and Sales Promotion on Honda Motorcycle Purchase Decisions on CV. Tolitoli Anugerah

perdana. Based on the results of the research that has been explained earlier, the following conclusions can be drawn: (1) From the results of the research carried out, the product quality variable partially has a significant effect on the purchase decision, as evidenced by the tcount value of 3.652 and the ttable value of 1.980, then $(3.652 > 1.980)$ and the value of its significance is $(0.003 < 0.05)$ so that it can be said that product quality has a significant effect on the purchase decision Honda motorcycle on CV. Tolitoli Anugerah perdana; (2) From the results of the research carried out, the price variable partially has a significant effect on the purchase decision, as evidenced by the tcount value of 3.929 and the ttable value of 1.980, then $(3.929 > 1.980)$ and the value of its significance is $(0.000 < 0.05)$ so that it can be said that the price has a significant effect on the decision to buy a Honda motorcycle on CV. Tolitoli Anugerah perdana; (3) From the results of the research carried out, the variable of sales promotion partially has a significant effect on the purchase decision, which is evidenced by the tcount value of 7.685 and the ttable value of 1.980, then $(7.685 > 1.980)$ and the value of its significance is $(0.000 < 0.05)$ so that it can be said that sales promotion has a significant effect on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana; (4) From the results of the research carried out, the variables of product quality, price, and sales promotion simultaneously affect the purchase decision with an Fcal value of $64.343 >$ an Ftable value of 2.68 and a significance value of $0.000 < 0.05$ which means that the hypothesis is acceptable. Therefore, the variables of product quality, price, and sales promotion simultaneously have an influence and contribution of 0.625 or 62.5% on the decision to buy Honda motorcycles on CV. Tolitoli Anugerah perdana.

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