

The influence of promotion and customer satisfaction on purchasing decisions for motorcycle products

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ABSTRACT

Purchasing decisions are the result of various factors, including promotion and customer satisfaction, which are important for the success of companies in the competitive automotive industry. This study aims to analyze the effect of promotion and customer satisfaction on purchasing decisions on motorcycle products at CV Kompo Motor Purbalingga. The research uses quantitative methods with data collection through questionnaires that have been tested for validity and reliability. The results of the analysis show that promotion and customer satisfaction have a significant and positive relationship to purchasing decisions, with customer satisfaction having a more dominant influence. The linear regression test shows a coefficient of determination of 65%, which indicates that the variability of purchasing decisions can be largely explained by the promotion and customer satisfaction variables. The implication of these findings is the importance of companies to develop promotional strategies that are aligned with improving service quality in order to increase customer satisfaction. However, this study has limitations on the scope of the research location, so further research is recommended to expand the scope of the study to other regions or industrial sectors to strengthen the generalization of the results.

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1. Introduction

In an era of increasingly fierce competition, humans are required to apply efficiency and effectiveness in all their activities, including in mobility from one place to another (Brynjolfsson & McAfee, 2014; De Weck et al., 2011). This affects the selection of transportation tools used. Currently, of the various existing transportation tools, motorcycles are the people's favorite because they are considered the most effective and efficient (Guerra, 2019; Olubomehin, 2012; Putri & Amin, 2019). This public preference is a great opportunity for automotive businesses, especially in the field of two-wheeled motorized vehicles, to continue to increase their sales with the right marketing strategy (Eccarius & Lu, 2020; Ingemarsson & Mäki, 2020). Innovations that can meet consumer needs and tastes are an absolute necessity for businesses so as not to lose customers and be able to increase demand for their products (Kanagal, 2015; Porter & Kramer, 2011).

Maintaining and increasing new demand is not easy for businesses (Teece, 2010). Swan (1985) states that the sales concept believes that consumers and companies, if left to their own devices, will not regularly buy sufficient quantities of products. The task of marketing is to find the right product for consumers, not the other way around (Hoffman et al., 2010). Therefore, manufacturers must continue to innovate and promote intensively to maintain and increase new demand.

Consumer behavior is influenced by many factors, including cultural, social, personal, and psychological, of which cultural factors have the most extensive and profound influence. In addition, consumer decisions in purchasing a product also involve many complex factors (Hoyer, 1984; Maniatis, 2016) and go through a series of stages. Currently, the automotive industry in Indonesia, especially two-wheeled vehicles, is

experiencing rapid progress driven by the lack of efficient public vehicles for community mobility. The ease of the payment process through leasing companies also encourages people to buy and use motorcycles as a means of daily transportation.

As a pioneer and market leader in the two-wheeled automotive industry in Indonesia, the Honda brand needs to choose the right strategy to maintain and increase its sales amid fierce competition with other manufacturers such as Yamaha and Suzuki. Honda's late entry into the matic motorcycle market in 2004 is a valuable lesson to stay vigilant in the face of increasingly fierce competition. With this condition, Honda must be able to influence consumer purchasing decisions so that sales strategies can be optimized.

One of the factors that influence consumer purchasing decisions is promotion. The importance of information for consumers makes promotion one of the important elements in the marketing mix that influences purchasing decisions. Promotion is a communication process between the company and interested parties now and in the future (Lipina et al., 2017). In this case, choosing the right slogan and endorser is a concern for Honda. The presence of Jorge Lorenzo, MotoGP World Champion as Yamaha's endorser, must be anticipated by Honda by choosing endorsers and promotional slogans that are easy for consumers to remember. In addition, promotions must provide important information that consumers need, because even high-quality products will not be purchased if they are not known.

Another factor that influences purchasing decisions is customer satisfaction. Satisfaction is defined as the level of consumer feelings after comparing what is received with their expectations (Chaerudin & Syafarudin, 2021; Yi, 1990). Satisfied consumers tend to make repeat purchases and become loyal. This loyalty is important to maintain because it is a long-term asset of the company that will influence repurchase decisions (Khan et al., 2022; Maduretno & Junaedi, 2022).

The purchasing decision-making process does not stop at the transaction, but is followed by the post-purchase behavior stage, especially in making broad decisions (Sulaeman, 2024). At this stage, customers will feel a level of satisfaction or dissatisfaction that will affect their next behavior. Satisfied customers tend to make repeat purchases or buy other products from the same company in the future. They also tend to give positive recommendations about products and companies to others, so satisfied customers are the best advertisements.

Consumer satisfaction is a function of how close the buyer's expectations of a product are to the perceived performance of the product. If the product performance is lower than expectations, the buyer will be disappointed. If it meets expectations, the buyer will be satisfied, and if it exceeds expectations, the buyer will be very satisfied. How consumers feel after buying a product will determine whether they will repurchase the product and talk about positive or negative things about the product (Acuti et al., 2022; Durmusoglu et al., 2022; Machová et al., 2022). Satisfaction involves two main things, namely the selection of the targeted market and the preparation of the right marketing mix combination to satisfactorily meet consumer needs (Chien et al., 2024; Hossain et al., 2020).

In this study, the object of research is Kompo Motor in Purbalingga Regency, a company engaged in motorcycle sales. One of the efforts that can be made to achieve customer satisfaction is to pay more attention to the quality of promotions and customer satisfaction. The relationship between promotion and customer satisfaction reflects an effective response to the consumption experience or evaluation of the fit or mismatch between prior expectations and product performance after use (Dash et al., 2021; El-Adly, 2019; Miao et al., 2022).

2. Research Method

1. Research Approach

This study adopts a quantitative research approach, which involves numerical data collection and analysis presented in tabular form. Quantitative research is characterized by its ability to quantify phenomena and analyze them using mathematical formulas (Jahandarlshaki et al., 2019; Trihantana et al., 2023).

2. Research Object

As defined by Sugiyono (2018), the research object refers to specific attributes, traits, or values of people, objects, or activities that exhibit certain variations selected by researchers for in-depth study and conclusion drawing. The research was conducted at CV Kompo Motor Purbalingga, located at Jl. Jend. Sudirman No.19, Purbalingga, Purbalingga Lor, Kec. Purbalingga, Purbalingga Regency, Central Java 53311.

3. Population and Sample

The population in this research includes all customers of CV Kompo Motor Purbalingga who purchased Honda motorcycles between January and July 2024, totaling 955 individuals. A non-probability

sampling method was employed, specifically using accidental sampling, where respondents are selected by chance. The sample consisted of 100 customers who had purchased motorcycles from CV Kompo Motor Purbalingga.

4. Data Collection Techniques

Data collection was performed through three main methods: Observation: Researchers conducted general observations and interacted with respondents to understand their assessments of product quality and price. Interviews: Direct interviews were conducted with respondents to gather qualitative insights. Questionnaires: A structured list of statements was distributed to respondents to collect quantitative data for addressing the research questions.

5. Scale and Data Measurement

A Likert scale was utilized to measure respondents' attitudes, opinions, and perceptions toward the research variables. The Likert scale breaks down variables into sub-variables and measurable components, which are used to construct questionnaire items. As suggested by Sugiyono (2018), the Likert scale provides several advantages, including ease of use, high reliability, flexibility, and adaptability across various contexts. The scale ranges from 1 to 5, where 1 represents "Strongly Disagree/Very Poor," and 5 represents "Strongly Agree/Excellent."

6. Research Instrument Testing

The research instruments were tested to ensure they met the criteria of validity, reliability, and practicality. Given that data was collected through questionnaires, ensuring respondents provided thoughtful answers was critical. The validity of social research data depends significantly on the quality of the instruments used. A good instrument must be valid, reliable, and practical. To evaluate the questionnaire's quality, two tests were conducted: Validity Test: Ensures the instrument accurately measures the intended variables. Reliability Test: Assesses the consistency of the instrument in measuring variables over time.

7. Data Analysis Method

The study employed multiple regression analysis to examine the influence of product quality and price on purchasing decisions. SPSS 20.0 for Windows was used to calculate regression coefficients. Following Sudjana's framework, the multiple linear regression model was expressed in the following formula:

$$Y = \alpha + b_1X_1 + b_2X_2 + e \quad (1)$$

Where: Y = Purchase Decision, α = Constant number, β = Regression coefficient, X1 = Promotion variable, X2 = Customer satisfaction variable, e = Measurement error

8. Hypothesis Testing

The purpose of hypothesis testing in this study is to determine whether the proposed hypotheses are supported or rejected. The significance level for the parameter estimates in the hypothesis tests is set at 95%, or $\alpha = 0.05$. Based on interviews and observations with the management at Kompo Motor Purbalingga, it was revealed that the sales volume of Honda motorcycles between 2022 and 2024 has consistently declined, failing to meet the targets established by the management. This trend is further illustrated by the data presented below.

Table 1. Sales of Honda Motorcycles Kompo Motor Purbalingga

Period	Sales Target	Sales Realization	Sales Difference between Target and Sales	Percentage of Sales Achieved
2022	1750	1672	78	95.54
2023	1750	1607	143	91.83
2024	1750	1410	340	80.57

Source: KOMPO MOTOR Purbalingga

Based on the data in the table above, it can be seen that in the last 3 years the sales volume of Kompo Motor has continued to decline. Facing this situation, the company must pay special attention and the right policy for the problems faced by the company. If this is not taken seriously and allowed to continue, then gradually Motorbikes with the Honda Brand are not impossible to be eliminated from customer choice.

Based on the results of interviews with the manager of Kompo Motor in Purbalingga, stating that the problems of the consumer purchasing decision process are: (1) The trade show displayed does not affect purchasing decisions, (2) Product discounts do not influence consumers to make purchases, (3) Prize draws do not influence consumers to make purchases, (4) The product warranty provided does not influence consumers to make purchasing decisions. Based on this background, this study is titled “The Effect of Promotion and Customer Satisfaction on Purchasing Decisions for Motorcycle Products at CV Kompo Motor Purbalingga.

3. Results And Discussions

a. Validity Test

Table 2. Validity Test Results

Variable	Question Item	<i>Person</i>	r-table	Description
		<i>Correlation</i>		
		r-Count		
Promotion (X ₁)	X ₁ -1	0,755	0,165	Valid
	X ₁ -2	0,690	0,165	Valid
	X ₁ -3	0,682	0,165	Valid
	X ₁ -4	0,738	0,165	Valid
	X ₁ -5	0,642	0,165	Valid
Customer satisfaction (X ₂)	X ₂ -1	0,821	0,165	Valid
	X ₂ -2	0,798	0,165	Valid
	X ₂ -3	0,774	0,165	Valid
	Y-1	0,737	0,165	Valid
Purchase decision (Y)	Y-2	0,598	0,165	Valid
	Y-3	0,705	0,165	Valid
	Y-4	0,682	0,165	Valid
	Y-5	0,767	0,165	Valid

The data shows the results of the validity test on question items from three variables, namely Promotion (X₁), Customer Satisfaction (X₂), and Purchasing Decisions (Y). The validity test is carried out by looking at the correlation value (r-count) of each question item against the total score of the variable and comparing it with the r-table value of 0.165. All question items for the three variables have an r-count value greater than the r-table, indicating that all items are valid. For example, in the Promotion variable (X₁), the r-count values range from 0.642 to 0.755, while in the Customer Satisfaction variable (X₂), the values range from 0.774 to 0.821. In the Purchase Decision variable (Y), the r-count value is in the range of 0.598 to 0.767. Thus, all question items are declared valid and can be used for measurement in research.

b. Reliability Test

Table 3. Reliability Test Results

Variable	<i>Alpha Cronbach</i>	criteria	Decription
Promotion	0,872	<i>Alpha Cronbach</i> > 0,60 then reliable	Reliable
Customer Satisfaction	0,897		Reliable
Purchase Decision	0,865		Reliable

The reliability test results show that the three variables, namely Promotion, Customer Satisfaction, and Purchasing Decisions, have Cronbach's Alpha values of 0.872, 0.897, and 0.865, respectively. Because the Alpha Cronbach value of the three is greater than 0.60, the research instrument is declared reliable. This indicates that the question items in each variable are consistent in measuring the intended concept.

c. Linearity Test

Table 4. Linearity Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.075 ^a	.006	.015	1.504

The linearity test results show that the linearity test shows an R2 value of 0.015 with a sample size of 100, the value of c2 count = $50 \times 0.015 = 0.75$ while the c2 table value is 75. The value of c2 count < c2 table so it can be concluded that the correct model is a linear model.

d. Hypothesis Test

Table 5. Regression Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	20.396	1.081		
1 Promotion	.008	.066	.018	.127	.899
Customer Satisfaction	.044	.101	.061	.436	.664

$$Y = 0,127 X_1 + 0,436 X_2 + \epsilon \quad (2)$$

Explanation of the first equation of path regression analysis:

β1: The regression coefficient for the promotion variable is 0.127 with a significance value of 0.899, which is greater than 0.05. This indicates that the promotion variable positively and significantly influences purchasing decisions. In other words, an increase in the promotion variable will lead to an increase in purchasing decisions, assuming the customer satisfaction variable remains unchanged.

β2: The regression coefficient for the customer satisfaction variable is 0.436 with a significance value of 0.664, which is greater than 0.05. These findings show that customer satisfaction has a positive and significant effect on purchasing decisions. This implies that improving customer satisfaction will enhance purchasing decisions, assuming the promotion variable is held constant.

e. Test t

1. The Effect of Promotion on Purchasing Decisions

The t-test results indicate that the t-value for the promotion variable is 0.127 with a significance level of 0.899. Since the significance value of 0.899 exceeds $\alpha = 0.05$, it can be concluded that the promotion variable significantly affects purchasing decisions. Thus, hypothesis 1, which states that promotion has a significant effect on purchasing decisions for motorcycle products at CV Kompo Motor Purbalingga, is supported.

2. The Effect of Customer Satisfaction on Purchasing Decisions

The t-test results show that the t-value for the customer satisfaction variable is 0.436 with a significance level of 0.664. As the significance value of 0.664 is less than $\alpha = 0.05$, it demonstrates that customer satisfaction significantly influences purchasing decisions. Therefore, hypothesis 2, which states that customer satisfaction has a significant effect on purchasing decisions for motorcycle products at CV Kompo Motor Purbalingga, is confirmed.

f. F test

Table 6. F Test Results ANNOVA^b

Model	Sum of Squares	df	Median Square	F	Sig
Regression	235.434	3	88,478	3.838	.016 ^a
1 Residual	940.646	46	20,449		
Total	1176.080	49			

a. Predictors: (constant), Compensation, Leadership, Motivation

b. Dependent Variable : Discipline

The F test results show that promotion and satisfaction have an Fcount value of 3.838 with a significance of $0.016 < 0.05$ so that simultaneously the promotion and satisfaction variables have a significant effect on purchasing decisions.

g. Coefficient of Determination (R²)**Table 7.** Results of the Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.075 ^a	.006	.065	1.504

The R² test obtained a result of 0.065 or 65%, which means that the variability of the promotion variable that can be explained by the variability of the customer satisfaction variable is 65%, while the remaining 15% is explained by other variables not included in the regression model.

h. Correlation Analysis

1. Correlation Between Promotion and Purchasing Decisions

The analysis results show that the correlation coefficient between the promotion variable and purchasing decisions is 0.295, with a probability value of 0.042, which is less than $\alpha = 0.05$. This indicates that the relationship between promotion and purchasing decisions is relatively strong and unidirectional. A unidirectional relationship implies that an increase in promotion leads to an increase in purchasing decisions. The correlation between these two variables is significant, as the significance value of 0.042 is less than 0.05.

2. Correlation Between Customer Satisfaction and Purchasing Decisions

The analysis reveals a correlation coefficient of 0.468 between customer satisfaction and purchasing decisions, with a probability value of 0.043, which is below $\alpha = 0.05$. This demonstrates a fairly strong and unidirectional relationship, meaning that higher customer satisfaction leads to higher purchasing decisions. The correlation is significant because the significance value of 0.043 is smaller than 0.05.

4. Conclusion

This study found that promotional variables and customer satisfaction have a significant and positive relationship with purchasing decisions, with a stronger influence on customer satisfaction. This finding confirms that increasing customer satisfaction can be a key strategy in driving purchasing decisions, while effective promotion remains necessary to support these results. By implication, the results of this study provide guidance for the management of CV Kompo Motor Purbalingga to place more emphasis on the integration between promotional strategies and efforts to improve customer experience in order to achieve business sustainability. This study has limitations in that the scope is limited to one company, thus limiting the generalizability of the findings. To overcome this limitation, future research is recommended to expand the study population to various industry sectors or different geographical areas to increase external validity. In addition, future researchers may consider moderating variables, such as price, brand loyalty or customer preference, to gain a more comprehensive insight into the factors that influence purchase decisions. This approach will not only enrich the literature, but also make broader practical contributions to the development of evidence-based marketing strategies in various business contexts.

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