

The Influence of Brand Awareness, Perceived Quality, and Promotion on the Decision to Purchase a Honda Brand Automatic Motorcycle at PT. Capella Honda 88 Pekanbaru

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ABSTRACT

This research aims to determine the influence of brand awareness, perceived quality and promotion on purchasing decisions for Honda brand automatic motorbikes at PT. Capella Honda 88 Pekanbaru. This research method is descriptive and quantitative statistics with the analysis method in this research is multiple linear regression analysis. The sample in this study amounted to 97 respondents who were determined using purposive sampling techniques and used questionnaires as data collection. The research results show that brand awareness has a significant effect on purchasing decisions, perceived quality has a significant effect on purchasing decisions, promotion has a significant effect on purchasing decisions, brand awareness, perceived quality and promotion have a significant effect on purchasing decisions for Honda brand automatic motorbikes at PT. Capella Honda 88 Pekanbaru.

INTRODUCTION

The current growth in the automotive sector in Indonesia has experienced a major increase which has made the level of competition in the automotive industry also become tighter. Automotive companies in Indonesia offer a variety of products for transportation, one of which is motorbikes. Apart from that, the increasing level of mobility in society today makes motorbikes one way of fulfilling the transportation needs of the community.

Deep understanding companies design more effective marketing strategies, by understanding what consumers are looking for in a product or service. Overall understanding of consumer behavior provides a solid foundation for companies to adapt to changes in market preferences and needs, so as to better meet consumer expectations. According to Mowen & Minor (2002) consumer behavior can be explained as the study of individuals or groups who make purchases and involve exchange processes that include the acquisition, use and disposal of goods or services, experiences and ideas.

Purchasing decisions on products are basically closely related to consumer behavior. Consumer behavior is an important activity element that needs to be understood by business people because business people basically do not know what consumers think because each person's preferences and attitudes towards objects are different. Defining purchasing decisions is a process of solving problems which consists of analyzing or identifying needs and desires, searching for information, service to consumers, purchasing decisions and behavior after purchase (Kotler & Armstrong 2001).

A factor that can be a force in purchasing decisions is brand awareness. According to Durianto (2004) Brand awareness is the ability of a prospective buyer to recognize and recall a brand as part of a particular product category. Consumers tend to buy brands that are already known because they feel safe with something that is known (Raharjani in, Liwe, 2013).

Another factor that influences purchasing decisions is perceived quality. Perceived quality is a concept that refers to how consumers perceive the quality of a product. Consumers have different interests in products, so perceived quality will involve what is important to customers. According to Krisno & Samuel (2013) perceived quality is the ability of a product to be accepted and provide satisfaction when compared relatively with available alternatives.

Apart from brand awareness and perceived quality, another factor that influences purchasing decisions is promotion. In marketing a product, promotion is needed. According to Kotler and Armstrong (in Prilano & Sudarso, 2020) Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. Promotion is a form of marketing activity that aims to inform the market about the existence of a new product (Sanjaya, 2015).

Currently, motorbikes are not only a productive means of transportation in Indonesian society, but now motorbikes have become part of the needs, hobbies and style of Indonesian society. To accompany the community in their activities and meet their needs, PT. Astra Honda Motor is present in the solutions provided to the Indonesian people with its products and services. Along with the ongoing sales and development of the automotive business in Indonesia, PT. Astra Honda Motor (AHM) distributes Honda motorbikes through a dealer

network, namely PT. Capella Dinamik Nusantara to sell Honda motorbikes directly to consumers.

Pekanbaru PT. Capella Honda 88 Pekanbaru as the official Honda motorbike dealer, the most complete and largest distributor and sales of Honda motorbikes in Riau. The main activities of PT. Cappela Honda 88 Pekanbaru manages the distribution of Honda products and sells Honda brand motorbikes of all types, spare parts and official Honda service. In measuring the high level of motorbike purchases at PT. Cappela 88 Pekanbaru can be seen through its sales realization data. The following will present data on the realization of sales of Honda brand motorbikes at PT. Capella 88 Pekanbaru.

Table 1. Data on Sales of Honda Automatic Motorcycles at PT Capella Honda 88 Pekanbaru for the 2018-2022 Period

No (1)	Year (2)	Target (3)	Realization (4)	Percentage (5)
1.	2018	2800	3240	116%
2.	2019	1600	1330	85%
3.	2020	1800	1386	75%
4.	2021	3400	3800	112 %
5.	2022	4000	3549	89%

Source: PT Capella Honda 88 Pekanbaru

Based on the data in table 1.4 above, it can be seen that the target and realization of overall sales of Honda brand automatic motorbikes at PT. Capella 88 Pekanbaru experienced a decline in sales in 2020, there was still a decrease in sales realization of 1386 units with a percentage of 75% and had not yet achieved the sales target of 1800, then in 2021 there was an increase exceeding the sales target with the realization of 3800 units from the 3400 sales target with a percentage of 112%, however In 2022 there will be a decrease in realization of 3549 units with a percentage of 89% of the target of 4000.

The issue of sales targets that cannot be achieved properly is homework for company management, especially marketing managers, in improving consumer purchasing decisions. Many factors influence consumers' decisions in choosing motorbike products that suit their needs and desires. Therefore, it is necessary to identify the factors that influence consumer purchasing decisions regarding automatic motorbikes to find the right solution to overcome this problem.

LITERATURE REVIEW

Marketing

Marketing is a series of activities carried out by a company or organization to create, promote, market and sell products or services in order to meet consumer needs and desires. Marketing according to Kotler & Keller (2009) Marketing is a social activity that involves individuals and groups to fulfill their needs and desires by creating, offering and delivering valuable products and services to other people.

Brand Awareness

Brand awareness is the ability of a brand to be imprinted in consumers' minds when they think of a certain type of product, as well as the extent to which the brand is easily remembered. More than that, brand awareness is one of the fundamental elements in brand value. (Herdana, 2015).

Humdiana in (Saputro et al, 2016) Brand awareness indicators are as follows:

1. Consumer Knowledge of Products,
2. Get to know the brand
3. Consumers' memory of the brand

Perceived Quality

The impression of quality or perceived quality is the consumer's view of the benefits, quality and/or service, reflecting the customer's overall understanding of the brand. According to Rangkuti (2013), the impression of product quality is assessed based on how customers perceive the overall value or advantages offered in relation to the expectations they have.

in-depth understanding of quality dimensions as described by Durianto & Sitinjak (2001) and the indicators used are as follows.

1. Performance
2. Serviceability
3. Durability
4. Realibility
5. Features
6. Conformance with specifications

Promotion

Promotion involves a series of activities and forms of communication with the main aim of educating, convincing and reminding consumers about the product or brand being offered. Promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of gaining attention, educating, reminding and convincing potential consumers (Alma, 2016).

According to Kotler & Keller (2009) sales promotions have the following indicators:

1. Promotion Reach
2. Promotional Quality
3. Promotion Quantity
4. Promotion Time
5. Specific Promotional Targets

Purchase Decision

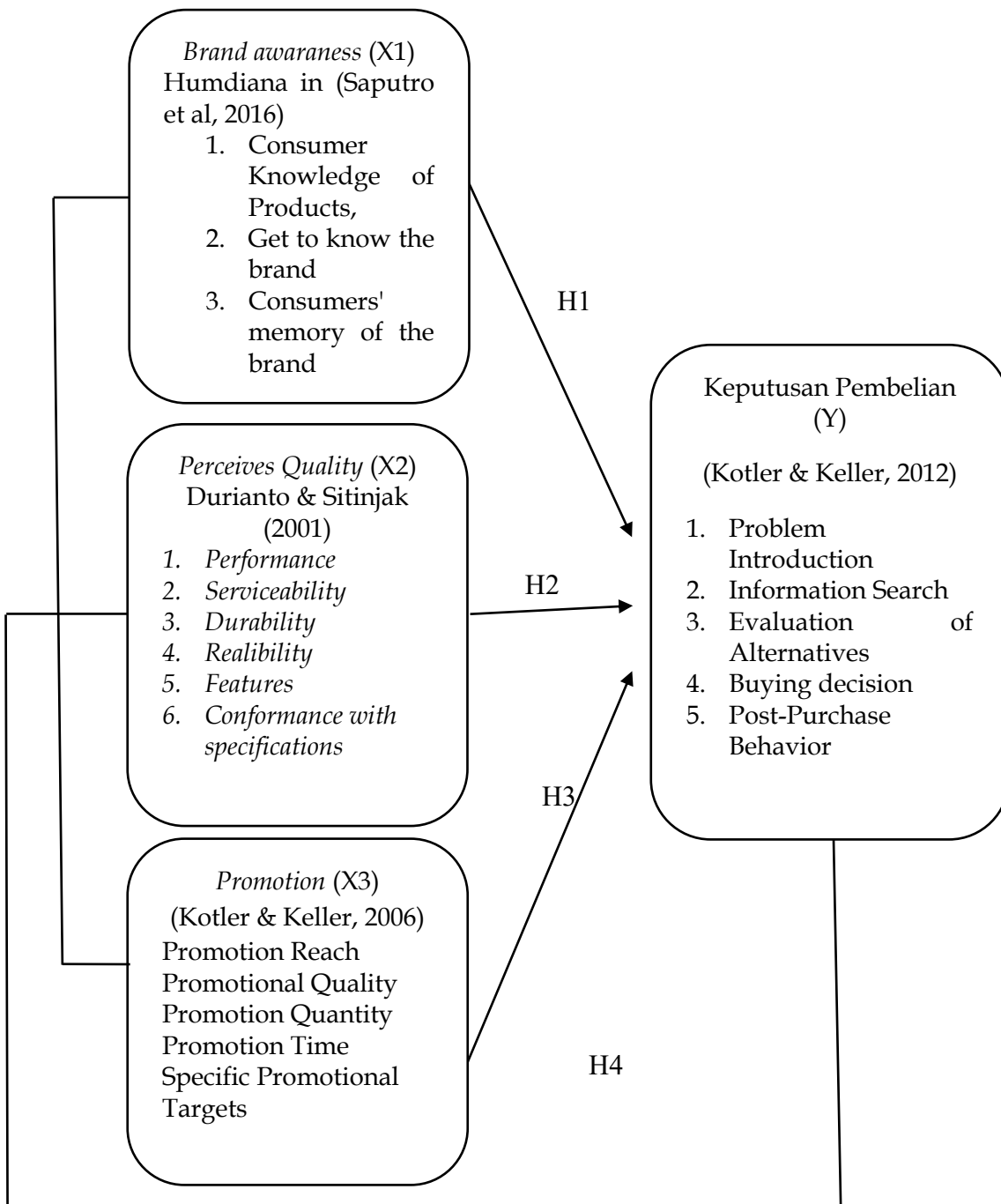
The purchasing decision is the stage in the buyer's decision-making process where the consumer decides to actually purchase a product or service. A purchasing decision is a person's action to obtain or utilize a product, either goods or services, which is believed to provide satisfaction, as well as readiness to face potential risks that may occur as a consequence (Kodu, 2013).

According to Kotler & Keller (2012) there are several stages in the decision-making process, including:

- a. Problem Introduction

- b. Information Search
- c. Evaluation of Alternatives
- d. Buying decision
- e. Post-Purchase Behavior

Framework of Thinking



Gambar 1. Framework of Thinking

Based on the framework that has been prepared, as well as comparing it with existing theories, the author formulates the overall hypothesis in this research as follows:

H1: It is suspected that there is a significant influence of the brand awareness variable on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru

H2: It is suspected that there is a significant influence of the perceived quality variable on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru

H3: It is suspected that there is a significant influence of promotional variables on the decision to purchase Honda automatic motorbikes at PT. Capella Honda 88 Pekanbaru

H4: It is suspected that brand awareness, perceived quality, and promotion together have a significant influence on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru

METHODOLOGY

This research is a quantitative type of research. According to Sugiyono (2013) quantitative research is a method used to conduct research on a particular population or sample.

Population

According to Sugiyono (2013) population is a generalized area consisting of objects that have certain qualities and characteristics determined by researchers to be studied and then to draw conclusions. The population used in this research were all consumers who had purchased automatic motorbikes at PT. Capella Honda 88 Pekanbaru number 3529 in 2022.

Sample

According to Sugiyono (2013) the sample is part of the number of characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited time, funds and personnel, then researchers can use samples taken from that population. To determine the sample size, researchers used the Slovin formula, so that they obtained 97 consumers. In this research, purposive sampling was used for the elements included in the sample deliberately, provided that the sample was representative or representative of the population. The criteria in this research are consumers who have made the decision to purchase a Honda brand automatic motorbike and consumers who have purchased an automatic motorbike at PT. Capella Honda 88 Pekanbaru.

Measurement Technique

The data measurement technique used in this research is the Likert scale. The Likert scale is a scale for measuring attitudes, opinions and perceptions of a person or group in social phenomena (Sugiyono, 2016). The Likert scale generally uses five descriptive scales consisting of strongly agree, agree, quite agree, disagree and strongly disagree.

Data Analysis Technique

Quantitative data analysis is analysis used to test the relationship between variables in research using calculations or statistical tests from data originating from questionnaire answers or primary data. To carry out the test, SPSS software version 26 was assisted.

RESEARCH RESULT

Descriptive Analysis

This research was conducted by distributing questionnaires to a research sample of 97 respondents from consumers of Honda brand automatic motorbikes at PT. Capella Honda 88 Pekanbaru. The data that has been obtained from distributing research questionnaires is respondent response data regarding brand awareness, perceived quality, promotion and purchasing decisions.

Descriptive Analysis

Brand Awareness

In the brand awareness variable from PT. Capella Honda 88 Pekanbaru. The total score obtained from the 3 dimensions was 2268 which was in the range 1983 - 2449 in the good category, where the highest score in the dimension of consumer memory of the brand was 777 and the lowest score in the dimension of consumer knowledge of the brand was 742.

Perceived Quality

In the perceived quality variable from PT. Capella Honda 88 Pekanbaru. The total score obtained from the 6 dimensions was 4632 which was in the range 3860-4891 in the good category, where the highest score was in the performance dimension 796 and the lowest score in the durability dimension was 744.

Promotion

In the promotion variable from PT. Capella Honda 88 Pekanbaru. The total score obtained from the 5 dimensions was 4055 which was in the range 3301-4077 in the good category, where the highest score in the promotion reach dimension was 834 and the lowest score in the promotional target determination dimension was 744.

Buying Decision

On the purchase decision variable from PT. Capella Honda 88 Pekanbaru. The total score obtained from the 5 dimensions was 3257 which was in the range 2524-3300 in the quite good category, where the highest score in the need's recognition dimension was 702 and the lowest score in the purchasing decision dimension was 621.

Data Instrument Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the questions in the questionnaire are able

to reveal something that the questionnaire will measure. %. The items from the statements in the questionnaire are considered valid if $r_{count} > r_{table}$, then the research instrument can be said to be valid. To assess the validity of each statement item, it can be seen from the correlation of each statement, by using a total of 97 respondents, the ratio can be obtained through the degree of freedom. Where $df = n-2$, so the degree of freedom in this study is $97-2 = 95$, so the level of significance is at 5% so it can be equal to 0.1996. The following is an explanation of the validity test for each variable:

Tabel 2. Validitay Test

Variable	Item	rcount	rtable	Label
<i>Brand Awareness</i>	X1.1	0,676	0,1996	Valid
	X1.2	0,632	0,1996	Valid
	X1.3	0,690	0,1996	Valid
	X1.4	0,737	0,1996	Valid
	X1.5	0,794	0,1996	Valid
	X1.6	0,687	0,1996	Valid
<i>Perceived Quality</i>	X2.1	0,645	0,1996	Valid
	X2.2	0,450	0,1996	Valid
	X2.3	0,500	0,1996	Valid
	X2.4	0,441	0,1996	Valid
	X2.5	0,479	0,1996	Valid
	X2.6	0,488	0,1996	Valid
	X2.7	0,579	0,1996	Valid
	X2.8	0,537	0,1996	Valid
	X2.9	0,441	0,1996	Valid
	X2.10	0,628	0,1996	Valid
	X2.11	0,456	0,1996	Valid
	X2.12	0,579	0,1996	Valid
<i>Promotion</i>	X3.1	0,670	0,1996	Valid
	X3.2	0,627	0,1996	Valid
	X3.3	0,625	0,1996	Valid
	X3.4	0,686	0,1996	Valid
	X3.5	0,737	0,1996	Valid
	X3.6	0,622	0,1996	Valid
	X3.7	0,663	0,1996	Valid
	X3.8	0,634	0,1996	Valid
	X3.9	0,754	0,1996	Valid
	X3.10	0, 699	0,1996	Valid
<i>Purchase Decision</i>	Y1.1	0,622	0,1996	Valid
	Y1.2	0,524	0,1996	Valid
	Y1.3	0,600	0,1996	Valid
	Y1.4	0,685	0,1996	Valid
	Y1.5	0,422	0,1996	Valid
	Y1.6	0,524	0,1996	Valid
	Y1.7	0,418	0,1996	Valid

	Y1.8	0,488	0,1996	Valid
	Y1.9	0,454	0,1996	Valid
	Y1.10	0,511	0,1996	Valid

Source: SPSS Processed Data, 2024

The results of the validity test for all statement items measuring the variables brand awareness, perceived quality, promotion and purchasing decisions have $r_{count} > r_{tabel}$ 0.199, so that all statement items on the variables brand awareness, perceived quality, promotion and purchasing decisions are declared valid and can be used in research.

Reliability Test

The reliability test is carried out using the Cronbach's Alpha statistical test. A construct or variable is deemed reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2018). The following are the results of reliability testing:

Tabel 3. Reliability Test Result

No	Variable	Cronbach's Alpha	Determination Value	Label
1	Brand Awareness	0,793	0,600	Reliabel
2	Perceived Quality	0,752	0,600	Reliabel
3	Promotion	0,861	0,600	Reliabel
4	Purchase Decision	0,708	0,600	Reliabel

Source: SPSS Processed Data, 2024

The results of the reliability test show that the variables brand awareness (X1), perceived quality (X2), promotion (X3) and purchasing decisions (Y) have a Cronbach's alpha value > 0.600 . So, it can be concluded that the answers to the variable statements X1, X2, X3 and Y have met the criteria values and can be declared reliable and suitable for use in research.

Classic Assumption Test

Normality

Tabel 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,56124898
Most Extreme Differences	Absolute	,063
	Positive	,0063
	Negative	-,040
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200
a. Test distribution is Normal.		
b. Calculated from data		

Source: SPSS Processed Data, 2024

Based on table 5.26, it can be seen that the normality test results are said to be normal. The significance value is to see whether the data is normal or not, namely if the sig level is > 0.05, it can be interpreted as normal and vice versa, if the sig level is < 0.05, it can be interpreted as abnormal. In table 5.26 it can be seen that the significant value is 0.200 > 0.05 and from these results it can be said that the data above has a normal distribution.

Multicollinearity

The purpose of the multicollinearity test according to Ghozali (2018) is to find out whether the regression model found any correlation between independent variables. The multicollinearity test can be seen, if the tolerance value is > 0.10, and the VIF value is < 10.00, then multicollinearity does not occur.

Tabel 5. Multikolinierity Test Result

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	4,120	1,777		2,319	,023		
	Brand Awaranes	,343	,051	,389	6,741	,000	,734	1,362
	Perceived Quality	,272	,043	,378	6,283	,000	,674	1,483
	Promotion	,202	,038	,325	5,367	,000	,668	1,497

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

Based on table 5.27 above, it can be seen from the table above that the VIF values of the three variables are brand awareness (1.162), perceived quality (1.483) and promotion (1.497). With tolerance values of brand awareness (0.734), perceived quality (0.674) and promotion (0.668). This means that the tolerance value shows that there are no independent variables that have a tolerance value of less than 0.10, which means there is no correlation between the independent variables. The VIF calculation results also show the same thing that none of the independent variables has a VIF value of more than 10.00. So it can be concluded that multicollinearity does not occur.

Heteroskedasticity

The heteroscedasticity test according to (Ghozali, 2017) is intended to find out whether the regression model has unequal variances and residuals from one observation to another. The heteroscedasticity test can be seen from: If the Sig value is > 0.05 then there is no heteroscedasticity. Meanwhile, if the Sig value <0.05 then there is heteroscedasticity in the model.

Tabel 6. Heteroskedasticity

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,457	1,041		1,400	,165
	Brand Awaranes	,052	,030	,206	1,730	,087
	Perceived Quality	-,012	,025	-,057	-,460	,647
	Promotion	-,021	,022	-,116	-,929	,355

a. Dependent Variable: ABS_RES

Source: SPSS Processed Data, 2024

The results of the heteroscedasticity test are said to have no heteroscedasticity. This happens because the Sig value is > 0.05 , so there is no heteroscedasticity. It can be seen that the brand awareness variable has a sig value of $0.087 > 0.05$, the perceived quality variable has a sig value of $0.647 > 0.05$, and promotion has a sig value of $0.355 > 0.05$, therefore this research model is said to have no heteroscedasticity.

Data Analysis Test

The Influence of Brand Awareness, Perceived Quality, and Promotion on the Decision to Purchase Honda Brand Automatic Motorcycles at PT. Capella Honda 88 Pekanbaru

Multiple linear regression analysis was used to predict the contribution of three independent variables brand awareness (X1), perceived quality (X2) and promotion (X3) to the dependent variable purchasing decision (Y) of Honda brand automatic motorbikes at PT. Capella Honda 88. Based on the results of calculations using the SPSS 26 program, the data obtained can be seen as follows:

Table 7. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,120	1,777		2,319	,023
	Brand Awaranness	,343	,051	,431	6,741	,000
	Perceived Quality	,272	,043	,349	6,283	,000
	Promotion	,202	,038	,295	5,367	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

The meaning of the numbers in the equation above is:

1. It is known that the constant value is 4.120, which means that if brand awareness (X1), perceived quality (X2), and promotion (X3) are zero, then the purchasing decision (Y) is 4.120.
2. Regression coefficient b1 (Brand Awareness) = 0.343, a positive number which indicates a unidirectional relationship between X1 and Y. If Brand Awareness (X1) increases then Purchase Decisions (Y) will increase. The number 0.343 shows that if Brand Awareness (X1) experiences a one-unit increase, then Purchase Decisions (Y) will increase by 0.343
3. Regression coefficient b2 (Perceived Quality) = 0.272, a positive number which indicates a direct relationship between X2 and Y. If Perceived Quality (X2) increases, Purchase Decisions (Y) will increase. The number 0.272 shows that if Perceived Quality (X2) increases one unit, then Purchase Decision (Y) will increase by 0.272.
4. Regression Coefficient b3 (Promotion) = 0.202, a positive number which indicates a direct relationship between X3 and Y. If Promotion (X3) increases then Purchase Decisions (Y) will increase. The figure is 0.202 if Promotion (X3) increases by one unit, then the Purchase Decision (Y) is 0.202.

Partial Test

The t test is used to determine the partial (individual) influence of the independent variables, namely brand awareness (X1), perceived quality (X2), and promotion (X3) on the dependent variable, namely Purchase Decision (Y). The formulation of the hypothesis is:

H0: The variables Brand Awareness (X1), Perceived Quality (X2), and Promotion (X3) do not partially have a significant effect on purchasing decisions.

H1: The variables Brand Awareness (X1), Perceived Quality (X2), and Promotion (X3) partially have a significant effect on purchasing decisions.

The criteria used are:

If $t_{count} \leq t_{table}$, or $sig. \geq 0.05$ then H0 is accepted and H1 is rejected.

If $t_{count} > t_{table}$, or $sig. < 0.05$ then H0 is rejected and H1 is accepted.

The t_{table} value with $\alpha = 0.05$ and degrees of freedom (df) = $n - k - 1 = 93$ produces a figure of 1.986

The results of the t test analysis with the help of the SPSS 26 program obtained the following results:

Table 8. Partial Analysis Results (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,120	1,777		2,319	,023
	Brand Awareness	,343	,051	,431	6,741	,000
	Perceived Quality	,272	,043	,349	6,283	,000

	Promotion	,202	,038	,295	5,367	,000
a. Dependent Variable: Keputusan pembelian						

Source: SPSS Processed Data, 2024

Based on the table above it can be explained as follows:

From the calculation results in the table above, the t-count value for the Brand Awareness variable is 6.741 with a resulting significance level of 0.000. Because the value of tcount (6.741) > ttable (1.986) and the resulting significance value of 0.000 is smaller than 0.05. Perceived Quality is 6.283 with a significance level of 0.000. Because the value of tcount (6.283) > ttable (1.986) and the resulting significance value of 0.000 is smaller than 0.05. Promotion is 5,367 with a significance level of 0,000. Because the value of tcount (5.367) > ttable (1.986) and the resulting significance value of 0.000 is smaller than 0.05, H0 is rejected and H1 is accepted, meaning that the independent variables in the brand awareness, perceived quality and promotion variables partially have a significant effect on dependent variable Purchase Decision.

Simultaneous Test

Simultaneous test (F test) is used to find out whether the hypothesis is accepted or rejected. The F test shows the influence of brand awareness, perceived quality, and promotion on purchasing decisions.

The formulation of the hypothesis is:

H0: The variables Brand Awareness (X1), Perceived Quality (X2), and Promotion (X3), simultaneously do not have a significant effect on purchasing decisions.

H1: The variables Brand Awareness (X1), Perceived Quality (X2), and Promotion (X3) simultaneously have a significant effect on purchasing decisions.

The criteria used are:

If Fcount ≤ Ftable, or sig. ≥ 0.05 then H0 is accepted and H1 is rejected.

If Fcount > Ftable, or sig. < 0.05 then H0 is rejected and H1 is accepted.

The Ftable value is at a significant level of 5% and the fcount > ftable value is obtained for a sample size of 97, namely, Ftable = n - k - 1; k, then 97 - 3 - 1; 3 = 93; 3 obtained the number 2.70

The results of the F test analysis with the help of the SPSS 26 program obtained the following results:

Table 9. Results of Simultaneous Test Analysis (F Test) of Brand Awareness, Perceived Quality, and Promotion on Purchasing Decisions

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	795,670	3	265,223	105,409	,000 ^b
	Residual	243,000	93	2,516		
	Total	1029,670	96			
a. Dependent Variable: Purchase Decision						

b. Predictors: (Constant), Brand Awareness, Perceived Quality, Promotion

Source: SPSS Processed Data, 2024

The results of the simultaneous model testing above obtained an Fcount value of 105.409 with a significance of 0.000. Because the value of Fcount (105.409) > Ftable (2.70) and the resulting significance value is 0.000 and this value is much smaller than $\alpha = (0.05)$, it can be concluded that H0 is rejected and H1 is accepted. This means that the variables brand awareness, perceived quality, and promotion simultaneously have a significant effect on the Purchasing Decision variable.

Multiple determination coefficient test (R2)

The determination coefficient value is between zero or one. The greater the value of R2 or more than 1, the influence of the variable bell indelpelndeln on the variable delpelndeln is considered to be greater, and the opposite is true. Based on the results of the double deltelrmination coefficient test (R2):

Table 10. Results of Multiple Determination Coefficient Analysis (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,879 ^a	,773	,765	1,73705
a. Predictors: (Constant), Brand Awaransess, Perceived Quality, Promotion				

Source: SPSS Processed Data, 2024

Based on table 5.30 above, it can be seen that the Adjusteld R squarel table reduces the delta termination coefficient. From the table above, a value of 0.765 is obtained, which means that the contribution of the variables brand sales, product quality and promotion is 76% greater, while the remaining 24% is influenced by other variables which are not included in this relationship model.

CONCLUSIONS AND RECOMMENDATIONS

According to the results of research conducted on consumers of PT. Capella Honda 88 Pekanbaru regarding "the influence of brand awareness, perceived quality, and promotion on purchasing decisions for Honda brand automatic motorbikes at PT. Capella Honda 88 Pekanbaru" then the conclusion can be drawn:

1. In particular, the hypothesis can be identified which reads "It is suspected that there is a significant influence of the brand awareness variable on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru". This indicates that the higher the brand awareness, the higher the return purchasing decisions.
2. In particular, the hypothesis can be identified which reads "It is suspected that there is a significant influence of the perceived quality variable on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru". This indicates that the higher the perceived quality, the better the purchasing decisions will be.

3. In particular, the hypothesis can be identified which reads "It is suspected that there is a significant influence of the promotion variable on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru". This indicates that the higher the promotion, the better the purchasing decisions will be.
4. Simultaneously, a hypothesis can be identified which reads "it is suspected that there is a significant influence of brand awareness, perceived quality and promotion variables on the decision to purchase a Honda automatic motorbike at PT. Capella Honda 88 Pekanbaru "This indicates that the higher the value of brand awareness, perceived quality and promotion, the better the purchasing decision will be.

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