

The Effectiveness of Promotion, Location and Brand Image on Motorcycle Purchase Decisions

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Abstract

The purpose of this study was to determine the effect of location, promotion and brand image on purchasing decisions for Honda motorcycles in Tangerang. In this thesis, research was conducted on 100 respondents through the distribution of questionnaires. The method used in this research is descriptive method and qualitative method. Based on the answers to the questionnaire, raw data has been obtained which is then processed using SPSS version 24 so that it becomes useful data for this research. In addition to calculating the relationship between the independent variable and the dependent variable, this study also calculated the relationship between variables. The correlation of the influence of location on purchasing decisions is 0.484, the correlation of the effect of promotion on purchasing decisions is 0.432 and the correlation of the influence of location on purchasing decisions is 0.167, so it can be said that the relationship between the four variables is quite strong. From the results of the F test model 1, the value of 346,211, model 2 is rated 461,897 and model 3 got a value of 593,825 where the value is greater than F table by 3.09, Thus H_0 is rejected and H_a is accepted. In the t-test, the results of the t-count image can be obtained brand as big as 3,438t calculate the promotion of 6,181 and t calculate the location of 7,710, when compared with a t table of 1,984 then there is a significant relationship between brand image, promotion and location on purchasing decisions Honda motorcycles at PT. Tangerang Highlands Rides.

I. INTRODUCTION

Understanding consumer behavior is certainly not easy because consumers have different characteristics such as unlimited human needs besides being influenced by several factors. Price, where the price set by the Honda motorcycle leasing party is too expensive or is in accordance with the wishes of the community. Is the price superior in comparison with other competitors who provide the same type of motorcycle.

Tastes such as whether the type, type or model provided by Honda is in accordance with the wishes of consumers. Does the type of motorcycle match the outer appearance or body of the motorcycle. Is the color used and provided by Honda in accordance with the type and appearance of the outside or body on the motorcycle.

What about the promotions that Honda does. Is the promotion given is correct and appropriate in delivering product information to consumers. Is the promotion given by Honda can increase confidence and trust in the purchase of these products. Is there more value given by Honda in every purchase of several types of motorcycles or all types of motorcycles.

Honda motorcycles seem to have become the demands of motorcyclists, especially riders who don't want to bother when they want to shift their motorcycle gears, because one of these Honda motorcycles (matic), does not use a gearshift system on other motorcycles. But when driving, the driver only needs to adjust the gas. Seeing this situation, the author is interested in conducting research on consumer behavior which is one of the basics in implementing marketing strategies to achieve the goal, namely providing satisfaction to consumers so that it is expected to lead to increased sales which have a direct impact on increasing the market.

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II. RELATED WORKS/LITERATURE REVIEW (OPTIONAL)

Promotion

Promotion according to William J. Stanton quoted by Danang Sunyoto (2012:145) in his book Basics of Marketing Management, states that:

"the elements in a company's marketing mix that are used to inform, persuade and remind about the company"

Promotion according to Husein Umar (2013:65) entitled Marketing Research and Consumer Behavior says that:

"One of the variables in the marketing mix that is very important is carried out by companies in marketing products and tools to influence consumers in purchasing activities or using products according to their needs and desires".

Promotion according to Indriyo Gitosudarmo (2012:159) in his book The Basics of Marketing Management, states that:

"Activities aimed at influencing consumers so that they become acquainted with the products offered by the company to customers and then customers become interested in these products and buy them".

From the definitions above, it can be concluded that promotion is an activity to market, inform, persuade, remind and influence consumers about a product whose purpose is to sell the product so that consumers can fulfill their needs and desires.

Location

According to Kotler and Armstrong (2012: 92) states that place (place) or location, namely various company activities to make the products produced or sold affordable and available to the target market.

Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is.

From some of the above it can be concluded that the location is a place where a business wants to run by looking at various factors to maintain these business activities.

According to Kotler and Armstrong (2012: 92) in their book entitled marketing principles, the selection of a physical location requires careful consideration of the following factors:

1. *Place* that is, a place that is affordable and available to the target market.
2. Access is a location that is easily accessible.
3. Traffic i.e. density and traffic jams can be a bottleneck.
4. Location strategy
5. Ample parking space, convenient and safe.
6. The environment is the area that supports the services offered.
7. Visibility is a location that can be seen clearly with a normal view.
8. Expansion is the availability of a large enough space for business expansion in the future.
9. Competition is the location of competitors. In determining the location of a business, it is necessary to
10. Consider whether on the road or area there are already many similar businesses or not.
11. Government regulations that contain provisions to regulate the location of a particular business.

Brand Image

Understanding Brand Image According to Ujang Sumarwan, (2013: 230) in his book strategic marketing, value-value perspective Marketing and Performance Measurement states that: "Brand Image is a number of beliefs about attributes and associations that can create a relationship of trust with consumers".

Understanding Brand Image according to Philip Kotler and Kevin Lane Keller (2013:71) in their book Marketing Management states that:

"Brand image is the strength of a brand that lies in what consumers learn, feel, see and hear about the brand as a result of experience over time."

Understanding Brand Image according to Radinsunu (2013:109) in his book Modern Marketing Management states that:

"Brand image is a set of internal role models that can help define brand identity and can provide emotional depth for a brand."

Based on several brand definitions above, it can be concluded that brand image is an association that appears on consumers towards a product or service when consumers remember the brand of the product or service.

III. METHODS

Population and Sample

Population is a group or collection of subjects or objects that will be subject to generalization of research results. Respondents are the purchase of Honda motorcycles in Tangerang. According to Sugiyono (2011: p131) in his book entitled "Business, Qualitative, and R n D Research Methods" there are several sample sizes, namely as follows:

- a. The sample size that is suitable for use in the study is between 30 to 100.
- b. If the research uses multiple regression analysis, then the sample is at least 10 times the number of variables studied. For example, there are four research variables (three independent variables and one dependent variable), then the number of samples is $4 \times 10 = 40$.

Because the population is still in an uncertain number, the author uses the population determination with the Algifari formula (2016: p40) in his book entitled "Inductive Statistics", if used to estimate , we can $(1-\alpha)\%$ sure that the error does not exceed a certain value of e if the sample size is n , where if the value of e is not known, we can use s from the previous sample (for n 30) which gives an estimate of , then the population standard deviation is 0.25. If the author wants to use a precision level of 5%, and the confidence level is 95%, and the estimation error is less than 0.05 because $= 0.05$ then $= 1.96.Z_{0,05}$

Some of the commonly known sampling techniques include:

1. Random Sampling (Random Sampling)
Used by researchers if the population from which the sample is taken is a homogeneous population that contains only one feature.
2. Group Sampling (Cluster Sampling)
Used by researchers if there are groups of subjects in the population and between one group and another group there are strata or levels.
3. Sampling stratified (Stratified Sampling)
Used by researchers if in the population there are groups of subjects and between one group and another group it appears that there are strata or levels.
4. Sampling aim (Purposive Sampling)
That is, the sampling technique used by the researcher has certain considerations in taking the sample.
5. Sampling Twins (Double Sampling)
That is sampling used by researchers with a number of twice the desired sample size.
6. Sampling Balanced (Proportional Sampling)
It has been stated in the previous section that balanced sampling is always combined with other techniques that deal with inhomogeneous populations.

Sources and Data Collection Techniques

The data collection technique used by the researcher used a questionnaire to obtain data objectively. Researchers will conduct a direct survey by distributing questionnaires without selecting an object to be studied. After collecting the data, the researcher conducted an analysis of the data that had been collected.

According to Asnawi (in V. Wiratna Sujarweni, 2015: 93) in a book entitled Business and Economic Research Methodology states that data collection techniques are a way for researchers to reveal or capture quantitative information from respondents according to the scope of research.

The following are some research data collection techniques that can be used, as follows:

1. Primary Data Collection Techniques, including:
 - a. Observation is one of the data collection techniques that uses the help of the eye senses. Observation is also one of the most common data collection techniques in qualitative research methods.
 - b. Interview is a process of direct interaction or communication between the interviewer and the respondent.
 - c. The questionnaire is a written statement submitted to the respondent, the answer is filled out by the respondent according to the list of statements received, while in the interview, the respondent's answer is filled in by the interviewer.
2. Secondary Data Collection Techniques, through:
Literature Review is a technique of collecting data obtained from reference books or the results of previous research.

Research Instrument Test

Research instruments are tools that can be used to obtain, process, and interpret information obtained by researchers using the same measuring pattern. Collecting data in a study can be in the form of a questionnaire, so that the measurement scale of the instrument determines the units obtained, as well as the type of data or level of data. The data are nominal, ordinal, interval and ratio types.

The validity and reliability tests carried out in this study were intended so that the data obtained by equivalence questionnaires were valid and reliable. The instrument is said to be valid if it is able to measure what is desired and is able to reveal the data studied appropriately. Validity and reliability test, this test is appointed to determine whether the proposed questionnaire is feasible or not.

According to Suharsimi Arikunto in V. Wiratna Sujarweni (2015: 97) in his book entitled Human Resource Management, he stated that data collection instruments are tools that are selected and used by researchers in their activities of collecting data so that these activities become systematic and facilitated by them.

IV. RESULTS

A. Validity Test and Reliability Test

1. Promotional Variable Validity and Reliability Test (X_1)

In the Reliability Statistics table above, it can be seen that the Cronbach's Alpha value is 0.818 with 10 statements. When compared with the alpha value according to Yuni Sugiarti (2011: 94) in his book entitled Research Methods in the Field of Computers and Information Technology, the value of = 0.70. So it can be concluded that all statements about the location are proven to be reliable.

1. The Item-Total Statistics table shows the results of the validity calculations for 10 statements.
 2. Determining the value of r_{table} with the provision of the level of confidence ($df = \text{degree of freedom}$) the number of respondents is reduced by 2 or $100 - 2 = 98$ with a significant level of 5%, then the value of r_{table} is 0.196.
 3. Comparing r_{table} with each item r count statement by comparing the Corrected Item Total Correlation output with 0.196 (r_{table}).
 4. When compared with r_{table} in the Corrected Item Total Correlation column, the value of r counts for all statements about human relations is greater than r_{table} , meaning that all statements are valid.
- #### 2. Location Variable Validity and Reliability Test (X_2)

In the Reliability Statistics table above, it can be seen that the value of Cronbach's Alpha is 0.794 with 10 statements. When compared with the alpha value according to Yuni Sugiarti (2011: 94) in his book entitled Research Methods in the Field of Computers and Information Technology, the value of = 0.70. So it can be concluded that all statements about promotions are proven to be reliable.

1. The Item-Total Statistics table shows the results of the validity calculations for 10 statements.
2. Determining the value of r_{table} with the provision of the level of confidence ($df = \text{degree of freedom}$) the number of respondents is reduced by 2 or $100 - 2 = 98$ with a significant level of 5%, then the value of r_{table} is 0.196.
3. Comparing r_{table} with each item r count statement by comparing the Corrected Item Total Correlation output with 0.196 (r_{table}).
4. When compared with r_{table} in the Corrected Item Total Correlation column, the value of r counts all statements about the work environment is greater than r_{table} , meaning that all statements are valid.

3. Test the Validity and Reliability of Brand Image Variables (X_3)

In the Reliability Statistics table above, it can be seen that the value of Cronbach's Alpha is 0.775 with a total of 10 statements. When compared with the alpha value according to Yuni Sugiarti (2011:94) in her book entitled Research Methods in the Field of Computers and Information Technology, the value of = 0.70. So it can be concluded that all statements about brand image are proven to be reliable.

1. The Item-Total Statistics table shows the results of the validity calculations for 10 statements.
2. Determining the value of r_{table} with the provision of the level of confidence ($df = \text{degree of freedom}$) the number of respondents is reduced by 2 or $100 - 2 = 98$ with a significant level of 5%, then the value of r_{table} is 0.196.
3. Comparing r_{table} with each item r count statement by comparing the Corrected Item Total Correlation output with 0.196 (r_{table}).
2. When compared to the r_{table} in the Corrected Item Total Correlation column, the r value for all statements about employee loyalty is greater than r_{table} , meaning that all statements are valid.

4. Test the Validity and Reliability of the Purchase Decision Variable (Y)

In the Reliability Statistics table above, it can be seen that the value of Cronbach's Alpha is 0.859 with 10 statements. When compared with the alpha value according to Yuni Sugiarti (2011: 94) in his book entitled Research Methods in the Field of Computers and Information Technology, the value of = 0.70. So it can be concluded that all statements about purchasing decisions are proven to be reliable.

1. The Item-Total Statistics table shows the results of the validity calculations for 10 statements
2. Determine the value of the r table with the provision of the level of confidence (degree of freedom = df) the number of respondents is reduced by 2 or $100-2 = 98$ with a significant level of 5% then the value of r table is 0.196
3. Comparing r table with each item r count statement by comparing the Corrected Item Total Correlation output with 0.196 (r table)
4. When compared with the r table in the Corrected Item Total Correlation column, the r value for all statements about the brand image is greater than r table, meaning that all statements are valid.

B. Statistic test

Multiple Linear Regression Analysis

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. Change	F
					R Square Change	F Change	df1		
1	.926a	.858	.857	1,971	.858	593,825	1	98	.000
2	.951b	.905	.903	1,623	.047	47,600	1	97	.000
3	.957c	.915	.913	1,539	.010	11.817	1	96	.001

a. Predictors: (Constant), X1.Total

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

c. Predictors: (Constant), X1.Total, X2.Total, X3.Total

Source: Processed Results SPSS 24

From the table above it can be seen that:

1. Column R for model 1 shows a correlation coefficient of 0.926. This means that the relationship between promotions and purchase decisions is quite strong.
2. The R Square column for model 1 shows that the R Square number of 0.858 is the square of the correlation coefficient or $0.926 \times 0.926 = 0.858$. R Square is also called the coefficient of determination. This means that the influence of location on purchasing decisions is 85.8%, while the rest ($100\% - 85.8\% = 14.2\%$) is influenced by other factors. R Square ranges from 0 to 1, the larger the R Square number, the stronger the relationship between promotions and purchase decisions or vice versa.
3. The Adjusted R Square column for model 1 is 0.857.
4. Std column. Error of the Estimate for model 1 is 1,971.
5. Notice in the table above that the standard deviation of the promotion is 5,204 which is greater than Std. Error of the Estimate which is only 1,971. Therefore, this regression model is very good to use.
6. Column R for model 2 shows a correlation coefficient of 0.951. This means that the relationship between location and purchasing decisions is quite strong.
7. The R Square column for model 2 shows that the R Square number of 0.905 is the square of the correlation coefficient or $0.951 \times 0.951 = 0.905$. R Square is also called the coefficient of determination. This means that the influence of location on purchasing decisions is 90.5%, while the rest ($100\% - 90.5\% = 9.5\%$) is influenced by other factors. R Square ranges from 0 to 1, the larger the R Square, the stronger the relationship between location and purchasing decisions or vice versa.
8. The Adjusted R Square column for model 2 is 0.903.
9. Std column. Error of the Estimate for model 2 is 1.623.
10. Look at table 4.56. above that the location standard deviation value is 4.561 which is greater than Std. Error of the Estimate which is only 1,623. Therefore this regression model is very good to use.
11. Column R for model 3 shows the correlation coefficient, which is 0.957. This means that the relationship between brand image and purchasing decisions is quite strong.

12. The R Square column for model 3 shows that the R Square number of 0.915 is the square of the correlation coefficient or $0.957 \times 0.957 = 0.915$. R Square is also called the coefficient of determination. This means that the influence of brand image on purchasing decisions is 91.5%, while the rest ($100\% - 91.5\% = 8.5\%$) is influenced by other factors. R Square ranges from 0 to 1, the larger the R Square, the stronger the relationship between brand image and purchasing decisions or vice versa.
13. The Adjusted R Square column for model 3 is 0.913.
14. Std column. Error of the Estimate for model 2 is 1.539.
15. Look at table 4.56. above that the value of the standard deviation of the brand image is 4.881 which is greater than Std. Error of the Estimate which is only 1,539. Therefore this regression model is very good to use.
16. In column R Square Change has a value of 0.858, 0.905 and 0.915. In the F Change column, the values are 593,825, 47,600 and 11,817. In column df1 it has values 1 and 1, in column df2 it has values 98, 97 and 96. While in column Sig. F Change has the numbers 0.000, 0.000 and 0.001.

Table 2. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2306,856	1	2306,856	593,825	.000b
	Residual	380,704	98	3,885		
	Total	2687,560	99			
2	Regression	2432,177	2	1216,089	461,897	.000c
	Residual	255,383	97	2,633		
	Total	2687,560	99			
3	Regression	2460.169	3	820.056	346,211	.000d
	Residual	227,391	96	2,369		
	Total	2687,560	99			

a. Dependent Variable: Y1.Total

b. Predictors: (Constant), X1.Total

c. Predictors: (Constant), X1.Total, X2.Total

d. Predictors: (Constant), X1.Total, X2.Total, X3.Total

Source: Processed Results SPSS 24

From the data above, it can be seen:

1. From the ANOVA test, the calculated F for model 1 is 593.825 with a significant level of 0.000 where the number is $0.000 < 0.05$ and also $F_{\text{arithmetic}} > F_{\text{table}}$ or $593,825 > 3.09$, thus H_0 is rejected and H_a is accepted, meaning that there is a linear relationship between the promotion variables with the purchase decision, then the regression model is feasible and appropriate.
2. From the ANOVA test, the calculated F for model 2 is 461.897 with a significant level of 0.000 where the number $0.000 < 0.005$ and also $F_{\text{arithmetic}} > F_{\text{table}}$ or $461.897 > 3.09$, thus H_0 is rejected and H_a is accepted, meaning that there is a linear relationship between the location variable and the decision. purchase, then the regression model is feasible and appropriate.
3. From the ANOVA test, the calculated F for model 1 is 346.211 with a significant level of 0.000 where the number $0.000 < 0.0005$ and also $F_{\text{arithmetic}} > F_{\text{table}}$ or $346.211 > 3.09$, thus H_0 is rejected and H_a is accepted, meaning that there is a linear relationship between the image variables. brand with a purchase decision, then the regression model is feasible and appropriate.

Table 3. Coefficientsa

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	4.152	1,591		2.610	.010
	X1.Total	.928	.038	.926	24,369	.000
2	(Constant)	-.576	1.478		-.389	.698
	X1.Total	.554	.063	.553	8.846	.000
	X2.Total	.493	.071	.431	6,899	.000
3	(Constant)	-1.844	1.450		-1.272	.206
	X1.Total	.484	.063	.483	7,710	.000
	X2.Total	.432	.070	.379	6.181	.000
	X3.Total	.167	.049	.156	3.438	.001

a. Dependent Variable: Y1.Total

Source: Processed Results SPSS 24

From the data above, it can be seen that:

- To compile the regression equation, the numbers in column B can be used, namely the Understandardized Coefficients column with a constant value of 4.152, the value of the X1 variable coefficient of 0.484, the X2 variable coefficient of 0.432 and the X3 variable coefficient of 0.167. From the coefficient values above, the regression equation is obtained as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = 4.152 + 0.484 X_1 + 0.432 X_2 + 0.167 X_3$$

Description :

Y = Purchase Decision

a = Constant

b = Coefficient

X1 = Promotion

X2 = Location

X3 = Brand Image

- The X1 (Promotion) coefficient value or regression coefficient of 0.484 states that for every 1 point increase or decrease in location, the purchase decision will increase or decrease by 0.484, the X2 (Location) coefficient or regression coefficient of 0.432 states that each increase or decrease promotion of 1 point, then the purchase decision will increase or decrease by 0.432, and the coefficient value of X3 (Brand Image) or regression coefficient of 0.167 states that for every increase or decrease in brand image by 1 point, the purchasing decision will increase or decrease by 0.167.
- In column t, t-test is used to test the truth of the existing hypothesis, by comparing t-count with t-table. The test criteria are as follows:

If t count > t table then Ho is rejected. Ha is accepted.

If t count < t table then Ho is accepted, Ha is rejected.

In column t it is known that the t count for Promotion (X1) is 7,710. By using the normal distribution table t with the test confidence level (1- α) of 95% and the error rate (α) n-2 = 100 - 2 = 98, the distribution value of the t table is 1.984. Therefore, t count work location is greater than t table or 7,710 > 1,984, then Ho is rejected and Ha is accepted. By using a normal distribution table t with a test confidence level (1- α) of 95% and an error rate (α) n - 2 = 100 - 2 = 98, the distribution value of the t table is 1.984. Therefore, the location t count is greater than t table or 3.438 > 1.984, then Ho is rejected and Ha is accepted. While the t-count for the location (X2) is 6.181. By using a normal distribution table t with a test confidence level (1- α) of 95% and an error rate (α) n - 2 = 100 - 2 = 98, the distribution value of the t table is 1.984. Therefore, the t count of brand image is greater than t table or 6.181 > 1.984, then Ho is rejected and Ha is accepted. And t count for brand image (X3) is 3,438. By using the normal distribution table t with the test confidence level (1- α) of 95% and the error rate (α) n-2 = 100 - 2 = 98, the distribution value of the t table is 1.984. Therefore, the t count of brand image is greater than t table or 3,438 > 1,984, then Ho is rejected and Ha is accepted. 181 > 1.984, then Ho is rejected and Ha is accepted. And t count for brand image (X3) is 3,438. By using the normal distribution table t with the test confidence level (1- α) of 95% and the error rate (α) n-2 = 100 - 2 = 98, the distribution value of the t table is 1.984. Therefore, the t count of brand image is greater than t table or 3,438 > 1,984, then Ho is rejected and Ha is accepted. 181 > 1.984, then Ho is rejected and Ha is accepted. And t count for brand image (X3) is 3,438. By using the normal

distribution table t with the test confidence level $(1-\alpha)$ of 95% and the error rate (α) $n-2 = 100 - 2 = 98$, the distribution value of the t table is 1.984. Therefore, the t count of brand image is greater than t table or $3,438 > 1,984$, then H_0 is rejected and H_a is accepted.

4. For multiple linear regression, the promotion correlation number (X1) is 0.156, the location correlation number (X2) is 0.379 and the brand image correlation number (X3) is 0.483 are the results obtained in the Standardized Coefficients (Beta) column.
5. In the column Sig. used probability testing. The test criteria are as follows:
If probability < 0.05 , then H_0 is rejected and H_a is accepted.
If the probability > 0.05 , then H_0 is accepted and H_a is rejected.

In the column Sig. it is known that the probability value for promotion is 0.001, location is 0.000 and brand image is 0.000, meaning that the probability is far below 0.005, thus H_0 is accepted and H_a is accepted.

V. CONCLUSIONS

Based on the results of research and discussion that have been described in previous chapters, the authors draw several conclusions and try to provide suggestions as a contribution of thought that might be useful regarding "The Influence of Location, Promotion and Brand Image on Purchase Decisions for Honda Motorcycles in Tangerang City."

1. From the results of the research the effect of promotion (X1), location (X2) and brand image (X3) on purchasing decisions (Y) at PT. High land rides using correlation coefficient analysis obtained 0.484 for location, 0.432 for promotion and 0.167 for brand image which means it has a positive influence.
2. R Square (R²) shows the coefficient of determination, which means the percentage contribution of the influence of the independent variable. The R² value of the location variable on purchasing decisions is 85.8%, while the remaining 14.2% is influenced by other factors. The R² value of the location variable is 90.5%, while the remaining 9.5% is influenced by other factors. The R² value of the brand image variable is 95.7%, while the remaining 4.3% is influenced by other factors.
3. Based on the hypothesis test for the location variable, the results of the t-count are 7.710, the hypothesis test for the location variable is that the t-count is 6.181, the hypothesis test for the brand image variable is that the t-test is 3.438, and the t-table test is 1.984, so it can be concluded that t count is greater than t table which means H_0 is rejected and H_a is accepted. This shows that there is an influence of location, promotion and brand image on purchasing decisions for Honda motorcycles at PT. Tangerang high land rides.
4. Based on the answers to the questionnaire, raw data was obtained and then processed using the SPSS 24 application, so that it becomes data that can be useful in this study. The results of the regression equation show $Y = 4.152 + 0.484 X_1 + 0.432 X_2 + 0.167 X_3$, meaning that for every 1 point increase or decrease in location, the decision to purchase Honda motorcycles in Tangerang will increase or decrease by 0.167, increase or decrease in location by 0.167. 1 point, then the decision to purchase a Honda motorcycle in Tangerang, Tanah Tinggi Tangerang will increase or decrease by 0.432 while an increase or decrease in brand image by 1 point, then the decision to purchase in Tangerang will increase or decrease by 0.484.

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