

## The Effect of Marketing Mix on Consumer Satisfaction and Purchase Decisions on Honda Motorcycle

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ARTICLE INFO	ABSTRACT
<p><b>Received:</b> 2024-02-22  <b>Accepted:</b> 2024-07-20  <b>Volume:</b> 4  <b>Issue:</b> 2  <b>DOI:</b> <a href="https://doi.org/10.53754/civilofficium.v4i2.697">https://doi.org/10.53754/civilofficium.v4i2.697</a></p>	<p>This study analyzes the influence of marketing strategies on consumer satisfaction and Honda motorcycle purchase decisions in Siak Regency. This study uses a quantitative approach with a survey method, collecting data from respondents who use Honda motorcycles through a closed questionnaire. The research was conducted in Siak Regency from September 2023 to July 2024. The data collected was processed and analyzed using statistical methods, including Structural Equation Modeling (SEM) analysis. The results show that product variables have a positive and significant influence on consumer satisfaction and purchase decisions, while price has a significant effect only on purchase decisions. Distribution and promotion channels did not show a significant influence on either consumer satisfaction or purchase decisions. Consumer satisfaction also does not have a significant effect on purchase decisions. The conclusion of this study is that product quality and competitive prices are important factors in improving the decision to buy Honda motorcycles in Siak Regency.</p>
<p><b>KEYWORDS</b></p> <p>Marketing Mix, Consumer Satisfaction, Purchase Decision, Honda Motorcycle, Siak Regency</p>	

### 1. INTRODUCTION

Motorcycles are one of the most popular and necessary means of transportation in the community, especially in the Siak Regency area. The Honda brand as one of the major players in the motorcycle industry has a significant position in meeting the needs of consumers in the area. Honda motorcycle sales in Siak Regency show strong dominance, with sales increasing from 7009 units in 2022 to 7616 units in 2023. This fact underscores the importance of Honda motorcycles in the daily lives of the people of Siak Regency. [1]

One of the main goals of a company's marketing activities is to influence buyers or potential buyers so that they are willing to buy the company's goods or services when they need them. Before marketing activities are carried out, companies need to study buyer behavior first. A deeper understanding of buyer behavior, especially in making purchases, is an important stage of the overall marketing process.[2]

Ideally, companies like Honda should continue to develop effective marketing strategies to maintain and increase their market share in potential areas like Siak Regency. With economic growth and rapid technological development, competition in the motorcycle industry is getting fiercer. An in-depth understanding of marketing strategies that can influence consumer satisfaction and purchasing decisions is becoming increasingly crucial to winning the competition in this market.[3]

Previous research has shown that price, products, promotions, and distribution channels have a significant influence on consumer satisfaction and purchasing decisions. Price was found to have a significant positive influence on satisfaction and purchase decisions (Ariyanti et al (2022), Napitupulu (2019), Fajar and Yani (2019), [4] [5] Gunarsih et al. (2019), [6] [7] while the product also showed a significant positive influence on satisfaction and purchase decisions (Napitupulu (2019), Oktavenia and Ardani (2019), Cahaya and Firmialy (2022), Oktaviani and Hermawan (2022). [7][8][9][10] Promotion and distribution channels; are also reported to have a significant positive influence (Afnina and Hastuti (2018), Komarudin et al (2020), Putranto et al (2021), Susilo et al (2022), Simanjuntak et al (2020). [11][12] However, these studies lack exploration of the long-term impact and interaction between these variables and other factors such as value perception, loyalty, and shopping experience.

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This study aims to analyze the extent to which the marketing strategy implemented by Honda affects the level of consumer satisfaction, as well as the extent to which consumer satisfaction affects the decision to purchase Honda motorcycles in Siak Regency. By understanding these factors, it is hoped that this study can provide insights to Honda's management to improve the effectiveness of their marketing strategy and better understand consumer preferences in Siak Regency.

With the conditions of the last two years or post-Covid-19 pandemic continuing to improve, increasing optimism in facing 2023, even though the recession in many parts of the country is still threatening. This research is becoming increasingly relevant and important to conduct, because it can help companies like Honda in designing more effective and efficient marketing strategies in the midst of dynamic economic conditions.

In this context, this research not only provides practical benefits for Honda in increasing sales and consumer satisfaction, but also makes a significant theoretical contribution to the marketing literature and consumer behavior. This research is expected to validate or revise existing marketing models, as well as provide deeper insights into consumer behavior in the motorcycle industry in Indonesia, especially in Siak Regency. Thus, this research has a wide impact, both in terms of business practices and the development of marketing theories.

## **2. LITERATURE REVIEW**

### **Product**

A product is anything that can be offered to the market to be noticed, owned, used, or consumed so that it can satisfy a desire or need.[13] Product quality is affected by various factors such as people, management, money, raw materials, and machines and equipment. Products are divided into two broad categories, namely consumer products purchased for personal consumption and industrial products purchased by companies for use in the production process. Product indicators include product trust, product benefits, brand name strength, and the quality of service that accompanies the product.[14]

### **Price**

Price is a sum of money charged on a particular product or service.[13] Factors that affect pricing include marketing objectives, marketing mix strategy, cost, and organizational considerations of the company. Pricing is influenced by different types of prices such as market prices and equilibrium prices. Price indicators include price affordability, price suitability to product quality, price competitiveness, and price suitability to product benefits.[15]

### **Promotion**

Promotion is an activity carried out by a company to communicate the benefits of a product and influence consumers to buy the product.[13] Factors that affect promotion include the funds used for promotion, the nature of the market, the type of product, and the stage in the product life cycle. The types of promotions include advertising, sales pitches, personal sales, public relations, and direct marketing. Promotion indicators include advertising, sales promotion, personal sales, public relations, and direct marketing.[16]

### **Distribution Channels**

A distribution channel is a group of interdependent organizations that help make a product or service available for use or consumption by consumers or business users (Kotler, 2008). Factors that affect distribution channels include market considerations, product considerations, company considerations, and intermediary considerations. The various distribution channels include exclusive distribution, selective distribution, and intensive distribution. Distribution channel indicators include product availability, distribution reach, and ease level.[17]

### **Consumer Satisfaction**

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the thought product against the expected performance (results). Factors that affect customer satisfaction include product quality, service quality, emotions, price, and cost. Consumer satisfaction indicators include expectations match, interest in returning, and willingness to recommend.[18]

### **Purchase Decision**

Purchase decision is the process of selection and selection of several alternatives by consumers to buy a product or service. The purchase decision involves five main stages: problem identification, information search, alternative evaluation, purchase decision, and post-purchase behavior.[13] Factors that influence purchasing decisions include differences in gender, age, and consumer interests. Types of consumer buying behaviors based on engagement levels and brand differences include complex buying behaviors, dissonant reduction buying behaviors, habitual buying behaviors, and diversity-seeking buying behaviors. Purchase decision indicators include product choice, brand choice, distributor choice, purchase time, and purchase amount. Purchasing decisions are influenced by a variety of internal and external factors, including price, product quality, promotions, and consumer shopping experience.[19]

### **3. METHOD**

This research focuses on Honda motorcycle users in Siak Regency. The location of the study was chosen because Siak Regency has considerable market potential for Honda motorcycles, considering the popularity and transportation needs of the local community. This study aims to analyze the influence of marketing strategies on consumer satisfaction and Honda motorcycle purchase decisions. The selection of this location is based on the consideration that Siak Regency is a representative area to study the behavior of motorcycle consumers, especially the Honda brand.

This research was conducted from September 2023 to July 2024. The type of research used is quantitative with a survey approach. This approach was chosen because it allows researchers to collect data from a large number of respondents in a relatively short period of time and analyze the data statistically to test the hypothesis proposed. This quantitative research uses a closed questionnaire as the main instrument to collect data, which is then processed and analyzed using statistical methods.[20]

The data used in this study is quantitative data expressed in the form of numbers and can be calculated. The data sources consist of primary data obtained directly from respondents through questionnaires, as well as secondary data obtained from historical records or reports relevant to the research. The data collection method uses questionnaire and interview techniques. The questionnaire was distributed to Honda motorcycle users in crowded places in Siak Regency, while interviews were conducted to dig up additional information from selected respondents. Data analysis was carried out using descriptive analysis techniques to describe the profiles of respondents and their responses to the research variables. In addition, Structural Equation Modeling (SEM) analysis is used to test the relationship between variables and test the hypothesis proposed. The validity and reliability of the instrument are tested using statistical methods to ensure that the data obtained is accurate and consistent.

### **Research Hypothesis**

Hypothesis 1: The Influence of Products on Consumer Satisfaction

H1: Products have an influence and significance on consumer satisfaction in Siak Regency.

H0: The product has no effect and is significant on consumer satisfaction in Siak Regency.

Hypothesis 2: The Effect of Price on Consumer Satisfaction

H1: Price has an effect and is significant on consumer satisfaction in Siak Regency.

H0: Price has no effect and is significant on consumer satisfaction in Siak Regency.

Hypothesis 3: The Effect of Promotion on Consumer Satisfaction

H1: Promotion has an effect and is significant on consumer satisfaction in Siak Regency.

H0: Promotion has no effect and is significant on consumer satisfaction in Siak Regency.

Hypothesis 4: The Influence of Distribution Channels on Consumer Satisfaction

H1: Distribution channels have an influence and significance on consumer satisfaction in Siak Regency.

H0: Distribution channels have no effect and are significant on consumer satisfaction in Siak Regency.

Hypothesis 5: The Influence of Products on Purchase Decisions

H1: Products have an influence and significance on consumer purchasing decisions in Siak Regency.

H0: Products have no effect and are significant on consumer purchasing decisions in Siak Regency.

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Hypothesis 6: The Effect of Price on Purchase Decisions

H1: Price has an effect and is significant on consumer purchasing decisions in Siak Regency.

H0: Price has no effect and is significant on consumer purchasing decisions in Siak Regency.

Hypothesis 7: The Effect of Promotion on Purchase Decisions

H1: Promotion has an influence and significance on consumer purchase decisions in Siak Regency.

H0: Promotion has no effect and is significant on consumer purchase decisions in Siak Regency.

Hypothesis 8: The Influence of Distribution Channels on Purchase Decisions

H1: Distribution channels have an influence and significance on consumer purchasing decisions in Siak Regency.

H0: Distribution channels have no effect and are significant on consumer purchasing decisions in Siak Regency.

Hypothesis 9: The Effect of Satisfaction on Purchase Decisions

H1: Satisfaction has an effect and is significant on consumer purchase decisions in Siak Regency.

H0: Satisfaction has no effect and is significant on consumer purchase decisions in Siak Regency.

### 4. FINDING AND DISCUSSION

#### Data Validity Test

The results of the validity test in this study using the help of SPSS software can be presented in the explanation of the following table:

**Table 1. Questionnaire Data Validity Test**

It	Statement	Corrected Item-Total Correlation	Alpha	Information
1	Honda motorcycles are as I expected.	0.480	0.30	Valid
2	The quality of honda motorcycles is as expected	0.632	0.30	Valid
3	The Honda motorcycle dealer gave me satisfaction and made me want to use it again.	0.568	0.30	Valid
4	The service provided made me visit again	0.537	0.30	Valid
5	I recommend this honda motorcycle as one of the vehicles to my acquaintances because the service by the dealer is very satisfactory	0.532	0.30	Valid
6	I recommend this honda motorcycle as one of the vehicles to my acquaintances because the quality of the product is very satisfactory	0.452	0.30	Valid

Source: Processed Data, 2024

Based on the table, it is indicated that all statements to explain the variable of consumer satisfaction have a Corrected Item-Total Correlation value > 0.30. It can be concluded that all statements used have valid values.

**Table 2. Questionnaire Data Validity Test**

It	Statement	Corrected Item-Total Correlation	Alpha	Information
1	I bought a Honda motorcycle product because of a need	0.645	0.30	Valid
2	I bought honda motorcycle products according to my wishes because of the quality of the goods	0.509	0.30	Valid
3	I decided to buy a honda motorcycle product after comparing it with others	0.606	0.30	Valid
4	The information provided about honda motorcycles is in accordance with the existing reality so that I am interested in buying the product	0.71	0.30	Valid

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It	Statement	Corrected Item-Total Correlation	Alpha	Information
5	I made a purchase decision because the Honda motorcycle Dealer is easy to get	0.505	0.30	Valid
6	I made a purchase decision because the distribution of Honda motorcycles gives me confidence	0.554	0.30	Valid
7	I believe that the timing of the purchase of a Honda motorcycle is very important in decision-making.	0.625	0.30	Valid
8	I try to make the right decision to buy a Honda motorcycle by choosing a strategic time	0.687	0.30	Valid
9	I always carefully consider the purchase amount, making sure that it is in line with my needs and budget	0.551	0.30	Valid
10	I have a policy to compare the price and benefits of a product or service before determining the purchase amount so that I can get the best value	0.501	0.30	Valid

Source: Processed data, 2024

Based on the table, it is shown that all statements to describe the Purchase Decision variable have a Corrected Item-Total Correlation value > 0.30. It can be concluded that all statements used have valid values

**Table 3. Validity test of questionnaire data**

It	Statement	Corrected Item-Total Correlation	R-Table	Information
1	I have dropped my choice on the best product by buying a honda brand motorcycle	0.488	0.30	Valid
2	I believe in the quality of honda brand motorcycles	0.629	0.30	Valid
3	The quality and fuel quality of the legendary Honda brand motorcycle	0.599	0.30	Valid
4	The products available at dealerships are reliable in quality	0.618	0.30	Valid
5	I feel that the honda brand motorcycle has an attractive appearance/body	0.743	0.30	Valid
6	I feel that Suzuki brand motorcycles have an affordable price	0.572	0.30	Valid
7	Dealer service is very friendly and fast	0.532	0.30	Valid
8	Many different types of Honda brand motorcycles are dialed according to your needs	0.718	0.30	Valid

Source: Processed Data, 2024

Based on the table, it is indicated that all statements to describe product variables have a Corrected Item-Total Correlation value > 0.30. It can be concluded that all statements used have valid values

**Table 4. Questionnaire Data Validity Test**

It	Statement	Corrected Item-Total Correlation	R-Table	Information
1	Honda motorcycles have prices that are in accordance with people's purchasing power	0.746	0.30	Valid
2	I feel that honda motorcycles have an affordable price compared to other brands	0.76	0.30	Valid
3	Honda motorcycles have prices that match the quality of the product	0.703	0.30	Valid
4	I feel that the price of honda motorcycles is in accordance with the products offered	0.74	0.30	Valid
5	Honda motorcycles have competitive prices with other brands	0.701	0.30	Valid
6	I feel that the price of honda motorcycles is able to compete with other products	0.617	0.30	Valid

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7	I feel that the price of honda motorcycles is in accordance with the benefits I feel	0.708	0.30	Valid
8	I feel that the price of honda motorcycles is in accordance with the facilities provided	0.818	0.30	Valid

Source: Processed Data, 2024

Based on the table, it is shown that all statements to describe the price variable have a Corrected Item-Total Correlation value > 0.30. It can be concluded that all statements used have valid values

**Table 5. Questionnaire Data Validity Test**

It	Statement	Corrected Item-Total Correlation	R-Table	Information
1	I feel that the availability of products from Honda motorcycles is still available in the nearest dialer in Siak Regency	0.818	0.30	Valid
2	I feel that in processing the purchase of a Honda motorcycle in the dialer according to the prescribed procedure	0.878	0.30	Valid
3	The location of the Honda motorcycle dialer is easy for consumers to reach	0.646	0.30	Valid
4	The location of the Honda motorcycle dialer is strategically close to the traffic crowd	0.555	0.30	Valid
5	I find the information provided in general about the product specifications very satisfactory	0.726	0.30	Valid
6	I feel that I get the convenience of getting spare parts	0.784	0.30	Valid

Source: Processed Data, 2024

Based on the table, it is stated that all statements to describe the variable of the distribution channel have a Corrected Item-Total Correlation value > 0.30.

**Table 6. Questionnaire Data Validity Test**

It	Statement	Corrected Item-Total Correlation	R-Table	Information
1	I bought a Honda motorcycle because I saw an advertisement on TV	0.7	0.30	Valid
2	I bought a Honda motorcycle because the advertisement was interesting	0.84	0.30	Valid
3	Honda's motorcycle dealers have increased after conducting sales promotions.	0.856	0.30	Valid
4	Sales promotion has a positive effect on increasing sales at Honda motorcycle dealers	0.579	0.30	Valid
5	When doing a sales promotion of a Honda motorcycle, I felt unburdened.	0.779	0.30	Valid
6	The presentation of Honda motorcycle products carried out by salesmen is able to attract consumer interest to buy.	0.521	0.30	Valid
7	I bought a Honda motorcycle because I followed the people closest to me	0.693	0.30	Valid
8	I bought a Honda motorcycle because the family uses Honda brand products	0.692	0.30	Valid
9	Honda motorcycle dealers sell directly to buyers by sales salesmen	0.858	0.30	Valid
10	The existence of sales promotions carried out can increase people's purchasing power	0.894	0.30	Valid

Source: Processed Data, 2024

From the table, it can be explained that the results of the data validity test regarding the statements used to measure promotions have a Corrected *Item-Total Correlation* value greater than 0.30. So this result can be interpreted that the

statement items used to measure each statement of the variable can be declared valid.

**Data Reliability Test**

The results of the reliability test conducted in this study can be presented in the following table:

**Table 7. Data Reliability Test**

It	Variable	Cronbach's Alpha	Alpha	Conclusion
1	Consumer Satisfaction	0.778	0.70	Reliable
2	Purchase Decision	0.868	0.70	Reliable
3	Product	0.860	0.70	Reliable
4	Price	0.915	0.70	Reliable
5	Distribution Channels	0.900	0.70	Reliable
6	Promotion	0.935	0.70	Reliable

Source: Processed Data, 2024

Based on the results of the reliability test, it was shown that each variable obtained an *alpha variable* value greater than 0.70. So that this result can be interpreted that the reliability variable or trust variable used to measure the variables of job satisfaction, employee performance, work environment, work motivation, and organizational culture has a reliable value. So that it can be used in test cuts and further analysis.

**PLS Smart Questionnaire Test**

The results of the Construct Reliability and Validity test in this study using Smart PLS software can be shown in 28the following ways:

**Table 8. Construct Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Price	0.883	0.894	0.919	0.739
Consumer Satisfaction	0.773	0.788	0.869	0.689
Purchase Decision	0.831	0.855	0.881	0.599
Product	0.86	0.868	0.905	0.703
Promotion	0.937	0.953	0.948	0.784
Distribution Channels	0.827	0.988	0.894	0.74

Source: Processed Data, 2024

Based on the table, it is known that the construct reliability and validity of the SEM PLS test can be explained as follows:

a. Cronbach Alpha Test

The outer model can also be measured by assessing the validity of convergence and the validity of discrimination, which can also be done by looking at the reliability of the construct or latent variables measured by looking at the Cronbach alpha value of the indicator block that measures the construct. A construct is declared reliable if the cronbach alpha value is greater than 0.60. The model shows the cronbach alpha value for all constructs is above the value of 0.60. Thus, it can be concluded that all constructs have good reliability in accordance with the required minimum value limit.

b. Composite Reliability Test

The outer model can also be measured by assessing the validity of convergence and discrimination validity by looking at the reliability of the construct or latent variables measured by looking at the composite reliability value of the indicator block that measures the construct. The model shows that the composite reliability value for all constructs is above the value of 0.70. Thus, it can be concluded that all constructs have good reliability in accordance with the required minimum value limit.

c. Average Variance Extracted (AVE)

To evaluate the validity of discrimination, it can be seen by the average variance extracted (AVE) method for each construct or latent variable. The model has better discriminatory validity if the square root of the AVE for each construct is greater than the correlation between the two constructs in the model. From the table, it can be seen that the AVE value of

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each construct is above 0.5. Therefore, there is no convergent validity problem in the tested model so that the construct in this research model can be said to have good discriminatory validity.

### Data Multicollinearity Test

The multicollinearity test in this study was carried out to determine whether in a regression model there is an intercorrelation or collinearity between independent variables. If the VIF value is less than 10, it can be firmly concluded that there is no multicollinearity problem. The results of the multicollinearity test in this study can be presented in the following table:

**Table 9. Data Multicollinearity Test**

Variable	VIF	Information
Price -> Consumer Satisfaction	1.005	No Multicoloniality
Price -> Purchase Decision	1.014	No Multicoloniality
Consumer Satisfaction -> Purchase Decisions	1.375	No Multicoloniality
Product > Consumer Satisfaction	1.194	No Multicoloniality
Products -> Purchase Decision	1.491	No Multicoloniality
Promotion -> Consumer Satisfaction	1.066	No Multicoloniality
Promotions -> Purchase Decisions	1.076	No Multicoloniality
Distribution Channels -> Consumer Satisfaction	1.143	No Multicoloniality
Distribution Channels -> Purchase Decisions	1.170	No Multicoloniality

Source: Processed Data, 2024

Based on the test results, it can be concluded that there is no multicollinearity problem based on several, especially the VIF value is smaller than the value of 10. So that the test results are said to be reliable or reliable. Therefore, the value of the structure coefficient of the SEM model in the Smartpls test can be said to be reliable and immune to changes that occur in 29 other possible environments in the SEM model.

### Determination Coefficient Test (R2)

This determination coefficient measures the percentage of total endogenous table variants described by the exogenous table in the SEM model. The results of the Coefficient of Determination (R2) test using the help of Smart PLS Software in this study can be presented in the explanation of the following table:

**Table 10. Determination Coefficient Test (R2)**

Variable	R-square	R-square adjusted
Satisfaction	0.273	0.242
Purchase Decision	0.476	0.448

Source: Processed Data, 2024

Based on model 1, it can be explained that the Adjusted *R Square value* of 0.242 or 24.20% of the consumer satisfaction variable can be explained by the variables of product, price, distribution channel and promotion. While the remaining 75.80% is explained by other factors that are not examined by this study.

Meanwhile, the test results in model 2 obtained an Adjusted *R Square value* of 0.448 or 44.80% of the variables Purchase decisions can be explained by the variables of product, price, distribution and promotion channels and consumer satisfaction. While the remaining 55.20% is explained by other factors that were not studied in this study.

### PLS Equation Model (SEM) Structure Analysis

The Equation Model Structure Test (SEM) of the study aims to see the influence between exogenous variables on endogenous variables. The results of the Equation Model Structure (SEM) test in this study are:

**Table 11. PLS Equation Model (SEM) Structure Analysis**

Influence Between Variables	Original sample (O)	T statistics ( O/STDEV )	P values	Conclusion
Product > Consumer Satisfaction	0.465	4.896	0.000	Significant Positive
Price -> Consumer Satisfaction	0.081	0.96	0.337	Insignificant
Distribution Channels -> Consumer Satisfaction	0.141	1.586	0.113	Insignificant
Promotions -> Purchase Decisions	-0.02	0.262	0.793	Insignificant
Products -> Purchase Decision	0.239	2.080	0.038	Significant Positive
Price -> Purchase Decision	0.647	4.806	0.000	Significant Positive
Distribution Channels -> Purchase Decisions	0.113	1.352	0.176	Insignificant
Promotion -> Consumer Satisfaction	-0.084	1.011	0.312	Insignificant
Consumer Satisfaction -> Purchase Decisions	-0.077	0.556	0.578	Insignificant

Source: Processed Data, 2024

In the results of the SEM equation of the PLS model, it can be explained as follows:

- a. The product had a positive effect on customer satisfaction by 0.465. This means that if the product variable increases by considering other factors a fixed value or zero, then the price variable can increase customer satisfaction by 0.465. This can be concluded that the better the product offered, the higher the customer satisfaction of Honda motorcycles.
- b. Price has a positive effect on customer satisfaction by 0.081. This means that if the price variable increases by assuming other factors are fixed or zero values, then the price variable can increase customer satisfaction by 0.081. It can be concluded that the better the price offered, the higher the customer satisfaction of Honda motorcycles.
- c. Distribution channels had a positive effect on customer satisfaction by -0.141. This means that if the distribution channel variable increases by assuming other factors a fixed or zero value, then the distribution channel variable can increase customer satisfaction by 0.141. It can be concluded that the better the distribution channel offered, the lower the customer satisfaction of Honda motorcycles.
- d. promotion had a negative effect on customer satisfaction by 0.020. This means that if the promotion variable increases by assuming other factors are fixed or zero, then the promotion variable can increase customer satisfaction by 0.020. It can be concluded that the higher the promotion offered, the lower the customer satisfaction of Honda motorcycles.
- e. The product had a positive effect on the purchase decision by **0.239**. This means that if the product variable increases by assuming other factors are fixed or zero value, then the price variable can increase customer satisfaction by **0.239**. It can be concluded that the better the product offered, the higher the decision to buy a Honda motorcycle.
- f. Price has a positive effect on the purchase decision of **0.647**. This means that if the price variable increases by assuming other factors a fixed value or zero, then the price variable can increase the purchase decision by **0.647**. It can be concluded that the better the price offered, the higher the decision to buy a Honda motorcycle.
- g. Distribution channels had a positive effect on the purchase decision of -0.084. This means that if the distribution channel variable increases by assuming other factors a fixed value or zero, then the distribution channel variable can increase customer satisfaction by 0.084. It can be concluded that the better the distribution channel offered, the lower the decision to buy a Honda motorcycle.
- h. Promotions have a negative effect on the purchase volume of -0.020. This means that if promotions increase by assuming other factors are fixed or zero, then the promotion variable can reduce customer satisfaction by 0.020. It

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can be concluded that the better the promotions offered to customers, the lower the decision to buy Honda motorcycles.

- i. Satisfaction had a negative effect on purchase decisions of -0.077. This means that if consumer satisfaction increases by considering other factors to be fixed or zero, then the satisfaction variable can reduce the purchase decision by 0.077. It can be concluded that the higher the consumer satisfaction, the lower the decision to buy a Honda motorcycle.

### **Hypothesis Test Analysis (t-Test)**

The results of the Structural Equation Model (SEM) hypothesis testing in this study using PLS can be explained as follows:

#### a. The Influence of Products on Customer Satisfaction

Based on the results of the hypothesis test, the influence between the Product on customer satisfaction has a P Value of 0.000 or the p value is less than the alpha that has been determined by 0.05. So that the results of this study show that the Product variable has a positive and significant influence on Honda motorcycle customer satisfaction in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been submitted can be accepted

#### b. Effect of Price on Customer Satisfaction

Based on the results of the hypothesis test, the influence between price and customer satisfaction has a P Value of 0.337 or the P value is greater than the alpha that has been determined by 0.05. So that the results of this study show that the price variable has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected

#### c. The influence of distribution channels on customer satisfaction

Based on the results of the hypothesis test, the influence between distribution channels on customer satisfaction has a P Value of 0.113 or the P Value is greater than the alpha that has been determined by 0.05. So that the results of this study show that the distribution channel variable has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected

#### d. The Effect of Promotion on Customer Satisfaction

Based on the results of the hypothesis test, the influence between promotion and customer satisfaction has a P Value of 0.176 or the p value is greater than the alpha that has been determined by 0.05. So that the results of this study show that the promotion variable has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected

#### e. The influence of the product on the purchase decision

Based on the results of the hypothesis test, the influence between products on purchase decisions has a P value of 0.038 or the p value is less than alpha 0.05. So that the results of this study show that product variables have a positive and significant influence on the decision to buy Honda motorcycles in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been submitted can be accepted

#### f. The influence of price on purchase decisions

Based on the results of the hypothesis test, the influence between price on purchase decisions has a P value of 0.000 or the p value is less than alpha 0.05. So that the results of this study show that price variables have a positive and significant influence on the decision to buy Honda motorcycles in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been submitted can be accepted

#### g. The influence of distribution channels on purchasing decisions

Based on the results of the hypothesis test, the influence between distribution channels on purchase decisions has a P value of 0.176 or the p value is greater than alpha 0.05 so that the results of this study show that the distribution channel variable has no influence or is not significant on the purchase decision of Honda motorcycles in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected

#### h. The influence of promotions on purchase decisions

Based on the results of the hypothesis test, the influence between promotion on purchase decisions has a P value of 0.312 or the p value is less than alpha 0.05 so that the results of this study show that the promotion variable has no influence or is not significant on the purchase decision of Honda motorcycles in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected.

#### i. The influence of customer satisfaction on purchasing decisions

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Based on the results of the hypothesis test, the influence between customer satisfaction on purchase decisions has a P value of 0.578 or the p value is greater than alpha 0.05 so that the results of this study show that the consumer satisfaction variable has no influence or is not significant on the purchase decision of Honda motorcycles in Siak Regency. Based on the results of the hypothesis test, the hypothesis that has been proposed can be rejected.

### **DISCUSSION**

#### **The Effect of Products on Consumer Satisfaction**

The influence of products on customer satisfaction is a crucial factor in the success of a business. High-quality products tend to provide a positive experience for customers, increasing their satisfaction and loyalty. Product quality includes various aspects, such as reliability, durability, usability, and features that suit customer needs. When a product meets or even exceeds customer expectations, they tend to feel more satisfied and more likely to make a repeat purchase and recommend the product to others. Based on the results of the hypothesis test, the influence between products on customer satisfaction is hypothetical. So that the results of this study show that the Product variable has a positive and significant influence on Honda motorcycle customer satisfaction in Siak Regency. The results of Napitupulu's (2019) research prove that there is an influence between products on customer satisfaction.[7][21] Thus, it can be concluded that product variables are influential in increasing customer satisfaction. The results of Cahya and Firmialy's research (2022) prove that products affect customer satisfaction so that products become an influence on customer satisfaction.[9]

#### **The Effect of Price on Consumer Satisfaction**

The price of a product or service has a significant influence on customer satisfaction levels. Customers tend to evaluate prices by considering the value they receive in their money exchange. When the price is seen as proportional to the benefits or quality obtained, customers are likely to feel satisfied with their purchase. However, if the price is too high, it can result in dissatisfaction because the product or service becomes unaffordable. On the other hand, prices that are too low can create the perception that the quality of the product or service is low, which can also affect customer satisfaction. Therefore, finding the right balance between reasonable prices and value provided is key to ensuring optimal customer satisfaction. Based on the results of the hypothesis test, the effect between price and customer satisfaction is hypothetical. So that the results of this study show that the price variable has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. The results of Napitupulu (2019) research prove that there is an influence between price and customer satisfaction.[7] Thus, it can be concluded that price variables are influential in increasing customer satisfaction. The results of Ariyanti's (2022) research prove that price affects customer satisfaction so that price and quality can be an influence on customer satisfaction.[6][22][23]

#### **The Influence of Distribution Channels on Consumer Satisfaction**

Distribution channels have an important influence on customer satisfaction in the supply chain and business services. Efficient distribution channels ensure products are available on time and in locations that are easily accessible to customers, which greatly affects their satisfaction. Fast and timely delivery increases customer confidence in the company, while delays or errors in distribution can lead to dissatisfaction and frustration. Therefore, distribution channel optimization is a key factor in business strategies to improve customer satisfaction, ultimately supporting long-term customer loyalty and retention. Based on the results of the hypothesis test, the influence between distribution channels on customer satisfaction is hypothetical. So that the results of this study show that the distribution channel variable has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. The results of the research of Ariyanti, et., all (2022) concluded that location had no effect on the variable of customer satisfaction was rejected.[6] This shows that any increase and decrease in customer satisfaction is not affected by location.[24][25] Research Results Cahya and Firmialy (2022) Distribution channels have a positive and significant influence on consumer satisfaction.[9]

#### **The Effect of Promotion on Consumer Satisfaction**

Promotion has a significant influence on customer satisfaction in business. An effective promotional strategy not only attracts the attention of potential customers, but also provides clear information regarding the benefits and advantages of the product or service offered. Good promotions can create positive expectations among customers and, when a product or service meets or exceeds those expectations, customer satisfaction will increase. Based on the results of the hypothesis test, the effect between promotion and customer satisfaction is hypothetical. So that the results of this study show that the promotion variable

## ***The Effect of Marketing Mix on Consumer Satisfaction and Purchase Decisions on Honda Brand Motorcycles***

has no influence or is not significant on the satisfaction of Honda motorcycle customers in Siak Regency. The results of Cahya and Firmialy's research (2022) prove that there is an influence between promotions and customer satisfaction. Therefore, it can be concluded that there is a partial positive and significant influence of promotion on consumer satisfaction.[9] The results of Yahya et al's (2023) research show that the first hypothesis proposed is that there is a significant effect between promotion and customer satisfaction.[26] The results of research conducted by Putranto, et., all (2021) Promotion has a positive and significant influence on consumer satisfaction.

### **Product Influence on Purchase Decisions**

Products have a great influence on a customer's purchasing decision. The decision to buy a product is often based on the quality, features, and benefits offered by the product. Products that meet or exceed customer expectations in terms of functionality, durability, and excellence can encourage customers to make a purchase. Product innovation and differentiation also play an important role; Products that offer unique solutions or added value that are not available in competing products tend to attract customer attention and interest. Additionally, the brand's reputation and positive reviews from other customers can reinforce customer confidence in deciding to buy. Product design, packaging, and ease of use also affect customer perception and their desire to try and buy the product. Conversely, products that are considered unqualified or do not meet customer needs can hinder purchasing decisions.[27]

Based on the results of the test hypothesis, the influence between products on purchase decisions. So that the results of this study show that product variables have a positive and significant influence on the decision to buy Honda motorcycles in Siak Regency. The results of Oktavenia and Ardani's (2019) research prove that there is an influence between products on purchase decisions.[8] And products have a significant influence on Purchase Decisions. The results of Oktaviani and Hermawan's (2022) research show that products have a positive and significant impact on purchase decisions.[10]

### **The Effect of Price on Purchase Decisions**

Price has a significant influence on a customer's purchasing decision. As one of the main factors in the decision-making process, price is often the determinant of whether a customer will choose to buy a product or service. Competitive prices can attract customers and encourage purchases, especially if the product provides comparable or higher value compared to the cost that must be incurred. In addition, the perception of value from the price offered also plays an important role; Customers tend to consider whether the price is worth the benefits and quality received. Based on the results of the hypothesis test, the influence between price and purchase decisions is hypothetical. So that the results of this study show that price variables have a positive and significant influence on the decision to buy Honda motorcycles in Siak Regency. The results of the research by Gunarsih, et., all, (2021) prove that there is an influence between price and purchase decisions.[5] And Price has a significant effect on the Purchase Decision.

### **The Influence of Distribution Channels on Purchase Decisions**

Distribution channels play a crucial role in influencing consumer purchasing decisions. Product accessibility through efficient and extensive distribution channels can increase the likelihood of consumers buying. For example, the availability of products in various retail stores, both physical and online, makes it easier for consumers to find and buy those products according to their preferences. Additionally, fast and reliable distribution channels, such as fast delivery and responsive customer service, can improve consumer satisfaction and drive brand loyalty. In this context, the ease of access and convenience offered by distribution channels can be a determining factor in the purchasing decision-making process. Conversely, limited or inefficient distribution can deter consumers and cause them to switch to more accessible competitor brands or products. Thus, effective distribution channel management is essential in marketing strategies to ensure products can reach consumers in the most efficient and profitable way. Based on the results of the hypothesis test, the influence between distribution channels on purchase decisions. so that the results of this study show that the distribution channel variable has no influence or is not significant on the decision to buy Honda motorcycles in Siak Regency. The results of Nurlia (2020) research location has an influence on the purchase decision process made by visitors, it is said that the influence given between these variables is strong and significant.[28] The results of the research Simanjuntak, et., all (2020) said that the Distribution Channel has a positive and significant effect on Purchase Decisions.[29] According to the results of the research Susilo, et., all (2022) distribution channels have a significant effect on purchasing decisions. [12] The existence of a distribution channel with good results, so that there is interest and increase purchases towards purchase decisions.

### **The Effect of Promotions on Purchase Decisions**

Promotions have a significant influence on consumers' purchasing decisions. Through various promotional strategies such as discounts, advertising, and special offers, companies can capture consumers' attention and encourage them to make a purchase. Effective promotion is able to create awareness of the product, build a positive image, and increase the perception of value in the eyes of consumers. In addition, promotions can also provide incentives for consumers to try new products or switch from competing brands. Overall, a well-designed promotion not only increases short-term sales volume, but also builds long-term loyalty to the brand. Based on the results of the hypothesis test, the influence between the allowance on the purchase decision is hypothetical. So that the results of this study show that the promotion variable has no influence or is not significant on the decision to buy Honda motorcycles in Siak Regency. The results of Wulansari (2019) research showed that there was a significant influence between promotion and purchase decisions.[30] The results of Sari and Harti's (2021) research show that promotions have an influence on purchase decisions.[31] Research Results Tolan, et., all, (2021) promotion has a positive and significant influence on purchase satisfaction.[32] The results of Agustin and Komalasari's (2020) research show that proosi has a positive and significant impact on purchase decisions.[33] The results of the research by Tolan, et., all (2021) prove that there is an influence between promotion and purchase decisions.[32]

### **The Influence of Customer Satisfaction on Purchase Decisions**

Customer satisfaction has a significant impact on purchasing decisions. When consumers make the decision to buy a product or service, their expectations for the quality, performance, and benefits of the product become a key factor in determining their level of satisfaction. If the product or service purchased meets or even exceeds consumer expectations, customer satisfaction will increase, which can lead to long-term loyalty and the possibility of future repeat purchases. However, if a purchase decision is based on inaccurate information or unrealistic expectations, consumers may feel disappointed, which can result in dissatisfaction and reduce trust in the brand. Based on the results of the hypothesis test, the influence between consumer satisfaction and purchase decisions shows that the customer satisfaction variable has no influence or is not significant on the purchase decision of Honda motorcycles in Siak Regency.

The results of research conducted by Oktaviani and Hermawan (2022) said that Consumer Satisfaction has an effect on purchase decisions.[10] The results of research from Bahri (2018) prove that purchase decisions have a positive and significant influence on consumer satisfaction. According to the results of the research Simanjuntak, et., all (2020) said that Customer Satisfaction has a positive and significant effect on Purchase Decisions.[29] Research Results Chania, et., all (2018) Satisfaction Variables have a positive and significant effect on Decisions.[34]

## **5. CONCLUSION**

Based on the results of the research that has been conducted, it can be concluded that product variables have a positive and significant influence on customer satisfaction and the decision to buy Honda motorcycles in Siak Regency. Meanwhile, price variables only have a significant effect on purchase decisions, but not customer satisfaction. The variables of distribution and promotion channels did not show a significant influence on either customer satisfaction or purchase decisions. In addition, customer satisfaction also does not have a significant effect on purchase decisions. This research shows the importance of paying attention to product quality and competitive prices to improve Honda motorcycle purchase decisions.

The strength of this study lies in the use of primary data obtained directly from respondents who are Honda motorcycle users in Siak Regency, thus providing a real picture of the factors that affect satisfaction and purchase decisions. However, this study also has several shortcomings, including the limitations of the variables studied, which only include products, prices, distribution channels, and promotions. Therefore, it is recommended for future researchers to add other factors that may affect satisfaction and purchase decisions, such as after-sales service, brand perception, and consumer psychological factors. In addition, the company is expected to continue to improve product quality and set competitive prices to maintain and increase market share in Siak Regency.

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