The Influence of Products, Prices, Location, Promotions, Store Atmosphere and Customer Service on Consumer Purchase Decisions: A Survey on Motor Power Consumers Soekarno Hatta Bandung Branch

Yoan Colly, Laura Lahindah
Sekolah Tinggi Ilmu Ekonomi Harapan Bangsa Bandung, Indonesia
yoancolly@gmail.com, laura@ithb.ac.id

KEYWORDS	ABSTRACT
influence of product, customer service, satisfaction survey, store atmosphere	Indonesia as one of the countries with a large population and significant economic growth, has a dynamic and rapidly growing retail variant. This study aims to analyze the effect of product, price, location, promotion, store atmosphere, and customer service on consumer purchasing decisions on electric motors at the Soekarno Hatta Bandung branch. The research method used is a survey with a quantitative approach. Data is collected through questionnaires distributed to consumers who have purchased electric motors at that location. Data analysis was carried out using multiple linear regression to test the effect of independent variables on purchasing decisions. The results showed that product, price, location, promotion, store atmosphere, and customer service have a significant influence on consumer purchasing decisions. The findings indicate that companies need to pay attention to these factors to improve purchasing decisions and customer satisfaction. This research provides practical implications for companies in designing more effective marketing strategies to increase consumer attractiveness and satisfaction with their electric motor products.

INTRODUCTION

Indonesia as one of the countries with a large population and significant economic growth, has a dynamic and rapidly growing retail variant. The retail industry in Indonesia not only serves as a distribution channel for goods and services but also offers updates in sales services, payments, and various other transactions, reflecting the strategic evolution to respond to increasingly complex and diverse consumer demands (Adji, 2013). This change is reflected in the transformation of the retail ecosystem that puts customer experience as a top priority. The focus given on customer experience forms the basis for various innovations and service improvements aimed at improving customer satisfaction and building strong relationships (Fahlevi et al., 2014). The existence of a variety of increasingly diverse consumer needs and desires in this era is the main driver of strategic competition among retail companies. This competition encourages companies to develop innovative and adaptive strategies to meet expectations and differentiate themselves from competitors. The manifestation of retail marketing does lie in efforts to encourage

potential buyers or consumers to purchase products or services offered by retail (Firdaus & Sutrisna, 2017).

The aspect of the retail mix has an important role in influencing consumers' purchasing decisions towards modern retail. According to (Utami, 2006) the retail mix *(retail mix)* is a marketing strategy that refers to several variables, where retailers can combine these variables into alternative ways in an effort to attract consumers. According to (Ma'ruf, 2005). The retail mix is a collection of several components that refer to the quality of retail in carrying out its business consisting of products, prices, locations, promotions, services, and store atmosphere. Kotler in (Mursid, 2014) formulates a product as a final product that contains physical elements, services and symbolic things that are made and sold by a company to provide satisfaction and profits for its buyers. A product is anything that can be offered for attention, purchase, use, or consumption that 1009ari satisfies a desire or need. According to price is a number of values that consumers exchange for the benefit of owning or using a product or service whose value is set by the seller for the same price for all buyers (Widyana & Naufal, 2018). Price is the amount of money that a consumer must pay to acquire a product or service offered by a retailer. A retail location is a physical location where 1009ARI or retail outlets operate to sell products or services to consumers. Retail location is one of the important elements in the retail mix or retail mix, and can have a significant impact on the success of a retail business. Promotion is an activity that affects the perception, attitude and behavior of consumers towards a 1009Retail with business or not and how the traffic flows. According to (Kotler & Keller, 2008) in service are various actions or performances offered by one party to another that are basically invisible and do not produce property rights to something. Atmosphere is an atmosphere that plays an important role in providing consumer comfort in shopping and making it easier for consumers to find the products they want (Suparman, 2018).

Retail mix has the meaning of all activities that involve the sale of products directly to last-level customers for individual use and not for the needs of other business fields (Kotler & Keller, 2016). In the context of selling motorcycle products, this retail mix encompasses a variety of strategies and tactics used by motorcycle dealers to attract individual consumers. Starting from product placement in showrooms, promotion through print and digital media, to excellent after-sales service, all of these aspects aim to ensure that the motorcycles sold meet the personal needs and desires of consumers. By focusing their sales activities on the end consumer, motorcycle dealers can create a satisfying shopping experience and increase customer loyalty (Salim, 2013).

In 2021, total motorcycle sales in Indonesia reached 5,057,516 units, an increase of 38% compared to 2020. This increase indicates a significant recovery in the motor vehicle market after the impact of the COVID-19 pandemic in the previous year. Honda dominated the market with a share of 77.9%, Honda managed to sell 3,928,788 units. Honda's dominance in this market shows the strength of its brand and consumer preference for Honda products. Yamaha: In second place with a market share of 21.2%, Yamaha recorded sales of 1,063,866 units. Although lower than Honda, Yamaha still maintains a strong position in the market (Nurtanto et al., 2022).

In 2022, data from the Indonesia Motorcycle Industry Association (AISI) showed a further increase in motorcycle sales, with a total of 6,236,992 units. Honda strengthened its dominance with a market share of 75.7%, Honda recorded sales of 4,759,202 units. Although it decreased slightly in percentage market share, the total units sold increased significantly. Yamaha experienced an increase in sales although its market share

decreased slightly to 22.8%, with total sales of 1,434,217 units. This shows that despite the stiff competition, Yamaha is still able to increase its sales volume (Sari, 2013).

Until October 2023, sales of 5,237,976 units were recorded during the first 10 months of this year. Honda still dominates the market with a market share of 73.3% and sales of 3,829,890 units. Although it has decreased slightly in percentage market share compared to previous years, Honda remains the market leader. Yamaha is in second place with a market share of 24.7% and sales of 1,293,280 units. Yamaha is showing an increase in market share, reflecting its ever-strengthening competitiveness. Overall, Honda has experienced steady sales growth in recent years.

In 2023, the number of two-wheeled motor vehicles in the city of Bandung will reach 1.7 million units. This number is part of a total of 2.2 million motor vehicles in Bandung, which is equivalent to almost one vehicle per inhabitant. The potential for motorcycle sales in Bandung is huge, considering the high demand and ownership of two-wheeled motor vehicles in this city. The density of vehicles shows that motorcycles are the main choice for the mobility of the people of Bandung, driven by its cost efficiency, practicality, and ability to overcome congestion in urban areas. With a growing population and increasing mobility needs, the motorcycle market in Bandung is predicted to continue to grow. Motorcycle dealers in Bandung have a great opportunity to increase sales.

As discussed, Honda has experienced significant sales growth in recent years in Indonesia. Dealers play a crucial role in supporting and strengthening the sales growth of major brands such as Honda. Power Motors is a relevant example in describing how dealerships can contribute to the overall success of the Honda brand. Daya Motor has many branches in various locations, but the biggest sales are in the Soekarno Hatta branch, Bandung.
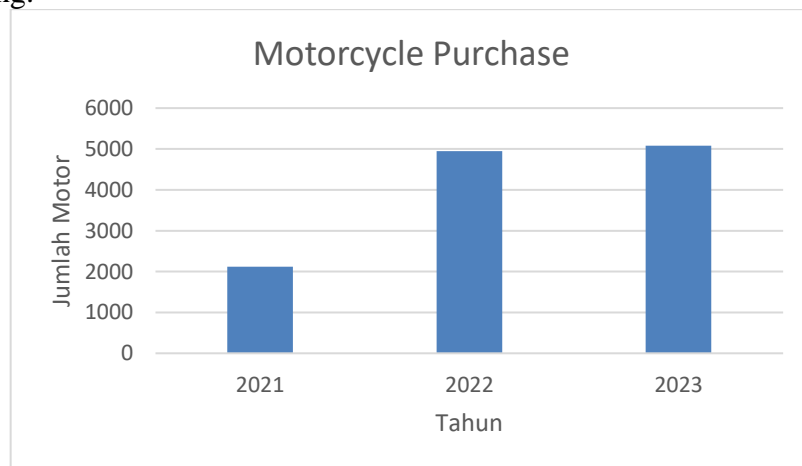

Figure 1 Motorcycle Purchase

Motorcycle sales data at Daya Motor Soekarno Hatta branch also reflects a significant increase in recent years. In 2021, as many as 2,120 units of motorcycles were sold. This number almost doubled in 2022 with 4,945 units sold, and continues to increase in 2023 with total sales reaching 5,081 units. This increase in sales shows the effectiveness of the strategy implemented by the Soekarno Hatta branch of Daya Motor, as well as the high consumer demand for two-wheeled vehicles in Bandung. Motor dealers like Power Motor need to continue to innovate and adjust their strategies to maintain this growth momentum.

However, in the midst of rapid sales growth, motorcycle dealers in Bandung also

face several challenges that need to be overcome through the implementation of an effective retail mix. One of the main problems is the increasingly fierce competition with many other dealers who also offer various attractive promos and discounts. In addition, changing consumer preferences that increasingly prioritize an easy and convenient shopping experience, both online and offline, require dealers to improve the quality of their services. Efficient stock management and responsiveness to market trends are also a challenge to ensure the availability of motorcycle models that meet demand. By implementing the right retail mix, motorcycle dealers can be more flexible and adaptive in facing these challenges, ensuring customer satisfaction and sustainable business growth.

RESEARCH METHOD

According to (Sugiyono, 2016) The object of research is the variable or focus of the research to be studied. These variables can be phenomena, events, individuals, or conditions that are of concern to the researcher. The object of the research is the target in conducting research. The object of this study is the consumers of the Soekarno Hatta branch of Daya Motor with variables consisting of independent variables, product retail mix (X1), location (X2), location (X3), promotion (X4), store atmosphere (X5), customer service (X6), and dependent variables (dependent) consumer purchase decisions (Y).

This study uses a quantitative research method. According to (Sugiyono, 2017) quantitative research is a method used to research on a certain population or sample, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the hypothesis that has been determined. This method aims to generate numerical data that can be processed statistically to test previously formulated hypotheses. In the context of this study, a quantitative approach is very suitable to use because it aims to analyze the relationship between various variables that affect consumer purchase decisions at Daya Motor Soekarno Hatta branch. This study uses a questionnaire as the main instrument to collect data from respondents. The questionnaire is designed to obtain information about the variables studied. The use of questionnaires allows researchers to collect large amounts of data efficiently and systematically. The collected data was then processed using the SPSS (Statistical Package for the Social Sciences) program. SPSS is a software used for statistical analysis.

RESULTS AND DISCUSSION

According to (Arikunto, 2010) The data analysis method is the process of organizing, sorting, grouping, coding, and categorizing data so that certain meanings and patterns that are relevant to the research objectives can be found.

Validity Test

According to (Sugiyono, 2017), validity test is a testing process that is carried out to determine the extent of accuracy and precision of a research instrument in measuring the data that should be measured. Validity includes the accuracy and relevance of the instrument to the concept being measured. *An instrument* is said to be valid if it is able to measure what is to be measured.

$$r_{xy} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum X^2 - (\sum X)^2)(n \sum Y^2 - (\sum Y)^2)}}$$

Where:

RXY : the correlation coefficient between the x variable and the y variable

n : many respondents

x : score each question

y : total score.

According to (Sugiyono, 2017) to determine the validity of an instrument, the correlation value between items with the total score is compared to the r-value of the table at a certain level of significance. If r count is greater than r in the table, then the item is valid, and vice versa. Based on this theory, the following are the criteria for determining the validity of an item in a research instrument:

- If r calculates > r table, then the instrument is declared valid.
- If r calculates < r table, then the instrument is declared invalid.
- Based on the questionnaire tested as many as 40 respondents with a significant level of 5% and a free degree of n-2 (40 – 2 = 38), an r table of 0.3120 was obtained.

The following are the results of the validity test of each statement:

Question No.	Calculate	Valid/ Invalid
1	0.530	Valid
2	0.587	Valid
3	0.613	Valid
4	0.309	Invalid
5	0.653	Valid
6	0.558	Valid
7	0.465	Valid
8	0.578	Valid
9	0.580	Valid
10	0.648	Valid
11	0.619	Valid
12	0.511	Valid
13	0.614	Valid
14	0.602	Valid
15	0.707	Valid
16	0.744	Valid
17	0.608	Valid
18	0.706	Valid
19	0.548	Valid
20	0.672	Valid
21	0.703	Valid
22	0.684	Valid
23	0.598	Valid
24	0.521	Valid
25	0.370	Valid

Reliability Test

Reliability is translated from the word *reliability* which means something that can be trusted (test resistant). According to Joseph A. Schilling (2014), reliability test is a method to measure the consistency of the results of a measurement instrument in various situations and conditions. The test results are fixed or if they change, the change is not significant, then the test is said to be reliable. The techniques used in determining the r_{11} reliability coefficient using Alpa-Cronbach's formula are:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum S_i^2}{S_t^2}\right)$$

Where:

R11 : the reliability coefficient.

n : many questions.

Si2 : variance of the score of the question item*i*.

St2 : variance of total score.

Variance formula

$$s^2 = \frac{\sum x^2 - \frac{(\sum x)^2}{n}}{n}$$

Where:

n : many respondents.

x2 : the sum of the scores for each item.

The questions given to consumers in this study amounted to 25 questions. Each consumer answer is processed using the help of SPSS to determine the reliability value of the question. The criteria for the degree of reliability of the description according to J.P. Guilford (1956) can be seen in the table below.

Question Reliability Criteria

Reliability Coefficient	Information
$r_{xy} \leq 0{,}20$	Very Low Reliability
$0{,}20 \; 0{,}40 < r_{xy} \leq$	Low Reliability
$0{,}40 \; 0{,}60 < r_{xy} \leq$	Medium Reliability
$0{,}60 \; 0{,}80 < r_{xy} \leq$	High Reliability
$0{,}80 \; 1{,}00 < r_{xy} \leq$	Very High Reliability

The reliability calculation that was tested obtained a reliability value of 0.914 (Appendix). This shows that the instrument is reliable and belongs to a very high category.

Hypothesis Test

According to David S. Moore, George P. McCabe, Bruce A. Craig (2017) hypothesis testing is a statistical procedure used to assess evidence from data against null *hypothesis*. The steps to test the hypothesis are as follows:

a. Hypothesis 1

There is an influence between product variables on purchasing decision variables in Motor Power

H0 : There is no influence between product variables on purchase decision variables in Motor Power

H1 : There is an influence between product variables on purchasing decision variables in Motor Power

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program.

b. Hypothesis 2

There is an influence between the price variable on the purchase decision variable at Power Motor

H0 : There is no effect between price variables on purchase decision variables in Motor Power

H2 : There is an influence between the price variable on the purchase decision variable at Power Motor

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program.

c. Hypothesis 3

There is an influence between location variables on purchase decision variables in Power Motor

H0 : There is no effect between location variables on purchase decision variables in Power Motor

H3 : There is an influence between location variables on purchase decision variables in Power Motor

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program.

d. Hypothesis 4

There is an influence between promotional variables on purchase decision variables at Daya Motor

H0 : There is no effect between the promotion variable on the purchase decision variable at Daya Motor

H4 : There is an influence between promotional variables on purchase decision variables at Daya Motor

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program.

e. Hypothesis 5

There is an influence between the customer service variable on the purchase decision variable at Power Motor

H0 : There is no influence between customer service variables on purchasing decision variables in Power Motor

H5 : There is an influence between the customer service variable on the purchase decision variable at Power Motor

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program.

f. Hypothesis 6

There is an influence between the variable of the atmosphere of the store on the variable of purchase decision at Daya Motor

H0 : There is no influence between the store atmosphere variable on the purchase decision variable at Daya Motor

H6 :   There is an influence between the variable of the atmosphere of the store on the variable of purchase decision at Daya Motor

- If the probability > 0.05, then H0 is accepted
- If the probability < 0.05, then H0 is rejected

The data was tested using *two independent sample T-test* with the help of the SPSS version 22 program

CONCLUSION

Based on the research results, it can be concluded that product, price, location, promotion, store atmosphere, and customer service significantly influence consumer purchasing decisions on electric motors at the Soekarno Hatta Bandung branch. Quality products, competitive prices, strategic locations, effective promotions, a comfortable store atmosphere, and satisfying customer service are important factors that companies need to pay attention to. Companies can improve consumer purchasing decisions by optimizing strategies in each of these aspects. This research provides practical implications for companies in designing more effective marketing strategies to increase consumer attractiveness and satisfaction with their electric motor products.

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