The Effect of Service Quality, Product Quality, Promotion, and Price on The Purchase Decision of Motorcycles in The Indah Sakti Showroom

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Abstract

Business in the automotive sector continues to experience the times. Every producer in this field makes innovations that can fulfill consumer desires. It is very important for manufacturers to know the factors driving consumers in making decisions to buy products. In this case, researchers conducted research on consumers of a motorcycle showroom in the city of Rantauprapat. Researchers want to examine the effect of service quality, product quality, promotion and price on the decision to purchase a motorcycle at the Indah Sakti showroom. This study involved 100 consumers who had purchased a motorcycle at the Indah Sakti showroom as respondents. This study used a quantitative approach with data collection methods using a questionnaire instrument which was distributed via WhatsApp and then respondents filled out the questionnaire using the Google form. The results showed that service quality had a significant effect on the decision to purchase a motorcycle at Indah Sakti, product quality had a significant effect on the decision to purchase a motorcycle at Indah Sakti, promotion had a significant effect on the decision to purchase a motorcycle at Indah Sakti and price had a significant effect on the decision to purchase a motorcycle at Beautiful Sakti.

Keywords: Service Quality; Product Quality; Promotion; Purchase Decision.

1. Introduction

Motorcycles are the most popular means of transportation in Indonesia. In addition to the relatively more affordable price, maintenance of motorbikes is easier and cheaper compared to cars. Motorcycles are the vehicle most in demand by the public, especially for residents of big cities, to get through the busy traffic which tends to be congested and jammed. This is the main reason why two-wheeled vehicles are used more by the people of Indonesia.

The Indonesian Motorcycle Industry Association (AISI) reports that domestic motorcycle sales will reach 5.22 million units in 2022. This number has increased by 3.36% (year-on-year/yoy) compared to domestic sales in 2021 which reached 5.05 million units, while exceeding the 2022 target which was initially set at 5.1 million units. According to the Head of AISI's Commercial Division (Katadata, 2023), the strong performance of motorcycle sales in Indonesia in 2022 is the result of national economic conditions which are starting to recover.

The increase in the number of motorcycle sales was also driven bythe flow of globalization and modernization is accompanied by the growth and development of the people's economy. Community economic growth will have an impact on increasing community needs. One of the production sectors that has experienced an increase in line with economic growth and development is the automotive sector.

CV Indah Sakti is a company that distributes Honda motorcycles, also provides service services on Honda motorcycles and spare parts for every Honda motorcycle. CV Indah Sakti Rantauprapat is located at Jalan Jendral Ahmad Yani 74-ABC, CV Indah Sakti distributes all types of Honda models, CV Indah Sakti has several motorcycle distribution locations including: Rantau Prapat, Sigambal, Aek Nabara, Kota Pinang, Langka Payung.

The success of the marketer's strategy in attracting consumers depends on the company's ability to consider other elements, such as marketing communications (Villarejo-Ramos & Sanchez-Franco, 2005). However, managing distribution is also important to support service marketing (Webster Jr., 1992). Many factors influence the purchase decision. Promotion, price, value, and quality of a product can influence someone to make a purchase (Arora & Stoner,

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1996; Grewal et al., 1998; Williams & Slama, 1995; Zeithaml, 1988). Promotional factors also need to be considered considering that information is currently a critical consideration for consumers. As one element of marketing, promotion plays a small role in consumer purchasing decisions.

There is high competition between companies to get loyal customers and retain them. However, this is not an easy task for marketers, as several companies and brands are competing simultaneously to retain customers and earn bountiful profits. Studying consumer buying behavior has an important role in understanding the factors that influence consumer buying decisions. The customer is the main focus of the marketing process and the yardstick for measuring the success or failure of goods and services. Therefore, most companies study consumer behavior to increase their chances of success.

For a company, price is an important factor in determining marketing success (Gotlieb et al., 1994). Price is very influential on the company's revenue and net profit. In addition, prices that can compete with other products will form a competitive advantage for a product in the eyes of consumers. Price is the only element in the marketing mix that generates revenue; all other parts represent costs. Product prices tend to have a positive effect on purchasing decisions if prices are rational and commensurate with the benefits of the products provided can influence consumers in making purchases. Companies use promotions to trigger transactions, so consumers want to buy a particular brand and encourage salespeople to sell it aggressively.

In addition to price, the services provided by employees in serving consumers are considered unfriendly. Employees often don't serve consumers well, there are even some employees who don't care about consumers who come to buy genuine Honda parts, besides that the way employees handle consumer complaints about spare parts that are not of good value, and the facilities provided by the company to consumers are considered to be inadequate. maximum. This is considered to be able to influence consumer decisions in buying genuine Honda parts. Service quality is seen as a component that needs to be realized by companies because it has the influence to bring in new customers and can reduce the possibility of old customers switching to other companies (A Parasuraman et al., 1994). With so many competitors emerging in the market, there will be even more choices for consumers to make their choices. This makes it more difficult for companies to retain existing customers. Therefore, the quality of service provided by the company must be maximized in order to attract new customers and protect existing customers.

The next problem that occurs in the consumer's decision to buy is related to promotion. Promotion is one of the factors that can influence consumer interest in making a purchase. Promotions are usually in the form of attractive promos carried out by the company, which can be in the form of discounts given, or activities carried out by the company with the aim of attracting the attention of consumers. Sales promotion must be in the form of building good relationships between companies and consumers in order to create loyal customers to the company, and not just creating temporary short-term sales volume, sales promotion must strengthen product positions and build long-term relationships with consumers. Often promotions are less effective in attracting the attention of consumers to buy genuine Honda parts.

Based on the background presentation and the results of previous research, this study aims to analyze the effect of service quality, product quality, promotion, and price on the decision to buy a motorcycle at the Indah Sakti showroom.

2. Literature Review

Employee performance is influenced by several things, including talent management. Talent management According to (Mukrodi & Reza, 2018), is the process of identifying, developing, recruiting, retaining, and deploying talented people. Talent management is concerned with finding the right people with the right skills for the right positions. The greater the company's awareness of these talents, the more enthusiastic they will be in competing to get highly talented employees, either by seeking from outside or through training and regeneration.

2.1. Buying decision

Gautama provides an understanding of purchasing decisions as identifying all possible options for solving problems and assessing choices systematically and objectively and the goals that determine the advantages and disadvantages of each (Gautama & Sunarta, 2011). Meanwhile, according to Shiffman and Kanuk, a purchase decision is a choice of two alternative purchase decision choices, meaning that someone can make a decision, there must be several alternative choices (Schiffman & Kanuk, 2008). The decision to buy can lead to how the decision-making process is carried out.

2.2. Service quality

The definition of quality can differ from person to person and from situation to situation. Definitions of service quality vary only in wording but usually involve determining whether the perceived service delivery meets, exceeds or fails to meet customer expectations (Oliver, 1997; A Parasuraman et al., 1994).

Zeithaml et al., (1996) defines service quality as the degree and direction of discrepancy between consumer perceptions and expectations, or the extent to which a service meets or exceeds customer expectations. Service quality depends on services that consistently meet customer expectations.

Quality is a dynamic condition associated with products, services, people, processes, environments that meet and exceed expectations (Tjiptono, 2019). Alma further defines service as an invisible (inaccessible) activity or series of activities that occurs as a result of interaction between consumers and employees or other things provided by service provider companies that are intended to solve consumer/customer problems (Almas, 2018).

The relationship between service quality and customer satisfaction is very important for the company, because the fulfillment of customer satisfaction means that the company has provided the maximum quality service as expected by consumers. A service from a company can be said to be of high quality if the service is able to meet the needs and desires of its customers.

The concept of service quality produced by Parasuraman, et al in the SERVQUAL model is based on a multi-item scale designed to measure customer expectations and perceptions, as well as the gap between the two in the dimensions of service quality (Parasuraman et al., 1985)

2.3. Product quality

Product quality is the ability of a product to perform its function; it includes overall durability, reliability, accuracy, ease of operation and repair pproducts and other attributes (Hallak, 2006). Based on the theory put forward, the notion of product quality is defined as a consumer's assessment of product attributes in a product that will meet needs and provide benefits to consumers. Quality is also a dominant element for selling to consumers. Eight dimensions of product quality that marketers can play with. Performance, features, reliability, suitability, durability, serviceability, aesthetics, and perceived quality are the eight dimensions.

Based on its definition, product quality refers to cues that can be used by consumers to conclude some expected and/or experienced quality (products); 'experienced quality' refers to the results of the product's physical evaluation when experiencing, using, or consuming the product, whereas 'expected quality' refers to the point of purchase, prior to experiencing or consuming the product. Although, experienced product quality and expected product quality are two different terms, however, due to their use in perceiving different levels of product quality through intrinsic and extrinsic cues, they are somewhat correlated and are often used in visual demonstrations of assessing product quality attributes (Acebron & Dopico, 2000).

Product quality attributes are also called product quality criteria by Grunert et al., (1995). They refer to the functional and psychological benefits provided by products that are difficult to observe prior to consumption. Before consumption, the benefits are unclear and sometimes even unknown. For this reason, consumers can use many cues in comparing available alternatives and assessing their evaluation of various product quality attribute dimensions before making a purchase or consumption decision (Steenkamp, 1990). Therefore, companies often modify their product attributes. Other factors such as the diversity of consumer preferences, advances in technological capabilities, changes in manufacturing costs, and competition between brands are also pushing companies to modify and improve the quality attributes of their products to find a more competitive position (Ofek & Srinivasan, 2002).

2.4. Promotion

Sales promotion is a marketing strategy that has been studied for many years and has become an important factor in modern marketing. The purpose of promotion is to reach the intended consumers and persuade them to buy. Promotion has been defined as the coordination of all seller-initiated efforts to organize channels of information and persuasion to sell goods and services, or to promote an idea. Sales promotion is an important element of the promotional mix.

Promotion is one strategy to attract customers to buy more or try products and services. This results in increased sales; the amount of materials used and attract new customers. Therefore, sales promotion is direct inducement that offers

additional value or incentives for products to salespeople, distributors, or final consumers with the primary goal of creating immediate sales (Jones et al., 2000).

Sales promotion is defined as marketing activities which are usually specific to a period, place or group of customers, which encourage an immediate response from consumers or marketing intermediaries, through offering additional benefits (Peattie & Peattie, 1994).

According to Kotler and Keller, promotion is a means used by companies to inform, persuade and remind consumers, either directly or indirectly, about the products and brands they sell (Philip Kotler, 2012). According to Stanton, Promotion is one of the elements of the company's marketing mix that is used to notify, persuade, and remind about the company's products, with the hope of influencing recipients, so they feel confident (Stanton, 2000).

The company conducts its business activities with the aim of obtaining maximum results. To achieve this goal, a way is needed to achieve it. As technology advances and economic development progresses rapidly, one of the efforts to increase sales is to carry out promotions. Each company is free to choose a promotion method that is in accordance with the products offered where the size of a promotion depends on the size of the promotion fund, the nature of the promotion, the nature of the market, and the type of product to be made. promoted.

2.5. Product Price

The price of a product has an important impact on the consumer's decision to buy it. Buyer's price perception provides a cue about a product and assigns value to it (Philip Kotler, 2011). According to Raewf and Thabit (2015), objective price, which is the amount of the actual cost of the service and which customers rarely remember , and perceived price, which is different for each individual and is the result of the objective price after one's evaluation, are two types of prices. The customer then encodes the perceived price, which is generally in the form of a non-numeric value. For more expensive products, the objective price is usually memorized (Raewf & Thabit, 2015). The indications from studies of the specific effect of price on choice and the evidence from absolute and differential price threshold studies suggest that we know relatively little about how price influences one buyer's perception of another buying offer and how this perception influences their reaction.

Pricing determines the amount required as payment for (something offered for sale) as stated in the Oxford Manpower Dictionary (2002). According to Riggs and Bonk (2008), pricing is the process of determining and applying prices to goods and services. It is one of the four Ps in marketing (Product, Place, Price and Promotion) and is probably the most important because it is the only factor that generates revenue for a company. Price is determined by the balance of supply and demand and is set with a certain level of confidence that consumers will pay it.

Philip Kotler (2012) states that price is one of the elements of the marketing mix that generates income; other elements generate costs. They also state that purchasing decisions are based on how consumers perceive prices and what they perceive to be the actual current prices. Understanding how consumers arrive at their perceptions of price is an important marketing priority.
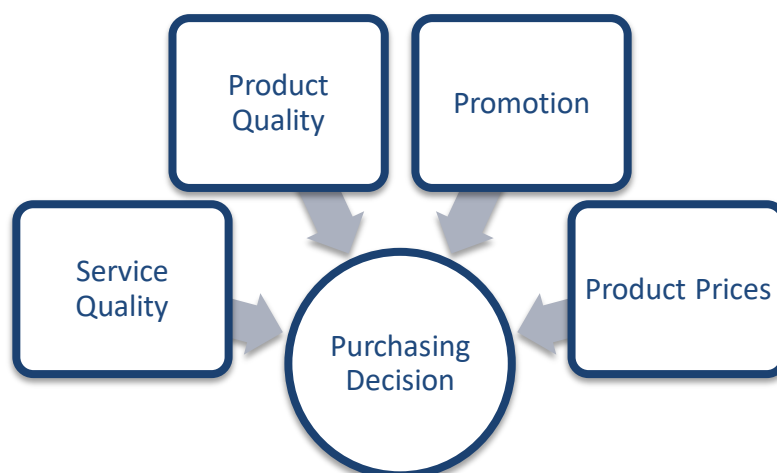

Figure 1. The connection of service quality, product quality, promotion, product price with purchasing decision

3. Methods

This type of research is quantitative, the research was conducted at the Indah Sakti Motor Showroom Rantau Prapat. The data collection technique used in this study was a technique using a questionnaire survey instrument with the Likert scale method.The population of 120 in this study are all consumers who have bought motorbikes at the Indah Sakti Rantau Prapa motorcycle showroom.t, whereasthe sample is 100 people, the number is determined by the formula by Riduwan & Akdon, (2013)as shown below. Samples were taken using a purposive sampling technique, namely only consumers who met certain criteria that could be sampled in this study, the criteria for the sample in this study were consumers who had purchased a motorcycle at the Indah Sakti Rantauprapat showroom. The analytical method used in this study is the validity and reliability test, the classic assumption test which includes: data normality test, heteroscedasticity test, and multicollinearity test. Multiple linear regression analysis was tested with partial (t), simultaneous (F) tests, and the coefficient of determination.. The technique that the author uses in sampling is a non-probability sampling technique (not the entire population is taken), purposive category, which uses the formula Riduwan & Akdon, (2013)) as follows:

$$n = \{ \frac{((Za/2.\sigma)}{e} \}^2$$

$$n = \{ \} \frac{(1,96.(0,25)_2}{0,05} = 96.4$$

Based on the formula above, the number of respondents in this study was 96 people and rounded up to 100 people.

Information:

n   : Number of samples
Za/2   : mark table Z (value obtained from the normal table above the confidence level, where the confidence level is 95%)
σ : standard deviation of the population (0.25 = already determined)
e   : error rate of sampling (in this study taken 5%)

4. Result and Discussions

4.1. Results

The validity test is used as a measure of whether a questionnaire is declared valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object. The validity test of the research variable has a significant criterion > 0.5. The validity test in this study was carried out on 100 samples which were carried out according to the characteristics of the respondents. The results of the validity test of this study can be contained in Table 1.
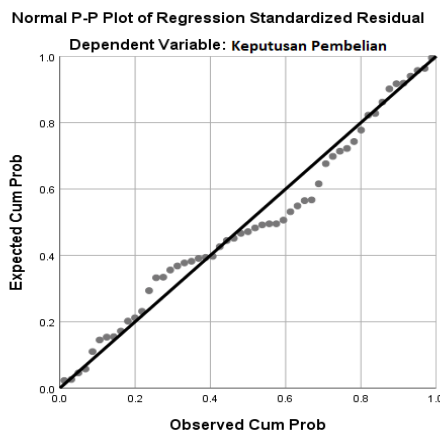
Source: Research Data Processing, 2022.

Figure 1.P-plot graph

(Sugiyono, 2017) argued that the reliability test was carried out to find out the results of consistent measurements if the

same measuring instrument was measured, an indicator in the questionnaire was acceptable if the alpha coefficient had a value of > 0.6. The results of the reliability test of this study can be contained in Table 2.

Table 1 and Table 2 show that all statement items are valid and reliable, each indicator in the validity test has a value of > 0.5 and each value contained in the variable for the reliability test is > 0.6. The next test can be analyzed with the normality test. The normality test for this study can be loaded with the p-plot graph in Figure 1.

Table 1. Validity Test Results

Variable	Pearson Correlation	Value Measurement	Information
Service quality (X1)	0.752	0.5	Valid
	0.859	0.5	Valid
	0.958	0.5	Valid
	0.857	0.5	Valid
	0.958	0.5	Valid
	0.857	0.5	Valid
Product quality (X2)	0.853	0.5	Valid
	0.783	0.5	Valid
	0.847	0.5	Valid
	0.638	0.5	Valid
	0.546	0.5	Valid
	0.857	0.5	Valid
Promotion (X3)	0.842	0.5	Valid
	0.814	0.5	Valid
	0.678	0.5	Valid
	0.827	0.5	Valid
	0.837	0.5	Valid
	0.728	0.5	Valid
Product Price (X4)	0.928	0.5	Valid
	0.791	0.5	Valid
	0.829	0.5	Valid
	0.901	0.5	Valid
	0.584	0.5	Valid
	0.847	0.5	Valid
Buying decision (Y)	0.842	0.5	Valid
	0.720	0.5	Valid
	0.695	0.5	Valid
	0.825	0.5	Valid

Source: Research Data Processing, 2022.

Table 2. Reliability Test Results

Variable	Croanbach Alpha	Information
Service Quality	,768	Reliable
Product quality	,847	Reliable
Promotion	,849	Reliable
Product Price	,847	Reliable
Buying decision	,758	Reliable

Source: Research Data Processing, 2022.

On the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the

regression model meets the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows the dots spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality. The next normality test can be seen in Table 3.

Table 3. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters, b	Means	.0000000
	std. Deviation	1.47582949
Most Extreme Differences	absolute	087
	Positive	087
	Negative	-.046
Test Statistics		088
asymp. Sig. (2-tailed)		.082c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Data Processing, 2022.

The normality test in Table 3 uses the Kolmogorov-Smirnov method with a significance value of 0.082 with a significance level of > 0.05. The results of this test indicate that the normality test in this study is normally distributed. The normality test for this study can be loaded with the histogram shown in Figure 2.
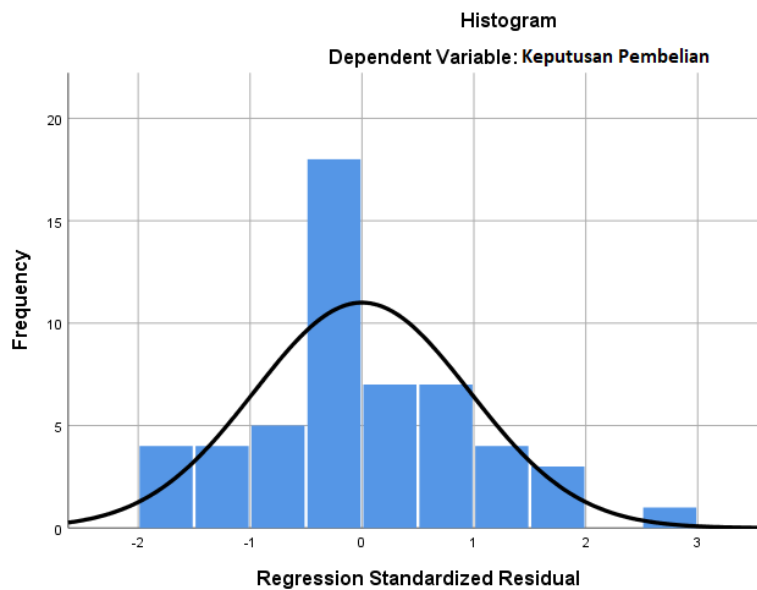
Source: Research Data Processing, 2022.

Figure 2.Histogram Graph

Based on the histogram graph, the data has shown a normal curve that forms a perfectly concave shape. It can be said to be normal if the line has formed a concave upward like the picture. The results of the multicollinearity test in this study are contained in Table 4.

Table 4 shows that the four independent variables have a VIF value of <10 and a tolerance value of > 0.1, which means that the data in this study do not experience multicollinearity. The results of the research analysis by testing multiple linear analysis can be contained in Table 5.

Based on the multiple linear regression values, the multiple linear regression equation is obtained as follows: Y=-1.652+0.432X1+0.323X2 +0.422X3+0.164X4. Table 5 explains that the value of B in service quality (B1) is 0.432. Product quality (B2) of 0.323. The promotion value (B3) is 0.422. The product price value (B4) is 0.164, and the

constant value (a) is -1.652. The description of the multiple linear regression equation shows that the variables Service Quality, Product Quality, Promotion, Product Price have a coefficient direction that is positive on the buying decision of consumers at the Indah Sakti showroom.

Table 4. Multicollinearity Test Results

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
Model		B	std. Error	Betas	tolerance	VIF
1	(Constant)	-1,652	1,847			
	Service Quality	.432	094	.394	.774	1,849
	Product quality	.323	087	.294	.694	1,842
	Promotion	.422	094	.394	.647	1,849
	Product Price	.164	084	.182	.748	1,546
a. Dependent Variable: Purchase Decision						

Source: Research Data Processing, 2022.

Table 5. ResultsMultiple Linear Analysis

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
Model		B	std. Error	Betas	tolerance	VIF
1	(Constant)	-1,652	1,847			
	Service Quality	.432	094	.394	.774	1,849
	Product quality	.323	087	.294	.694	1,842
	Promotion	.422	094	.394	.647	1,849
	Product Price	.164	084	.182	.748	1,546
a. Dependent Variable: Purchase Decision						

Source: Research Data Processing, 2022.

To test the research hypothesis, the t test can be used. This test was conducted to analyze the effect of the independent variables, namely service quality (X1), product quality (X2), promotion (X3), product price (X4) partially on the dependent variable, namely purchase decision (Y). As for determining the ttable value, the following equation can be used: df = nk-1. After calculating using this equation, the ttable value is 1.663. The results of the t test can be contained in Table 6.

Table 6. t Test Results (Partial)

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	-1,652	1,847		-.845	.435
	Service Quality	.432	094	.394	4,523	005
	Product quality	.323	087	.294	3,244	001
	Promotion	.422	094	.394	4,254	002
	Product Price	.164	084	.182	2003	011
a. Dependent Variable: Purchase Decision						

Source: Research Data Processing, 2022.

Based on Table 6, it can be seen that the results of the partial test obtained a t count value of 4,523 > t table 1.663. This means that the service quality variable (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.005 <0.05, which means that the service quality variable (X1) has a significant effect on the purchasing decision variable (Y). Based on the results of the regression analysis, it was obtained that the t value was 3,244 > t table 1.663, this means that the product quality variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.001 <0.05, which means that the product quality variable (X2) has a significant effect on the purchasing decision variable (Y). Furthermore, the results of the regression analysis obtained a

calculated t value of 4,254 > t table 1, 663 This means that the promo variable (X3) has a positive effect on the purchase decision variable (Y). Then the significant value is 0.002 <0.05 which means the promotion variable (X3) has a significant effect on the purchasing decision variable (Y). The results of the regression analysis obtained a t value of 2.003 > t table 1.663 which means that the product price variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.011 <0.05 which means the product price variable (X4) has a significant effect on the purchasing decision variable (Y). The results of the regression analysis obtained a t value of 2.003 > t table 1.663 which means that the product price variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.011 <0.05 which means the product price variable (X4) has a significant effect on the purchasing decision variable (Y). The results of the regression analysis obtained a t value of 2.003 > t table 1.663 which means that the product price variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.011 <0.05 which means the product price variable (X4) has a significant effect on the purchasing decision variable (Y).

The F test was carried out to test the independent variables, namely experience of Service Quality (X1), Product Quality (X2), Promotion (X3), Product Price (X4) simultaneously having a significant relationship or not to the dependent variable, namely purchasing decision (Y). As for determining the value of Ftable, the following equation can be used: df = k; n–k. After calculating using this equation, Ftable = (4; 82) then the value of Ftable is 2.48. The results of the F test in this study can be contained in Table 7.

Table 7. F Test Results

Model		Sum of Squares	df	MeanSquare	F	Sig.
		ANOVAa				
1	Regression	452,321	4	90,839	45,829	.000b
	residual	134,748	95	1940		
	Total	123,522	89			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Service Quality, Product Quality, Promotion, Product Price
Source: Research Data Processing, 2022.

Table 7 shows the Fcount value of 45,829 > Ftable 2.48 with a significance value of 0.000 <0.05. From these results, it can be concluded that the experience of Service Quality (X1), Product Quality (X2), Promotion (X3), Product Price (X4) simultaneously has a positive and significant effect on purchasing decisions (Y).

The coefficient of determination is carried out to analyze the contribution of the influence of the independent variables namely Service Quality (X1), Product Quality (X2), Promotion (X3), Product Price (X4) to the dependent variable, namely purchasing decision (Y). The results of the test for the coefficient of determination can be contained in Table 8:

Table 8. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
		Summary modelb		
1	.758a	.694	.670	1,401

a. Predictors: (Constant), Service Quality, Product Quality, Promotion, Product Price
b. Dependent Variable: Purchase Decision
Source: Research Data Processing, 2022.

The R Square value from the analysis of the coefficient of determination is 0.670, meaning that the purchase decision (Y) can be explained by the variables Service Quality (X1), Product Quality (X2), Promotion (X3), Product Price (X4) of 67%, while the remaining 33% can be explained by other variables not examined in this study.

4.2. Discussion

The results of the partial test obtained a t count value of 4,523 > t table 1,663 this means that the service quality variable (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.005 <0.05, which means that the service quality variable (X1) has a significant effect on the purchasing decision variable (Y). Prilano et al., (2020)supports this research by stating that service quality has a positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom.

Based on the results of the regression analysis, it was obtained that the t value was 3,244 > t table 1.663, this means that

the product quality variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.001 <0.05, which means that the product quality variable (X2) has a significant effect on the purchase decision variable (Y). The results of this study are supported by Chrisnathaniel et al., (2020) obtain the results of product quality positive and significant impact on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom.

Furthermore, the results of the regression analysis obtained a calculated t value of 4,254 > t table 1.663, this means that the promotion variable (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.002 <0.05, which means that the promotion variable (X3) has a significant effect on the purchasing decision variable (Y). Several studies have shown a positive relationship between promotions and purchasing decisions, namely those carried out by (Nabilah et al., 2021; Rivaldo & Yusman, 2021).

The results of the regression analysis obtained a t value of 2.003 > t table 1.663 which means that the product price variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.011 <0.05 which means the product price variable (X4) has a significant effect on the purchasing decision variable (Y). This research was previously conducted by Maalik & Sirai, (2021)which explains that product prices directly influence consumer purchasing decisions at the Indah Sakti Rantauprapat showroom.

5. Conclusions

Based on the description above and the results of statistical tests carried out, the conclusions obtained are as follows:

a) Service quality has a positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom
b) Product quality has a positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom
c) Promotion has a positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom
d) Product prices have a positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom
e) Service quality, product quality, product promotion and pricesimultaneous positive and significant effect on consumer purchasing decisions at the Indah Sakti Rantauprapat showroom

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