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The Impact of Service Quality, Promotion, and Price on Honda Motorcycle Purchase Decisions at the Central Sakti Motor Nusukan Dealer

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Abstract

Increasing competition in the motorcycle industry requires dealers to understand the factors that influence consumer purchase decisions, particularly through service quality, promotion, and price. This study aims to analyze the effects of service quality, promotion, and price on the purchase decision of Honda motorcycles at Central Sakti Motor Nusukan Dealer. The study uses a quantitative research method with data collected by distributing questionnaires to consumers who had purchased Honda motorcycles at Central Sakti Motor Nusukan Dealer. The sample consisted of 100 respondents selected using purposive sampling. The data analyses included instrument testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) testing. The results show that service quality had a positive and significant effect on purchase decisions, with a significance value of 0.000 and a regression coefficient of 0.355. Promotion had a positive and significant effect on purchase decisions, with a significance value of 0.000 and a regression coefficient of 0.446. Price also had a positive and significant effect on purchase decisions, with a significance value of 0.046 and a regression coefficient of 0.183. The F-test results show that the regression model was appropriate for use, with a significance value of 0.000, while the coefficient of determination test produced an Adjusted R Square of 0.725, indicating that service quality, promotion, and price explained 72.5% of the purchase decision, while the remaining 27.5% was influenced by other variables outside the research model. Based on the research results, it can be concluded that service quality, promotion, and price had positive and significant effects on the purchase decision of Honda motorcycles at Central Sakti Motor Nusukan Dealer. Therefore, the dealer is expected to continuously improve service quality, optimize promotional activities, and maintain competitive prices to increase consumer purchase decisions.

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1. Introduction

The automotive industry is one of the business sectors that plays an important role in the Indonesian economy because it is closely related to public mobility needs, trade activities, financing services, and vehicle distribution networks. The development of this sector has also increased competition among business actors, meaning that dealers are not only required to provide products but also need to understand the factors that encourage consumers to make purchase decisions. In the context of motorcycles, purchase decisions are increasingly important because consumers are faced with various alternatives in terms of brands, models, prices, financing programs, and forms of service. Research on motorcycle consumers indicates that service quality, price, and promotion can be considerations associated with purchase decisions, although the strength of the influence of each variable is not always the same across research settings (Hendriyanto & Saputro, 2023). The Indonesian motorcycle industry represents a substantial automotive market, with domestic motorcycle sales reaching 6,412,769 units in 2025, an

increase of approximately 1.3% compared with 2024 (Asosiasi Industri Sepeda Motor Indonesia [AISI], n.d.). Astra Honda Motor maintained a dominant position, accounting for approximately 78% of the national motorcycle market in 2025 (PT Astra International Tbk, 2026). This market condition highlights the importance of understanding the factors associated with consumer purchasing decisions. Previous research in the Indonesian motorcycle industry demonstrated that service quality, promotion, and price were significantly associated with motorcycle purchase decisions (Harahap et al., 2023). Furthermore, research published in the Income Journal of Economics Development found that promotion had a positive and significant effect on consumer purchase decisions among Shopee marketplace users (Ayuningsari et al., 2026). Similar findings regarding discount promotions were also reported among TikTok Shop consumers, indicating the relevance of promotional incentives in purchasing behavior across different business contexts (Lestari et al., 2026).

The size of this market indicates that dealer competition still requires marketing strategies capable of directing consumers from the information-search stage toward a purchase decision. Research conducted at the Indah Sakti motorcycle showroom in Rantauprapat demonstrates that service quality, promotional efforts, and pricing all exert a positive influence on purchasing decisions; therefore, these three factors warrant joint examination within the motorcycle business sector (Harahap et al., 2023). Such research is also crucial in this sector, as consumer decisions can be influenced by the characteristics of the dealer, the availability of offers, and the transactional experience they have had.

In an increasingly competitive business environment, service quality and promotional activities represent important marketing factors that may influence consumers' evaluation of available products and their subsequent purchase decisions. Service quality reflects a company's ability to provide reliable information, respond to consumer needs, and create satisfactory interactions throughout the purchasing process. Meanwhile, promotional activities can increase consumer awareness and encourage product consideration through attractive offers and effective marketing communication. Lestari and Rahmawati (2026) found that service quality and sales promotion had positive and significant effects on consumer purchase decisions in the retail sector. Similarly, Putri et al. (2025) demonstrated that social media marketing, service quality, and consumer trust positively and significantly influenced purchase decisions in the beauty service industry. Although these studies were conducted in different business sectors, their findings provide relevant empirical support for examining service quality and promotion in motorcycle dealerships, where purchasing decisions involve product information, personal interactions, and promotional incentives.

This phenomenon can be observed at Central Sakti Motor Nusukan Dealer, located at Jalan Kapten Piere Tendean No. 77, Nusukan, Banjarsari, Surakarta. The dealer is described in the draft as part of Central Sakti Group, which is associated with Nusantara Sakti Group, and sells various Honda motorcycle models, including Beat, Vario, Scoopy, Stylo, PCX, CBR150R, CB150X, Supra X, Revo, and CRF150L. In its marketing activities, the dealer provides product consultation, sales personnel who assist consumers, a waiting area, service in accordance with the service book, and service reminders through telephone or WhatsApp. In terms of promotion, the dealer offers down-payment discounts, helmet or jacket bonuses, cashback, light installment schemes, and information dissemination through Instagram and WhatsApp. In terms of price, consumers can choose cash or credit purchases with tenors of 11, 16, 23, and 35 months and adjustable down payments. Although these efforts have been implemented, the dealer's sales data show changes from year to year, namely 1,182 units in 2022, 1,197 units in 2023, 1,271 units in 2024, and 1,294 units in 2025. Monthly data also show fluctuations; for example, sales in January 2022–2025 were 78, 52, 146, and 145 units, respectively, while December sales were 105, 97, 114, and 88 units, respectively. This pattern indicates that annual growth did not occur uniformly in every month, so purchase decisions need to be understood through the marketing factors perceived by consumers. Empirical findings at Yamaha Suryanata Amuntai Dealer found that service quality and price did not affect purchase decisions, whereas promotion did, while the four variables jointly affected purchase decisions (Suhatman et al., 2025). Different results were found at PT Hayati

Pratama Mandiri Padang, where promotion and product quality affected Honda motorcycle purchase decisions (Magdalena & Fauzis, 2023). Research at PT MPM Motor Surabaya also showed a positive and significant relationship between service quality, price, and promotion and purchase decisions (Purba et al., 2020). Research on Honda motorcycles at CV Kodis Motor Pagedangan Tangerang showed that price and promotion affected purchase decisions (Ibrohim & Ariyanto, 2025). These differences reinforce the need to conduct testing at Central Sakti Motor Nusukan.

Price is another important factor in motorcycle purchasing decisions because consumers generally consider the affordability of a vehicle in relation to its perceived quality, functional benefits, and available financing alternatives. In motorcycle dealerships, price evaluations may extend beyond the advertised selling price to include down payments, installment amounts, financing periods, and additional transaction costs. These considerations become particularly relevant when consumers compare several motorcycle models or evaluate offers from competing dealers. Empirical research conducted by Amin and Risal (2025) on Honda Vario 150 purchasing decisions at PT Maulana Jaya Motor found that product quality and product design had positive and significant effects, whereas price had a negative and significant effect on purchase decisions. This finding indicates that the relationship between price and purchase decisions may differ depending on the characteristics of consumers and the marketing context. Therefore, examining price alongside service quality and promotion is necessary to obtain a more comprehensive understanding of purchasing decisions at Central Sakti Motor Nusukan Dealer.

In addition to sales data, field conditions also indicate that consumers have diverse experiences regarding service quality, promotion, and price. Consumer reviews observed on Google Maps in 2026 showed positive assessments of service, including good service, friendly sales personnel, a sense of trust, and experiences in which vehicles were delivered to customers' homes. However, there were also complaints regarding slow staff responses and service perceived as less friendly or slow. Regarding promotion, consumers considered several programs, such as Scoopy promotions, price discounts, and bonuses, to be attractive offers, but there were also complaints about long waiting periods for ordered units, discounts perceived as small, and discrepancies between promotional information and the conditions received by consumers. Regarding price, positive experiences included discounts of up to IDR 1 million for cash purchases of Vario motorcycles, prices considered appropriate, installment availability, and attractive PCX promotions. Conversely, there were complaints about additional white-plate fees that were not explained from the outset and discrepancies between promotional prices and actual conditions. This phenomenon indicates that purchase decisions are not only related to product availability but also to consumers' perceptions of the value received during the transaction process. Empirically, research on Yamaha Mio motorcycle consumers at PT Mandala Motor, Mamuju Regency, found that product quality had a positive and significant effect on purchase decisions, while price and promotion were also tested as part of the purchase-decision model (Hestiana et al., 2023). At PT Hasjrat Abadi Yamaha Sam Ratulangi, product quality, price, and promotion were each found to have a positive and significant effect on purchase decisions and to have a simultaneous effect (Winardy et al., 2021). Conversely, research at Sumber Rejeki Motor Pekanbaru showed that price and promotion did not have a significant effect, whereas service quality had a positive and significant effect on the purchase decision for Yamaha NMAX (Maharani & Wiyadi, 2024). This inconsistency provides a rational basis for re-evaluating the quality of service, promotion, and pricing at Honda outlets that cater to distinct dealer and consumer profiles.

The development of digital communication has also created additional considerations in understanding consumer purchasing behavior, particularly regarding access to promotional information and evaluations of previous customer experiences. Online reviews and digital marketing channels allow prospective buyers to obtain information about service experiences, product availability, promotional offers, and potential transaction-related problems before visiting a dealership. Hariyanto et al. (2025) found that online customer reviews on Google Maps had a significant effect on purchase decisions among

young consumers in a coffee shop setting, indicating the potential relevance of publicly available consumer evaluations in purchasing behavior. Furthermore, Amin et al. (2026) reported that price and promotion did not have significant direct effects on purchase decisions in their study of Kebab Sanna consumers, although promotion significantly influenced brand image. These findings demonstrate that marketing variables may produce different results across consumer groups and business contexts. Consequently, further examination of service quality, promotion, and price is justified in the specific context of Central Sakti Motor Nusukan Dealer, where these three factors are evaluated as direct predictors of motorcycle purchase decisions.

From a marketing perspective, a purchase decision can be understood as the result of consumers' evaluation of various alternatives before determining the product to be purchased. At a motorcycle dealer, this process can be influenced by the quality of interaction with sales personnel, clarity of information, ease of obtaining services, attractiveness of promotions, and affordability and appropriateness of prices. Service quality is important because consumers interact directly with dealers before and after transactions, while promotion functions to communicate product benefits, incentives, and information to prospective buyers. Price is a consideration because motorcycle purchases generally involve relatively large expenditures and can be made through cash or credit schemes. Empirical evidence supports the relationship among these three factors but shows variation in the findings. Research on the purchase decision for Honda Beat motorcycles at Honda Dealer PT Virgi Motor Bekasi found that price and service quality had positive and significant effects, whereas promotion did not have a significant effect (Widjaja & Wildan, 2023). Research on Honda Scoopy motorcycles at PT Hayati Kinali Branch showed that promotion and price had significant effects on purchase decisions, indicating that both aspects remain relevant when consumers choose motor vehicles (Bindarto, 2022). Meanwhile, research on marketplaces showed that service quality, promotion, and product price could have positive and significant effects on purchase decisions, with brand image serving as a mediating variable (Hikmah et al., 2025). These findings indicate that test results may be influenced by the characteristics of the object, consumers, products, and marketing strategies applied. Therefore, the relationships among marketing factors need to be interpreted according to the context of the object and the characteristics of its consumers. Based on the empirical conditions and inconsistent findings, this study aims to analyze the effect of service quality, promotion, and price on the purchase decision of Honda motorcycles at Central Sakti Motor Nusukan Dealer. The problem-solving approach is conducted by measuring consumer perceptions of the three variables and testing their effects on purchase decisions both partially and simultaneously.

2. Literature Review

2.1 Service Quality

Service quality refers to the ability of a company or service provider to consistently deliver services that meet consumer needs and expectations. In motorcycle dealerships, service quality plays an important role in shaping consumer experiences because purchasing a motorcycle involves interactions between consumers and sales personnel before, during, and after transactions. Service quality can be evaluated through five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles. These dimensions reflect the ability of dealerships to provide accurate information, respond to consumer inquiries, establish confidence, understand consumer needs, and maintain appropriate service facilities. Effective service delivery may reduce consumer uncertainty and strengthen confidence in purchasing decisions. Previous research on Go-Food services demonstrated that service quality was significantly associated with purchasing decisions, indicating the importance of service interactions in consumer evaluations (Zaky & Putra, 2025).

Empirical studies have demonstrated that service quality is associated with consumer purchasing decisions, although the significance of this relationship varies across business contexts. Research in the retail and beauty service sectors found that service quality had a positive and significant effect on purchasing decisions, emphasizing the importance of satisfactory consumer experiences (Zaky & Putra, 2025; Ramadhan et al., 2025). Similarly, research at PT MPM Motor Surabaya identified

a positive and significant relationship between service quality and motorcycle purchase decisions (Purba et al., 2020). However, different findings were reported at PT SJKM Titipapan, where service quality did not have a significant partial effect on Yamaha motorcycle purchasing decisions (Sitinjak et al., 2023). These inconsistencies indicate that the relationship between service quality and purchasing decisions may differ according to consumer characteristics and dealership conditions. Therefore, further investigation is necessary to determine the relationship between service quality and Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

2.2 Promotion

Promotion refers to marketing communication activities designed to provide information, communicate product benefits, attract consumer attention, and encourage purchasing behavior. Promotional strategies help companies introduce products and communicate the additional value offered to prospective consumers. In motorcycle dealerships, promotional activities commonly include price discounts, cashback, merchandise bonuses, installment programs, financing incentives, and marketing communication through social media. The effectiveness of promotion depends not only on the attractiveness of promotional offers but also on their frequency, quality, quantity, timing, and suitability for targeted consumers. Promotional activities may influence purchasing decisions by increasing perceived benefits and encouraging consumers to evaluate available product alternatives. Previous research demonstrated that consumers' perceptions of promotional benefits were associated with purchasing attitudes and behavioral intentions, highlighting the importance of economic and psychological considerations in promotional strategies (Jee, 2021).

Previous empirical studies provide evidence regarding the relationship between promotion and consumer purchasing decisions. Research in the retail sector found that sales promotion positively and significantly influenced purchasing decisions, demonstrating the relevance of promotional incentives in encouraging consumer purchases (Zaky & Putra, 2025). Similar findings were reported at Yamaha Suryanata Amuntai Dealer, where promotion significantly influenced motorcycle purchasing decisions (Suhatman et al., 2025). Research on Honda Scoopy motorcycles at PT Hayati Kinali Branch also identified a significant relationship between promotion and purchase decisions (Bindarto, 2022). However, research involving Kebab Sanna consumers revealed that promotion did not have a significant direct effect on purchasing decisions, although it significantly influenced brand image (Maharani & Wiyadi, 2024). These differences suggest that promotional effectiveness may depend on product characteristics, consumer perceptions, and marketing strategies. Accordingly, this study examines promotion as an independent variable influencing Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

2.3 Price

Price represents the monetary value consumers must sacrifice to obtain a product or service and constitutes an important consideration in the purchasing decision-making process. From a consumer perspective, price involves not only the nominal cost of a product but also perceptions of affordability, fairness, competitiveness, and conformity with the benefits received. In motorcycle purchasing decisions, price considerations become increasingly complex because consumers may choose between cash payments and credit financing arrangements. Consequently, consumers may evaluate selling prices, down-payment requirements, installment amounts, financing periods, and additional transaction costs before purchasing a motorcycle. Price perceptions are closely associated with consumers' financial capabilities and their evaluations of product quality and benefits. Previous research demonstrated that price significantly influenced Yamaha motorcycle purchasing decisions, supporting its relevance as a marketing variable in the automotive sector (Sitinjak et al., 2023).

Previous studies have reported different findings regarding the relationship between price and purchasing decisions. Research on Honda Scoopy motorcycles at PT Hayati Kinali Branch found that price significantly influenced consumer purchasing decisions, indicating that price considerations remain relevant when selecting motorcycle products (Bindarto, 2022). However, research on Honda Vario 150 motorcycles at PT Maulana Jaya Motor

identified a negative and significant relationship between price and purchase decisions, whereas product quality and product design demonstrated positive and significant effects (Darise et al., 2025). Furthermore, research involving Kebab Sanna consumers found that price had a positive but statistically insignificant direct relationship with purchasing decisions (Maharani & Wiyadi, 2024). These differences suggest that price-related relationships may vary according to product characteristics, consumer purchasing power, and the measurement of price perceptions. Therefore, this study examines price through affordability, conformity with product quality and benefits, and purchasing power or price competitiveness to determine its relationship with Honda motorcycle purchase decisions.

2.4 Purchase Decision

A purchase decision refers to the process through which consumers evaluate available alternatives and determine which products or services to purchase. The consumer purchasing process generally involves identifying needs, searching for information, evaluating alternatives, making purchasing decisions, and assessing post-purchase experiences. In the motorcycle industry, purchasing decisions may involve evaluating product specifications, brand preferences, selling prices, financing facilities, dealership reputation, promotional offers, and service quality. The development of digital communication has also influenced consumers' access to information through social media, online reviews, and digital marketing platforms. Research on Google Maps customer reviews demonstrated that online consumer evaluations significantly influenced purchasing decisions among young consumers in a coffee shop setting, indicating the relevance of digital information in consumer decision-making (Widnyani et al., 2025). Other research has highlighted the relationships among service quality, consumer trust, perceived risk, and online purchase decisions (Sutisna et al., 2023; Petcharat & Leelasantitham, 2021).

In the motorcycle industry, purchase decisions may be associated with several interconnected marketing factors, including service quality, promotion, and price. Research conducted at the Indah Sakti motorcycle showroom demonstrated that service quality, product quality, promotion, and price were significant factors associated with motorcycle purchasing decisions (Harahap et al., 2023). Similar findings were reported at PT MPM Motor Surabaya, where service quality, price, and promotion demonstrated significant relationships with consumer purchase decisions (Purba et al., 2020). These findings suggest that motorcycle purchasing decisions should be examined through multiple marketing dimensions rather than through a single factor. In the present study, purchase decisions are measured through consumer confidence in product selection, purchasing habits, recommendations to others, and repeat-purchase behavior, as specified in the research instrument. These indicators are used to evaluate consumers' purchasing-related responses and examine their relationships with service quality, promotion, and price at Central Sakti Motor Nusukan Dealer.

2.5 Hypothesis Development

2.5.1 The Effect of Service Quality on Purchase Decisions

Service quality is expected to influence consumer purchasing decisions because satisfactory service experiences may strengthen consumers' confidence when evaluating products and purchasing alternatives. In motorcycle dealerships, reliable information, responsive communication, employee friendliness, and appropriate assistance can reduce uncertainty and support consumer evaluations throughout the transaction process. Consumers who receive accurate product explanations and satisfactory service may develop more favorable perceptions of the dealership and its products. Therefore, higher perceived service quality is expected to be associated with more favorable purchasing decisions. Previous research demonstrated that service quality had a positive and significant relationship with consumer purchasing decisions in the retail and beauty service sectors, supporting the relevance of service performance in purchasing behavior (Zaky & Putra, 2025; Ramadhan et al., 2025).

Empirical research in the motorcycle industry provides further support for the relationship between service quality and purchasing decisions. Research at PT MPM Motor Surabaya demonstrated that service quality positively and significantly influenced motorcycle purchase decisions (Purba et al., 2020). However, contrasting findings were

reported at PT SJKM Titipapan, where service quality did not demonstrate a significant partial relationship with Yamaha motorcycle purchasing decisions (Sitinjak et al., 2023). These inconsistencies indicate that the relationship between service quality and purchasing decisions requires further examination across different dealership environments. Considering the importance of consumer interactions and the variations in previous findings, this study proposes that service quality has a positive relationship with Honda motorcycle purchasing decisions at Central Sakti Motor Nusukan Dealer.

H1: Service quality has a positive and significant effect on Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

2.5.2 The Effect of Promotion on Purchase Decisions

Promotion is expected to influence purchasing decisions because promotional activities communicate product benefits, increase consumer awareness, and provide incentives that encourage product consideration. In motorcycle dealerships, promotional programs such as discounts, cashback, bonuses, and financing incentives may increase the perceived attractiveness of available motorcycle models. Promotional effectiveness also depends on the clarity of information, the appropriateness of promotional timing, and the suitability of offers for targeted consumer groups. Consumers who perceive promotional activities as beneficial may develop more favorable evaluations of a product before making purchasing decisions. Previous research demonstrated that perceived promotional benefits were associated with consumers' purchasing attitudes and behavioral intentions, emphasizing the importance of promotional value in purchasing behavior (Jee, 2021).

Previous studies have demonstrated significant relationships between promotional activities and consumer purchasing decisions. Research in the retail sector found that sales promotion positively and significantly influenced purchase decisions (Zaky & Putra, 2025). Similarly, research at Yamaha Suryanata Amuntai Dealer and PT Hayati Kinali Branch demonstrated that promotion significantly influenced motorcycle purchasing decisions (Suhatman et al., 2025; Bindarto, 2022). However, different findings were reported in research involving Kebab Sanna consumers, where promotion did not have a significant direct relationship with purchase decisions (Maharani & Wiyadi, 2024). These differences suggest that promotional effectiveness may vary according to consumer characteristics, product categories, and marketing environments. Therefore, further investigation is necessary to examine the relationship between promotion and Honda motorcycle purchasing decisions at Central Sakti Motor Nusukan Dealer.

H2: Promotion has a positive and significant effect on Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

2.5.3 The Effect of Price on Purchase Decisions

Price is expected to influence consumer purchasing decisions because consumers evaluate the financial costs of obtaining a product in relation to its perceived quality, benefits, and available alternatives. Consumers generally consider affordability, price competitiveness, and conformity between the amount paid and the benefits obtained before deciding to purchase a product. In motorcycle dealerships, price evaluations may include selling prices, financing options, down payments, installment obligations, and additional transaction costs. Favorable perceptions of affordability and price suitability may encourage consumers to select a motorcycle that meets their financial capabilities and purchasing expectations. Previous research demonstrated that price had a significant relationship with Yamaha motorcycle purchasing decisions, highlighting the relevance of price evaluations within the automotive market (Sitinjak et al., 2023).

Empirical studies have reported varying results concerning the relationship between price and purchase decisions. Research on Honda Scoopy motorcycles at PT Hayati Kinali Branch demonstrated that price significantly influenced consumer purchasing decisions (Bindarto, 2022). However, research on Honda Vario 150 motorcycles at PT Maulana Jaya Motor identified a negative and significant relationship between price and purchase decisions (Darise et al., 2025). Furthermore, research involving Kebab Sanna consumers found that price had a positive but statistically

insignificant direct relationship with purchasing decisions (Maharani & Wiyadi, 2024). These differences suggest that price-related relationships may depend on product characteristics, consumer purchasing power, and how price perceptions are measured. In the present study, higher price scores represent more favorable evaluations of affordability, appropriateness, and competitiveness. Therefore, price is expected to have a positive relationship with Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

H3: Price has a positive and significant effect on Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

2.6 Conceptual Framework

The conceptual framework of this study is developed based on the theoretical relationships and empirical evidence concerning service quality, promotion, price, and consumer purchase decisions. Service quality represents consumers' evaluations of service reliability, responsiveness, assurance, empathy, and physical service facilities. Promotion reflects marketing communication activities and incentives intended to increase consumer awareness and encourage product consideration. Price represents consumers' perceptions of affordability, competitiveness, and conformity between financial costs and product benefits. Purchase decision is positioned as the dependent variable representing consumers' purchasing-related evaluations and responses. Previous research has demonstrated that service quality, promotion, and price are associated with motorcycle purchasing decisions, although the direction and significance of their relationships may vary across different research contexts (Harahap et al., 2023; Purba et al., 2020).

Based on the theoretical considerations and empirical findings, this study positions service quality (X1), promotion (X2), and price (X3) as independent variables, while purchase decision (Y) serves as the dependent variable. The conceptual framework proposes three positive direct relationships, represented by H1, H2, and H3, which are examined through multiple linear regression analysis. In addition to evaluating the partial relationship of each independent variable with purchasing decisions, the study examines their simultaneous contribution to explaining variations in the dependent variable. Previous research has reported differences in the significance of marketing variables across business contexts, reinforcing the importance of conducting empirical testing within specific dealership environments (Darise et al., 2025; Suhatman et al., 2025; Sitinjak et al., 2023). Accordingly, the proposed conceptual framework provides the analytical foundation for examining the relationships between service quality, promotion, price, and Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer.

3. Results and Discussion

3.1 Respondent Characteristics

This study involved 100 consumers who had purchased Honda motorcycles at Central Sakti Motor Nusukan Dealer. Respondent characteristics included gender, age, occupation, income, and purchase frequency.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	32	32%
	Female	68	68%
Age	18–23 years	18	18%
	24–29 years	59	59%
	30–35 years	15	15%
	>35 years	8	8%
Occupation	Student	13	13%
	Employee	63	63%
	Entrepreneur	8	8%
	Other	16	16%
Income	Rp1.000.000–Rp2.000.000	8	8%
	Rp2.000.000–Rp3.000.000	68	68%
	>Rp3.000.000	24	24%
Purchase frequency	Once	87	87%
	>1 time	13	13%

Based on Table 1, of the 100 respondents, 68 (68%) were female and 32 (32%) were male. The largest age group was 24–29 years, consisting of 59 respondents (59%). In terms of occupation, the majority of respondents were employees, totaling 63 respondents (63%). Regarding income, most respondents had an income of IDR 2,000,000–IDR 3,000,000, totaling 68 respondents (68%). Based on purchase frequency, 87 respondents (87%) made one purchase. These findings indicate that the respondents were predominantly young adults with employment backgrounds and relatively limited purchasing frequency. The distribution of income levels provides relevant context for understanding consumers'

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evaluations of motorcycle affordability, financing options, and promotional offers. Overall, these demographic characteristics describe the consumer profile represented in the study and provide a contextual basis for interpreting the relationships between service quality, promotion, price, and purchase decisions.

4.2 Instrument Test Results

Validity testing was conducted using Pearson Product Moment correlation at a 5% significance level. Based on the available data, validity decisions were determined using a p-value criterion of < 0.05. The r-table and r-count values were not available in the research data and therefore are not reported.

Table 2. Instrument Validity Test Results

Variable	Item	p-value	Criterion	Decision
Service quality (X1)	X1.1–X1.5	0.000	<0.05	Valid
Promotion (X2)	X2.1	0.001	<0.05	Valid
	X2.2–X2.5	0.000	<0.05	Valid
Price (X3)	X3.1–X3.2	0.000	<0.05	Valid
	X3.3	0.011	<0.05	Valid
	X3.4–X3.5	0.000	<0.05	Valid
Purchase decision (Y)	Y1–Y5	0.000	<0.05	Valid

Based on Table 2, all 20 statement items had p-values < 0.05. For service quality, all items obtained a p-value of 0.000. For promotion, p-values ranged from 0.000 to 0.001, while price ranged from 0.000 to 0.011. All purchase-decision items obtained a p-value of 0.000. Thus, all statement items were declared valid.

Table 3. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Service quality (X1)	0.777	5	Reliable
Promotion (X2)	0.881	5	Reliable
Price (X3)	0.900	5	Reliable
Purchase decision (Y)	0.916	5	Reliable

Based on Table 3, the Cronbach's Alpha values for all variables were above 0.60. Service quality obtained a value of 0.777, promotion 0.881, price 0.900, and purchase decision 0.916. Thus, all instruments met the reliability criteria and could be used for further analysis.

4.3 Classical Assumption Test Results

Table 4. Classical Assumption Test Results

Test	Variable/ Statistic	Value	Criterion	Decision
Normality	Kolmogorov–Smirnov	0.200	≥0.05	Normal
Heteroscedasticity	Service quality	0.400	≥0.05	No heteroscedasticity
	Promotion	0.100	≥0.05	No heteroscedasticity
	Price	0.853	≥0.05	No heteroscedasticity
Multicollinearity	Service quality	Tolerance 0.439; VIF 2.277	>0.10; <10	No multicollinearity
	Promotion	Tolerance 0.343; VIF 2.915	>0.10; <10	No multicollinearity
	Price	Tolerance 0.354; VIF 2.825	>0.10; <10	No multicollinearity
Autocorrelation	Runs Test	0.841	≥0.05	No autocorrelation

Based on Table 4, the normality-test significance value of 0.200 indicates that the residuals were normally distributed. The heteroscedasticity-test significance values for service quality, promotion, and price were 0.400, 0.100, and 0.853, respectively. All tolerance values were above 0.10 and VIF values were below 10. The autocorrelation test produced a significance value of 0.841. Thus, all assumptions required for regression analysis were met.

4.4 Descriptive Statistics and Discussion

Table 5. Descriptive Statistics of Research Variables

Variable	Mean value
Service quality (X1)	3.45
Promotion (X2)	3.44
Price (X3)	3.51
Purchase decision (Y)	3.59

Based on Table 5, the mean values were 3.59 for purchase decision, 3.51 for price, 3.45 for service quality, and 3.44 for promotion. For purchase decision, the highest value was found for the statement concerning confidence in making a purchase decision, at 3.64. Service quality had the highest value of 3.47 for accurate service that was in accordance with what was promised. Promotion had the highest value of 3.53 for the variety of promotional forms, while price had the highest value of 3.63 for conformity with consumers' financial capabilities.

4.5 The Effect of Service Quality on Purchase Decisions

Table 6. Results of Multiple Linear Regression Analysis

Variable	B	Std.	Beta	t	Sig.

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		Error			
Constant	0.947	1.101	–	0.860	0.392
Service quality (X1)	0.355	0.089	0.316	3.979	0.000
Promotion (X2)	0.446	0.090	0.445	4.952	0.000
Price (X3)	0.183	0.090	0.179	2.021	0.046

Based on Table 6, the regression equation obtained was Y = 0.947 + 0.355X1 + 0.446X2 + 0.183X3 + e. The service-quality coefficient was 0.355, with a t-value of 3.979 and a significance value of 0.000 < 0.05. These results indicate that service quality had a positive and significant effect on purchase decisions. Therefore, the first hypothesis was accepted.

The mean value of service quality was 3.45, with the highest indicator being accurate service in accordance with what was promised, at 3.47, while the lowest indicator was the ability to understand consumers' needs and wants, at 3.43. These findings indicate that consumers gave relatively favorable assessments of dealer services, and improvements in service quality were associated with increased purchase decisions.

This result is consistent with research showing that service quality significantly affected the purchase decision of Honda Scoopy motorcycles at Wahana Jatake Tangerang (Susanto et al., 2023). This similarity strengthens the finding that service quality is one of the considerations consumers take into account when making a purchase decision for Honda motorcycles.

4.6 The Effect of Promotion on Purchase Decisions

Based on Table 6, promotion had a regression coefficient of 0.446, a t-value of 4.952, and a significance value of 0.000 < 0.05. These results indicate that promotion had a positive and significant effect on purchase decisions. Therefore, the second hypothesis was accepted.

The promotion variable had a mean value of 3.44. The highest indicator was the variety of attractive promotions, at 3.53, while the lowest indicator was the ability of promotions to reach all consumer segments, at 3.36. The standardized Beta for promotion was 0.445, the largest among service quality at 0.316 and price at 0.179. Thus, promotion had the largest standardized Beta coefficient in this research model.

This finding is consistent with Harahap et al., who found that promotion had a significant effect on motorcycle purchase decisions at Indah Sakti Showroom (Harahap et al., 2023). This finding supports the present study's result that attractive and varied promotional activities can be a consideration for consumers when making purchase decisions.

4.7 The Effect of Price on Purchase Decisions

Based on Table 6, price had a regression coefficient of 0.183, a t-value of 2.021, and a significance value of 0.046 < 0.05. These results indicate that price had a positive and significant effect on purchase decisions. Therefore, the third hypothesis was accepted.

The price variable had a mean value of 3.51. The highest indicator was the conformity of price with consumers' financial capabilities, at 3.63, while the lowest indicator was the affordability of Honda motorcycle prices, at 3.38. This finding indicates that price conformity with consumers' financial capabilities was the aspect receiving the highest assessment from respondents. These results suggest that transparent pricing information and flexible financing options may help consumers evaluate motorcycle purchases according to their financial capabilities and perceived product benefits.

This finding is consistent with Asih and Maulana, who found that price had a positive and significant effect on motorcycle purchase decisions at CV Andalas Motor Bengkalis Dealer (Bindarto, 2022). This result strengthens the finding that price considerations are one of the factors associated with consumers' decisions when purchasing motorcycles.

4.8 The Simultaneous Effect of Service Quality, Promotion, and Price on Purchase Decisions

Table 7. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.549.269	3	516.423	88.125	0.000
Residual	562.571	96	5.860	–	–
Total	2.111.840	99	–	–	–

Based on Table 7, the F-test produced an F-value of 88.125 with a significance value of 0.000 < 0.05. Thus, service quality, promotion, and price simultaneously had a significant effect on the purchase decision of Honda motorcycles at Central Sakti Motor Nusukan Dealer.

These results indicate that purchase decisions in this study were associated with a combination of service quality, promotion, and price. This finding is consistent with Gunawan

and Ratmono, who found that price, promotion, and service quality simultaneously had positive and significant effects on the purchase decision of Honda Beat motorcycles (Purba et al., 2020). The similarity in results strengthens the empirical evidence that these three variables are jointly associated with purchase decisions in the motorcycle sales context.

4.9 Coefficient of Determination

Table 8. Coefficient of Determination Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.857	0.734	0.725	2.421

Based on Table 8, the R value was 0.857, R Square was 0.734, and Adjusted R Square was 0.725. The Adjusted R Square value indicates that service quality, promotion, and price jointly explained 72.5% of the variation in purchase decisions, while the remaining 27.5% was explained by other factors outside the research model. The Std. Error of the Estimate was 2.421.

4.10 Disussion

The findings of this study demonstrate that service quality, promotion, and price are positively and significantly associated with Honda motorcycle purchase decisions at Central Sakti Motor Nusukan Dealer, both individually and simultaneously. These results indicate that consumer purchasing decisions are related not only to the characteristics of the products offered but also to consumers' evaluations of dealership services, promotional activities, and pricing suitability. The regression analysis shows that promotion has the strongest standardized relationship with purchase decisions, followed by service quality and price. This pattern suggests that the relative importance of marketing variables may differ according to consumer characteristics and the specific business environment. Previous research in the motorcycle industry has similarly demonstrated that service quality, promotion, and price are significant factors associated with consumers' purchasing decisions, supporting the relevance of examining these variables within the automotive retail sector (Harahap et al., 2023; Purba et al., 2020).

The respondent characteristics provide additional context for understanding the research findings. Most respondents were female (68%), aged 24–29 years (59%), employed (63%), and earning between IDR 2,000,000 and IDR 3,000,000 per month (68%). Furthermore, 87% of respondents reported having purchased a motorcycle only once. These characteristics indicate that the sample predominantly represents young adult consumers with employment backgrounds and relatively limited purchasing frequency. The distribution of income and purchase frequency provides a relevant context for interpreting perceptions of price affordability, promotional incentives, and service quality. Nevertheless, demographic characteristics were not included as independent variables in the regression model, so the study cannot establish whether gender, age, occupation, or income significantly influenced purchase decisions. Previous studies have emphasized that consumer purchase decisions can be associated with multiple marketing considerations, including product-related evaluations, service experiences, and promotional offers (Harahap et al., 2023; Hikmah et al., 2025).

Regarding service quality, the regression analysis produced a positive coefficient of 0.355, a standardized Beta of 0.316, and a significance value below 0.001. These findings indicate that higher perceived service quality was significantly associated with higher purchase-decision scores after controlling for promotion and price. Service quality may be particularly relevant in motorcycle dealerships because consumers require accurate product information, clear financing explanations, responsive communication, and satisfactory assistance during the purchasing process. The descriptive results support this interpretation, with service quality obtaining an overall mean score of 3.45. However, the relatively lower assessment of the dealer's ability to understand consumer needs, with a mean score of 3.43, indicates an aspect that may require managerial attention. These findings are consistent with previous research demonstrating that service quality significantly influenced Honda Scoopy motorcycle purchase decisions at Wahana Jatake Tangerang (Susanto et al., 2023). Similar findings have been reported in retail and beauty service industries, where service quality demonstrated positive and significant relationships with consumers' purchasing decisions (Zaky & Putra, 2025; Ramadhan et al., 2025).

Nevertheless, the significant relationship between service quality and purchase decisions

in the present study differs from research conducted at PT SJKM Titipapan, which found that service quality did not have a statistically significant partial effect on Yamaha motorcycle purchase decisions (Sitinjak et al., 2023). This difference suggests that the relevance of service quality may vary across dealerships and consumer populations. Variations in service standards, consumer expectations, competitive conditions, and the relative importance of other marketing factors may contribute to differences in empirical findings. However, these possibilities were not directly examined in the present study and should therefore be interpreted as potential explanations rather than established causes. From a practical perspective, the findings suggest that Central Sakti Motor Nusukan Dealer should prioritize service responsiveness, employee communication skills, product-information accuracy, and personalized assistance to strengthen consumers' evaluations of dealership services.

Promotion emerged as the independent variable with the largest standardized regression coefficient, with a Beta value of 0.445, an unstandardized coefficient of 0.446, and a significance value below 0.001. These results indicate that promotional evaluations had the strongest positive standardized association with purchasing decisions among the three variables included in the model. Promotional activities may provide consumers with information and additional economic incentives when evaluating different motorcycle models and purchasing alternatives. In the context of Central Sakti Motor Nusukan Dealer, promotional programs include discounts, cashback, bonuses, installment offers, and marketing communication through digital platforms. The descriptive analysis showed that promotion obtained an overall mean score of 3.44, with the highest assessment related to the variety of promotional offers (3.53). Conversely, the lowest assessment concerned the ability of promotional activities to reach all consumer segments (3.36). These findings suggest that although consumers evaluated the variety of promotional offers relatively favorably, the accessibility and distribution of promotional information may require improvement. Previous research in the motorcycle industry similarly identified promotion as a significant factor in purchasing decisions, supporting the relevance of promotional strategies in automotive marketing (Suhatman et al., 2025; Harahap et al., 2023).

The significance of promotion is also supported by research in the retail sector, which found that sales promotion had a positive and significant effect on consumer purchase decisions (Zaky & Putra, 2025). However, different findings were reported in research involving Kebab Sanna consumers, where promotion did not have a significant direct effect on purchase decisions, although it positively and significantly influenced brand image (Maharani & Wiyadi, 2024). This difference suggests that promotional effectiveness may depend on the characteristics of the product, consumers' expectations, and the relevance of the promotional incentives offered. In the present study, the relatively strong association between promotion and purchase decisions indicates that promotional activities represent an important area of managerial consideration. Therefore, the dealership may benefit from improving the clarity of promotional information, expanding communication through social media, and ensuring that discounts, bonuses, and financing incentives are communicated consistently and transparently. Such measures may improve consumers' access to promotional information, although their effectiveness in increasing actual purchases would require further evaluation.

Regarding price, the regression analysis produced a positive coefficient of 0.183, a standardized Beta value of 0.179, and a significance value of 0.046. Although price exhibited the smallest standardized regression coefficient, its relationship with purchase decisions remained statistically significant at the 5% level. This finding indicates that favorable consumer evaluations of price affordability, price appropriateness, and financial suitability were associated with more favorable purchasing decisions. The descriptive analysis showed that price obtained a mean score of 3.51, which was higher than the mean scores for service quality and promotion. The highest price-related assessment concerned conformity with consumers' financial capabilities (3.63), whereas the lowest concerned the affordability of Honda motorcycle prices (3.38). These findings suggest that consumers distinguished between

the general affordability of motorcycles and the suitability of available purchasing arrangements for their financial circumstances. Previous research has also demonstrated that price is significantly related to motorcycle purchasing decisions, emphasizing its relevance in consumers' purchasing evaluations (Bindarto, 2022; Bindarto, 2022).

However, the positive relationship identified in the present study differs from research on Honda Vario 150 purchasing decisions at PT Maulana Jaya Motor, which found that price had a negative and significant effect on purchase decisions (Darise et al., 2025). Another study involving Kebab Sanna consumers reported that price had a positive but statistically insignificant direct relationship with purchase decisions (Maharani & Wiyadi, 2024). These different findings suggest that the direction and significance of price relationships may depend on the measurement of price perceptions, product characteristics, and consumer evaluations. Importantly, the positive regression coefficient in the present study does not indicate that increasing the nominal selling price would increase purchasing decisions. Instead, because the price variable measures consumers' evaluations of affordability and appropriateness, the coefficient indicates that more favorable price perceptions were associated with higher purchase-decision scores. Accordingly, dealership management may consider improving price transparency, providing clear financing alternatives, and communicating the total financial obligations associated with cash and credit purchases.

The simultaneous regression analysis further demonstrates that service quality, promotion, and price jointly formed a statistically significant model for explaining purchase decisions, as indicated by an F-value of 88.125 and a significance value below 0.001. The coefficient of determination analysis produced an R Square value of 0.734 and an Adjusted R Square value of 0.725, indicating that the three independent variables collectively accounted for a substantial proportion of the observed variation in purchase-decision scores. These findings support the relevance of an integrated marketing approach in understanding motorcycle purchase decisions. Previous research on Honda Beat motorcycles at CV Istana Motor Bandar Jaya similarly found that price, promotion, service quality, and product design jointly had a positive and significant relationship with purchase decisions (Purba et al., 2020). Research involving motorcycle consumers at the Indah Sakti Showroom also reported significant relationships between purchasing decisions and several marketing variables, including service quality, promotion, and price (Harahap et al., 2023). The consistency of these results provides additional empirical support for examining multiple marketing factors when analyzing purchasing decisions within the automotive sector.

Despite the substantial explanatory power of the regression model, purchase decisions may also be associated with additional factors that were not examined in the present study. Previous research on Honda Vario 150 motorcycles demonstrated that product quality and product design were significantly related to purchasing decisions, indicating that product-related evaluations may complement the marketing variables included in the present model (Darise et al., 2025). Research in marketplace settings has also identified the relevance of brand image in the relationships between service quality, promotion, price, and purchasing decisions (Hikmah et al., 2025). Furthermore, research on online customer reviews through Google Maps demonstrated that digital consumer evaluations were significantly associated with purchase decisions in a different business setting, suggesting that online information may represent a relevant variable for future investigation (Widnyani et al., 2025). These findings indicate that future research could expand the present model by examining product quality, brand image, consumer trust, financing facilities, and online customer reviews to obtain a more comprehensive understanding of motorcycle purchasing decisions.

From a theoretical perspective, this study contributes empirical evidence regarding the relationships between service quality, promotion, price, and purchase decisions in the context of a Honda motorcycle dealership. The findings reinforce the relevance of integrating service-related experiences, promotional evaluations, and price perceptions within a single purchasing-decision model. The stronger standardized relationship observed for promotion also highlights the importance of considering the relative contribution of

marketing variables rather than assuming that all factors have equivalent relationships with purchasing decisions. From a practical perspective, the results suggest that Central Sakti Motor Nusukan Dealer should consider an integrated marketing strategy that combines responsive customer service, accessible and transparent promotional activities, and pricing arrangements consistent with consumers' financial capabilities. These recommendations are based on the observed statistical associations and should be evaluated further before their effectiveness in improving sales performance can be established.

Finally, several limitations should be considered when interpreting the findings. The study involved 100 respondents selected through purposive sampling at a single Honda motorcycle dealership, which limits the generalizability of the results to other dealerships and consumer populations. Furthermore, the use of self-reported questionnaire data may introduce response-related biases, while the cross-sectional research design does not establish causal relationships between the independent variables and purchase decisions. The analysis was also limited to three marketing variables, leaving other potential determinants outside the estimated model. Future research is therefore recommended to include larger and more diverse samples, compare multiple motorcycle dealerships, and incorporate additional explanatory variables. Longitudinal or intervention-based research may also provide further evidence regarding how changes in dealership services, promotional strategies, and pricing arrangements relate to consumer purchasing behavior over time.

4. Closing

Based on the research results, it can be concluded that service quality, promotion, and price each had positive and significant effects on the purchase decision of Honda motorcycles at Central Sakti Motor Nusukan Dealer. These findings indicate that the three factors are relevant aspects in influencing consumer purchase decisions in the dealer context studied. Scientifically, this study provides empirical evidence for understanding motorcycle purchase decisions by showing that service, promotion, and price play meaningful roles in explaining consumer decisions in the local market context. The Adjusted R Square value of 72.5% indicates that service quality, promotion, and price explained 72.5% of the variation in purchase decisions, while the remaining 27.5% was influenced by factors outside the research model. For Central Sakti Motor Nusukan Dealer, service quality needs to be continuously improved, particularly in understanding consumers' needs and wants. The effectiveness of promotional activities should also be strengthened by expanding reach through social media and digital platforms and by implementing more innovative programs. In addition, the dealer needs to maintain competitive prices by providing financing options, affordable down payments, and discount programs. This study has limitations because it uses only three independent variables and was conducted among consumers of Central Sakti Motor Nusukan Dealer; therefore, its findings cannot be broadly generalized to Honda dealers in other areas. The use of questionnaires may also introduce subjectivity based on respondents' perceptions and experiences. In addition, the cross-sectional design only describes conditions at one point in time and does not explain changes in consumer behavior over the long term. Future research is recommended to add other variables, such as product quality, brand image, location, financing facilities, consumer trust, and word of mouth, as well as to expand the research objects or compare several Honda dealers to obtain a more comprehensive understanding.

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