

Buying Motorcycles: What Part Does the Marketing Mix Play

Gilang Sekar Tadjie¹

Sekolah Tinggi Ilmu Ekonomi Miftahul Huda

Yayat Sudrajat²

Sekolah Tinggi Ilmu Ekonomi Miftahul Huda

Correspondence : Gilang Sekar Tadjie (sekartajie0328@gmail.com)

Abstract

The purpose of this study is to determine the extent to which motorcycle purchase decisions at PT. Daya Anugrah Mandiri Bandung are influenced by variables in the marketing mix. According to this study, a variety of factors influence consumers' decision to buy. From low fuel consumption, well-known brands, stylish looks, quantity and quality, limited edition models, and a host of other considerations. Additionally, it is quite challenging to pique consumers' interest in buying four-wheeled cars due to competition among marketers. Multiple linear regression is employed as an analytical tool for qualitative description, together with partial and simultaneous hypothesis testing. In this study, 45 respondents served as samples, and sampling was done using the Roscoe technique. The study's findings indicate that, according to the t test results, there isn't a positive or significant influence on any variable's ability to influence decisions made at PT. Daya Anugrah Mandiri Bandung about purchases.

Keywords: Goods, Cost, Purchasing choice

Introduction

Consumers of four-wheeled vehicles have grown significantly. Mitsubishi brand products, which have been available in Indonesia for a long time and have many benefits, are also ones that should be considered because they are still in demand and meet the needs of rugged, affordable, and upscale transportation in the face of fierce competition brought on by the influx of numerous new competitors. As a result, the business that is responsible for the Mitsubishi brand's success in Indonesia is growing.

This technique is acknowledged globally and has demonstrated its superiority on multiple occasions. In order to meet the needs and demands of its customers, Mitsubishi has also created technology that enables it to introduce a wide range of inventive and diverse motorbike models, each with a million benefits, at different price points onto the market today.

Because of this, it is crucial for businesses to analyse the decisions made when making purchases. This is necessary in order for businesses to consistently grow their volume of sales, namely by examining the elements or characteristics that buyers of four-wheeled cars take into account. Since every customer, in reality, has distinct reasons for making purchases.

One of the businesses might look at the components of the marketing mix to choose the appropriate and finest marketing plan to implement. A marketing mix is one strategy for market dominance. A tactical plan is the marketing mix. Shinta defines tactical planning as a strategy that combines the idea of the marketing mix with controllable and combinable marketing tool traps that the company can utilise to generate the desired response from the market. Komariyah (2022).

Of course, the company's marketing mix initiatives are influenced by the decisions that consumers make when buying cars. Given the significance of product selection decisions, it is imperative to assess customer satisfaction, particularly in the case of motorcycle purchases. According to Setiadi, customers go through multiple decision-making processes where they must choose between two or more possible courses of action. (Komariyah, 2021).

The measurement's outcomes can be used to assess how much the business uses marketing mix strategies to sway customer decisions, keeping its products viable in the face of fiercely competitive and increasingly crowded markets. Businesses occasionally need to decrease demand in addition to raising it, in order to maintain a level of supply that matches demand (Komariyah, 2022).

Literature Review

Mixture of Marketing (Marketing Mix)

The marketing mix, according to Philip Kotler, is a set of controllable factors that the business can employ to sway the target market (Komariyah 2023). The product strategy, price strategy, distribution/place strategy, and (3) make up the four variable factors. Marketing Plan Among the components of the marketing mix are:

Product

Everything that a manufacturer offers for consideration, requests, seeks, buys, uses, or consumes in order to satisfy the demands or desires of the market is considered a product (Komariyah, 2022). Customers experience a product as a single unit of quantity and mental and bodily fulfilment since the product sets the stage for the success or failure of a marketing combination.

Price

Price is a reward for traded goods or services and something else provided by the company to satisfy customer desires, where if customers are not satisfied, they will leave the company and look for another company to satisfy their desires, causing a decrease in sales and even causing losses for the company. (Komariyah, 2023)

Methods

This study employed a qualitative and quantitative descriptive methodology utilising primary and secondary data sources. The third option—that is, the Roscoe approach sampling method—is employed in this study. The sample size will be at least ten times the number of variables analysed if a multivariate analysis (multiple regression or correlation, for example) is performed in this study. For instance, if there are four research variables (independent and dependent), then the sample size in this study consists of nine times five, or forty-five respondents. This study additionally makes use of the SPSS software for multiple regression analysis, hypothesis testing, T and F counts, partial tests, simultaneous tests, and determination tests (R²).

Results and Discussion

Research result

Test Results (Partial Test)

Test results can be seen in Table II below:

Table I. test results t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,445	6,436		1,457	,147
	X1	,737	,282	,420	2,801	,007
	X2	,172	,312	,078	,442	,476
	x3	,138	,331	,078	,322	,677

As can be seen in the following image, the results of partial hypothesis testing using the t test yielded t computed based on the coefficient value, demonstrating that:

1. At PT. Daya Anugrah Mandiri Bandung, products have a positive and substantial impact on purchasing decisions, as evidenced by a significance value of 0.007 (<0.04) and a t count > t table of 2.801 > 2.013. According to this study, the Product variable influences purchasing decisions in a positive but not statistically significant way.

2. At PT Daya Anugrah Mandiri Bandung, price has no positive and significant influence on purchase decisions, with a significance value of 0.476 (> 0.04) and a t count $< t$ table of $0.442 < 2.013$. The price variable is said to have a favourable and considerable impact on purchasing decisions in this study.

3. At PT. Daya Anugrah Mandiri Bandung, promotions do not significantly and favourably influence consumers' purchase decisions; a significance value of 0.677 (>0.04) is found for t count $< t$ table of $0.322 < 2.013$. According to this study, the Promotion variable significantly and favourably influences consumers' decisions to buy.

Simultaneous Test (F Test)

The influence of the independent variable on the dependent variable can be seen from the F test, the results of the F test can be seen in table III below:

Table II
F Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	63,128	3	14,772	3,451	.022 ^b
	Residual	113,337	24	3,473		
1	Total	177,367	28			

Source: data has been processed in 2024

Discussion

The purpose of this study is to ascertain how the independent variables—product, price, promotion, and place—affect customers' decisions to purchase motorbikes at PT. Daya Anugrah Mandiri Bandung Branch. The data for this study was collected by distributing questionnaires to customers of the branch, some of whom completed the form online using a Google form. The entire data set was then reprocessed through data analysis tests using the SPSS 20 for Windows software.

1. Product Influence at PT. Daya Anugrah Mandiri Bandung Branch on Motorcycle Purchase Decisions. With a significance value of 0.007 (<0.04) and a t count $> t$ table of $2.801 > 2.013$, the research results demonstrate that product variables have a positive and substantial impact on purchasing decisions at PT. Daya Anugrah Mandiri Bandung Branch. According to this study, the Product variable significantly and favourably influences Purchasing Decisions; put another way, H_a is acknowledged.

2. PT. Daya Anugrah Mandiri Bandung Branch: The Impact of Price on Purchase Decisions. With a significance value of 0.476 (>0.04) and a t count $< t$ table of $0.442 < 2.013$, the research results demonstrate that pricing does not have a positive and significant effect on purchase decisions at PT. Daya Anugrah Mandiri Bandung Branch. According to this research, H_a is rejected since the price variable has no discernible, beneficial influence on purchasing decisions.

3. Promotion's Impact on PT. Daya Anugrah Mandiri Bandung Branch Purchase Decisions. With t count $< t$ table of $0.322 < 2.013$ and a significance value of 0.677 (> 0.04), the research results demonstrate that promotions do not have a positive and significant effect on purchasing decisions at PT. Daya Anugrah Mandiri Bandung Branch. According to this study, H_a is rejected since the Promotion variable does not significantly and favourably affect purchasing decisions.

Conclusion

This research aims to determine the influence of the Product variable (X1), Price variable (X2), Promotion variable (X3), and Place variable (X3) on Purchasing Decisions (Y) at PT. Daya Anugrah Mandiri Bandung Branch to find out which is the most dominant among the independent variables. From the problem formulation, several conclusions can be drawn from the analysis of the data proposed in the discussion of the previous chapter:

1. Product variables have a positive and significant effect on purchasing decisions at PT. Daya Anugrah Mandiri Bandung Branch. Meanwhile, the price, promotion and place variables do not have a positive and significant effect on purchasing decisions at PT. Daya Anugrah Mandiri Bandung Branch.
2. Product, Price, Promotion and Place variables influence simultaneously or together on purchasing decisions at PT. Daya Anugrah Mandiri Bandung Branch. This is proven by the calculated F statistic results of 3.451 with a significance of 0.022. Because the significance value is smaller than 0.04 ($0.022 < 0.04$), then this research succeeded in proving the hypothesis which states that "there is an influence of the Marketing Mix on Purchasing Decisions at PT. Daya Anugrah Mandiri Bandung Branch.

The results of the R2 determinant test in this study obtained an R2 determinant value of 0.646, which means that the magnitude of the influence of Product, Price, Promotion and Place on Purchasing Decisions is 64.6% and the remaining 33.3% is explained by other variables not included in this research

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