The effect of product quality, price, and promotion on the purchase decision of Honda Beat motorcycles (A case study of Honda Beat consumers in Bandar Lampung)

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ABSTRACT

The fierce rivalry within the automatic motorcycle industry underscores the urgency of decoding consumer behavior to sustain market dominance. This quantitative survey-based research evaluates the contribution of product quality, pricing strategies, and promotional activities toward the purchasing decisions of Honda Beat consumers in Bandar Lampung. Primary data gathered from 170 active users were synthesized utilizing multiple linear regression analysis via IBM SPSS Statistics. The empirical outcomes demonstrate that, partially, product quality, price, and promotion exert a positive and significant influence on purchase selection. Manufacturing quality emerges as the primary determinant, mirroring consumers' strict emphasis on vehicle reliability and operational durability. Furthermore, competitive pricing and aggressive promotional outreach effectively expand brand awareness and market preference. Simultaneously, the convergence of these three explanatory variables significantly shapes consumer purchasing decisions, thereby underlining the strategic necessity for manufacturers to cohesively execute these marketing pillars to secure a sustainable competitive advantage.

Keywords: *Product Quality; Price; Promotion; Purchase Decision*

INTRODUCTION

The consumer behavior process culminates in purchase decisions, where buyers select an option after evaluating multiple alternatives (Kotler & Keller, 2016). Both internal elements, including buyer perceptions, motivations, and preferences, and external forces, such as promotional strategies and price competition, drive purchase decisions within the two-wheeled automotive industry (Indradewan et al., 2019). Intense market rivalry, triggered by a proliferation of motorcycle brands and models, requires firms to identify the primary determinants guiding consumer preferences (Aprilia et al., 2021).

Bandar Lampung is one of the cities with the highest growth in motor vehicles in Lampung. The following is data on the top 5 motor vehicles by district/city in Lampung Province, 2024.

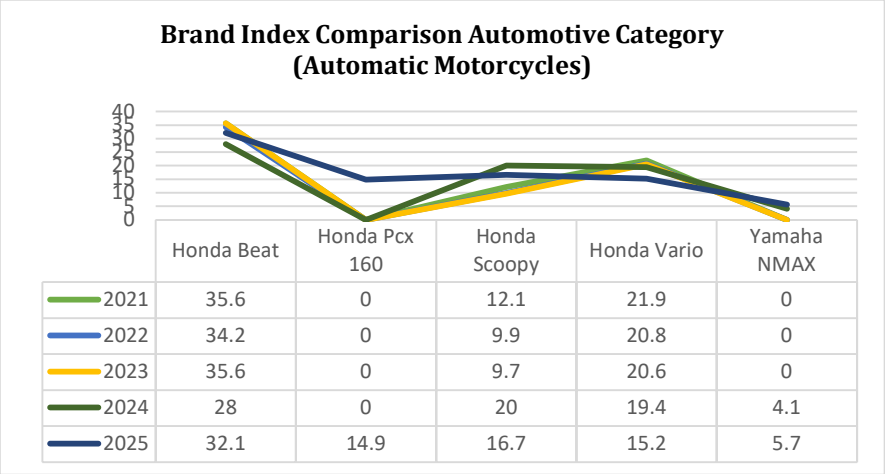
Table 1
Top 5 motor vehicle numbers by district/city in Lampung Province

Ranking	District/City	Number of Motor Vehicles
1	Bandar Lampung City	1.009.790 units
2	Lampung Tengah	615.841 units
3	Lampung Selatan	528.354 units
4	Lampung Timur	468.300 units
5	Tulangbawang	305.749 units

Source: BPS, 2024

Table 1 shows that Bandar Lampung City has the highest number of motor vehicles in Lampung Province, reaching 1,009,790 units in 2024. This is because Bandar Lampung is the center of government, economy, and education, resulting in a high level of community mobility. Meanwhile, other regencies such as Central Lampung, South Lampung, East Lampung, and Tulangbawang are below it with relatively lower numbers of vehicles.

The Honda Beat dominates the automatic motorcycle segment because it is considered fuel-efficient, has an attractive design, and is easy to use by various age groups (Junaeda et al., 2023). Despite its high sales, consumers are now increasingly critical in considering product quality, price, and promotions before deciding to purchase. This requires in-depth local research so that manufacturers can understand consumer behavior, especially in the Bandar Lampung area. The following is a comparison of the Brand Index for the automotive category, specifically automatic motorcycles.



	Honda Beat	Honda Pcx 160	Honda Scoopy	Honda Vario	Yamaha NMAX
2021	35.6	0	12.1	21.9	0
2022	34.2	0	9.9	20.8	0
2023	35.6	0	9.7	20.6	0
2024	28	0	20	19.4	4.1
2025	32.1	14.9	16.7	15.2	5.7

Source: Top Brand Award (www.topbrand-award.com), 2025

Figure 1
Comparison Brand Index

The Honda Beat consistently ranks as the model with the highest brand index compared to its competitors for the period 2021–2025. In 2021, the Honda Beat recorded a score of 35.6, then declined slightly to 34.2 in 2022. In 2023, it recovered to 35.6, but in 2024, it dropped significantly to 28.0. However, in 2025, it rebounded to 32.1. This phenomenon shows that despite experiencing fluctuations, Honda Beat continues to dominate the automatic motorcycle market in terms of brand index, reflecting strong loyalty and appeal among consumers.

Although the Honda Beat still dominates the market, changing consumer trends indicate a shift in preference towards more efficient and environmentally friendly motorcycles. Rising fuel prices and the emergence of electric motorcycles from various brands such as Yamaha E01, Gesits, and Viar Q1 have begun to influence consumer purchasing interest, especially among urban youth who are starting to pay attention to maintenance costs and sustainability aspects (Ministry of Industry, 2024) In addition, fluctuating purchasing power due to post-pandemic economic conditions has made consumers more selective in assessing product quality, price suitability, and promotional effectiveness before deciding to buy (Indradewan et al., 2019) Shifting consumer behavior accentuates the immediate need to investigate determinants driving Honda Beat acquisition choices (Hestiana et al., 2023).

The phenomenon occurring in Bandar Lampung shows that the Honda Beat is still the top choice among consumers in the entry-level automatic motorcycle segment. According to a report by Kompas.com (2024), the Honda Beat maintains its position as the best-selling motorcycle in Indonesia because it is considered to have good product quality, modern design, and competitive pricing in its class. However, amid this popularity, issues have arisen regarding the eSAF (enhanced Smart Architecture Frame) used in several Honda models, including the Honda Beat. According to a report by CNBC Indonesia (2024), a number of users have reported that the eSAF frame has corroded and become porous after a certain period of use. An investigation by Motorplus (2023) revealed that the main cause of rust on the eSAF frame is due to suboptimal paint coating processes and exposure to high humidity, which accelerates corrosion on the metal. This case has raised concerns among consumers, including those in Bandar Lampung, as it directly relates to product safety and quality perception. Meanwhile, CNN Indonesia

(2024) noted that PT Astra Honda Motor (AHM) has clarified and improved its eSAF frame production process to maintain consumer confidence. On the other hand, data from JBA Indonesia (2024) shows an increase in the number of used Honda Beat units being auctioned, indicating an impact on consumer decisions to purchase or retain the product. Such circumstances underscore the necessity to assess how product quality, price, and promotions guide consumer acquisition paths in Bandar Lampung. Evaluating these elements allows Honda to optimize marketing strategies and elevate brand image amidst ongoing developments.

To reinforce the phenomenon observed in the field, researchers conducted observations of two Honda Beat consumers in Bandar Lampung City. The first consumer, a 29-year-old private employee residing in Kedaton District, stated that he chose the Honda Beat because it is known to be fuel efficient, has a simple design, and is easy to maintain. However, he also expressed concern about the eSAF frame potentially rusting after some time of use, although he has not experienced this problem directly. Meanwhile, the second consumer, a 21-year-old student living in Rajabasa District, said that promotional prices and easy installment plans were the main reasons for choosing the Honda Beat over its competitors. He assessed the overall product quality as good, but felt that the dealer's promotions were more aggressive compared to other brands such as Yamaha or Suzuki. Both insights demonstrate that multiple elements dictate Honda Beat procurement choices in Bandar Lampung. These determinants encompass product quality, price, promotions, and public views regarding technical matters like the eSAF frame, which simultaneously affect local brand perception.

Paramita et al. (2024) define product quality as the capacity of an item to satisfy buyer requirements and preferences through its longevity, dependability, aesthetics, and functional attributes. Within the motorcycle sector, superior product quality builds buyer confidence and drives transaction selections. Buyers generally favor vehicles that offer longevity, fuel efficiency, and peak performance (Waluya et al., 2019). Substandard quality prompts buyers to migrate to alternative brands, regardless of competitive pricing and promotional efforts (Tanaya & Br Sitepu, 2022).

Automatic motorcycle options regarding the Honda Beat are significantly shaped by product quality among students at Ekasakti University Padang (Rahmi et al., 2019). This outcome aligns with findings by Syaleh (2017), who observed that product quality positively impacts Yamaha motorcycle selection choices. Conversely, investigations regarding electric motorcycle procurement in Padang by Yulianti & Yusnita (2023) indicate that product quality fails to impact buying choices. Consequently, the effect of product quality fluctuates across specific product categories and target demographics.

Mahdi (2017) describes price as the financial outlay required from buyers to acquire merchandise, which simultaneously indicates estimated utility and worth. Within the automotive sector, consumer transaction selections are guided by retail rates that match buyer financial capacity, particularly among cost-sensitive low-and-middle market segments (Milano et al., 2021). The Honda Beat is known as an automatic scooter with a competitive price, but consumers still compare it with similar products from other brands to assess the suitability of the price with the quality offered (Aprilia et al., 2021).

At CV Kodis Motor Pagedangan Tangerang, Honda motorcycle procurement choices are significantly dictated by pricing strategies (Ibrohim & Ariyanto, 2025). Milano et al. (2021) echo this observation, identifying cost as a primary driver within merchandise acquisition selections. Conversely, an investigation by Ramadhan (2022) in Cisarua District, Bogor, demonstrated that pricing fails to significantly impact Honda Beat buying choices. Syaleh (2017) reached a comparable conclusion, noting that cost exerts

no significant influence on Yamaha motorcycle selection. Such divergence highlights that buyer responsiveness to pricing fluctuates across geographical locations and specific manufacturing brands.

Firms utilize promotion to market their merchandise, capture public interest, and persuade buyers to execute transactions (Abidin & Triono, 2020). Positive buyer attitudes are reinforced and acquisition processes are accelerated by successful marketing campaigns like price reductions, innovative advertising, or incentive initiatives (Maky et al., 2024). Within an intensely contested automotive marketplace, promotional activities serve as primary mechanisms to guide consumer bias and stimulate Honda Beat procurement (Hestiana et al., 2023).

Honda Beat acquisition selections are significantly swayed by marketing efforts, indicating that appropriate publicity models alter consumer choices (Rahmi et al., 2019). This outcome mirrors observations by Ibrohim & Ariyanto (2025), who confirmed that promotional campaigns significantly govern Honda motorcycle buying patterns. Yet, promotional campaigns failed to significantly alter Honda Beat procurement within Cisarua District, Bogor (Ramadhan, 2022). Tanaya & Sitepu (2022) reported a parallel outcome for Mototo merchandise, noting that advertising yields no significant impact on final transactions. These conflicting outcomes verify that marketing success relies heavily upon communication channels, execution methods, and target audience interpretations.

This investigation elucidates the primary determinants governing Honda Beat procurement choices in Bandar Lampung. Empirical evaluation of product quality, price, and promotion allows firms to design effective marketing blueprints tailored to local buyer needs (Faeni & Nugroho, 2019). Furthermore, these insights assist dealerships in prioritizing sales strategies to remain competitive amid fluid motorcycle market dynamics (Maky et al., 2024).

Prior investigations have extensively evaluated how product quality, price, and promotion guide acquisition choices across diverse sectors, including smartphones (Maky et al., 2024), fashion (Nadiya & Wahyuningsih, 2020), and online marketplaces (Mahdi, 2017). However, few studies have specifically addressed the consumer behavior of Honda Beat motorcycles in the local context of Bandar Lampung. Previous studies have mostly focused on major cities in Java or non-automotive industries (Milano et al., 2021; Aprilia et al., 2021), thus failing to describe the preferences of automatic scooter consumers in Sumatra comprehensively. Moreover, investigators within this geographical area seldom evaluate the collective interplay of product quality, price, and promotion on vehicle acquisition choices within a unified analytical framework (Hestiana et al., 2023).

Driven by the aforementioned premises, this investigation aims to accomplish the following goals: 1) evaluate how product quality impacts buying selections among Honda Beat users in Bandar Lampung, 2) assess the role of price in guiding Honda Beat transactional choices in Bandar Lampung, 3) investigate the contribution of promotional efforts to consumer procurement choices for the Honda Beat in Bandar Lampung, and 4) appraise the joint influence of product quality, price, and promotion on Honda Beat consumer purchasing decisions in Bandar Lampung.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Kotler & Armstrong (2018) introduce the Marketing Mix Theory, which argues that consumer buying choices depend on four core tactical pillars: product, price, place, and promotion. Organizations utilize these interdependent mechanisms to steer audience feedback within designated markets.

Under the current conceptual framework, critical marketing mix dimensions such as product quality, price, and promotion fundamentally direct audience attitudes and consumer engagement. Superior product quality enhances buyer value and satisfaction, whereas competitive pricing guides financial assessments. Concurrently, publicizing merchandise benefits and persuading consumers to execute transactions are achieved through promotional activities (Aprilia et al., 2021). Consequently, consumer buying decisions are profoundly impacted by the optimal integration of these three variables (Aprilia et al., 2021; Hestiana et al., 2021).

Product Quality

Functional and emotional consumer requirements and expectations are satisfied through product quality (Paramita et al., 2024). Furthermore, the degree to which an item exhibits longevity, peak performance, and an architecture tailored to buyer preferences is reflected by product quality (Indradewa et al., 2019). Standard metrics evaluating product quality encompass structural layout (merchandise presentation and aesthetics), visual detailing (finishing and feature completeness), dimension alignment (proportions matching buyer requirements), and operating experience (comfort and functional utility during usage) (Aprilia et al., 2021). Such metrics carry significance because vehicle buyers typically appraise comprehensive merchandise standards prior to executing a transaction choice (Junaeda et al., 2023).

Price

The financial expenditure required for consumers to acquire merchandise defines price, which simultaneously mirrors recognized value or utility (Paramita et al., 2024). Price serves as a benchmark for estimated quality while concurrently acting as a primary variable for financially sensitive buyers (Rahman et al., 2024). Price metrics designated by Kotler and Armstrong (2008) encompass affordability (alignment with consumer purchasing capacity), price-to-quality equivalence (cost justification relative to anticipated standards), price competitiveness (comparisons against rival market rates), and price-to-benefit correspondence (cost justification where provided utility equals or surpasses the financial layout). These metrics clarify how appropriate pricing models stimulate final consumer transaction selections (Milano et al., 2021).

Promotion

Organizations execute promotional activities as a specialized form of marketing communication to educate, convince, and prompt target audiences toward acquiring specific commodities (Abidin & Triono, 2020). According to Ilyas et al. (2023), effective promotion can increase consumer awareness of products and strengthen purchasing decisions. Promotion indicators include: promotion reach (how widely consumers are exposed to information), promotion quality (attractive and convincing messages), promotion quantity (intensity of information delivery), promotion timing (alignment of the promotion period with consumer needs), and promotion targeting accuracy (promotion is directed at the right market segment) (Kotler & Keller, 2009).

Purchase Decision

Consumers utilize an integrated process to synthesize knowledge, assess alternatives, and select merchandise that satisfies their requirements and desires (Aprilia et al., 2021). Kotler & Keller (2016) identify purchase decisions as a consumer behavior phase where individuals resolve to acquire an item after evaluating its utility, standard, and alignment

with personal requirements. Multiple marketing mix elements (product, price, promotion, distribution) alongside consumer brand trust govern acquisition selections (Abidin & Triono, 2020). Appropriate transaction choices secure consumer satisfaction while simultaneously increasing repeat procurement probability. Metrics for purchase decisions encompass alignment with requirements (whether the merchandise satisfies buyer needs), item utility (the practical value for users), transaction conviction (buyer certainty regarding the accuracy of their choice), and rebuying intent (the inclination to acquire the item subsequently) (Aprilia et al., 2021).

Hypothesis

Buyer perception prior to a transaction is heavily shaped by product quality as a core metric, given that consumers typically select merchandise featuring superior design, high longevity, and peak functionality. In Indonesia, automotive product quality significantly dictates acquisition choices (Indradewa et al., 2019). Buying choices are directly impacted by motorcycle standards (Junaeda et al., 2023). Enhanced product standards elevate transaction selections for processed marine food items (Paramita et al., 2024). Procurement of Motato manufactured food items is positively affected by merchandise quality (Tanaya & Sitepu, 2022). In Palembang, Xiaomi smartphone transaction selections are determined by product quality (Fera & Pramuditha, 2021). This observation aligns with evidence from Ilyas et al. (2023), demonstrating that product quality significantly governs buying interest and acquisition choices for un-subsidized fertilizers. Consequently, superior Honda Beat merchandise standards will drive consumer buying choices within Bandar Lampung. Therefore, the hypothesis is following:

H1: Product quality has a positive and significant effect on consumer purchasing decisions for Honda Beat motorcycles in Bandar Lampung.

Price is a major consideration for cost-sensitive consumers and reflects the value of a product. Paramita et al. (2024) show that prices that match quality strengthen interest in purchasing processed seafood. In Malang, smartphone procurement patterns are significantly governed by price (Rahman et al., 2024). Similarly, batik transaction selections in Sawahlunto are guided by financial costs (Hadya et al., 2021). Fera and Pramuditha (2021) state that affordable prices accelerate the decision to purchase Xiaomi mobile phones. Abidin and Triono (2020) also found that price significantly influences the decision to purchase e-commerce products. In addition, Mahdi (2017) proved that price significantly influences purchases on the Shopee marketplace. All of these findings support the idea that the competitive price of the Honda Beat will increase consumer purchasing decisions in Bandar Lampung. Therefore, the hypothesis is following:

H2: Price has a positive and significant effect on consumer purchasing decisions for Honda Beat motorcycles in Bandar Lampung.

Marketing communication relies on promotion to capture public interest and convince buyers to acquire merchandise. Buying interest for un-subsidized fertilizers is shaped by promotional activities (Ilyas et al., 2023). Publicity efforts significantly impact the procurement of Grabby Bites products (Aprilia et al., 2021). On the Shopee marketplace, transaction choices are governed by promotional strategies (Mahdi, 2017). Travel agency selection decisions in Jakarta are heavily guided by marketing campaigns (Faeni & Nugroho, 2019). Advertising campaigns steer the acquisition of Motato products (Tanaya & Sitepu, 2022). Xiaomi mobile phone procurement choices are significantly

dictated by publicity initiatives (Fera & Pramuditha, 2021). Consequently, focused and robust Honda Beat marketing campaigns stimulate buyer acquisition rates in Bandar Lampung. Therefore, thex hypothesis is following:

H3: Promotions have a positive and significant effect on the purchasing decisions of Honda Beat motorcycle consumers in Bandar Lampung.

Rather than depending on an isolated variable, buying selections generally stem from an integration of multiple determinants. Vehicle procurement choices are concurrently driven by product quality, price, and promotion (Hestiana et al., 2023). For smartphone acquisitions, these three determinants carry substantial weight (Rahman et al., 2024). Batik transaction selections demonstrate a comparable pattern (Hadya et al., 2021). Grabby Bites merchandise procurement choices are collectively dictated by product quality, price, and promotion (Aprilia et al., 2021). The joint operation of these elements significantly impacts Motato manufactured food transactions (Tanaya & Sitepu, 2022). Yamaha motorcycle transaction selections are concurrently shaped by product quality, price, promotion, and distribution (Syaleh, 2017). This empirical consensus indicates that the concurrent administration of these three metrics will elevate Honda Beat procurement rates within Bandar Lampung. Therefore, the hypothesis is following:

H4: Product quality, price, and promotion collectively influence the decision to purchase Honda Beat motorcycles in Bandar Lampung.

The theoretical design of this investigation is mapped:

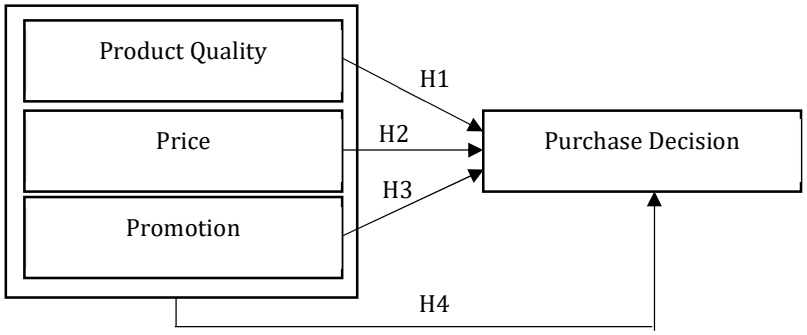


Figure 2
Research Framework

METHOD

Hypotheses are validated and conclusions regarding the research object are derived through a quantitative methodology that prioritizes the gathering and evaluation of numerical data. Creswell (2014) defines quantitative research as an inquiry framework centered on testing theories comprised of variables, which are evaluated numerically and scrutinized via statistical operations to verify the accuracy of predictive generalizations. Investigators primarily utilize a questionnaire, a data collection tool featuring structured items completed by participants, frequently deployed in quantitative surveys to gather numerical data prepared for statistical computation (Creswell, 2014).

All Honda Beat motorcycle consumers within Bandar Lampung constituted the target population. Given that the precise population size remained unquantified, researchers selected participants matching specific benchmarks through purposive sampling (Creswell, 2014), focusing on Honda Beat buyers who had finalized a

transaction and volunteered to complete the survey instrument. To establish the sample size, the empirical guidelines outlined by Hair et al. (2014) were adopted, prescribing a range of 5 to 10 times the total indicators contained within the conceptual framework. Accounting for 17 distinct indicators, the baseline sample requirement reached 170 respondents (10 x 17).

Measurement metrics for each variable informed the design of the questionnaire, which deployed a 1 to 5 Likert scale. The operational parameters for these variables are structured as follows: product quality (X_1) measures consumer perceptions of design, appearance details, size suitability, and driving experience; price (X_2) measures perce ptions of affordability, price appropriateness in relation to quality and benefits, and competitiveness; promotion (X_3) measures perceptions of the reach, quality, quantity, timing, and accuracy of promotional communication targets; while purchase decision (Y) reflects the intensity of purchase intention, evaluation, and consistency of decision.

Researchers compiled the dataset using both web-based (Google Forms) and physical questionnaires. To evaluate item validity, they verified if the computed r-value exceeded the r table threshold at a 5% significance level ($\alpha = 0.05$). A one-shot application of Cronbach's alpha within SPSS established tool reliability; benchmarks from Hair et al., (2014) categorized coefficients above 0.9 as excellent, 0.7 to 0.9 as high, and 0.5 to 0.7 as moderate. Following validation and reliability confirmation, multiple linear regression processed the data using the model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where a represents the constant intercept, b_1 through b_3 signify regression coefficients, and e accounts for the error term Hair et al., (2014).

Investigators executed hypothesis testing via a partial test (t-test) to isolate the impact of individual independent variables on Y, a simultaneous test (F-test) to measure their aggregate influence on Y, and the coefficient of determination (R^2) to quantify the variance proportion in Y explained by X_1, X_2, and X_3 Hair et al., (2014). Regarding decision thresholds, a significance value below 0.05 denotes a significant effect, whereas a value equal to or greater than 0.05 confirms an insignificant effect (Ghozali, 2018). The operational parameters of the research variables are compiled below:

The following is a table of operational variables in this study:

Table 2
Operational Definition of Variables

Number	Variable	Definition	Indicator
1	Product Quality	According to Aprilia et al. (2021), product quality is the ability of a product to meet or exceed consumer expectations, measured based on attributes such as appearance, te xture, portion size, and taste.	1. Design 2. Appearance details 3. Size suitability 4. Driving experience (Aprilia et al., 2021)
2	Price	Price is the amount of money that consumers must spend to obtain a product. Aprilia et al. (2021) define price through affordability, suitability to quality, competitivene ss, and suitability to benefits.	1. AffordabilityPrice suitability with product quality 2. Price competitiveness 3. Price suitability with benefits (Kotler & Armstrong, 2008:278).
3	Promotion	Aprilia et al. (2021) describe promotion as a marketing communication activity measured by	1. Promotional reach 2. Promotional quality 3. Promotional quantity

			the reach, quality, frequency, timing, and accuracy of targeting.	4. Promotional timing 5. Promotional targeting accuracy (Kotler & Keller, 2009)
4	Purchase Decision		According to Aprilia et al. (2021), purchasing decisions are a process in which consumers evaluate and select products that they believe best satisfy their needs and provide maximum benefits. These decisions are reflected in consumers' confidence when purchasing, the suitability of the product to their expectations, and their willingness to make repeat purchases.	1. Suitability to needs 2. Product benefits 3. Confidence in purchase 4. Intention to repurchase (Aprilia et al., 2021)

RESULTS AND DISCUSSION

Validity Test

Sugiyono (2016) posits that researchers employ validity assessments to measure how precisely gathered data reflects the genuine state of the investigated subjects. Evaluating item validity involves correlating individual question scores against the aggregate score of all items. Such a procedure guarantees that the accumulated data remains robust and aligns with the selected survey instrument. Investigators classify an item as valid when the computed correlation coefficient (r count) surpasses the threshold value in Table r, whereas falling below this benchmark renders the item invalid (Helwig et al., 2021).

SPSS version 22 processed the validity metrics for this investigation using data from 170 respondents. Application of the formula df = N - 2 established the r Table benchmark, yielding 170 - 2 = 168, which dictates an r Table value of 0.151 at a 5% (0.05) significance threshold. The subsequent table presents the outcomes of this validity analysis:

Table 3
Validity Test Result

Variable	Item	Amount r	Table r	Description
Product Quality (X1)	PQ1	0,642	0,151	Valid
	PQ2	0,688	0,151	Valid
	PQ3	0,749	0,151	Valid
	PQ4	0,798	0,151	Valid
Price (X2)	P1	0,698	0,151	Valid
	P2	0,819	0,151	Valid
	P3	0,786	0,151	Valid
	P4	0,818	0,151	Valid
Promotion (X3)	P1	0,790	0,151	Valid
	P2	0,807	0,151	Valid
	P3	0,767	0,151	Valid
	P4	0,802	0,151	Valid
	P5	0.740	0,151	Valid
Purchase Decision (Y)	PD1	0,737	0,151	Valid
	PD2	0,779	0,151	Valid
	PD3	0,812	0,151	Valid
	PD4	0,763	0,151	Valid

Source: Results of data analysis using SPSS version 22, 2025

Empirically, the validity test outcomes detailed in Table 3 reveal that computed r-values for every survey item across Product Quality (X1), Price (X2), Promotion (X3), and Purchase Decision (Y) exceed the critical Table r threshold of 0.151, which confirms the validity of all measurement components.

Measurement elements for the Product Quality (X1) construct yielded correlation coefficients spanning 0.642 to 0.798, thereby validating all four sub-items (PQ1 to PQ4). Similarly, the Price (X2) construct exhibited correlation indices between 0.698 and 0.819, establishing the validity of all four items (P1 to P4). Concurrently, statistical analysis of the Promotion variable (X3) generated correlation parameters from 0.740 to 0.807, verifying that the five items (PN1 to PN5) satisfy the established validity benchmarks. Lastly, correlation outputs for the Purchase Decision variable (Y) fluctuated between 0.737 and 0.812, demonstrating that all four items (PD1 to PD4) were statistically valid.

Reliability Test

Investigators conduct reliability testing to evaluate whether a survey tool yields stable and reproducible findings during repetitive administration under identical parameters (Sugiyono, 2016). Numerical research routinely assesses internal consistency via the Cronbach's Alpha metric, particularly for multi-indicator survey instruments. Ghozali (2018) specifies that measurement reliability is achieved when the Cronbach's Alpha index surpasses 0.60. The subsequent table outlines the final reliability assessment outcomes:

Table 4
Reliability Test Results

Variable	Cronbach's Alpha	Limit Value	Description
Product Quality (X1) Price (X2) Promotion (X3) Purchase Decision (Y)	0,904	0,60	Reliable

Source: Results of data analysis using SPSS version 22, 2025

Table 4 displays a Cronbach's Alpha coefficient of 0.904, significantly surpassing the 0.60 baseline. This outcome confirms the high internal consistency of the survey tool, verifying that all items uniformly evaluate the intended construct.

Multiple Linear Regression Analysis

Investigators applied a multiple linear regression analysis to identify the structural associations and trajectories connecting the target variables, specifically examining how Brand Loyalty (Y) is shaped by Brand Image (X1) and Brand Trust (X2). The analytical equation developed for this evaluation is structured as:

$$\mathbf{Y = a + \beta 1X1 + \beta 2X2 + e}$$

Statistical computational results executed via SPSS 22 software yield the following parameters:

Table 5
Multiple Linear Regression Test Results

Coefficient[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1,695	0,877	
Product Quality	0,423	0,068	0,393
Price	0,180	0,075	0,189
Promotion	0,247	0,057	0,328

Statistical processing detailed in Table 5 generates the subsequent multiple linear regression formula:

$$\mathbf{Y=1,695+0,423X_1+0,180X_2+0,247X_3+e}$$

a. Constant of 1.695
   This baseline value implies that purchase decision equals 1.695 when all independent variables (product quality, price, and promotion) are absent. Consequently, unmeasured external determinants outside this research framework simultaneously guide consumer acquisition paths.
b. Product Quality Coefficient (X1) of 0.423
   Holding other factors constant, a single-unit growth in product quality yields a 0.423 expansion in the purchase decision. Thus, elevating the recognized standard of the Honda Beat merchandise directly maximizes buying selections.
c. Price Coefficient (X2) of 0.180
   An increase of one unit in the price variable drives the purchase decision upward by 0.180, provided remaining variables do not shift. This indicates that a well-calibrated Honda Beat pricing strategy effectively enhances consumer transactional commitment.
d. Promotion Coefficient (X3) of 0.247
   Assuming remaining variables stay unchanged, every one-unit enhancement in promotion induces a 0.247 rise in the purchase decision. Accordingly, implementing dynamic and well-targeted publicity models drives higher acquisition rates for the Honda Beat.

Partial Test (T-test)

To isolate the discrete impact of individual predictor elements on the outcome variable, researchers employ a t-test. This assessment compares the computed t-statistic against the standard distribution table threshold or evaluates the specific probability value linked to each t-measurement (Ghozali, 2018). The partial test parameters are organized in the Table 6.

Table 6
Partial Test Results

Coefficients[a]

Model		t	t-Table	Sig.
1	(Constant)	1,934		0.055
	Product Quality (X1)	6.174		0.000
	Price (X2)	2.412	1,974	0.017
	Promotion (X3	4.351		0.000

Source: Results of data analysis using SPSS version 22, 2025

1. A significance value of 0.000 < 0.05 and a t-value of 6.174 > 1.974 were generated for the Product Quality variable (X1). Consequently, acceptance of H1 confirms that the Purchase Decision variable (Y) is partially, positively, and significantly impacted by the Product Quality variable (X1).
2. Regarding the Price variable (X2), data analysis yielded a significance value of 0.017 < 0.05 and a t-value of 2.412 > 1.974. Verification of H2 demonstrates that a positive and significant partial influence is exerted by the Price variable (X2) on the Purchase Decision variable (Y).
3. Output for the Promotion variable (X3) revealed a significance value of 0.000 < 0.05 alongside a t-value of 4.351 > 1.974. Accordingly, H3 is validated, establishing that the Promotion variable (X3) produces a positive and significant partial modification on the Purchase Decision variable (Y).

Simultaneous Test (F Test)

Furthermore, investigators deploy a simultaneous test (F test) to evaluate whether the aggregate of independent variables influences the dependent variable. Ghozali (2018) notes that statistical significance is achieved for the combined effect when the computed F value surpasses the F Table benchmark or when the significance metric falls below 0.05. Conversely, Sugiyono (2016) points out that an F value below the F Table requirement or a significance reading equal to or exceeding 0.05 indicates that the outcome variable is not collectively altered by the predictor variables. The empirical outcomes of this joint evaluation are compiled in the Table 7.

Table 7
Simultaneous Test Result

F	Sig.
109.303	0.000

Source: Results of data analysis using SPSS version 22, 2025

Drawing from the data in Table 7 across a sample size of n = 170 participants, the degrees of freedom were established via the expressions df1 = k = 3 (denoting the independent variable count) and df2 = n - k - 1 = 170 - 3 - 1 = 166. Given a 0.05 significance boundary, an approximate F table reference of 2.66 is defined. The resulting ANOVA evaluation generated a significance coefficient of 0.000 < 0.05 alongside an empirical F value of 109.303 > 2.66. Consequently, the rejection of H0 and the confirmation of Ha indicate that H4 is validated; thus, the Purchase Decision (Y) variable is collectively and favorably impacted by Product Quality (X1), Price (X2), and Promotion (X3).

Determination Coefficient Analysis

The coefficient of determination (R2) is used to measure the extent to which the model is able to explain the independent variables. The value used is between zero and one. If the value is small, then the ability of these independent variables to explain the dependent variation is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Ghozali, 2011). The results of the coefficient of determination test are shown in the following Table 8.

Table 8
Coefficient of Determination Test Results

R Square	Adjusted R Square
0,664	0,658

Source: Results of data analysis using SPSS version 22, 2025

The Adjusted R Square index recorded in Table 8 yields a coefficient of determination of 0.658. This statistical value reveals that the independent variables, specifically Product Quality (X1), Price (X2), and Promotion (X3), account for 65.8% of the variance observed in Purchase Decision (Y). Conversely, unexamined elements outside the conceptual framework, including service quality, location, and environmental factors, explain the remaining 34.2% of the variance.

The Effect of Product Quality on Purchasing Decisions

Partial test evaluations demonstrate that purchase decisions (Y) are positively and significantly influenced by the Product Quality variable (X1). Investigators reached this conclusion through t-test computations showing an empirical t-value of 6.174, which surpasses the critical t-table threshold of 1.974, accompanied by a significance metric of 0.000 < 0.05. Consequently, H1 is formally validated. This outcome stems from buyer tendencies to thoroughly evaluate technical attributes like mechanical performance, longevity, design, and ergonomics before executing a vehicle transaction. Superior merchandise standards secure buyer satisfaction and psychological safety. This pattern subsequently stimulates repetitive buying behavior. Essentially, merchandise value centers primarily on Product Quality. Incremental gains in perceived standard reinforce buyer transaction conviction.

The statistical verification confirming that the computed t-value exceeds the t-table threshold alongside a significance parameter under 0.05 validates this mathematically meaningful connection. It proves that the relationship between Product Quality and buying choices is systematic rather than accidental. In practical terms, systematic enhancements in Product Quality predictably expand transaction frequencies. Prior empirical literature corroborates this claim. Product Quality significantly governs consumer transaction selections (Aprilia et al., 2021).

Because buyers prioritize dependability and longevity, Product Quality emerges as a central determinant in motorcycle acquisition decisions (Hestiana et al., 2023). Furthermore, premium Product Quality strengthens consumer trust and stimulates procurement patterns (Paramita et al., 2024). Additional literature validates that smartphone transaction selections are guided by Product Quality (Fera & Pramuditha, 2021). It maximizes user satisfaction, which directly stimulates final buying choices (Waluya et al., 2019).

The Influence of Price on Purchasing Decisions

The t-test results show that the Price variable (X2) has a positive and significant effect on purchasing decisions (Y). This can be seen from the t-value of 2.412, which is greater than the t-table value of 1.974, with a significance value of 0.017 < 0.05, so H2 is accepted. The se results show that price is an important factor in the consumer decision-making proce ss. Price has an effect because consumers tend to consider the balance between the costs incurred and the benefits obtained. If the price is perceived as fair, competitive, and in line with product quality, consumers are more likely to buy.

Because the empirical t-value surpasses the critical t-table threshold and the significance metric remains below 0.05, this influence achieves statistical significance. A verified connection between price and buying choices is thus confirmed. From a substantive perspective, price operates as an indicator of product value rather than a mere nominal figure. Transactions are executed by consumers when they perceive the cost as proportional to both the product utility and their financial capacity. Prior literature aligns with this observation. In the travel sector, cost sensitivity among consumers causes price to significantly dictate acquisition choices (Faeni & Nugroho, 2019). Equitable pricing similarly yields a positive effect on fashion procurement decisions within online marketplaces (Nadiya & Wahyuningsih, 2020). Handset buyers systematically appraise the trade-off between expenditure and benefits prior to finalizing a transaction (Maky et al., 2024). Parallel research confirms that Xiaomi smartphone procurement is driven by price (Fera & Pramuditha, 2021), which also acts as a meaningful determinant in batik product acquisitions (Milano et al., 2021).

The Effect of Promotion on Purchasing Decisions

Partial evaluation outputs indicate that buying choices (Y) are positively and significantly altered by the Promotion variable (X3). Because the computed t-value of 4.351 exceeds the theoretical threshold of 1.974 alongside a significance reading of 0.000 < 0.05, H3 is validated. Promotional initiatives yield this effect by driving brand awareness, disseminating information, and establishing emotional or rational motives for consumer transactions. Marketing techniques including price concessions, commercial advertisements, or social media initiatives successfully capture public focus, optimize brand reputation, and construct favorable consumer attitudes that stimulate transactional behavior.

Statistical verification confirms this meaningful relationship, given that the empirical t-value substantially outstrips the t-table parameter and the significance indicator remains under 0.05, proving that buying selections are genuinely shaped by promotional activities. Substantively, these outcomes verify that uniform and focused marketing communication frameworks systematically drive up transaction frequencies. Previous academic inquiries reinforce this perspective. Promotional activities represent a critical marketing mix component that profoundly governs internet-based acquisition choices (Abidin & Triono, 2020). Publicity campaigns similarly carry considerable weight in batik procurement selections (Milano et al., 2021). Focused advertising models expand transaction frequencies for regional commodities (Tanaya & Sitepu, 2022) and significantly impact buying behavior on the Shopee marketplace (Aripin, 2017). Furthermore, smartphone transaction selections are heavily guided by promotional operations (Fera & Pramuditha, 2021).

The Combined Effect of Product Quality, Price, and Promotion on Purchasing De cisions

The F test results show that Product Quality, Price, and Promotion simultaneously have a positive effect on purchasing decisions. This can be seen from the calculated F value of 109.303, which is much greater than the F Table value of 2.66, with a significance value of 0.000 < 0.05, so H4 is accepted. These results indicate that consumers do not only e valuate from one aspect, but from a combination of good Product Quality, appropriate Price, and attractive Promotion. The synergy of these three factors can increase consume r value perception, thereby strengthening purchasing decisions.

This combined effect achieves statistical significance because the ANOVA test outputs yield an empirical F value that substantially exceeds the F Table threshold at a significance level below 0.05. From a substantive perspective, the collective integration of Product Quality, Price, and Promotion amplifies their impact on purchasing decisions beyond their individual importance. Thus, rather than relying on a solitary element, consumer buying preferences stem from how buyers perceive the aggregate value proposition. Multiple empirical inquiries corroborate this observation. Smartphone acquisition choices are concurrently driven by Product Quality, Price, and Promotion (Fera & Pramuditha, 2021). These same three metrics govern motorcycle procurement selections (Syaleh, 2017). Consumer transaction patterns are heavily shaped by the synchronization of premium Product Quality, competitive Price, and impactful Promotion strategies (Maky et al., 2024). Correspondingly, travel industry procurement selections are meaningfully guided by combined marketing mix components (Faeni & Nugroho, 2019).

CONCLUSION AND SUGGESTIONS

This investigation establishes that purchasing decisions among Honda Beat buyers in Bandar Lampung are significantly dictated by product quality, price, and promotion. Buying choices are favorably swayed by product quality, demonstrating that peak performance, dependability, and baseline item characteristics strengthen consumer trust and foster transactional behavior. Furthermore, a favorable and substantial impact is generated by price, which indicates that consumers execute transaction selections when the perceived benefit balances against the financial layout. Correspondingly, advertising initiatives heavily drive buying choices by expanding merchandise visibility, capturing consumer interest, and triggering transaction inclinations. The collective impact of product quality, price, and promotion emphasizes the necessity of unifying these marketing dimensions to direct consumer transaction behavior successfully.

These outcomes suggest that corporations must preserve premium item standards, execute competitive cost structures, and deploy impactful publicity initiatives to solidify buyer biases and maintain market viability. However, because the empirical scope is restricted to buyers within Bandar Lampung, extending these insights to alternate geographical areas requires caution. Subsequent inquiries should therefore engage larger and more varied populations across multiple locales while introducing extra variables, including brand trust, consumer gratification, lifestyle choices, or recognized utility, as potential mediating or moderating elements. Cross-examination of distinct product classes, demographic profiles, and earning brackets will likely offer profound clarity regarding the nuances of consumer transaction dynamics and selection mechanisms.

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