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## Editorial Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. S. Khemnath</td>
<td>Editor-In-Chief</td>
</tr>
<tr>
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<td></td>
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</tr>
</tbody>
</table>

## Editorial Advisory

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Hamid Saremi</td>
<td>Vice-Chancellor</td>
</tr>
<tr>
<td></td>
<td>Islamic Azad University, Quchan Branch, Iran</td>
</tr>
<tr>
<td>Dr. Paul Lorton, Jr.</td>
<td>Professor</td>
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</tr>
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<tr>
<td></td>
<td>SolBridge International School of Business, South Korea</td>
</tr>
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</tr>
<tr>
<td></td>
<td>University of Wisconsin, USA</td>
</tr>
<tr>
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<td>Associate Professor</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>Dr. Fa-Qiang Wang</td>
<td>Associate Professor</td>
</tr>
<tr>
<td></td>
<td>Xi'an Jiaotong University, China</td>
</tr>
<tr>
<td>Dr. Vinit Parida</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurship and Innovation, Lulea University of Technology, Sweden</td>
</tr>
<tr>
<td>Dr. Ghasem Alizadeh Afrouzi</td>
<td>Professor</td>
</tr>
<tr>
<td></td>
<td>Faculty of Mathematical Sciences, University of Mazandaran, Iran</td>
</tr>
<tr>
<td>Mr. Jan Awrejcewicz</td>
<td>Professor</td>
</tr>
<tr>
<td></td>
<td>Department of Automatics and Biomechanics, Lodz University Of Technology, Poland</td>
</tr>
<tr>
<td>Mr. SIARRY Patrick</td>
<td>Professor</td>
</tr>
<tr>
<td></td>
<td>Université Paris-Est Creteil Val de Marne, France</td>
</tr>
<tr>
<td>Dr. Huixiao Hong</td>
<td>Sr Scientist</td>
</tr>
<tr>
<td></td>
<td>Division of Systems Biology, National Center for Toxicological Research, FDA, USA</td>
</tr>
<tr>
<td>Dr. R Martinez-Guerra</td>
<td>Professor</td>
</tr>
<tr>
<td></td>
<td>Depto. de Control Automatico, Mexico</td>
</tr>
</tbody>
</table>
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# Table of Contents

## Articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Total views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigating the Possibilities of Zimbabwe Using Chinese Currency</td>
<td>Sesedzai Nokuthula Mutema</td>
<td>34</td>
</tr>
<tr>
<td>Remittance, Migration and Development: Investigating African Diaspora in Germany</td>
<td>Awojobi Oladayo Nathaniel, Jonathan Tetteh, Samuel Opoku</td>
<td>28</td>
</tr>
<tr>
<td>The Role of Culture in Managing the Cancer Crisis in Kenya</td>
<td>Naom Nyarigoti, Quin E. Awuor, Eunice Nyamasyo</td>
<td>27</td>
</tr>
<tr>
<td>“Breaking the Silence”: Determinants of under-reporting of Intimate-partner Violence (IPV) among Women Survivors in Gweru Urban, Zimbabwe</td>
<td>Neddie Ncube</td>
<td>26</td>
</tr>
<tr>
<td>Urban Landuse Changes in Sri Lanka with Special Reference to Kaduwela Town from 1975 to 2016</td>
<td>D. K. D. A. Ranaweera, R. M. K. Ratnayake</td>
<td>27</td>
</tr>
<tr>
<td>Business Incubators in the Triple Helix Model: An Example in Brazilian Southeastern</td>
<td>Antônio Honorato de Oliveira, Fernando Augusto Silva Marins, Mauricio César Delamaro</td>
<td>22</td>
</tr>
<tr>
<td>Free Movement of Goods and Capital in the Economic Community of West African States: Myth or Reality?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Author(s)</td>
<td>Total views</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Analysis of Factors Affecting Consumer Decisions Buy Motorcycle</td>
<td>Didin Fatihudin, Mochamad Mochkias</td>
<td>98</td>
</tr>
<tr>
<td>(Study on City of Surabaya Indonesia)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The United States Foreign Policy and the UN: Engaging the Benefits of</td>
<td>Olawale Lawal</td>
<td>28</td>
</tr>
<tr>
<td>Supranational Framework</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Protection Laws and Refugees Movements in Africa</td>
<td>Olawale Lawal</td>
<td>21</td>
</tr>
<tr>
<td>An Empirical Analysis of Demand for GSM Service: A Case of Students</td>
<td>Muhammad Bello Abubakar</td>
<td>84</td>
</tr>
<tr>
<td>of A. B. U, Zaria-Nigeria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporal &amp; Spatial Trends of Leptospirosis Cases in Sri Lanka</td>
<td>R. M. S. S. Sanjeewani</td>
<td>22</td>
</tr>
<tr>
<td>Empowering and Capacitating Women Facing Challenges in the</td>
<td>Whitehead Zikhali, Esnath Zikhali</td>
<td>27</td>
</tr>
<tr>
<td>Formation of Income Generating Projects in the Nkayi District of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zimbabwe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Nexus between Capital Market and Power (Electricity) Sub-Sector</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>in Nigeria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Total views</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Developmental and Implementation of Integrated Information System</td>
<td>Diena Noviarini, Rida Prihatni, Akhmad Yamani</td>
<td>24</td>
</tr>
<tr>
<td>in Public Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legal Approaches and Strategies for Achieving Sustainability in the</td>
<td>Obioma Helen Onyi-Ogelle, Charity Ekwunife</td>
<td>25</td>
</tr>
<tr>
<td>Use of National Resources for Bio-fuel in Nigeria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Institutional Ownership: A Driver of Accounting Conservatism and</td>
<td>Adekola Adeola Adebayo</td>
<td>29</td>
</tr>
<tr>
<td>Reporting Quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Effect of Accountability and Transparency on Tax Returns in</td>
<td>Adekola Adeola Adebayo</td>
<td>31</td>
</tr>
<tr>
<td>Nigeria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effects of Broken Marriages of Children’s Well-being: A Case Study in</td>
<td>Francess Dufie Azumah, John Onzaberigu Nachinaab, Emmanuel Kwakye Adjei</td>
<td>21</td>
</tr>
<tr>
<td>Nobewam Community – Kumasi, Ghana</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Influence of Strategic Control on Organizational Performance of</td>
<td>Peter Gaturu, Esther Waiganjo, Walter Bichang’a, Daniel Oigo</td>
<td>23</td>
</tr>
<tr>
<td>Mission Hospitals in Kenya</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Views</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Influence of Strategic Evaluation on Organizational Performance of Mission Hospitals in Kenya</td>
<td>Peter Gaturu, Esther Waiganjo, Walter Bichang’a, Daniel Oigo</td>
<td>26</td>
</tr>
<tr>
<td>Utilizing Volcanic Ashes as Partial Replacement of Cement in Concrete Production</td>
<td>Mwavita Samizi, Jonasia Josephat</td>
<td>32</td>
</tr>
<tr>
<td>Role of Hepciden in Multiple Myeloma and Lymphoma Patients</td>
<td>Essam Abdelwahed Hassan, Gihan Mohammed Kamal, Amro Mohamed Sedky El-Ghammaz, Rasha Fayez Abdel Hafeez</td>
<td>23</td>
</tr>
<tr>
<td>Knowledge, Attitude and Practice Regarding Breast Feeding among Married Women of Private Universities of Lahore, Pakistan</td>
<td>Muhammad Shahid Riaz, Nabila Kanwal, Javaria</td>
<td>22</td>
</tr>
<tr>
<td>Education Marginalization in the Kenyan Conflict-Affected Areas: Human Capital Theory and Rights-based Perspectives</td>
<td>Mutua Meshack Nzesei</td>
<td>23</td>
</tr>
<tr>
<td>Effects of Individualism and Collectivism on Work-Family Interface in Laos</td>
<td>Soulideth Kebooualapheth, Surena Sabil, Tan Kock Wah</td>
<td>26</td>
</tr>
<tr>
<td>Implication of Sprayer Types Used by Farmers for Controlling Insect Pests and Diseases of Cocoa in South West Nigeria</td>
<td>Adeleke S. A., Agbongiarhuoyi A. E., Oyedokun A. V., Oluyole K. A., Okenyi M. O., Oloyede A. A.</td>
<td>26</td>
</tr>
</tbody>
</table>
Capital Market Development and Banking Efficiency in Selected Sub-Saharan African Countries

Favoured Mogbolu, Anna Nuhu Tizhe

Assessing the Root Cause of Persistent Floods and Strategic Community-based Interventions in Bunyala, Busia County, Kenya

Margaret Okumu

Assessing the Effect of Flood Menace on the Community Well-being in Bunyala, Busia County, Kenya

Margaret Okumu

Characterization of Household Solid Waste in Bauchi Metropolis

Haruna Abdu Usman, Hajara Salihu Bawa

Challenges of Using Bukusu Dialect on FM Radio Stations in Bungoma County, Kenya

Misiko Wasike, Nathan Ogechi, Mosol Kandagor

Assessment of the Liquid Waste Management Practice of Condominium Houses in Addis Ababa, Ethiopia

Sisay Abebe, Berihu Demoze

“What a Miracle to Manhood!” Lemba Male Circumcision in Light of Devastating HIV/AIDS Pandemic: A Case Study of Lemba Tribe in Gwanda District, Zimbabwe

Obey Mlauzi
Participation Skills in Biology Practical per Class Level in Lugari, Kakamega County, Kenya

Joyce Nekesa Ngakhala, W. W. Toili, H. Tsingalia

Total views: 33
Analysis of Factors Affecting Consumer Decisions Buy Motorcycle (Study on City of Surabaya Indonesia)

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Abstract:  
This study aims to determine: (1) the influence of income, motivation, reference group, product attribute, selling price, promotion, service, experience, and location to consumer decision in buying motorcycle; (2) variable of many among income level, motivation, family, reference group, product attribute, selling price, promotion, service, experience, and location having dominant influence to consumer decision in buying motorcycle; (3) differences in consumer decisions to buy motorcycles in connection with brand selection; (4) differences in consumer decisions to purchase motorcycles between employees of employees and non-employees on the basis of income; (5) marketing strategy done by Honda motorcycle dealer, Yamaha, Suzuki, Kawasaki, and Vespa.

Keywords: Consumer purchase decision, motorcycle

1. Introduction

The development and growth of the automotive industry is very rapid; this is marked by the continued increase in the quantity of vehicles owned by the public and visible on the mobility of vehicles that are in the streets of big cities like Surabaya. The automotive industry can be seen from a wide variety of dimensions. The scope of the automotive business may include the dimensions of investments, management, marketing, expenditure and other transactions that are a major factor in the process of exchange of money and goods. Special automotive motorcycle industry is very visible development, motorcycle was born with various brands, models, types, colors, other specifications. All this is in line with the continued mobility and population activity in various aspects. This shows that in the automotive industry motorcycles have a very tight competition. The problem is on the one hand a threat, but on the other hand is a new business opportunity.

This condition when observed from business dimensions and marketing activities has a major influence in formulating future automotive industry business policy. Policy marketing strategy is an alternative. A very important marketing strategy study is to analyze consumer behavior for Targeting, Strategy and Positioning Strategy. The concept of modern marketing oriented to the needs and desires of consumers. These first steps and strategies understand consumer wants, needs and tastes. What are the variables of the one that much affect consumer behavior. If the motorcycle industry wants to exist in the automotive market should remain consistent with the strategy.

Motorcycles are one of the most needed means of transportation for Indonesians. Motivation of ownership and purchase of motorcycles is based on the economic value and necessities that must exist as a means of transportation to work, trade, shopping, go to school, college, recreation and so forth. Not infrequently people who already have a car will buy a motorcycle, even for new many families who have more motorcycles and one.

All brands of motorcycles are competing to create new innovations, models and designs are continuously tested and developed according to consumer preferences. Massive promotion is done in various media, both print and electronic. This shows that the demand for motorcycle market is very high. The high demand is not only caused by the factor of necessity, but also influenced by other factors, such as income level, product attribute, price, brand, way of service, resale value, reference group and location.

2. Theoretical Framework

2.1. The Concept of Consumer Behavior
The purpose of marketing is to meet and serve the needs and wants of target consumers. Kotler (1995: 202) studying consumer behavior is an attempt to know who the buyer is, what to buy, why to buy, how to buy, when to buy it, and where to buy it. Understanding the psychological aspects, socio-cultural strength, economic principles and marketing strategies is the key to marketing success.

According to Engel et al. (1994: 46) there are several factors that influence consumer behavior, among others: 1. The influence of the environment which includes: culture, social class, personal influence, family and situation. 2. Differences of individuals in it include: consumer resources, motivation and involvement, knowledge, attitude, personality, lifestyle and demography. 3. Psychological process consisting of: information processing, learning, change, change and behavior.

Five steps in the decision-making process of buying according to Kotler (1995: 229), namely: (1) the introduction of needs, (2) information search, (3) alternative evaluation, (4) purchasing decisions, and (5) buying behavior. While Engel et al. (1994: 31) put forward the stages of purchase decision, namely (1) problem identification, (2) information search, (3) alternative evaluation, (4) election and (5) selection result. These steps can be incorporated into the decision-making process of the consumer complex: (1) demand growth, (2) consumer information processing, (3) brand evaluation, (4) purchasing, (5) after sales evaluation.

2.3. Theory of Income, Product Attributes, Price, Experience, Service, Location And Concept of Brand Strategy

2.3.1. Revenue Theory
Stanton (1995: 115) gives meaning to income as wages, salary, rent, interest and dividends received by a person. In general, consumers can make a purchase if it has income that exceeds the level of consumption. While the size of the level of consumption depends on the income a person or family income received every month.

2.3.2. Product Attribute theory
Karitono (1987: 35) gives meaning attributes are properties or aspects that are considered possessed by a person or a stimulus (buyer stimulation). The product attribute means the nature of the product that can provide a stimulus to the consumer so that it can arouse the taste / interest to buy it.

2.3.3. Price Theory
Stanton (1993: 306) argues that the price of a product will affect the company's marketing program. Pricing for a product is a factor influencing the marketing strategy, as the price affects the position of competition and increases the company’s labs. Saladin (1991: 35) argues that the price is a sum of money as a means of exchange for obtaining products and services. Winardi (1988: 376) argues that the price is a sum of money that states the exchange rate of a unity of a particular object.

2.3.4. Theory of Experience
Karitono (1987: 160) defines experience as a history experienced by a person in the past or a perception being experienced and a particular situation or level of consciousness. Maturity or maturity is as a result of experience, used in relation to the acquisition of various behaviors that can be learned, only after certain experiences.
Consumer behavior is strongly influenced by past experience. The behavioral changes that occur are as a result of experience. Such behavior is the result of learning and experience. The buying process is a learning process. There will be no repetition of the purchase if the experience shows a sense of disappointment by an unfavorable product. Likewise, the purchase will be repeated many times if the consumer is satisfied.

2.3.5. Theory of Service
The key to successful selling competition lies in additional service and quality. Kotler (1995: 104) suggests differences in key service variables, namely: (a) delivery, how well the product or service is delivered to the customer. This delivery includes speed, accuracy, and caution in the delivery process; (B) installation, in order for the product to be used in premises; (C) training for customers, in order that the products / equipment purchased can be used appropriately and efficiently; (D) consulting services, ie data services, information systems and advice provided by the seller to buyers free of charge; (E) improvement, quality of repair services for products purchased. Motorcycle marketing service factor is very important to note with the aim to attract buyers.

2.3.6. Theory of Location
Tipton's (1997: 199) argues that this location component concerns the selection and determination of strategic location, easy to reach, in the shopping center area or close to residential, safe, exterior design and beautiful and attractive, spacious room and large and comfortable_for customers to shop, adequate supporting facilities such as parking lots, air conditioners, excavators / elevators and so on and other factors. Kotler (1995: 677) suggests that ordinary retailers say that: "The three keys to their success are location, location, location". Choosing the right location will bring benefits to the entrepreneur.

2.3.7. Brand Strategy Concept
Brand is the main thing in product marketing strategy. Kotler (1995: 233) states that giving this brand gives some advantages to the producer, first the name of the brand makes it easy for the seller to process orders. Both brand names and trademarks legally protect sellers from counterfeiters that competitors may copy. All three brands give sellers to get a bunch of loyal and profitable customers.
Fourth, branding can help sellers group into segment-segments, and fifth, a good brand can build the company's image. Cravens (1996: 276) describes the age of the brand (brand) into four levels: (1) brand concept selection, (2) introduction, (3) elaboration and (4) fortification.

3. Hypothesis
Based on the theoretical and theoretical reviews, the hypothesis proposed in this study are:

a. Allegedly variable income, motivation, family, reference group, product attribute, selling price, promotion, service, experience and location together have significant influence to consumer decision in buying motorcycle.

b. Suspected product attributes have a dominant influence on consumer decisions in buying a motorcycle.

c. Suspected there are differences in consumer decisions to buy a motorcycle in conjunction with the selection of a brand.

d. Suspected of differences in consumer decisions in buying motorcycles between employees and non-employees based on income.

4. Research Methods

4.1. Population and Selection of Research Samples
Population the entire population of Surabaya: (1) Aged 21 years - 50 years, (4) Owning motorcycles no more than 4 years, (5) Having own income, having a motorcycle, (6) Brand of Honda, Yamaha, Suzuki, Kawasaki and Vespa. Cluster Sampling Techniques Random sampling with a sample of 500 respondents.

4.2. Operational Definition of Variables

4.2.1. Consumer Decision (Y)
The behavior or actions of consumers who have purchased and own a motorcycle. Indicators: (a) level of need (b) level of satisfaction (c) brand image.

4.2.2. Income Level (X1)
The indicator of net income in a month obtained by husband / wife or bachelor. Measured by the amount of money from the lowest to the highest, the nominal determination is determined based on data is the field.

4.2.3. Motivation (X2)
Motives driving to buy. The indicator of reasons to buy a motorcycle (a) cheap transportation costs, (b) affordable price (c) collection / hobby, (d) prestige, (e) follow the trend.

4.2.4. Family (X3)
Each member of the family has different functions, roles and perceptions. The indicator: (a) Father, (b) Mother and (c) Child. Who is the most prominent in determining (making a decision) to buy a motorcycle.

4.2.5. Reference Group (X4)
Social groups or social levels that influence to be a measure/reference in buying a motorcycle. The indicator: (a) Community leaders, (b) neighbors and (c) friends...

4.2.6. Product attributes (X5)
The value that arises and arises from the product that can be seen and perceived by consumers. The indicator: (a) Fuel Save, (b) easy service, (c) speed/run rate, (d) shape/model.

4.2.7. Selling Price (X6)
Seeing the responses of respondents about the selling price compared to competitors and how purchases made by consumers. The indicator: (a) Selling price set by Distributor/Dealer, (b) how to purchase.

4.2.8. Campaign (X7)
Seeing the responses of respondents about the influence of promotions made Distributor/Dealer motorcycle. The indicator: promotion in (a) TV, (b) Newspaper, (c) exhibition (d) billboard/poster, (c) brochures.

4.2.9. Services (X8)
Seeing the responses of respondents about the services provided by the dealer to the consumer. The indicator is the level of satisfaction.

4.2.10. Experience (X9)
Seeing the responses of respondents about the experience either before or after and during having a motorcycle. In another sense if the consumer has had a positive assessment, either on a motorcycle brand then he will repeat the purchase on the same brand or invite others to buy the brand.
4.2.11. Locations (X10)
Seeing the responses of respondents about the indicators: (a) ease of transportation and (b) proximity of consumer residence with dealers.

5. Analysis Technique
Analytical techniques used in this study: (a) Multiple Linear Regression Model and Econometric Evaluation (b) Chi-Square (X2).

a. Linear Model Multiple Regression and Econometric Evaluation

Used to prove the first and second hypothesis with the formulation of Multiple Linear regression model:

\[ Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + b_8x_8 + b_9x_9 + b_{10}x_{10} + \varepsilon \]

Where:
- Y = Decision to buy a motorcycle
- x1 = Income Level, x2 = Motivation, x3 = Family, x4 = Reference group, x5 = Product attribute (Model / type), x6 = Selling Price, x7 = Promotion, x8 = Service, x9 = Experience, x10 = Location,
- \( b_0 \) = Constants
- \( b_1, b_2, b_3, b_4, b_5, b_6, b_7, b_8, b_9, b_{10} \) = regression coefficient
- \( E_i \) = Variable error.
- B. Chi-Square Model (X2)

This model is used to test the third hypothesis (3), fourth (4), formulation of Chi-Square model (X2):

\[ \chi^2 = \frac{\left( O_i - E_i \right)^2}{E_i} \]

Where:
- \( \chi^2 \) = Notation of kai squared count
- \( O_i \) = Frequency of observation or research result
- \( E_i \) = Expected frequency

6. Analysis and Discussion
6.1. Model Analysis and Evidence of Hypotheses

6.1.1. Evidence of First and Second Hypotheses (Multiple Linear Regression)

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Coefficient</th>
<th>t-test</th>
<th>Probabilitas</th>
<th>r2 Partial</th>
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<tbody>
<tr>
<td>Revenue (x1)</td>
<td>0.12</td>
<td>8.879</td>
<td>0</td>
<td>0.1375</td>
</tr>
<tr>
<td>Motivation (x2)</td>
<td>-1.69E-07</td>
<td>-0.904</td>
<td>0.3663</td>
<td>0.0017</td>
</tr>
<tr>
<td>Family (x3)</td>
<td>0.11</td>
<td>4.734</td>
<td>0</td>
<td>0.0438</td>
</tr>
<tr>
<td>References (x4)</td>
<td>2.83E-02</td>
<td>1.68</td>
<td>0.0935</td>
<td>0.0057</td>
</tr>
<tr>
<td>The Prod Attribute (x5)</td>
<td>0.16</td>
<td>5.427</td>
<td>0</td>
<td>0.0568</td>
</tr>
<tr>
<td>Price (x6)</td>
<td>0.14</td>
<td>5.363</td>
<td>0</td>
<td>0.0555</td>
</tr>
<tr>
<td>Campaign (x7)</td>
<td>9.22E-02</td>
<td>3.615</td>
<td>0.00001</td>
<td>0.0263</td>
</tr>
<tr>
<td>Service (x8)</td>
<td>0.12</td>
<td>4.891</td>
<td>0</td>
<td>0.0460</td>
</tr>
<tr>
<td>Experience (x9)</td>
<td>0.2</td>
<td>7.184</td>
<td>0</td>
<td>0.0957</td>
</tr>
<tr>
<td>Locations (x10)</td>
<td>1.4E-02</td>
<td>4.3</td>
<td>0.00002</td>
<td>0.0364</td>
</tr>
<tr>
<td>CONSTANT</td>
<td>1.63</td>
<td>1.63</td>
<td>1.63</td>
<td></td>
</tr>
</tbody>
</table>

**R SQUARED = 0.64 PROBABILITAS**

**MULTIPLE R = 0.80**

**FRATIO = 88.484**

Table 1: Estimation of Linear Regression Homeshow Variables That Affect Consumer Decision to Buy Motorcycles
Source: Data Processed Researchers

And the calculation result in Table 1 then the function of estimation of regression function obtained are: \( Y = 1.63 + 0.12 X_1 - 1.66E-03 X_2 + 0.11 X_3 + 2.88E-02 X_4 + 0.16 X_5 + 0.14 X_6 + 9.22E-02 X_7 + 0.12 X_8 + 0.20 X_9 + 7.46E-02 X_10 \).

Almost all variables have positive regression coefficients (+), except negative (-). A positive sign means the consumer's decision to buy a motorcycle will change in line with changes in income, family, reference group, product attributes, price, promotion, service, experience and location variables. Negative means changes in consumer decisions not in the same direction / along with changes in variable motivation. The magnitude of the coefficient indicates the magnitude of influence of each variable on motorcycle consumer decisions. The positive constant (1.63) shows the effect of other variables positively beyond the variables studied.
6.1.2 Partial Test (t-Test)

1. **Income Level (X1)**
   The regression coefficient of positive income (X1) is 0.12, it means that the relationship between the two variables is "unidirectional", it can be said that if the level of consumer income tends to rise in the sense that the income has mcmuhi main needs and maia, and the nature of routine received every month, this will have a strong impetus effect in making the decision to buy a motorcycle. Another meaning that higher income / stable then the higher the interest and encouragement of consumers to immediately buy a motorcycle.
   Conversely, if the income declines, consumers will increasingly consider deciding to buy a motorcycle. Changes in consumer decisions to buy a motorcycle in the direction of changes in the rise and fall of the income level of a person received every month. If the income gets bigger, then the greater the impetus to immediately buy a motorcycle.
   Judging from the level of significance it turns out that t-count is greater than t-table (t-count 8.829> t-table 2.58) at error probability of 0.0000 or less than 1%. Means the relationship between these two variables significant mean variation of income level variable able to explain dependent variable. The contribution of income variable to decision variable to buy motorbike equal to 0.1375 (13.75%) with record of other free variable is considered constant. And t-test results show that the variable income level has a dominant influence on the decision variable to buy a motorcycle in Surabaya. Viewed the variables that influence motorcycle purchase decision with t-test and probability turns out the most dominant is variable Revenue level, in addition to the smallest probability has the greatest significant value compared to other variables. Then the second hypothesis is unacceptable.

2. **Motivation (X2)**
   Motivation variable has negative X2 regression coefficient value equal to -1.566<0.2. Relations between the two variables are not unidirectional. meaning that if the motivation tends to rise (high) then the consumer will more and more consideration in deciding to buy a motorcycle. Consumers will be much to compare the motivation of consumers concerned with the motivation of others in buying a motorcycle. The results showed negative, the effect of this variable is very small partially due to the indicators proposed to many consumers who are not in accordance with consumer motivation in general. If the psychological positive motivation of the bigger and in accordance with the desired product, then the drive to buy a motorcycle is also getting bigger. Conversely, if the motivation decreases clearly will reduce consumer interest to buy a bike motor. Motivation to buy can come from the attitude of the product itself (motorcycle) can also be from the internal factors of the consumer itself. Therefore, if the motorcycle wants a lot of consumers purchased, the product should be oriented to the wants and needs of consumers.
   Judging from the level of significance, it turns out that the t-count is smaller than the t-table (t-arithmetic -0.994 < t-table 2.58) in the error probability of 0.36631. Then the contribution of the free variable of Motivation (X2) to the decision to buy a motorcycle (Y) is 0.0017 or equal to 0.0017% with the other independent variable record considered constant. The small contribution of motivation variable to the buying decision is possible among other mismatch between motivation indicator proposed in this research. The reasons and motives put forward the result is small means that the change in the decision to buy a motorcycle is less unidirectional with these reasons. It turns out a very prominent reason is the need and transportation costs become cheaper.

3. **Family (X3)**
   Analysis of the influence of family variable (X3) to the decision to buy a motorcycle (Y) shows a positive relationship (+) with regression coefficient of 0.11, meaning that the relationship between family variables with the decision to buy a motorcycle is unidirectional, ie changes in purchasing decisions Will be in the same direction and coincide with the changing desire that determines the role of all family members. Family members have an important role in influencing the behavior of individuals taking action in making a decision to buy a product. Father and Mother or children will always make transactions to meet their needs, both primary, secondary and tertiary needs. Motorcycles for family members in Surabaya are the primary needs of families to work, study, trade. It is also considered that motorcycles are the only important goods not superior anymore. But the problem is most important for motorcycle dealers to find out who is most instrumental in determining the decision to buy a motorcycle.
   Seen and its significance level, it turns out that t-count is larger than t-table (t-hit 4.735> t-table 2.58) at 5% confidence level and probabilitas error of 0.0000 or 0.00% so that it can be said That both significant variables mean family variable (X3) able to explain the decision variable to buy motorcycle. The contribution of independent variable with dependent variable is 0.0438) less dart 1% with other variable record is constant.

4. **Reference Group (X4)**
   Analysis of the effect of Reference Group variables (X4) on variables depending on motorcycle problem decisions (Y). The regression coefficient positive (+) of 2.8806<0.2, meaning that the relationship between the independent variable Reference Group with the decision to buy a motorcycle is unidirectional ie if penanggur kesopan reference higher then the higher the consumer interest to buy a motorcycle. Theoretically, the values, norms of the reference group that are used as a reference for consumer behavior, including the value of motorcycle products purchased, obviously this will affect the perceptions and actions of consumers who imitate. In this study the reference group was submitted; Community leaders, neighbor and friends turned out to be influential but included the weak category. Judging from the significance level, it turns out that the t-count is small dart t-table (t-count 1.680 < t-table 2.58). At the 5% confidence level and the probability of error of 0.09358 or 0.9358% so that partially can be said that the two variables are significant means
Reference Group variable able to explain the decision variable to buy a motorcycle, although small. The contribution of free variable reference group with depend on 0.0057 less dart 1% with other variable constant.

5. Product Attributes (X5)
Product Attribute Variable (X5), the regression coefficient value is 0.16 with positive sign (+). This means that the influence of the relationship between the two variables is unidirectional, meaning that the change of motorcycle purchase decision will be in the same direction with the change of product attribute that appear and attached to the motorcycle. Product attributes related to satisfaction fulfillment and comfort needs, manufacturers must understand correctly about the product design dhubukan consumers at that time. Product planning must be more mature, following fashion/trend and most importantly the product should always be oriented to the wants and needs of its customers. Product planning is one of the key elements in marketing strategy. Therefore every manufacturer should pay attention to it. Based on data in the field attributes of motorcycle products that many considered by buyers, among others; Engine power, fuel kevirian, ease of service, model/type and speed of rate.

To prove that attributes become consumer considerations can be seen from the level of significance, it turns out that t count is bigger than t-table (t-hit 5.477 > t-table 2.58) and error probability of 0.00004 or 0.00%. This means the relationship of both variables is partially significant. The contribution of independent variables Product attribute (X5) to variable depending on motorcycle purchase decision is 0.0568 or equal to 0.56% with note other independent variable is constant.

6. Sale Price (X6)
The independent variable The selling price (X6) has a regression coefficient value of 0.14 with a positive sign. This means that the relationship between the two variables is unidirectional, meaning that the change in the decision to buy a motorcycle will be in line with the change of motorcycle selling price. If the selling price of motorcycles is higher, then the higher the consumer also the level of consideration to buy a motorcycle. The consideration will usually be based on the purchasing power of the consumer itself compared to the list price of the motorcycle that the Dealer has set.

If the selling price of the motorcycle is suitable and approaching the ability of purchasing power then consumers will be encouraged to immediately buy a motorcycle. Seen from its significance level, it turns out that t count is bigger than the t-table (t-hit 5.363 > t-table 2.58) at the error probability of 0.00003 or less than 1%, meaning the relationship of both variables is significant, meaning variation Variable of selling price to decision variable to buy motorbike equal to 0.0555 or 0.55% with note other independent variable is considered constant.

7. Promotion (X7)
Influence of Promotion free variable (X7) to depend on motorcycle buying decision (Y) regression coefficient value equal to 9.222E-02 with positive sign (+). This means that the relationship between the two variables is unidirectional, meaning that the change in the decision to buy a motorcycle will be in line with the change of promotion. Promotion must be done intensively in various media such as Television, Radio, Newspapers, Exhibitions, Brochures for the purpose of providing product information, inviting and recalling the quality of the product. Promotion greatly affects consumer behavior.

To find out how the influence of promotion variable, this can be seen from the level of significance of the independent variable promotion (X7) to the dependent variable purchase decision (Y) was t-count bigger than t-table (t-hit 3.650 > t-table 2.58). At a significant level of 5% and a probability of error of 0.00031 or 0.0031%, so partially can be said that the two variables are significant meaning promotional variables are able to explain the decision variable to buy a motorcycle. The contribution of independent variable with dependent variable is 0.0323 or less than 1% with other note constant.

8. Service (X8)
Variable of Service (X8) influence to variable depend on decision to buy motorcycle (Y), regression coefficient value equal to 0.12 with positive sign (+) means that paragraph or relation of both variables is unidirectional, that is if service Dealer to consumer done better like; Easiness of obtaining information, hospitality, and comfort then the higher the interest and encouragement of consumers to buy a motorcycle. Consumers will be more interested in coming to Dealer whose service is good, fun and very attentive to consumers and good at appreciation consumers. If the consumer self has been happy to come to the Dealer then he will be encouraged to buy a motorcycle in the Dealers in question. More successful if the consumer can bring his friend, his neighbor to come again to buy a motorcycle to the Dealer.

This variable when viewed from the level of significance, it turns out t count is greater than t-table (t-hit 4.891 > t-table 2.58) on the error probability of 0.00004 or 0.0%. This means that the relationship between the two variables is significant, meaning variations in service variables are able to explain dependent variables. Contribution of service variable to decision variable to buy motorcycle is equal to 0.0496 or equal to 0.45% with record of other independent variable constant.

9. Experience (X9)
The influence of the independent variable Experience (X9) on the variable depends on the decision to buy a motorcycle (Y) regression coefficient value of 0.20 with a positive sign (+). This means that the relationship between the two variables is unidirectional, so a change in the decision to buy a motorcycle will be in the direction of changes or the number of consumer experiences either before or after and as long as owning a motorcycle. In another sense if the consumer has had a positive assessment, either on a motorcycle brand then he will repeat the purchase on the same brand or invite others to buy the brand. Vice versa if you have a negative experience consumers will be lazy to repeat the purchase.
Judging from the level of significance, the t-count is greater than the t-table (t-count 7.194< t-table 2.58) at the error probability of 0.00006 or 0.6%. This means that the relationship between the two variables is significant, meaning that variables of experience variables can explain the dependent variable. The contribution of experiential variable to decision variable to buy motorcycle is equal to 0.0387 or equal to 0.95% with record of other independent variable constant.

10. Locations (X10)
Location Variation (X10) the regression coefficient value of 7.468E-02 with a positive sign (+). This means that the relationship between the two variables is unidirectional. This means that the change in the decision to buy a motorcycle will be in line with the change in the location of the Dealer motorcycle seller. The remote and nearby locations of the Dealer will influence the purchasing decision of the motorcycle. The choice of location should be strategic, meaning that the location is close to where consumers live and nearby reach by means of existing transportation. Location is one that became the material consideration of consumers in making the decision to buy a motorcycle.

Judging from the level of significance, it turns out that t-count is greater than t-table (t-count 4.300< t-table 2.58) on the error probability of 0.00002. This means that the relationship between the two variables is significant, meaning the variation of location variables are able to explain the variables depending on the decision to buy a motorcycle. Contribution of location variable to decision variable to buy motorcycle is equal to 0.0364 or equal to 0.36% with note of other independent variable outside constantly observed variable.

6.1.3. Concordance Test (F Test)
The value of the overall correlation coefficient (Multiple-R) of 0.80 or 10% indicates that the relationship between the independent variables simultaneously to motorbike consumer decision can be categorized closely, because the magnitude of correlation coefficient is close to 100% or 1 it is known that a relationship is said to be perfect if its correlation coefficient reaches 100% or one either positive or negative.

The overall determinant coefficient (R2) is obtained at 0.64. The R2 of 0.54 shows that the variables: Level of income, motivation, family, reference group, product attribute, selling price, promotion, service, experience and location together can explain variation of consumer decision to buy motorcycle equal to 64%.

To know the influence between independent variables simultaneously to dependent variable can be done by looking at probability number. It appears that in Table 6 the probability is very small (P<0.01), so it can be said that all the independent variables studied are correct able to explain consumer decision significantly by 64%. This F-test analysis proves the first hypothesis of this study: (X6). Selling Price (X6), Promotion (X7), Service (X8), Experience (X9), X1. And location (X10) simultaneously affect the decision to buy a motorcycle. F-count value of 88.486 with error probability 0.000E + 06, whereas in Table shows at 99% confidence degree is 1.83. F-count value is greater than F-arithmetic (F-hit 88.486< F-table 1.83).

When viewed from the amount of contribution of all independent variables (X) (income level, motivation, family, reference group, product attribute, selling price, promotion, service, experience and location) to dependent variable (Y) buying decision from most calculation (Multiple R) is shown at 0.80 or 10% or 80%. The amount of this contribution is due to the fact that motorcycles are one of the needs of consumers, in addition to motorcycle consumers will certainly adjust the level of ability to motorcycle purchased. Therefore, a motorcycle as a consumer needs will always try to buy it, although the concerned does not have cash to pay, so he always tries to buy a motorcycle by credit.

6.1.4. Proof of the Third and Fourth Hypotheses (Chi-Square / X2)
1. Brand (Brand)

Brand independent variables can influence consumer decisions in buying and choosing a motorcycle. Building a product image is one of the main tasks of corporate management, so that the product has a good image and image in the eyes of consumers. The brand image of a motorcycle can represent the quality of the product. This brand image can be caused by attributes attached to the motorcycle product itself, such as: engine power, fuel saving, model / type, shape, or running. It can also be due to the experience, self concept and consumer perception itself. Chi-Square calculation results (X2) can be seen in Table 2.

<table>
<thead>
<tr>
<th>Brand Image</th>
<th>Motorcycle Brand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Honda</td>
<td>Yamaha</td>
</tr>
<tr>
<td>Very Good</td>
<td>119</td>
<td>108</td>
</tr>
<tr>
<td></td>
<td>37.90</td>
<td>15.20</td>
</tr>
<tr>
<td></td>
<td>33.32</td>
<td>10.98</td>
</tr>
<tr>
<td>Good</td>
<td>36</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>12.00</td>
<td>3.88</td>
</tr>
<tr>
<td></td>
<td>44.74</td>
<td>19.71</td>
</tr>
<tr>
<td>Pretty Good</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1.80</td>
<td>1.80</td>
</tr>
<tr>
<td></td>
<td>18.84</td>
<td>8.24</td>
</tr>
<tr>
<td></td>
<td>1.73</td>
<td>1.68</td>
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<tr>
<td>Total</td>
<td>223</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>48.60</td>
<td>20.68</td>
</tr>
</tbody>
</table>

CHI SQUARE (X2) | 30.72 |

DERAJAT REDUKSI (BR) | 9 |
PROBABILITAS (P) | 1.93E-04 (8.000127) |
KOEFFISIEN KONTIGENSI (C) | 0.32 |

Table 2: Chi-Square Calculation Result (X2) Difference of Motorcycle Purchase Decision Based on Brand Image

Source: Data Processed Researchers
Based on the calculation results in table 2 it shows that X2 counts 30,228, degrees of freedom (df) = 8 and probability 1.927E-04. The value of X2 table with a significant level of 5% (a) 0.05 is 15.507. If X2 counts compared to X2 table, it appears that X2 count is bigger than X2 table (X2 count = 30,228 > X2 table = 15.507). And the calculation of Chi-Square (X2) seems there is a difference. The results of this calculation is also supported by the responses of respondents who stated excellent brand image of 73.0% of the total 500 respondents, states by 19.2%, quite good 6.3%, some are not good but only 1.4% Only.

Brand Image Variables have a significant influence on consumer decisions in buying motorcycles, because the brand image is acceptable and already attached to the consumer dis built and developed by manufacturers / motorcycle dealers with the concepts that are oriented to the desire and Overall consumer needs.

The concept of brand image is an important framework for managing brand concepts that reflect the age of the brand. Brand age according to Cravens (1996: 276) there are four levels; (1) brand concept selection, (2) brand introduction, (3) brand development, and (4) brand defense. At the introductory stage is intended to build the image and brand position in the market upon entering the market. This position should be upgraded to the next stage. In time the marketing mix should communicate the desired brand image and display operational activities in the field. In the brand development position, the motorcycle company must increase the value of the brand image so that perceived advantages can be built and maintained compared to its competitors. Without this effort consumers will find it difficult to distinguish one brand from another. It should also be noted that experience will also affect consumer preferences. It aims to develop brand position. The strategy for this is the addition of usefulness and benefits of the product in the future. While at the stage of defense is to connect the brand image that has been developed with another brand image of the company on different product classes, such as motorcycles with spare parts, service places.

The position of the existing motorcycle brand seems to be the brand image in the position of development and maintain the brand image, so the responses of respondents to the brand image of motorcycles is now considered good enough. The Honda brand is the most preferred consumer by declaring a very good brand image. This is reasonable because Honda consumers have the measurements, perceptions and experience of the Honda product brand image compared to others. A hypothesis that allegedly discriminates consumer decisions on buying and choosing a motorcycle brand based on brand image is acceptable with a probability of error 0.0001827 (1.927E-04) less than 5% (P<0.05).

2. Revenue (Employee and Non-Employee)

The differences between Employee and Non-Employee consumers in this study are only observed from fixed (fixed) and non-fixed (uncertain) revenues that are routinely received by consumers every month. Here want to know the difference between the decision of both.

Chi-Square calculation result (X2) about difference of motorcycle purchase decision between employee and non employee, can be seen in table 3.

<table>
<thead>
<tr>
<th>Type of Work</th>
<th>Motorcycle Brand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Honda</td>
<td>Yamaha</td>
</tr>
<tr>
<td>Employee</td>
<td>157</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>3.40</td>
<td>5.60</td>
</tr>
<tr>
<td>Non Employee</td>
<td>101.24</td>
<td>71.38</td>
</tr>
<tr>
<td></td>
<td>12.25</td>
<td>14.33</td>
</tr>
<tr>
<td></td>
<td>4.20</td>
<td>3.40</td>
</tr>
<tr>
<td>Total</td>
<td>71.76</td>
<td>51.72</td>
</tr>
<tr>
<td></td>
<td>14.35</td>
<td>6.34</td>
</tr>
<tr>
<td></td>
<td>10.603</td>
<td></td>
</tr>
</tbody>
</table>

Table 3: Calculation Results of Chi-Square (X2) Differences Decisions of Employees and Non-Employees Buying Motorcycles

Source: Data Processed Researchers

Based on the calculated value of X2 count is 10.603 degrees of freedom (df) = 4 and probability = 0.0314. The value of X2 table with a significant level of 5% (a) 0.05 is equal to 9.485. If X2-count is compared to X2-table, it appears that if X2-count is greater than X2-table (X2-count = 10.603 > X2-table = 9.485). From the calculation of Chi-Square (X2) there seems to be a difference. The results of this calculation is also supported by the responses of respondents about the type of work, PNS / ABRI of 20.8% and Private employment about 48.4% of the total 500 respondents. While Merchants at 20.6% and Labor by 10.2%.

Consumers who have a fixed, fixed and regular income each month will have a tendency in making decisions to buy a proctor, not much consideration, because the ability of purchasing power can already be measured. Consumers who belong to this category are consumers who have a regular job such as; Civil servants, ABRI, private employees in established companies. While consumers who