Hasil Plagiasi Analysis of Factors Affecting Consumer

by Fatihudin Didin

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 mama 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 dealers, 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 investment, 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 king 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, to school, college, recreation and so forth. Not infrequently people who already have a car will buy a motorcycle, even for now 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.

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

2.2.1. Revenue Theory
Stanton (1995: 113) gives meaning to income is 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.

2.2.2. Product Attribute theory
Kartono (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.

2.2.3. 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 (1986: 376) argues that the price is a sum of money that states the exchange rate of a unity of a particular object.

2.2.4. Theory of Experience
Kartono (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.

2.2.5. Theory of Service
The key to successful sexing 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

2.2.6. Theory of Location
Tjiptono (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 lugs 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.

2.2.7. Brand Strategy Concept
Brand is the main thing in product marketing strategy. Kotler (1995: 232) 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 counterfeits 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 (5) 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. (3) 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 in 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 attribute (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; (e) brochures.

4.2.9. Services (X8)
Viewing 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-Cquare (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:
$Y = bo + b1x1 + b2x2 + b3x3 + b4x4 + b5x5 + b6x6 + b7x7 + b8x8 + b9x9 + b10x10 + ei$
Where:
9 = 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,
B0 = Constants
B1, b2, b3, b4, b5, b6, b7, b8, b9, b10 = regression coefficient
Ei = 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)

$$X_0^2 = \frac{(O\,i_J - Ei_J)^2}{E_{ij}}$$

Where:
X_0^2 = Notation of kai squared count
        O_{ij} = Frequency of observation or research result
E_{ij} = 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)

Variabel	Coefficient	t-test	Probabilitas	r2 Parsial
Revenue (x1)	0,12	8,829	0	0,1375
Motivation (x2)	-1,69E-02	-0,904	0,36631	0,0017
Family (x3)	0,11	4,733	0	0,0438
References (x4)	2,88E-02	1,68	0,09358	0,0057
The Prod Attribute (x5)	0,16	5,427	0	0,0568
Price (x6)	0,14	5,363	0	0,0555
Campaign (x7)	9,22E-02	3,635	0,00031	0,0263
Service (x8)	0,12	4,891	0	0,0466
Experience (x9)	0,2	7,194	0	0,0957
Locations (x10)	7,47E-02	4,3	0,00002	0,0364
CONSTANTA	1,63			
ADJUSTED R SQUARED = 0,64 PROBABILITAS				
R SQUARED = 0,64 S. ERROR OF EST				
MULTIPLE R = 0,80				
F RATIO = 88,484				

Table 1: Estimation of Linear Regression Homepage 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 X1 - 1,69E-03 X2 + 0,11 X3 + 2,880E-02 X4 + 0,16 X5 + 0 , 14 X6 + 9.22E-02 X7 + 0.12 X8 + 0.20 X9 + 7.468E-02 X10.
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 meemnuhi main needs and main, 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 0.00000 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 -1.69E-02. 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 mtoor. Motivation to buy can come from the attribute 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 - 0.904 <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 inperior 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 4,733> t-table 2.58) at 5% confidence level and probabiitas error of 0.00000 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 2.880E-02, meaning that the relationship between the independent variable Reference Group with the decision to buy a motorcycle is unidirectional ie if penangaruh kelompk 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, neighbors 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 0.93% 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 consumer needs, manufacturers must understand correctly about the product design dibuthkan consumers at that time. Product planning must be really 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 keiritan, 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 5,427> t-table 2.58) and error probability of 0.00000 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, ie 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-count 5,363> t-table 2.58) at the error probability of 0.00000 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 ie if the continuous promotion done by Dealer / Distributor further increase consumer confidence to decide to buy a motorcycle. 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-count 3,635> 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 0,0263 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 This means that penagruh or relation of both variables is unidirectional, that is if service Dealer to consumer done better like; Ease 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 Delaer whose service is good, fun and very attentive to consumers and good at appreciating consumers. If the consumer self has been happy to come to the Delaer then he will be encouraged to buy a motorcycle in the Dealer 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 that t-count is greater than t-table (t¬count 4,891> t-table 2.58) on the error probability of 0.00000 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 0,0466 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 0.00000 or 0.0%. 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 0,0957 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 youngb 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-hit 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. Concurrent Test (F Test)

The value of the overall correlation coefficient (Multiple-R) of 0.80 or 80% indicates that the relationship between the independent variables simultaneously to motorcycle 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 0.64 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 88.484 with error probability 0,000E + 00, whereas in F-table shows at 99% confidence degree is 1.83. F-count value is greater than F-arithmetic (F-hit 88.484> 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 must calculation (Multiple- R) is shown at 0.80 or 80% 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 cash, so he always tried 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 (X) can be seen in Table 2.

Brand Image	Motorcycle Brand					Total
	Honda	Yamaha	Suzuki	Kawasaki	Vespa	
Very good	189	76	66	22	11	364
	37.80	15.20	13.20	4.40	2.20	72.80
	169.62	74.98	76.44	27.66	15.29	
	33.92	15.00	15.29	5.53	3.06	
Good	36	18	28	9	5	96
	7.20	3.60	5.60	1.80	1.00	19.20
	44.74	19.78	20.16	7.30	4.03	
	8.95	3.96	4.03	1.46	81	
Pretty Good	8	9	11	7	5	40
	1.60	1.80	2.20	1.40	1.00	7.80
	18.64	8.24	8.40	3.40	1.68	
	3.73	1.65	1.68	61	34	
Total	233	103	105	38	21	500
	46.60	20.60	21.00	7.60	4.20	100.00
CHI-QUARE (X2)	30,228					
DERAJAT BEBAS (DB)	8					
PROBABILITAS (P)	1.927E-04 (0,0001927)					
KOEFISIEN KONTINGENSI (C)	0,24					

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 (db) = 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 both by 19.2%, quite good 6.4%, 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 din 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 a useful 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 is 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 third hypothesis that allegedly discriminates consumer decisions on buying and choosing a motorcycle based on brand image is acceptable with a probability of error 0.0001927 (1.927E-04) less than 5% (P <0.05).

2. Revenue (Employee and Non-Employee)

The differences between Client 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.

Type of Work	Motorcycle Brand					Total
	Honda	Yamaha	Suzuki	Kawasaki	Vespa	
Employee	157	79	78	21	11	346
	31.40	15.80	15.60	4.20	2.20	69.20
	161.24	71.28	72.66	26.30	14.53	
	32.25	14.26	14.53	5.26	2.91	
Non Employee	76	24	27	17	10	154
	15.20	4.80	5.40	3.40	2.00	30.80
	71.76	31.72	32.34	11.70	6.47	
	14.35	6.34	6.47	2.34	2.91	
Total	233	103	105	38	21	500
	46.60	20.60	21.00	7.60	4.20	100.00
CHI-QUARE (X²)	10,603					
DERAJAT BEBAS (DB)	4					
PROBABILITAS (P)	.314 (0,00314)					
KOE'FISTEN KONTINGENSI (C)	0,144					

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 (db) = 4 and probability = 0.0314. The value of X2 table with a significant level of 5% (a) is 0.05 is equal to 9,488. 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 = 9,488). 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

have no fixed income such as; Traders, Laborers, Trainers and others If observed from the amount of income is not necessarily greater employees income than non-employees, and vice versa. Here the only difference between fixed and non-fixed income.

Employees and non-employees if observed from the way of purchasing a motorcycle (Credit / Cash) show little difference; Employees and non-employees are actually more likely to buy by Cash (if both have a certain amount of cash above the motorcycle sales price) than the way credit is. Supports the above statement that; Cash purchases of 53.6%, credit with down payment of 30.4%, credit with no down payment of 9.4%, while from prize of only 6.6%.

If the credit price of a motorcycle will double from the cash price, the consumer should pay the principal repayments plus the rkedit interest during the credit period. But actually for non-employee consumers, especially traders are more happy with the way of credit. But actually for non-employee consumers, especially traders are more happy with the way of credit, on the grounds that the cash owned can be managed to trade first in the hope that the money can double the profit.

The fourth hypothesis that allegedly there are differences in consumer and non-employee decision to buy a motorcycle can be accepted with a probability of error 0.0314 less than 5% (P < 0.05).

6.2. Discussion

The results of the analysis show that the independent variables together have a significant influence and able to explain the variation of dependent variable (consumer decision) to buy a motorcycle by 80%.

In addition all the independent variables are partially have a significant effect also with the dependent variable. Both analyzes have been tested by model testing both statistically and econometrically. It can be said that the regression model used in this study can to describe the actual state of consumer behavior in making motorcycle purchase decisions.

Among the independent variables studied found the income level variable has a dominant influence on the consumer decision variable to buy a motorcycle. While the motivation and reference group have the lowest influence. The existence of these findings is a hypothesis stating that product attributes are dominant variable not proven. Actually, product attributes also have a big influence when viewed positive regression coefficient and occupy the third position after the variable income and experience variables. The findings seem to be an indicator that although product attributes are not dominant, that does not mean they can be ignored. Regardless of the dominant or not Product attributes should still be the point of attention of the manufacturer / Dealer motorcycle, because the attributes are the values of products attached to the motorcycle that will be used as the basis for decision-making such as fuel saving, attractive design, powerful engine, Fast rate, easy maintenance and so on. In the absence of attractive product attributes would be difficult to bring in a lot of buyers.

6.2.1. Income Level (X1)

The dominance of the influence of income levels on the decision to buy a motorcycle is not a new thing. However, purchasing power has a major role in consumer behavior in deciding to buy a product. It is very difficult if a transaction can occur in the absence of rewards, either cash or credit from the consumer as payment for the purchased product. The ability of this bell's power can be shown by the amount of income that a person has. The greater the income level of a person, the greater the ability of a person to buy a product, otherwise if the smaller. The results show that most motorcycle buyers are earning between 250,000 to 500,000 rupiah per month, even above. This indicates that consumers of motorcycles are upper middle class.

The results of research and observation show that although motorcycles have been owned by many people, its marketing from year to year keep increasing. For low-income earners to buy motorcycles now becomes difficult, because the selling price is very high. If the purchasing power below the selling price then the purpose of buying a motorcycle will not be achieved. The results of this study in accordance with the theory put forward Samuelson (1995: 421) that the consumption function indicates a close relationship between the level of consumption expenditure with the income of a person. If income rises, consumption also rises, though not as much as income increases. Increase in one's income will be used to increase saving and consumption. So basically the increase in consumption level will always be measured by raising the income level.

6.2.2. Motivation (X2)

Motivation variables have little effect on consumer decisions, even the regression coefficients are very small and negative. The small or weak variable of motivation is due to the indicators disclosed in this study is less in line with the reality that is in the minds of consumers; Such as prestige, hobby, the price is affordable, so the results are small, the results of this study although small influence but in accordance with the theory. If a person's motivation is higher on an item, then the higher the drive to buy the goods, and vice versa. Therefore, motivation variables remain relevant as a research material.

6.2.3. Family (X3)

Family variables also have a positive influence on consumer motorcycle decisions in the Municipality of Surabaya. This positive influence shows that many consumers are influenced by the family if it will make a purchase. The role of family members is very influential on buying decision. When compared with research Tuhumewu (1997) about consumer buyers Television turns out family variable has a dominant influence for the purchase of Television in the Municipality of Jayapura. In this study the family occupies the fourth position after income, experience, and product attributes. The results of this study in accordance with the theory put forward Assael (1992: 457) that the family role decision makers as; (A) information gatherers; (B) influencers; (C) decision makers; (D) the purchaser and (e) the end user This family variable remains eligible for varieties for subsequent research.

6.2.4. Reference Group (X4)

Furthermore, reference group variables have a positive influence on consumer motorcycle decisions, although the effect is very small. This positive influence can be interpreted that the consumer in metakukan purchasing a product always looking for certain people or social class which will be possible indicator in instrument submitted to respondent (Community leaders, neighbors, friend) not according to condition of respondent in general. The results of this study are in accordance with the theory put forward by Kolter (1995: 107) that the reference group consists of all groups that have influence on the establishment/behavior of a person. The group consists of primary and secondary groups. The primary group; Family, friends, neighbors, colleagues and secondary groups; Religious groups, professions, trade associations. Especially for the purchase of motorcycle reference group.

6.2.5. Product Attributes (X5)

Product attributes also have a positive influence on motorcycle consumer decisions. This positive influence shows that consumers in buying motorcycles are heavily influenced by the attributes of the motorcycle itself, both visible and perceived. The apparent attribute is like; Model, style, color, length, width, height low while attributes are perceived eg; Comfort, security. Therefore, product attributes are very influential on the decision and consumer selection of motorcycles. This result is in accordance with the theory of Kartono (1987: 35) that the attribute can provide a stimulus to someone interested in the product. It is strongly believed that all products to be sold must have attributes. Then the product attribute is very important for the consumer.

6.2.6. Selling Price (X6)

Variable the selling price has a positive influence on the consumer's decision to buy a motorcycle. This positive influence means that consumers still have a price sensitivity, in other words consumers still prefer prices that are considered lower for a product. Definitively, the selling price is the cost of goods plus the profit and the cost of the sale. Consumers are very concerned about the price factor before deciding to buy. The dealer determines the selling price to be based on the cost of goods plus the profit and the cost of the sale. In the application of high prices, consumers will measure their purchasing power before deciding whether to buy or not. The small influence of prices suggests that even though prices influence consumer decisions, they are less of a concern for consumers. Partially, this price variable is in the fourth position after the income, experience and product attributes variable compared to Umi's (1991) study on the purchase of sedan, the price is the weakest variable. This condition can be caused by the many ease of giving of motor vehicle loan given by bank and other financial institution to society. Still associated with the price, Honda Brand class of ducks attracted many respondents so that now is in the position of market leader, this is because one of them because the selling price is relatively high above the selling price of other brands.

6.2.7. Campaign (X7)

Promotion also has a positive regression coefficient. This promotion is measured and the media used such as Television, Radio, Newspaper, billboards, brochures were the answers and respondents that consumers buy motorcycles are not much influenced by television and radio media. But there are more prominent than the others namely newspapers and brochures. The magnitude of the influence of newspapers and brochures in the promotion, is due to more free consumers to read in a long time and more easily see attributes owned motorcycle that will be purchased.
The results of this study in accordance with the theory that promotional variables are still considered small and weak influence on purchasing decisions motorcycle. In contrast to the results of Umi's (1991) study of the purchase of a sedan, it is the variable of promotion that has the greatest effect on the purchase of a sedan.

6.2.8. Services (X8)

Service variables also have a positive influence on consumer motorcycle decisions. This shows that service should be the center of attention of the Dealer. Therefore, the service is absolutely done well, the form can be the ease of obtaining information, faster service or comfort during the transaction. If the consumer is well served so that is felt appreciated, it will encourage consumers to buy motorcycles in the Dealer. The results of this study in accordance with the theory that the service has a positive influence on a person's decision in buying a product. One key to the success of the company lies in the addition of service and quality, for example; Repair, shipping, consulting service. Service variables remain important to be observed and implemented.

6.2.9. Experience (X9)

Experience variables apparently have a major influence on motorcycle purchase decisions after income variables. Proven positive regression coefficient means changes in direction direction with changes in consumer decisions buy a motorcycle. Experience indicators are measured by experience before and after owning motorcycles, as well as transportation cost comparison experience. Because with it consumers can judge whether the motorcycle can meet expectations or not. The results of this study in accordance with the theory, the most clever consumers choose the advantages and disadvantages of motorcycle ever weared. Therefore the consumer in making decisions he will learn and experience his past. If his experience is positive and can satisfy his needs, then there will be repetition of the purchase, otherwise if negative. It is expected that consumer experience on the motorcycle is always positive. Of course in this case the task of the manufacturer / Dealer must create a motorcycle that meets the needs of consumers by improving the ugly experience of consumers. For example wasteful fuel, easily damaged machine, the difficulty of service, difficult spare parts search, special difficulty changing vespa tires and so forth. Experience can create image of product quality in the future.

6.2.10. Locations (X10)

Location Variables also have a positive influence on consumer decisions buy a motorcycle. Positive influence that shows that consumers still consider the ease and distance to the Dealer. If the consumer considers the convenience and distance between the Dealer and his or her residence difficult and distant, then the consumer will be more likely to buy a motorcycle elsewhere that is easier and nearer, otherwise if considered close. In other anti consumers still prefer to buy a product at a closer retailer. If buying a place far away, then it is an exception, perhaps because there are certain values that are very concerned by these consumers. The ease of reaching the location and the approach will be taken into consideration in the buying decision. The results of this study are in accordance with the theory that location will influence consumer decisions in buying a product as Kotler (995: 677) notes that ordinary retailers say that the three keys to their success are location, location, location. This shows that in order to achieve success in a business, what entrepreneurs need to think about is the location where the business will be done, because the right location selection will provide benefits.

Compared with previous research conducted by Umi (1991), the dominant variable is promotion. This is quite different because Umi (1991) does not include income variable in his research. If the income variable included in the research could be the income variable is the decisive factor in the consumption pattern of each consumer. In contrast to research Tuhumewu (1997) about buying television, it is the dominant variable of family compared to income, this is because television is a necessity of all family members as well as who can drive it. This difference in outcomes could be due to differences in community characteristics.

7. Conclusions and Suggestions

7.1. Conclusion

Based on the research, statistical analysis and discussion in the previous chapter and the hypothesis proposed it can be drawn some conclusions as follows

1. Variables of income, motivation, family, reference group, product attribute, selling price, promotion, service, experience and location together have significant and significant influence to consumer decision in buying and choosing motorcycle. This means that the first hypothesis that alleged variables of education, motivation, family, reference group, product attributes, selling price, promotion, service, experience and location together have significant and significant influence on consumer decision in buying motorcycle proven True and accepted.

2. Among the income, motivation, family, reference group, product attributes, selling price, promotion, service, experience and dominant variables affect the consumer's decision to buy a motorcycle is income level (x1). This means that the second hypothesis that allegedly the variable attribute of the product has a dominant influence on the consumer's decision to buy a motorcycle is not proven or rejected.

3. The third hypothesis which states allegedly there are differences in consumer decisions to buy a motorcycle relationship with brand selection. The results show that there are indeed differences in the decision to buy a motorcycle based on brand selection. The Honda brand has advantages and many are selected, in order; (1) Honda, (2) Suzuki, (3) Yamaha, (4) Kawasaki, and last (4) Vespa. This shows that there are significant decision differences meaning the third hypothesis is proven true and accepted. Brand selection remains one of the reasons in making a decision to buy a motorcycle in Surabaya Municipality.

4. Fourth hypothesis states allegedly there are differences in the decision to buy a motorcycle between Employee and Non-Employee. The results showed that employees (permanent opinion) and Non employee employees (non-permanent opinion) there are differences in decision making to buy a motorcycle. This shows that there are significant decision differences. This means the fourth hypothesis is proved true and accepted. Proving that variable of fixed income is variable which very influence to decision of purchasing motorcycle.

5. There are various types of brands, types and prices of motorcycles in Surabaya Dealers. These dealers have on average had one to three show rooms in various places and already have a wide marketing network and has been able to sell in large quantities. Brand Honda has the largest market share among the five brands (Market leader) than others. Target market and positioning strategy is an alternative to motorcycle marketing strategy.

7.2. Suggestion

Based on the above conclusions try to put forward the following suggestions:

1. Consumers buy motorcycles are basically much influenced by income factors. The results of this study have proven it. There are some things that need to be taken seriously by manufacturers and motorcycle dealers in terms of income. Currently the selling price of motorcycles is so high that the sales volume decreases. The solution to overcome this should be dealer / distributor continues to develop credit sales, because in this way expected low-income consumers can buy it by installment. In order to nominal small repayment then the repayment period is extended and adjusted to the ability of consumer purchasing power.

2. Variable consumer experience is also important to note. Experience will come from past assessments of the attributes of motorcycle products, whether they are perceived directly as having the observations on other brands of products (physical and non-physical) such as; Engine power, fuel saving, ease and proximity to the service, ease of spare parts, comfort, safety, and speed of the motorcycle itself. Motorcycle products marketed should be oriented to the wants, needs and tastes of consumers. These things should get the attention of all divisions. Motorcycle product attributes should remain the focus of marketing. To know all that the company's management can do market research conducted periodically, at least once a year conducted by independent market research institutions.

3. Promotion has little effect on motorcycle consumer's decision. Perhaps the promotion has been less effective and not reaching the right target. Better marketing personnel should often observe consumer behavior and learn social psychology, apin able to understand the desires and tastes of consumers. What factors drive consumers more interested in buying motorcycles.

4. Preparation of market segmentation strategy of all brands of motorcycles is actually right, but still has weaknesses. For example the duck class originally reserved for women but the reality is different, many men love it. For male drivers actually prefer motor sport models like the Honda GL Pro/max, Yamaha RX-King. For manufacturers it is advisable to keep producing duck-class bikes but have a sport model so it looks more manly and mighty according to the typical man. In this way it is expected that sales volume will continue to increase in the future.

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