Research Trend in Management and Technology

Influence of Ads, Product Quality, and Preferences on Honda Purchase Decisions

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Abstract-This study aims to analyze the influence of advertising, product quality, and consumer Lamongan preferences on the purchasing decisions of Honda motorcycles in Karanggeneng. The research seeks to understand consumer behavior in vehicle selection. This research employs a quantitative method with data analysis conducted using SPSS. Data were collected through a questionnaire survey distributed to Honda motorcycle users in Karanggeneng. The findings reveal that advertising, product quality, and consumer preferences all significantly affect purchasing decisions, with product quality emerging as the most dominant factor. Validity tests, reliability tests, and other classical assumption tests met the required criteria. These results provide practical insights for motorcycle manufacturers and marketers to enhance their strategies in product development and promotional approaches to better meet the needs of local consumers.
Keyword: Purchase Decision, Product Quality, Advertising, Consumer Preferences, Honda Motorcycles

INTRODUCTION

Everything that humans use can have an impact on the environment, including the use of means of transportation. In Indonesia, most people use motorcycles as their main means of personal transportation. This is because motorcycles are considered more time-saving than public transportation. As a result, many people prefer to use private transportation as a way to ensure punctuality, especially when commuting to work. However, not everyone can afford a four-wheeler, which is generally safer and more convenient—many people can only afford a two-wheeler.

This condition provides an opportunity for motorcycle manufacturers to improve the quality of their products. To support the high mobility of the community, reliable and quality transportation is needed.

In Karanggeneng Regency, many people tend to choose Honda motorcycles over other brands. This preference is influenced by several factors such as relatively affordable prices, good products, quality parts, easy to reach, and the availability of official service centers in the region. These reasons make Honda motorcycles more in demand by consumers in Karanggeneng than other brands.

In addition to advertising, product quality is one of the important factors that affect consumer buying interest. Honda motorcycles are considered to have superior quality compared to other motorcycle brands. Starting from the products, the availability of spare parts, to the extensive network of official service centers throughout Indonesia, consumers find Honda more accessible and convenient. Thus, the needs and desires of consumers for Honda motorcycles can be met. If the product quality exceeds expectations, the perceived product quality will cause greater consumer satisfaction.

RESEARCH METHODS

This study uses a type of causality research, which is a study that shows the direction of the relationship between independent variables and bound variables, in addition to measuring the strength of the relationship. The approach used is a quantitative method. According to Sugiyono, the quantitative method is a method that uses a number of samples and

numerical data or numbers (Sugiyono, 2014).

The research subject used in this study was to take samples from the people of Karanggeneng District as many as 100 samples.

In this study, the author uses a questionnaire using a closed questionnaire type and a direct way where the questionnaire is answered by the respondent concerned is given the opportunity to provide answers provided with the criteria of independent variables, namely (Advertising, Product Quality and Consumer Taste) and the pendent variable, namely (Purchase Decision).

Researchers can control the quality of the data, can overcome the time gap between when the data is needed and what is available, and researchers are more free to connect their research problems with the possible availability of data in the field. In this study, data was obtained through questionnaires addressed to community members in Karanggeneng District, Lamongan Regency.

This data analysis method uses a quantitative method because the research data uses numbers and uses statistical analysis This data analysis method the author uses Data Quality Test, Classical Assumption Test, Multiple Linear Regression Analysis, and Hypothesis Testing.

Validity is a measure that shows the levels of validity or stability of an instrument A measuring instrument is said to be valid if the instrument measures what should be measured. In other words, the instrument can measure according to what the researcher expects. Using the formula of *the product moment* correlation technique, with a significance level of 5%. The formula is as follows (Singarimbun & Efendi, 2012).

After knowing from the results of the calculation of the large correlation, then compared with the table r of the moment product with α = 50% with the following criteria: If the calculation > r of the table then it is valid and If the calculation of the < r_{table} then it is invalid.

A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. Reliability measurements can be done by: measuring once and for all compared to other questions or measuring other correlations between question answers. To measure reliability, it was carried out with *a Cronbach Alpha* (□) statistical test. The criteria for *the Cronbach Alpha* formula are as follows: If *the value of Cronbachs Alpha* > 0.60 then it is declared reliable and If the *value of Cronbachs Alpha* is < 0.60 then it is declared reliable.

The normality test will be carried out with the help of SPSS using *the kolmogorov-smirnov* Z method. If the value is asymptomatic. If > 0.05 then the distribution data is normal, but if the value is asymp. If < 0.05, the data is not distributed normally. (Priyatno, 2010).

This test will be carrieds out using the spearmans'rho method with the help of SPSS, the way to see whether heteroscedasticity exists or not is to use the significance value between independent variables with a residual > 0.05, then there is no heteroscedasticity problem. However, if the significance value between the independent variable and the residual < 0.05, then there is a problem of heteroscedasticity Priyatno (2010).

In this study, to detect the presence or absence of multicollinearity in the regression model using the correlation formula. Furthermore, with the help of the SPSS program, a *statistical collinearity analysis was carried* out to see the value of VIF (*variance inflation factor*) to determine whether multicollinearity occurs or not, using the following criteria: if VIF>5, then multicollinearity occurs and if VIF <5, then multicollinearity does not occur

If there is a correlation, it is called an autocorrelation problem. Autocorrelation arises because the observations that are sequential all the time are related to each other. This problem arises because residual (disruptive errors) are not free from one observation to another. In this study, the Durbin–Watson Test (DW test) was used. According to Sugiyono (2010:256), multiple correlation analysis is used to determine the degree or strength of the relationship between all variables X and variable Y at the same time.

In linear regression, sering is defined as how much ability all independent variables are

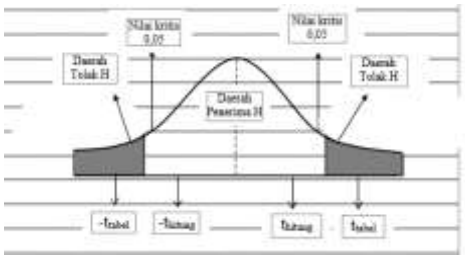
able to explain the variance oftheir bound variables. In simple terms, the coefficient of determination is calculated by squaring the Correlation Coefficient (R). For example, if the value of R is 0.80, then the coefficient of determination (R *Square*) is 0.80 x 0.80 = 0.64. This means that the ability of the free variable to explain the variance of the bound variable is 64.0%. This means that there is a 36% (100%-64%) variance of bound variables explained by other factors. Based on this interpretation, it appears that the value of R *Square* is between 0 and 1.

Using R *Square* often poses a problem, namely that the value will always increase with the addition of free variables in a model. This will cause bias, because if you want to obtain a model with a high R, a study can arbitrarily add an independent variable and the value of R will increase, regardless of whether the additional independent variable is related to the bound variable or not.

Therefore, many researchers recommend using *Adjusted* R *Square*. The interpretation is the same as R *Square*, but the value of *Adjusted* R *Square* can go up or down with the addition of new variables, depending on the correlation between the additional free variable and the bound variable. The *value of the Adjusted* R *Square* can be negative, so if the value is negative, then the value is considered 0, or the independent variable is completely unable to explain the variance of its bound variable

A statistical calculation is said to be statistically significant if the statistical test value is in a critical area (the area where Ho was rejected). On the other hand, it is said to be insignificant if the value of the statistical test is in the area where Ho is accepted, the statistical test t is also called the individual significance test. To test whether the value of the correlation coefficient and the free variable (x) is significant to the variable (y),

If t calculates $> t$ of the table , then Hi is accepted, Ho is rejected, the hypothesis test is accepted. If $t_{counts} < t_{table}$, then Hi is rejected Ho is accepted, the hypothesis test is rejected.



The F test aims to determine whether there is a real influence between the free variable and the bound variable together **(**simultaneously**).** This test is carried out to see if the analyzed model has a high level of model feasibility, namely the variables that the model uses are able to explain the analyzed phenomenon. In this study, **critical values in the distribution of F were used with a significance level of (a) 5 % = 0.05.** The test criteria used by the F Test are as follows: If the probability value > 0.05, then Ho is accepted and Hi is rejected, meaning that there is no significant influence between the free variable X on the bound variable Y. And if the probability value is ≤ 0.05, then Ho is rejected and Hi is accepted, meaning that there is a significant influence between the free variable X and the bound variable Y.

RESULTS OF RESEARCH AND DISCUSSION

In accordance with the determination of the sample, the author distributed a questionnaire to 100 respondents. The distribution of questionnaires was carried out to the community in Karanggeneng District. The number of distribution and collection of questionnaires and questionnaire answers processed can be seen in the table below:

Table 1 Questionnaire Distribution and Data Collection

Description	Ket
Selected samples	100
Number of questionnaires distributed	100
Number of questionnaires collected	100
Incomplete charging	0
Number of questionnaires processed	100
Presentase	100%

Source : Data Processed 2024

After the questionnaire was distributed to each respondent, an overview of the characteristics of the 100 respondents was obtained based on the classification and grouping of respondents. This general description of the respondents is considered important to put forward because it is assumed that the differences of each respondent in the given items are related to the different backgrounds of each respondent, both regarding gender, age, and education level.

One of the steps in data analysis is to present the presentation of the results data in accordance with the research variables. The presentation of data from the results of this study aims to make it easier for researchers to find relationships between research variables.

Table 2 Characteristics of Respondents by Gender

Yes	Gender	Frequency (People)	Presentase (%)
1.	Man	50	50%
2.	Woman	50	50%
Sum		100	100%

Source : Data Processed 2024

Based on table 2, it can be seen that all respondents in this study are male, 50 respondents and 50 female respondents and a total of 100 respondents.

The age analysis was processed based on respondents' answers to the second question from the respondent's identity data provided to the respondents. From 100 respondents, the number of respondents can be seen in the following table:

Table 5.3 Characteristics of Respondents by Age

Yes	Type of Age	Frequency (People)	Presentase (%)
1.	20-25 years	9	9
2.	26-30 years	15	15%
3.	31-35 years old	42	42%
4.	>35 years old	34	34%
Sum		100	100%

Source : Data Processed 2024

Based on table 3 above, it can be seen that the composition of respondents aged 20 to 25 years is 9 people or 9%, 26 to 30 years old as many as 15 people or 15%, 31 to 35 years old as many as 42 people or 42%, and over 35 years old as many as 34 people or 34%. It can be seen from this data that the most respondents are above the age of 31 to 35 years.

The level of education was processed based on the respondent's answers to the third question from the respondent's characteristic data. From the 100 respondents, the composition of the respondents' education level can be found as follows:

Table 4 Characteristics of Respondents by Education Level

No	Education Level	Frequency (people)	Presentase (%)

1.	Bachelor	10	10%
2.	High School/Vocational School	45	45%
3.	SMP	33	33%
4.	SD	12	12%
Sum		100	100%

Source : Data Processed 2024

Based on table 5.4 above, it can be seen that the composition of respondents with undergraduate education level is 10 people or 10%, high school/vocational school 45 people or 45%, junior high school 33 people or 33%, and for elementary education as many as 12 people or 12%. From the data, it can be seen that the respondents with the highest level of high school/vocational education with a percentage of 45%.

Based on the results of the questionnaire distribution, the researcher obtained a recap of respondents' responses to the research variables. The data presented is data in the form of the total answer score of each variable. The variables determined in this study include:

1) The free variable (X1) is Advertising. 2) The independent variable (X2) is Product Quality. 3) Independent Variable (X3) i.e. Consumer Taste, 4) Determinant Variable (Y) i.e. Purchase Decision

Furthermore, to facilitate the measurement of value variables divided into several indicators by providing a score in each of the items presented, the following are used:

Table 5 Ratings or Scores

Statement	Valuation
Strongly Agree (SS)	5
Agree (S)	4
Simply Agree (CS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source : Sugiyono (2011:94)

1) Independent variable (X1) Ads

As for the results of the response to the advertising variable (X1), there are 4 indicators presented as follows:

Table 6 Respondents' Responses to Ads (X1)

Question	Shoes									
	SS		S		CS		TS		STS	
	∑	%	∑	%	∑	%	∑	%	∑	%
X1.1	27	27%	56	56%	17	17%	-	-	-	-
X1.2	29	29%	51	51%	20	20%	-	-	-	-
X1.3	25	25%	52	52%	23	23%	-	-	-	-
X1.4	27	27%	56	56%	15	15%	-	-	-	-

Source : Data Processed 2024

From the results of the distribution in table 6, it can be seen that the results of respondents who strongly agree with 27 respondents or 27%, who agree with 56 respondents or 56%, who strongly agree with 17 respondents or 17%, who disagree 0 respondents and those who strongly disagree are also 0.

In question X1.2, it shows that respondents who strongly agree are 29 respondents or 29%, who agree with 51 respondents or 51%, who strongly agree with 20 respondents or 20%, who disagree 0 respondents and who strongly disagree 0.

In question X1.3, it shows that respondents who strongly agree with 25 respondents or 25%, who agree with 52 respondents or 52%, who strongly agree with 23 respondents or 23%, who disagree 0 respondents and those who strongly disagree 0

In question X1.4, it was shown that respondents who strongly agreed were 27 respondents or 27%, who agreed with 56 respondents or 56%, who strongly agreed with 15 respondents or 15%, who did not agree with 0 respondents and who strongly disagreed 0.

2) Independent variable (X2) Product Quality

As for the results of the response to the product quality variable (X2), there are 5 indicators presented as follows:

Table 5.7 Respondents' Responses on Product Quality (X2)

Question	Shoes									
	SS		S		CS		TS		STS	
	∑	%	∑	%	∑	%	∑	%	∑	%
X2.1	33	33%	51	51%	16	16%	-	-	-	-
X2.2	27	27%	57	57%	16	16%	-	-	-	-
X2.3	36	36%	45	45%	19	19%	-	-	-	-
X2.4	25	25%	58	58%	17	17%	-	-	-	-
X2.5	31	31%	54	54%	15	15%	-	-	-	-

Source : Data Processed 2024

From the results of the distribution in table 5.7, it can be seen that the results of respondents who strongly agree with 33 respondents or 33%, who agree with 51 respondents or 51%, who strongly agree with 16 respondents or 16%, who disagree with 0 respondents and who strongly disagree also 0.

In question X2.2, it was shown that respondents who strongly agreed were 27 respondents or 27%, who agreed with 57 respondents or 57%, who strongly agreed with 16 respondents or 16%, who disagreed with 0 respondents and those who strongly disagreed 0.

In question X2.3, it shows that respondents who strongly agree are 36 respondents or 36%, who agree with 45 respondents or 45%, who strongly agree with 19 respondents or 19%, who disagree 0 respondents and who strongly disagree 0.

In question X2.4, it was shown that respondents who strongly agreed were 25 respondents or 25%, who agreed with 58 respondents or 58%, who strongly agreed with 17 respondents or 17%, who disagreed with 0 respondents and who strongly disagreed 0.

In question X2.5, it was shown that respondents who strongly agreed were 31 respondents or 31%, who agreed with 54 respondents or 54%, who strongly agreed with 15 respondents or 15%, who disagreed with 0 respondents and those who strongly disagree 0.

3) Independent variable (X3) Consumer Taste

As for the results of responses to the consumer taste variable (X3), there are 4 indicators presented as follows:

Table 8 Respondents' Responses to Consumer Tastes (X3)

Question	Shoes									
	SS		S		CS		TS		STS	
	∑	%	∑	%	∑	%	∑	%	∑	%
X3.1	34	34%	45	5%	21	21%	-	-	-	-
X3.2	34	34%	43	3%	23	23%	-	-	-	-
X3.3	32	32%	49	9%	19	19%	-	-	-	-
X3.4	23	23%	54	4%	13	13%	-	-	-	-

Source : Data Processed 2024

From the results of the distribution in table 8, it can be seen that in question X3.1 it shows that the results of respondents who strongly agree are 34 respondents or 34%, who agree with

45 respondents or 45%, who strongly agree with 21 respondents or 21%, who disagree with 0 respondents and who strongly disagree also 0.

In question X3.2, it was shown that respondents who strongly agreed were 34 respondents or 34%, who agreed with 43 respondents or 43%, who strongly agreed with 23 respondents or 23%, who disagreed with 0 respondents and those who strongly disagree 0.

In question X3.3, it was shown that respondents who strongly agreed were 32 respondents or 32%, who agreed with 49 respondents or 49%, who strongly agreed with 19 respondents or 19%, who disagreed with 0 respondents and who strongly disagreed 0.

In question X3.4, it was shown that respondents who strongly agreed were 23 respondents or 23%, who agreed with 54 respondents or 54%, who strongly agreed with 13 respondents or 13%, who did not agree with 0 respondents and who strongly disagreed 0.

4) Bound Variable (Y) Purchase Decision

As for the results of the response to the purchase decision variable (Y), there are 3 indicators presented as follows:

Table 9 Respondents' Responses to Purchase Decisions (Y)

Question	Shoes									
	SS		S		CS		TS		STS	
	∑	%	∑	%	∑	%	∑	%	∑	%
Y.1	23	23%	48	48%	29	29%	-	-	-	-
Y.2	28	28%	47	47%	25	25%	-	-	-	-
Y.3	19	19%	63	63%	18	18%	-	-	-	-

Source : Data Processed 2024

From the results of the distribution in table 9, it can be seen that the results of respondents who strongly agree with 23 respondents or 23%, who agree with 48 respondents or 48%, who quite agree with 29 respondents or 29%, who disagree 0 respondents and who strongly disagree also 0.

In question Y.2, it shows that respondents who strongly agree are 28 respondents or 28%, who agree with 47 respondents or 47%, who strongly agree with 25 respondents or 25%, who disagree with 0 respondents and who strongly disagree 0.

In question Y.3, it shows that respondents who strongly agree are 19 respondents or 19%, who agree with 63 respondents or 63%, who strongly agree with 18 respondents or 18%, who disagree 0 respondents and those who strongly disagree 0.

To analyze the influence of advertising, product quality and consumer tastes on Honda motorcycle purchase decisions in Karanggeneng Lamongan, the researcher used the following analysis:

The validity test is used to determine whether a questionnaire is valid or not. The significance test is carried out by comparing the value of the calculation with the table. Validity testing is used at the moment product by looking at the value sig = 5%. Question granules are said to be valid, if the item's score is significantly correlated with the total score shown from the rtable > value calculation.

The validity test in this study was carried out using the ***SPSS 23 for windows*** program computer, the result was that *the Pearson Correlation value* on the variable item X3 with rtable at df = n – 2 and the probability of 0.05 was obtained rtable = 0.201.

Ad Variables (x1)

It showed that all indicators used to measure the variables used for this study had a correlated coefficient greater than rtable = 0.201 (rtable value for test subjects was 100 – 2 = 98). This means that all of these indicators are valid.

Product Quality Variables (X2)

It shows that the *value of the Pearson Correlation* on the variable item X2 with the rtable on df = n–2 and the probability of 0.05 obtained rtable = 0.201. It showed that all indicators

used to measure the variables used for this study had a correlated coefficient greater than rtable = 0.201 (rtable value for test subjects was 100 – 2 = 98). This means that all of these indicators are valid.

Consumer Taste Variable (X3)

It shows that the *value of the Pearson Correlation* on the variable item X3 with the rtable at df = n – 2 and the probability of 0.05 obtained rtable = 0.201. It showed that all indicators used to measure the variables used for this study had a correlated coefficient greater than rtable = 0.201 (rtable value for test subjects was 100 – 2 = 98). This means that all of these indicators are valid.

Purchase Decision Variable (Y)

It shows that the *value of the Pearson Correlation* on the variable item Y with the rtable at df = n – 2 and the probability of 0.05 is obtained rtable = 0.201. It showed that all indicators used to measure the variables used for this study had a correlated coefficient greater than rtable = 0.201 (rtable value for test subjects was 100 – 2 = 98). This means that all of these indicators are valid.

Table 10 Results of Variable Validity Test with Value r Table

Variabel	Question No.	R count	>/<	R table	Ket
Advertisement (X1)	X1.1	0,941	>/<	0,201	Valid
	X1.2	0,934	>/<	0,201	Valid
	X1.3	0,744	>/<	0,201	Valid
	X1.4	0,682	>/<	0,201	Valid
Product Quality (X2)	X2.1	0,893	>/<	0,201	Valid
	X2.2	0,866	>/<	0,201	Valid
	X2.3	0,840	>/<	0,201	Valid
	2.4	0,893	>/<	0,201	Valid
	X2.5	0,840	>/<	0,201	Valid
Consumer Tastes (X3)	X3.1	0,941	>/<	0,201	Valid
	X3.2	0,934	>/<	0,201	Valid
	X3.3	0,744	>/<	0,201	Valid
	X3.4	0,682	>/<	0,201	Valid
Purchase Decision	Y.1	0,893	>/<	0,201	Valid
	Y.2	0,880	>/<	0,201	Valid
	Y.3	0,789	>/<	0,201	Valid

Table 10 shows that all advertising statements, product quality, consumer tastes and purchasing decisions are declared valid if the calculation is greater than the table. To find out the table, it can be seen directly in the statistical books. From the number of 98 samples, rtable = 0.201 (seen in the appendix) was obtained with df = n-2 (100-2=98) at a significant rate of 0.05. From table 5.14 the values of the free variable and the bound variable are calculated to be greater than the rtable, so it can be concluded that the result of the variable is valid.

The Reliability Test is used to show the extent to which the measuring instrument is reliable. The Reliability value is obtained by looking at the calculation output box, if the reliability value > 0.60 it can be said that the instrument used is already reliable and vice versa that the test results of the reliability of the variable construct used in this study are obtained a *Cronbach's Alpha* value greater than 0.60. This shows that all questionnaire questions have a stamdart (reliable) that has a criterion of >0.60 so it can be said to be good to continue the research.

Classic Assumption Test

The normality test aims to test whether in the regression model, the interfering or residual

variables have a normal distribution.

In the t-test and f-test it is assumed that the residual value follows a normal distribution. The test results show that the distribution of data follows a normal line, so it can be concluded that the data is distributed normally and has met the classical assumptions so that it is suitable for use.

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should not have correlations between independent variables. To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and *variance inflation factor* (VIF), if the tolerance value is < 0.10 or the VIF value > 10, it means that there is multicollinearity (Ghozali, 2005). Based on the results of the multicollinearity test in the table above, it can be seen that the VIF value is 2.881 < 10, and *the tolerance* value is 0.484 > 0.10, so it can be concluded that this regression model is free of *multicollinearity.*

For the heteroscedasticity test, it can be seen in the following *scatterplot output image* that the data is still randomly dispersed, does not show a particular pattern and it can be concluded that the data is free from heteroscedasticity problems.

Autocorrelation testing using SPSS version 23 tool obtained the following autocorrelation test results:

a. Predictors : (Constant), ADVERTISING, PRODUCT QUALITY, CONSUMER TASTES
b. Dependent Variable: PURCHASE DECISION

The results of the autocorrelation test obtained through SPSS on Durbin-Watson show that the Durbin-Watson value is 2.654, which is greater than the value of the Durbin Watson table which is 1.731. Thus, it can be concluded that there is no autocorrelation between observational data.

According to Husaini Usman (2013:232), Multiple Linear Regression Analysis is the relationship between two or more independent variables that are jointly connected by their bound variables. Obtained constant A = 2.545, B1 = 0.071, B2 = 0.212, B3 = 0.326. Based on the results of multiple linear regression research in the table above, an explanation of a regression equation is obtained as follows:

$Y = a + b1X1 + b2X2 + b3X3$

$Y = 2.545 + 0.071X1 + 0.212X2 + 0.326X3$

Where:

Y = purchase decision, X1 = advertising, X2 = product quality, X3 = consumer taste

The regression equation can be explained as follows:

1. a (constant) = 2.545. It is a constant that means that if the independent variables (advertising, product quality and consumer taste) in the study affect = 0 (X1, X2 and X3 = 0), then the result obtained from the purchase decision is 2.545.
2. b1 = 0.071. This means that for the advertising variable the regression coefficient (b1) shows a value of 0.071 which means that if the advertising variable increases by 1% then it will be able to increase the purchase decision by 0.071 assuming that the value of the other variable coefficient is constant or (a, X2 and X3 = 0).
3. b2 = 0.212. This means that for the product quality variable, the regression coefficient (b2) shows a value of 0.212, which means that if the product quality variable increases by 1%, it will be able to increase the purchase decision by 0.212 assuming that the value of the other variable coefficients is constant or (a,X1 and X3 = 0).
4. b3 = 0.326. This means that for the consumer taste variable, the regression coefficient (b3) shows a value of 0.326, which means that if the consumer taste variable increases by 1%, it will be able to increase the purchase decision by 0.326 assuming that the value of the other variable coefficients is constant or (a, X1 and X2 = 0).

From the coefficient of free variables (advertising, product quality and consumer taste)

above it is positive. This means having a direction of change that is in line with the bound variable (purchase decision). In addition, the variable coefficient of consumer appetite with a regression coefficient of 0.326 has the largest value compared to the regression coefficient of other independent variables (advertising and product quality). With possession, it can be concluded that the most dominant factor influencing the purchase decision is consumer taste. According to Usman (2013:236), multiple correlation is the relationship between two or more variables that are jointly connected by their bound variable (Y). Multiple correlation analysis is a number that shows the strong direction of the relationship between two independent variables together or more than one dependent variable. Correlation is denoted by "e" with the value (-1<r<1) if r = -1 means that the correlation is very strong. that value can be concluded that the advertising variables (X1), product quality (X2) and consumer taste (X3) have a significant relationship with the Purchase Decision (Y) together. And with an R value of 0.656, it can be concluded that the level of relationship between advertising variables (X1), product quality (X2) and consumer taste (X3) to Purchase Decisions (Y) together has a very strong relationship. The determination coefficient explains the large percentage (%) of the influence of independent variables (Advertising (X1), Product Quality (X2), and Consumer Taste (X3), on the rise and fall of the value of the bound variable, namely Purchase Decision (Y). The value of the determination coefficient can be seen in the following table that can be determined by SPSS version 23, namely: it is known that the determination coefficient (*R Square*) obtained is 0.430. This means that 43% of dependent variables (bound), i.e. purchase decisions, can be explained by independent (free) variables, namely Advertising, Product Quality and Consumer Taste. While the remaining 57% was influenced by other variables outside the variables in the study. Of the 57% other variables outside the variables in this study, they include:

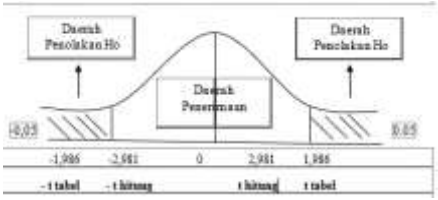
1. Brand Image Variables in the study of I Gusti Ayu Manik Mastuti, Iyus Akhmad Haris and I Nyoman Sujana in 2019.
2. Competitive Price Variables in Belgis Novel research in 2015.
3. Marketing and Service Variables in Anik Widati's research in 2017.
4. Lifestyle Variables in Suci Arum Sari's research in 2020.
5. Promotion Variables and Distribution Places in Hariman Syaleh's research in 2020.

The t-test (partial test) is a statistical test that shows whether the independent variables (independent), namely Advertising (X1), Product Quality (X2), and Consumer Taste (X3) individually or partially have a significant influence on the dependent (bound) variable, namely the Purchase Decision (Y) of Honda motorcycles in Karanggeneng Lamongan.

Based on the results of the above t-test with a significant value α = 5% (0.05), the value of t of the table is obtained as large, df = n-k-1 (100-3-1= 96 = 1.986. Here's the analysis:

1. Advertisement (X1)

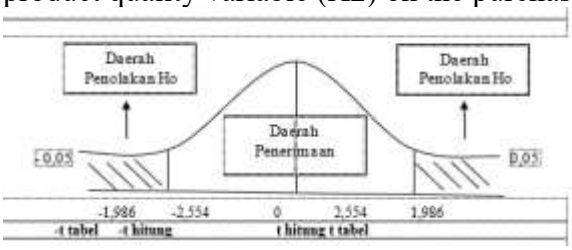
From the results of the t-test, a t-count value (2.981) was obtained, greater than the t-table (1.986) so that t-> table with a significant level of 2.981 > 1.986 (5%) was rejected and H1 was accepted, which means that there was a significant influence between the advertising variable (X1) on the purchase decision (Y) of the Honda motorcycle.



2. Product Quality (X2)

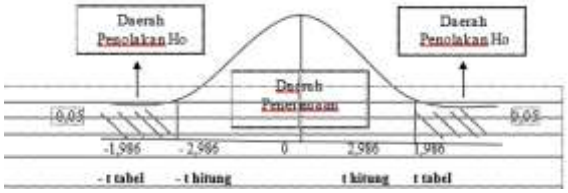
From the results of the t-test, a t-count value (2.554) was obtained, greater than t-table (1.986) so that t-calculated > table with a significant level of 2.554 > 1.986 (5%) then H0 was

rejected and H1 was accepted, which means that there is a significant influence between the product quality variable (X2) on the purchase decision (Y) of Honda motorcycles.



3. Consumer Tastes (X3)

From the results of the t-test, a t-count value (2.986) was obtained, greater than t-table (1.986) so that t-count > table with a significant level of 2.986 > 1.986 (5%) then H0 was rejected and H1 was accepted, which means that there is a significant influence between consumer taste variables (X3) on the purchase decision (Y) of Honda motorcycles.



The F test (simultaneous test) is a statistical test that shows whether all independent (independent) variables, namely Advertising (X1), Product Quality (X2), and Consumer Taste (X3) simultaneously or together have a significant influence (simultaneously) on the dependent (bound) variable, namely the Purchase Decision (Y) of Honda motorcycles in Karanggeneng Lamongan. In this study, it is shown that simultaneously (simultaneously) the variables of Advertisement (X1), Product Quality (X2), and Consumer Taste (X3) have a significant effect on the Purchase Decision (Y) of Honda motorcycles in Karanggeneng Lamongan. it can be concluded that the value of F is calculated as 22.890 while F of the table α = 5% or 0.05 the result of F of the table is 2.70 which means that F is calculated as 22.890 > F table is 2.70, then H0 is rejected and H1 is accepted so that there is a significant influence between the variables of Advertisement (X1), Product Quality (X2), and Consumer Taste (X3) on the Purchase Decision (Y) of Honda motorcycles in Karanggeneng Lamongan.

Interpretation of Research Results

Based on the analysis above, it can be interpreted as follows:

1. From the results of the Validity Test, it can be seen that the rtable = 0.201 from the results of the Validity Test with rtable. From the value of the free variable and the bound variable, the result is that the calculation is greater than rof the table so that the result of the variable is **valid**.
2. From the results of the Reliability Test of advertising variables, product quality and consumer tastes at each value show *Cronbach's Alpha* > 0.60 so that these variables can be declared **reliable**.
3. From the Classical Assumption Test, it can be explained as follows:
   1) From the Normalistic Test, a normal image of *the Probability Plot* can be seen that the distribution of the data follows a normal line, so it can be concluded that the data is distributed normally and has met the classical assumptions so that it is suitable for use.
   2) From the results of the Multicollinearity Test in the table above, it can be seen that the VIF value is 2.881 < 10, and *the tolerance* value is 0.484 > 0.10, so it can be concluded that this regression model is free of *multicollinearity* or there is no correlation between Advertising, Product Quality and Consumer Taste.
   3) From the results of the Heteroscedasticity Test, *it* can be seen that the data is still

scattered randomly, does not show a certain pattern and it can be concluded that the data is free from heteroscedasticity problems or variance differences from the Advertising Recipe, Product Quality and Consumer Taste to Purchase Decisions.

4) From the results of the Autocorrelation Test obtained through SPSS on Durbin-Watson, it shows that the Durbin-Watson value is 2.654, which is greater than the value of the Durbin Watson table which is 1.731. Thus, it can be concluded that there is no autocorrelation between observational data.

4. In the Multiple Linear Regression Test table, a regression equation is obtained. Based on the results of the regression calculation in the table above, a regression equation can be explained as follows:
   1) a (constant) = 2.545. It is a constant that means that if the independent variables (advertising, product quality and consumer taste) in the study affect = 0 (X1, X2 and X3 = 0), then the result obtained from the purchase decision is 2.545.
   2) b1 = 0.071. This means that for the advertising variable, the regression coefficient (b1) shows a value of 0.071, which means that if the advertising variable increases by 1%, it will be able to increase the purchase decision by 0.071 assuming that the value of the other variable coefficients is constant or (a, X2 and X3 = 0).
   3) b2 = 0.212. This means that for the product quality variable, the regression coefficient (b2) shows a value of 0.212, which means that if the product quality variable increases by 1%, it will be able to increase the purchase decision by 0.212 assuming that the value of the other variable coefficients is constant or (a,X1 and X3 = 0).
   4) b3 = 0.326. This means that for the consumer taste variable, the regression coefficient (b3) shows a value of 0.326, which means that if the consumer taste variable increases by 1%, it will be able to increase the purchase decision by 0.326 assuming that the value of the other variable coefficients is constant or (a, X1 and X2 = 0).

In addition, the variable coefficient of consumer appetite with a regression coefficient of 0.326 has the largest value compared to the regression coefficient of other independent variables (advertising and product quality). With possession, it can be concluded that the most dominant factor influencing the purchase decision is consumer taste. Multiple Linear Regression Analysis is the relationship between two or more independent variables that are jointly linked by their bound variables (Husaini Usman 2013:232).

From the results of the Correlation Coefficient Test above, it can be concluded that the advertising variables (X1), product quality (X2) and consumer taste (X3) have a significant relationship with the Purchase Decision (Y) together. As well as the R value of 0.656, it can be concluded that the level of relationship between advertising variables (X1), product quality (X2) and consumer taste (X3) to Purchase Decisions (Y) together has a very strong relationship.

From the results of the Determination Coefficient Test above, it can be seen that the determination coefficient (*R Square*) obtained is 0.430. This means that 43% of dependent variables (bound), i.e. purchase decisions, can be explained by independent (independent) variables, namely advertising, product quality, and consumer taste. While the remaining 57% was influenced by other variables outside of the variables in the study, including:

1) Brand Image Variables in the study of I Gusti Ayu Manik Mastuti, Iyus Akhmad Haris and I Nyoman Sujana in 2019.
2) Competitive Price Variables in Belgis Novel research in 2015.
3) Marketing and Service Variables in Anik Widati's research in 2017.
4) Lifestyle Variables in Suci Arum Sari's research in 2020.
5) Promotion Variables and Distribution Places in Hariman Syaleh's research in 2020.

From the results of the t-test, advertising tread (2,981), product quality (2,554) and consumer taste (2,986) were obtained. The variables of free advertising research, product

quality and consumer taste have a calculation of > ttable (1.986), so the variables of advertising, product quality and consumer taste have a significant influence on purchase decisions. The t-test basically refers to the independent variables individually having a significant influence on the bound variables (Ghozali 2013:98).

From the F test, Fcount 22.890 was obtained while Ftable was 2.70, H3 was accepted , meaning that the independent variables consisting of advertising (X1), product quality (X2) and consumer taste (X3) had a simultaneous influence on the purchase decision (Y). The F test basically shows that all independent variables have a joint influence on the dependent variables (Ghozali 2013:98).

Discussion

H.1 Advertising Variables (X1), Product Quality (X2) and Consumer Taste (X3) partially affect Purchase Decisions (Y). This is evidenced by the calculated value of the Advertisement variable being greater than the t-valueof the table , which is 2.981 > 1.986 with a significant level of 0.002 > 0.005. The calculated value of the Product Quality variable is greater than the value of the table, which is 2.554 > 1.986 with a significant level of 0.000 > 0.005. Thet-value calculated on the Consumer Appetite variable is greater than the ttable value of 2.986 > 1.986 with a significant level of 0.004 > 0.005.

H.2 The variables Advertising (X1), Product Quality (X2) and Consumer Taste (X3) have a simultaneous significant influence on purchasing decisions (Y). This is evidenced by the value of Fcal greater than Ftabel, which is 22.890 > 2.70. As well as a multiple correlation value of 0.656 and a determination coefficient of 0.430.

H.3 The dominance of the variable can be seen in the Advertisement variable having *standardzed coefficiens (Beta)* of 0.112, the Product Quality variable having *standardzed coefficiens (Beta)* of 0.202, the Consumer Taste variable having *standardzed coefficiens (Beta)* of 0.401. This means that *the standardzed coefficiens (Beta)* of the Consumer Taste variable is greater than the Advertising and Product Quality variables. So that the independent variable whose most dominant influence on the bound variable is Consumer Taste (X3), or it can be seen from the t-test showing that the tcal value for Advertising is 2.981 > ttable is 1.986, the tcal value for Product Quality is 2.554 > t_{table} 1.986, the tcal value for Consumer Taste is 2.986 > t_{table} 1.986. This shows that Consumer Tastes are more dominant in influencing the Decision to Buy Honda motorcycles in Karanggeneng Lamongan.

CONCLUSION

Based on the results of the data analysis that has been carried out on all the data obtained, the following conclusions can be drawn:

1. The test results showed that the variables of Advertising, Product Quality and Consumer Taste had a partial effect on the Purchase Decision. The test results showed that H0 was rejected and H1 was accepted, which means that the variables Advertisement (X1), Product Quality (X2), and Consumer Taste (X3) had a significant influence on the
2. is partially significant to the Purchase Decision variable (Y).
3. The test results showed that the variables of Advertising, Product Quality and Consumer Taste had a simultaneous effect on the Purchase Decision. This is evidenced by the F Test where F is obtained > F table which means that the variables Advertisement (X1), Product Quality (X2), and Consumer Taste (X3) have a simultaneous effect on the Purchase Decision variable (Y).
4. From the results of the calculation using multiple linear regression analysis, it can be seen that the most dominant variable is the Consumer Taste variable (X3) which affects Purchase Decision (Y) compared to the Advertising variable (X1) and the Product Quality

variable (X2).

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