
Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

The Influence of Personal Selling, Product Design, and Product Innovation on the Decision to Purchase a Honda Motorcycle in Pekanbaru City**Dinda Purnamasari^{1*}, Wan Laura Hardilawati¹, Dede Iskandar Siregar¹, Ikhbal Akhmad¹, Fitri Ayu Nofirda¹**¹Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Riau

Jl KH Ahmad Dahlan No. 88 Sukajadi, Riau, Indonesia

***Email:** 190304045@student.umri.ac.id**ABSTRACT**

The aim of this research is to determine the influence of personal selling, product design and product innovation on purchasing decisions for Honda motorbikes in the city of Pekanbaru. The population in this study is all consumers who use Honda motorbikes, the number of which is unknown. This research uses a purposive sampling technique, namely sampling based on certain criteria and considerations with a sample size of 105 respondents. The data used in this research uses primary data, namely using the questionnaire distribution method. The data analysis method used in this research uses multiple linear regression analysis. Based on the research results, the personal selling variable has a positive and significant effect on purchasing decisions, while the product design variable has a positive but not significant effect, and the product innovation variable is stated to have a positive and significant effect on purchasing decisions.

Keywords: Personal Selling, Product Design, Product Innovation, Purchasing Decisions

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

INTRODUCTION

Motorcycles are two-wheeled vehicles created to support mobility and facilitate human activities. Indonesia's increasingly high traffic congestion conditions, increasingly expensive transportation costs, and fuel usage which is restricted by the government have caused motorbikes to become an alternative means of transportation because they are more efficient, faster and cheaper than four-wheeled vehicles, especially for people with lower levels of prosperity. lower middle class (Arlin and Imantoro, 2021)

One of the motorbikes that is widely used in Indonesia, especially Pekanbaru City, is the Honda motorbike. There are three competing brands of Honda motorbikes in the city of Pekanbaru which each have their own advantages, such as Yamaha as an agile and powerful motorbike, Suzuki is famous for the speed of its class of moped (Fauzi et al., 2021). While Kawasaki has the advantage of its motorbike design, and now many Chinese motorbike products have emerged with the advantage of quite affordable prices. Honda has not succeeded in seeing the changes that have occurred in the motorbike industry, Honda remains focused on motorbikes that are more responsive and have different body designs and colors. interesting, (Rahmawati and Nani, 2021).

As a result, Honda's market share decreased and was not optimal, so Honda's competitors saw this as a weakness of Honda motorbike products (Nani and Ali, 2020). The large number of official Honda dealers spread across Pekanbaru and other competing dealers has caused one of the official Honda dealers in Pekanbaru to experience a sales fluctuation phenomenon, namely at PT MPM Pekanbaru, which is located at Jln. Durian No. 5 RT 003/RW001 Kel. Kampung Tengah, Kec. Sukajadi provides services for purchasing Honda motorbikes by cash and credit, and also provides Honda vehicle services. Sales of Honda motorbikes at PT MPM Pekanbaru are not only carried out in the Pekanbaru area, marketing has also reached the Kampar, Kandis and Kerinci areas. The following is table 1.1 which shows the fluctuations in sales of Honda motorbikes in January 2021 - May 2022 at PT.MPM Pekanbaru.

Table 1. PT.MPM Sales Data

Month	Year	Number of units sold / month	Increase/decrease in sales per unit
January	2021	192 units	0 units
February	2021	184 units	8 units
March	2021	246 units	62 units
April	2021	269 units	23 units
May	2021	238 units	31 units
June	2021	228 units	10 units
July	2021	278 units	50 units
August	2021	318 units	40 units
September	2021	332 units	14 units
October	2021	355 units	3 units
November	2021	319 units	36 units
December	2021	363 units	44 units
January	2022	319 units	44 units
February	2022	264 units	55 units
March	2022	299 units	35 units
April	2022	338 units	39 units
May	2022	152 units	186 units

Source: PT. MPM Pekanbaru

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Based on data from table 1, sales of Honda motorbikes at PT.MPM Pekanbaru experienced a phenomenon of increasing and decreasing sales ranging from 36 units to 50 units. From this data, researchers estimate that sales of Honda motorbikes are related to consumer purchasing decisions. The procedure used in selling Honda motorbikes is divided into two parts, namely cash and credit sales. From the analysis carried out, it turns out that more consumers purchase motorbikes on credit. This is indicated by the frequency with which the PO Leasing department receives PO letters from the leasing survey results. Of the many POs received, quite a few experienced errors in making POs and recording unit expenditures. A delay in the process of releasing this unit occurs if a marketing person does not provide complete data to the PO Leasing.

This causes losses for consumers because consumers are late in receiving the desired order. If there is a delay in inputting and releasing the unit, consumers will request cancellation of the purchase of a Honda motorbike and ask for the down payment to be returned, this of course affects the level of purchasing decisions at the company, and consumers can move to another motorbike dealer (Widiyanti, 2018). This research was conducted to find out what factors influence purchasing decisions in Pekanbaru City and the aim of this research is to analyze the influence of personal selling on purchasing decisions for Honda motorbikes in Pekanbaru City. Analyzing the influence of product design on the decision to purchase a Honda motorbike in the city of Pekanbaru, analyzing the influence of product innovation on the decision to purchase a Honda motorbike in the city of Pekanbaru.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION**Resource Theory-Advantage Theory of Competition**

This research uses the Resource-Advantage Theory of Competition. RA theory argues that in competition, performance arises based on market position, which comes from the superior resources owned by the company. In order to have a sustainable competitive advantage, a company must have different competencies compared to its competitors. For this reason, companies must have core competencies that can create different value, are not easily imitated and can be exploited commercially. resources that will provide a competitive advantage position in the market, thereby impacting superior financial performance (Willy and Nurjanah, 2019)

The Influence of Personal Selling on Purchasing Decisions

Face-to-face sales are carried out with two-way communication between the seller and the buyer which allows sales messages to be adapted to the environment and consumer conditions. Face-to-face sales are very important when a demonstration or in-depth explanation of the product is needed (Swastha, 2012). Personal selling can function as a bridge between a company and its customers, they represent the company looking for and getting new customers and presenting the company's products and services. They sell products by approaching customers, presenting their products, answering customer questions, negotiating price and purchase terms, and closing the sale. Apart from that, personal selling provides customer service and carries out market research and customer investigations (Setia, 2020). The results of research conducted (Putra and Santoso, 2021) state that personal selling has a positive and significant effect on purchasing decisions. This is also supported by research (Alisan and Sari, 2018) which explains that in personal selling there is direct interaction between the salesperson and the prospective buyer who will decide whether there will be a purchase decision or vice versa. If the salesperson does not

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

understand the product he is offering then it can be a nightmare when the salesperson does not get the target audience (individuals, groups, organizational people, industry) and cannot offer the right solution to consumer problems. Based on theory from previous research, the following hypothesis can be drawn:

H₁ : It is suspected that personal selling has a positive effect on purchasing decisions.

The Influence of Product Design on Purchasing Decisions

Product design is the activity of designing products that will be produced into products that are attractive and can be used for consumer needs. Product design is closely related to a product that consumers can feel its usefulness which makes consumers interested in buying the product (Elini and Syaifullah, 2022). Product design can influence purchasing decisions because design has a direct impact on company continuity. If the design we offer is accepted by the market, the company's sustainability can automatically increase (Siregar and Sinaga, 2022). A company must create a design or design for a product that emphasizes its company image. This will help the company beat its competitors by creating a distinctive design that is difficult for its competitors to imitate, and shows the role of product design in its ability to adapt in dynamic market cycles. The product design made by the company will of course not be separated from consumer demand, the company will upgrade the design according to market tastes which are influenced by changes in consumer tastes (Nuraeni and Hidayat, 2022). The results of research conducted (Darman and Sofia, 2021) state that there is a positive and significant influence between product design on purchasing decisions. This is also supported by research (Tannia and Yulianthini, 2021) which explains that in improving purchasing decisions, companies must be able to design marketing strategies that are directed at achieving company goals in increasing consumer purchases of products and design to become one of the benchmarks for the company's success. attract consumer interest. Based on theory from previous research, the following hypothesis can be drawn:

H₂ : It is suspected that product design has a positive and significant effect on purchasing decisions.

The Influence of Product Innovation on Purchasing Decisions

Product innovation is a renewal that can be seen as a product's functional progress that makes the product more advanced than its competitors (Jauhari, 2020). Product innovation is needed to meet market demand, followed by competition between companies. The product innovation developed will be able to increase the company's ability to produce quality products. Companies should be able to improve their product development capabilities with the aim that the resulting products have the potential to be developed for sustainable innovation. The creation of product innovation, especially in terms of product development, will encourage companies to realize a value of superior competitiveness (Widiarta et al., 2020). The results of research conducted (Rasyid and Indah, 2018) state that there is a positive and significant influence between product innovation and purchasing decisions. This is also supported by research (Rachman, 2021) which states that innovation is important for companies to continue developing new or existing products because consumers continue to switch from old products to new, more sophisticated products. Based on theory from previous research, the following hypothesis can be drawn:

H₃ : It is suspected that product innovation has a positive and significant effect on purchasing decisions.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

METHOD

The type of research used in this research is qualitative, because it is to determine the influence and relationship between the dependent and independent variables. The type of data used in this research uses primary data sourced from data obtained through questionnaires in the form of detailed questions or statements and then the results of the respondents' answers are processed into data in this research. The population in this study were consumers who use Honda motorbikes who live in the city of Pekanbaru, totaling 105 respondents. The technique used in sampling in this research was a purposive sampling technique, namely a sampling technique based on certain criteria. The criteria for sampling in this research are: firstly consumers who use Honda motorbikes, secondly consumers who live in the city of Pekanbaru, thirdly consumers aged 17 years and over, and fourthly consumers who have purchased Honda motorbikes in the last 2 years.

The instruments in this research are: first, the indicators of the personal selling variable, namely prospects and qualifications, preliminary approach, presentation and demonstration, overcoming objections to closing sales, follow up (Kotler and Keller, 2012). The two indicators of product design are features, quality, power, reliability, easy repair, style (Kotler and Armstrong, 2012). The three indicators of product innovation are product quality, product variants, product style and design (Kotler and Armstrong, 2012). The four purchasing decision variables are, product introduction, information search, alternative evaluation, purchase decision, post-purchase behavior (Kotler and Keller, 2012). The analytical techniques used in this research are: first data quality test consisting of validity and reliability tests, second classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, third multiple linear regression analysis, fourth f test, t test, coefficient of determination test.

RESULT AND DISCUSSION

Table 2. Results of Descriptive Statistical Tests

	N	Descriptive Statistics			
		Minimum	Maximum	Mean/Median	Std. Deviation
X1	105	18	180	81	1699
X2	105	25	105	82	416.21
X3	105	9	45	35	93.1
Y	105	15	75	57	235.218864
Valid N (listwise)	105				

Source: Processed data, 2023

Table 2 provides descriptive statistics that describe the distribution results for each research variable, such as personal selling, product design, product innovation, and purchasing decision information. The table shows that the average is greater than the standard deviation value, so it can be said that the data is well distributed (Ghozali 2013). Apart from that, researchers used data quality tests consisting of validity tests and reliability tests. To test the validity, it is known that each question item from the dependent and independent variables has a calculated r value > (greater than) r table, namely each question item from the dependent and independent variables has the smallest value starting from 0.571 to 0.889 which shows > (greater than) 0.192. Where the r table is obtained from the degree of freedom (df) = N-105-2= 103 with alpha 0.05, the r table is 0.192. Thus, the

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

statement items used can be declared valid and suitable for use as research data (Ghozali, 2013).

Table 3. Reliability Test Results

Research variable	Cronbach's Alpha	N Of Items	Information
Personal Selling (X1)	0.948	0.63	Reliable
Product Design (X2)	0.962	0.63	Reliable
Product Innovation (X3)	0.957	0.63	Reliable
Decision Purchases (Y)	0.960	0.63	Reliable

Source: Processed data, 2023

From table 3 it is known that the reliability coefficient of the independent and dependent variables shows that the Cronbach alpha coefficient is > 0.63 , so it can be said that all instruments in this research are reliable (Ghozali, 2013). This research has tested classical assumptions and was declared to have passed the data normality test, multicollinearity test and heteroscedasticity test.

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,379	1,899		-,200	,842
Personal Selling	,369	,067	,420	5,499	,000
Product Design	,089	,077	,119	1,167	,246
Product Innovation	,701	,148	,441	4,740	,000

Source: Processed data, 2023

From table 4 it is known that the multiple linear regression equation is as follows: $Y = -0.379 + 0.369 X_1 + 0.089 X_2 + 0.701 X_3$. This means that the constant value is -0.379 if the independent variable value is 0 then the purchasing decision is -0.379. Then the dependent variable has a positive value, which means the dependent variable has a positive and significant influence on marketing performance (Ghozali, 2013).

Table 5. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,379	1,899		-,200	,842
TotalX1	,369	,067	,420	5,499	,000
TotalX2	,089	,077	,119	1,167	,246
TotaX3	,701	,148	,441	4,740	,000

Source: Processed data, 2023

From table 5 the results of the t test are as follows: Error rate (α) = 5% and degrees of freedom (df) = (nk) = $105 - 4 = 101$ t table used is 0.05% (101) = 1.983 (Harahap, 2018)

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

). The basis for decision making is if $t \text{ count} > t \text{ table}$ (1.983) and the sig value < 0.05 then it can be said that variable $t \text{ table} = 1.993$ with a significance level of $0.000 < 0.05$. This means that the personal selling variable (X1) has a positive and significant influence on purchasing decisions (Y), the product design variable (X2) on purchasing decisions (Y) obtained a calculated $t \text{ value} = 1.167 < t \text{ table} = 1.993$ with a significance level of $0.246 > 0.05$. This means that the product design variable (X2) has a positive but not significant effect on purchasing decisions (Y), for the product innovation variable (X3) on purchasing decisions (Y), the calculated $t \text{ value} = 4.740 > t \text{ table} = 1.993$ with a significance level of $0.000 < 0.05$. This means that the product innovation variable (X3) has a significant influence on purchasing decisions (Y).

Table 6. Test Results f

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22061,396	3	7353,799	309,296	,000 b
	Residual	2401,366	101	23,776		
	Total	24462,762	104			

a. Dependent Variable: Purchase Decision

Predictors: (Constant), Personal Selling , Product Design, Product Innovation

Source: processed data, 2023

Calculated F value is 309.296 and the significant calculated F value is $0.000a < 0.05$ so it can be understood that this value shows a significant influence between the personal selling , product design and product innovation variables. on purchasing decisions.

Table 7. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,950 a	,902	,899	4,876

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2

Source: Processed data, 2023

Adjusted R Square value is 0.899 (89.9%), this shows that by using the regression model, the independent variables, namely personal selling , product design and product innovation, have an influence on the purchasing decision process of 89.9%. While the rest ($100\% - 90.2\% = 10.1\%$). explained by other factors or variables that are unknown or not included in this regression analysis, such as price, promotion, product quality and others (Ghozali, 2013).

The Influence of Personal Selling on Purchasing Decisions

The results of testing with SPSS for the personal selling variable on purchasing decisions obtained a calculated $t \text{ value} = 5.499 > t \text{ table} = 1.993$ with a significance level of $0.000 < 0.05$. This means that the personal selling variable has a significant influence on the decision to purchase a Honda motorbike, in other words the hypothesis (H1) is accepted. Personal selling or personal sales systems

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

are emphasized more to increase company profits. The agent's role as a representative in the personal selling program greatly influences the customer's purchasing decisions. The nature of personal selling may be more flexible because it can better adapt offers directly to the needs and behavior of each prospective buyer. Understanding consumer behavior is actually not easy because consumers have different characteristics. Because society's needs are unlimited, this requires the skills of sales personnel. These results show that if consumers' views regarding Honda motorbike products are better, the higher the decision to purchase Honda motorbikes. When what is in the consumer's view is a positive perception of a product, the consumer buys that product (Suryanto and Sosrowidigdo, 2020). This research is in line with research conducted (Putra and Santosos, 2021) which examined the influence of personal selling on purchasing decisions to obtain results namely that there is a positive and significant influence between personal selling on purchasing decisions.

The Influence of Product Design on Purchasing Decisions

The results of testing with SPSS for the product design variable (X2) on purchasing decisions (Y) obtained a calculated t value = $1.167 < t_{table} = 1.993$ with a significance level of $0.246 > 0.05$. This means that the product design variable (X2) has a positive but not significant effect on purchasing decisions (Y), in other words the hypothesis (H2) is rejected. Creating attractive designs is one of the characteristics of modern marketing that Honda can do. The implication is to create a design that prioritizes the beauty, usefulness and function of the product in the minds of consumers and becomes the basic motivation for consumers in making purchasing decisions. Companies must also realize the importance of the marketing value of a product, especially its appearance design. Choosing the right color is an advantage for marketing a product. Management decisions in choosing colors according to consumer tastes and when to replace the product. In terms of design, Honda must have several different shapes and colors to choose from, because each consumer has different tastes from one another. This is in accordance with research conducted (Hananto, 2021) which states that product design has a positive but not significant effect on purchasing decisions.

The Influence of Product Innovation on Purchasing Decisions

The results of testing with SPSS for the product innovation variable (X3) on purchasing decisions (Y) obtained a calculated t value = $4.740 > t_{table} = 1.993$ with a significance level of $0.000 < 0.05$. This means that the product innovation variable (X3) has a significant influence on purchasing decisions (Y), in other words the hypothesis (H3) is accepted. By carrying out product innovation, it is hoped that it can improve consumer purchasing decisions. Innovation is closely related to other benefits of the product, for example the main benefit of Honda motorbikes is as a means of transportation, with the innovations provided by Honda motorbikes such as saving fuel, having a spacious trunk and being able to carry lots of items, etc., it can help Honda to remain viable in the automotive market by continuing to provide innovations that are useful for Honda motorbike users (Hasbullah, 2022). These results show that the higher the innovation carried out by Honda, the higher the purchasing decision for Honda motorbikes in Pekanbaru. This can be done by developing existing products or creating something new so that consumers have more choices in making purchasing decisions, this is In accordance with research conducted (Rasyid and Indah, 2018) which examined the influence of product innovation on purchasing decisions, the results showed that there was a positive and significant influence between

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

product innovation variables on purchasing decisions. Research that supports the existence of a relationship between product innovation and purchasing decisions is research conducted by (Tannia and Yulianthini, 2021) who examined the influence of product innovation on purchasing decisions. The results of this research show that there is a positive and significant effect between product innovation and purchasing decisions. .

RESEARCH LIMITATIONS

Based on the research results, the researcher wants to provide suggestions or input for the company and further researchers for the Honda company must see how effective these three variables are in achieving the best results in consumer purchasing decisions through personal selling , product design, and product innovation. Therefore, the company must maintain its existence to compete with similar companies through these three variables. Future researchers are expected to be able to increase the number of populations, characteristics of respondents and samples to obtain more accurate and maximum results from many people. Future researchers are also advised to add other variables that have not been used in this research, such as word of mouth , promotion, service quality, strategic location, which of course can influence the dependent variable of purchasing decisions to further complete this research because there are still other independent variables that may influence purchasing decisions.

CONCLUSION

The results of research regarding the influence of personal selling , product design and product innovation on the decision to purchase a Honda motorbike in the city of Pekanbaru, can be concluded as follows: firstly, personal selling has a positive and significant effect on the decision to purchase a Honda motorbike in the city of Pekanbaru. This proves that when personal The company's selling is carried out and continues to be developed well, so it can automatically influence consumers in making purchasing decisions. Both product designs have a positive but not significant effect on the decision to purchase a Honda motorbike in the city of Pekanbaru. This proves that product design is not the main factor for consumers to buy Honda motorbike products and does not influence consumers in making purchasing decisions. The three product innovations have a positive and significant influence on the decision to purchase a Honda motorbike in the city of Pekanbaru. This proves that when product innovation continues to be carried out to produce better products, it can automatically influence consumers in making purchasing decisions.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

REFERENCES

- Al rasyid, H., & Tri Indah, A. (2018). The Influence of Product Innovation and Price on the Decision to Purchase Yamaha Motorbikes in South Tangerang City. *Perspectives* , 16 (1), 39–49. <https://doi.org/2550-1178>
- Alisan, A., & Sari, W. (2018). The Influence of Personal Selling and Product Quality on Purchase Decisions for Pipe Fittings (Elbows) at Pt. Eternal Friends of Medan Engineering. *Journal of Management and Finance* , 7 (2), 128. <https://doi.org/10.33059/jmk.v7i2.808>
- Arlin, DV, & Imantoro, J. (2021). The Influence of Price Fairness and Price Development on Customer Satisfaction Purchasing Yamaha Vixion Motorcycles at the Lautan Teduh Dealer in Purbolinggo. *Journal of Management* , 1 (1), 1–11.
- Darman, LO, & Sofia, S. (2021). The Influence of Product Design, Promotion and Lifestyle on the Decision to Purchase a Yamaha N-MAX Motorcycle at PT. Hasjrat Abadi Motor Sorong City. *Percussion Scientific Journal* , 1 (3), 346. <https://doi.org/10.32493/j.perkusi.v1i3.11141>
- Elini, E., & Syaifullah, S. (2022). The Influence of Product Quality, Product Design and Promotion on the Decision to Purchase Advan Smartphones at PT Maju Telekomunikasi Batam. *Equivalence Journal* , 8 (1), 40–56. <https://doi.org/10.51158/ekuivalensi.v8i1.650>
- Ghozali, I. (2013). *Multivariate Analysis Application with the IBM SPSS Program* . Diponegoro University Publishing Agency.
- Hananto, D. (2021). The influence of product design, product quality, and price perceptions on purchasing decisions for bicycle jersey products in Tangsel. *Semnaslid Proceedings* .
- Harahap, NZ (2018). The Influence of Product Quality, Price, and Promotion on the Decision to Purchase Sedaap Brand Instant Noodles among Girls' Dormitory Students at the University of North Sumatra .
- Hasbullah, M. (2022). The influence of product innovation, product quality and promotion on purchasing decisions . 18 (4), 860–865.
- Jauhari, I. (2020). The Influence of Product Differentiation, Product Equity, Brand Equity, and Product Innovation on Purchasing Decisions for South Korean Electronic Products. *I* , 25 (3).
- Juhria, A., Meinitasari, N., Iqbal Fauzi, F., Yusuf, A., & Business Economics, Singaperbangsa University, F. (2021). The Influence of E-Service Quality on Customer Satisfaction in the Shopee E-Commerce Application. *Journal of Management* , 13 (1), 55–62.
- Kotler, P & Armstrong, G. (2012). *marketing principles* .
- Kotler, P & Keller, K. L. (2012). *Marketing Management* (New Jersey).
- Nani, D.A., & Ali, S. (2020). Determinants of Effective E-Procurement System: Empirical Evidence from Indonesian Local Governments. *Journal of Accounting and Business Dynamics* , 7 (1), 33–50. <https://doi.org/10.24815/jdab.v7i1.15671>
- Nuraeni, N., & Hidayat, R. (2022). The Influence of Advertising, Brand Image, and Product Design on Purchasing Decisions on Honda Scoopy Motorcycles. *Ikraith-Ekonomika* , 5 (2), 177–186.
- Putra, VS (2021). The Influence of Price and Product Innovation on Purchasing Decisions at Wisma Fresh, Siman Village, Siman District, Ponorogo Regency .
- Rachman, T. (2021). The Influence of Product Innovation, Product Quality and Brand Image

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

- on ASUS Smartphone Purchasing Decisions in Bekasi. *Journal of Pelita Ilmu* , 15 (01), 48–52.
- Rahmawati, D., & Nani, DA (2021). The Influence of Profitability, Company Size, and Debt Level on Tax Avoidance. *Journal of Accounting and Finance* , 26 (1), 1–11. <https://doi.org/10.23960/jak.v26i1.246>
- Faithful, senses of praise. (2020). The Relationship Between Brand Loyalty and Personal Selling with Purchasing Decisions at the Honda Ziranng Motor Dealer, Pesantunan Branch, Brebes Regency . Pancasakti University Tegal.
- Siregar Sun Uli Na Pandopatan, Sinaga Juhendri, SSD (2022). The Influence of Promotional Product Quality and Product Design on the Decision to Purchase a Yamaha Mio Motorcycle at PT Alfa Scorpil Billal Medan . 30 (April), 107–117.
- Suryanto Sosrowidigdo, HAR (2020). The Influence of Personal Selling on Decisions to Purchase Insurance Services at PT Asuransi Jiwasraya (PERSERO) South Jakarta Branch. *GL Dergisi T-Shirt* , 8 (75), 147–154. <https://doi.org/10.1016/j.jnc.2020.125798><https://doi.org/10.1016/j.smr.2020.02.002><http://www.ncbi.nlm.nih.gov/pubmed/810049><http://doi.wiley.com/10.1002/anie.197505391><http://www.sciencedirect.com/science/article/pii/B9780857090409500205><http://www.sciencedirect.com/science/article/pii/B9780857090409500205>
- Swastha, B. (2012). *Sales Management* (Ed.3). BPFE Yogyakarta.
- Tannia, PV, & Yulianthini, NN (2021). The Influence of Product Quality, Product Design and Price on Purchasing Decisions on Honda PCX Brand Motorcycles. *Prospects: Journal of Management And Business* , 3 (2), 88–94.
- Widiarta, PGK, Mahardika, IPD, Nugraha, NAS, Tintara, IDGW, & Yasa, NNK (2020). The Role of Product Innovation in Mediating Technology Orientation on Competitive Advantage. *Udayana University Economics and Business E-Journal* , 2 , 199. <https://doi.org/10.24843/eeb.2020.v09.i02.p05>
- Widiyanti. (2018). Analysis of Yamaha Motorcycle Sales at PT. Sentral Yamaha Pekanbaru. *Journal of Communication Science and Business* , 66 , 37–39. https://www.fairportlibrary.org/images/files/RenovationProject/Concept_cost_estimate_accepted_031914.pdf
- Willy, W., & Nurjanah, S. (2019). The Influence of Product Packaging and Taste on Purchase Interest which Impacts Energy Drink Customers' Purchase Decisions. *Journal of Management Science* , 8 (2), 65. <https://doi.org/10.32502/jimn.v8i2.1820>