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The Effect Of Service Quality, Place And Promotion On Purchasing Decisions For Yamaha N-Max Motorbikes At Ksm Nanga Pinoh Melawi Regency

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ABSTRACT

This study aims to analyze the effect of service quality, location, and promotion on purchasing decisions. Data collection was conducted through questionnaires, and to ensure the accuracy and reliability of the questionnaires, two test tools were used, namely validity test and reliability test. In the analysis, multiple linear regression was used to evaluate the relationship between the dependent variable (purchase decision) and independent factors (service quality, location, and promotion). The results showed that location, advertising, and service quality all had a significant impact on consumers purchasing decisions. With a significance level of 0.000 and a calculated F-value of 504.080, the F-test shows that together these independent factors have a major influence on purchasing decisions. The value of the coefficient of determination (R2) indicates that the three independent variables can explain 94.0% of the variance of the purchase decision. The study emphasizes the importance of service quality, location, and promotion in shaping customer behavior, as well as providing valuable insights for companies looking to improve their marketing strategies.

INTRODUCTION

In the business world, companies must remain alert to technological developments, the times, and changes in consumer needs and tastes. With the increasing need for transportation equipment, two-wheeled motor vehicle businesses have the opportunity to increase their profits by implementing various strategies and improvements in their marketing activities to increase sales. Problem identification, information retrieval, evaluation of alternatives, purchase decisions, and post-purchase phases are some of the processes that lead to purchase decisions (Herdiana, 2018).

This study aims to determine the effect of service quality, location, and promotion on the purchase of Yamaha N-max motorcycles in KSM Nanga Pinoh, Melawi Regency. According to Tjiptono (2019), a measure of service quality is the extent to which the level of service provided can meet customer expectations. Research conducted by Apriliani and Meryanti (2021) shows that service quality has a significant impact on purchasing decisions. In addition, Febriansyah and Triputra (2021) state that customer satisfaction has a direct correlation with service quality and purchasing decisions. In addition to service quality, location also has an important role in determining purchasing decisions. Location encompasses every activity of a company that makes products available to target customers (Kotler and Armstrong, 2016). However, research conducted by Lestari et al. (2025) showed that location had no significant effect on purchasing decisions. This study aims to determine whether the same results apply to the purchase of Yamaha Nmax motorcycles in KSM Nanga Pinoh. Reimers and Clulow's (2017) research suggests that strategic store locations and good accessibility can increase visits and purchase decisions.

Promotion also influences the consumer's decision to buy a product. According to Kotler and Keller (2016), promotion is the process of explaining the benefits of a product and convincing potential buyers to make a purchase. To improve consumer understanding of the products offered, companies need to do marketing through various methods such as advertising, sales promotion, direct marketing, public relations, and personal selling. Before making a promotion, the company must formulate a precise and integrated idea, which includes various means such as advertising, direct sales, word of mouth, or publications such as seminars. This will help the company communicate well, for example by explaining the advantages of the product and encouraging consumers to buy. Yusda's research (2020) shows that promotion has a significant and positive effect on the purchase decision of Yamaha Nmax at PT Yamaha Bahana Lampung. With regard to the purchase decision of Yamaha N-max, it can be concluded that the elements that influence customer behavior towards a particular product are very important. Therefore, it is very important to conduct research on the extent to which elements of consumer behavior affect the purchase decision of this bike, in order to predict the fierce competition that will face KSM Nanga Pinoh to maintain its existence.

LITERATURE REVIEW

Purchasing Decisions

Tjiptono (2019) asserts that one aspect of consumer behavior is the purchase decision. Consumer behavior includes any activity that contributes directly to the acquisition and selection of goods and services, including the decision-making processes that occur before and after such actions. According to Assauri (2017), the purchase decision making process involves determining what to buy and whether the item will be consumed. Recent research has shown that purchasing decisions are strongly influenced by a variety of factors, such as location, perceived price, and product quality (Homburg et al., 2019; Zeithaml et al., 2018). This study aims to examine how these three variables interact with each other to influence the purchase decision of Yamaha N-Max consumers in Nanga Pinoh Melawi Regency.

The hypotheses proposed in this study are as follows:

H1: Quality of service, location and promotion influence the purchasing decision.
H2: Quality of Service influence on purchasing decision.
H3: Place influence on purchasing decision.
H4: Promotion influence on purchasing decision.

Service Quality

According to Kotler and Keller (2016), the quality of a product or service is determined by its overall characteristics that are capable of meeting both stated and implied needs. Meanwhile, cashmere (2017) states that service quality is the result of an individual or organization's efforts

to satisfy clients or employees. When customer expectations are met, satisfaction can be achieved well. Arianto (2018) emphasized that the timely fulfillment of customer expectations as well as the fulfillment of needs and demands are important elements of service quality. Any services that the company provides to its customers during their stay in the premises are considered to be of the highest quality.

Place

Place is an important factor in understanding consumer behavior. Strategic location, easy access, and adequate facilities can influence consumer purchasing decisions. Generally, a good location is characterized by high accessibility, ample parking, as well as additional amenities. Research by Reimers and Clulow (2017) shows that strategic store locations and good access can increase visits and purchase decisions. Furthermore, Seidel and Thiel's (2020) research found that a convenient and easy-to-reach location significantly affects customer loyalty. According to Abubakar (2018), a place is a location where a company or industry is located, which is considered to have an important value that has an impact on sales and profit-making, both in the short and long term.

Promotion

Kotler and Keller (2016), said that promotion is an activity that aims to convey the benefits of a product and convince potential buyers to make a purchase. Some examples of promotional tools include sales promotion activities, public relations, and word of mouth recommendations. In addition, marketing and direct marketing publications also fall into this category (Lupiyoadi and Hamdani, 2016). Firmansyah (2020) added that promotion is an effort to introduce goods and services so that they can be accepted and recognized by the community.

METHODS

Research Type

According to Sugiyono (2019), this type of research is included in quantitative research methods. Quantitative research is a research methodology that is based on positivism and is used to study a particular population or sample. In this study, data is collected using research tools and analyzed quantitatively or statistically to evaluate pre-established hypotheses.

Population And Sample

In this study, the population studied is the customer who has purchased a Yamaha n-max motorcycle from KSM Nanga Pinoh. According to Paramita (2021), a population is a group of people or objects that have the same qualities and are the object of research. To anticipate sample errors, the sample size is rounded to 100 respondents. This sample was selected from that population using the ancient Rao formula, with a confidence level of 95% and a margin of error below 5%. The sampling strategy used in this study is purposive sampling. According to Sugiyono (2019), purposive sampling is a sampling strategy that is carried out taking into account certain criteria.

Data Collection

Respondents were given questionnaires as part of a survey to collect data. The purpose of this questionnaire is to measure how customers feel about the quality of service, location, and promotions at KSM Nanga Pinoh, as well as their choices in shopping. After that, the research hypothesis was tested using statistical analysis of the primary data that has been collected.

Measurement

Respondents were asked to rate their agreement with a number of statements about service quality, location and promotion, and purchasing decisions using a 5-point Likert scale to quantify the research variables.

RESULTS

Validity Test

Validity test is done by calculating the correlation between the total score and each question or item. Next, the calculated correlation value (calculated r) is compared with the value of the table at a significance level (α) of 5% (0.05). In this case, the degrees of freedom (df) are calculated by the formula df = (n-2), where n is the number of samples, that is, 100, so df becomes 98. Therefore, the value of R of the table can be seen in the table of values of the product of moments for df = 98, which is 0.196.

Table 1 Validity Test Results

item	r count	r table	Conclusion
Service Quality			
SQ1	0,650	0,196	Valid
SQ2	0,649	0,196	Valid
SQ3	0,634	0,196	Valid
SQ4	0,419	0,196	Valid
SQ5	0,457	0,196	Valid
SQ6	0,374	0,196	Valid
SQ7	0,424	0,196	Valid
SQ8	0,358	0,196	Valid
SQ9	0,507	0,196	Valid
SQ10	0,513	0,196	Valid
SQ11	0,522	0,196	Valid
SQ12	0,513	0,196	Valid
SQ13	0,480	0,196	Valid
SQ14	0,500	0,196	Valid
SQ15	0,539	0,196	Valid
SQ16	0,461	0,196	Valid
SQ17	0,624	0,196	Valid
Place			
P1	0,753	0,196	Valid
P2	0,748	0,196	Valid
P3	0,749	0,196	Valid
P4	0,713	0,196	Valid
P5	0,725	0,196	Valid
P6	0,693	0,196	Valid
P7	0,699	0,196	Valid
P8	0,654	0,196	Valid
P9	0,637	0,196	Valid

P10	0,521	0,196	Valid
P11	0,536	0,196	Valid
P12	0,343	0,196	Valid
Promotion			
PT1	0,753	0,196	Valid
PT2	0,544	0,196	Valid
PT3	0,642	0,196	Valid
PT4	0,544	0,196	Valid
PT5	0,492	0,196	Valid
PT6	0,663	0,196	Valid
PT7	0,680	0,196	Valid
PT8	0,626	0,196	Valid
PT9	0,618	0,196	Valid
PT10	0,717	0,196	Valid
PT11	0,654	0,196	Valid
PT12	0,644	0,196	Valid
Purchasing Decisions			
PD1	0,720	0,196	Valid
PD2	0,712	0,196	Valid
PD3	0,709	0,196	Valid
PD4	0,515	0,196	Valid
PD5	0,576	0,196	Valid
PD6	0,507	0,196	Valid
PD7	0,720	0,196	Valid
PD8	0,712	0,196	Valid
PD9	0,709	0,196	Valid
PD10	0,515	0,196	Valid
PD11	0,576	0,196	Valid
PD12	0,507	0,196	Valid
PD13	0,720	0,196	Valid

Source: Processed Data, 2025

Based on Table 1, all data are considered acceptable if the calculated value (estimated correlation coefficient) exceeds the critical value (rtable) indicated in the table. This ensures that the data collected from the survey is accurate.

Reliability Test

Reliability refers to the consistency of scores and stability of data produced by research instruments. In this case, reliability is concerned with how consistent and stable the data or findings obtained are. Reliability testing was performed using Cronbach's alpha analysis technique. According to Siregar (2017), research instruments are considered reliable if the coefficient (r11) is greater than 0.6.

Table 2 Reliability Test Results

Variable	Cronchbach Alpha	Terms	Conclusion
Service Quality	0,821	0,600	Reliable
Place	0,864	0,600	Reliable
Promotion	0,809	0,600	Reliable
Purchasing Decision	0,793	0,600	Reliable

Source: Processed Data, 2025

A reliable or consistent set of variables is sometimes defined as having a Cornbanch's Alpha value lower than 0.60. Thus, the results of this survey are consistent and can be further investigated for interpretation and analysis.

Normality Test

The method used in this study to assess normality is the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, the assumption of normality can be considered valid.

Table 3 Normality Test Results

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	0,092
Asymp.Sig.(2-tailed)	0,200

Source: Processed Data, 2025

The results of the normality test in Table 3 above show a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data distribution is normal. Residual Data are normally distributed, according to traditionally tested assumptions. With a tolerance value of more than 0.1 and a VIF value of less than 10, the multicolinearity test showed no multicolinearity problems. Linearity test results showed a linear relationship between service quality and purchasing decisions, a linear relationship between location and purchasing decisions, and a linear relationship of promotion and purchasing decisions.

Multiple linear regression analysis showed that the decision to purchase a Yamaha n-max motorcycle at KSM Nanga Pinoh was positively influenced by the quality of service, location and promotion at the same time. The resulting regression equation is:

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

$$Y = 1{,}199 + 0{,}464X_1 + 0{,}267X_2 + 0{,}251X_3$$

Based on the regression coefficient, every one unit increase in service quality will lead to an increase of 0.464 units in purchasing decisions. Likewise, each one-unit increase in location will increase the purchase decision by 0.267 units, and each one-unit increase in promotion will contribute 0.251 units to the purchase decision.

Interpretation Of Regression Results

The following is an explanation of the regression equation:

The constant value of 1.199 means that the choice to buy a Yamaha N-max Motorcycle (Y) will go up by 1.199 units if the variables of pricing (X_2), promotion (X_3), and service quality (X_1) are all equal to zero.

The regression coefficient for service quality (X_1) of 0.464 indicates that each one unit increase in service quality will increase the purchase decision for a Yamaha N-max Motorcycle by 0.464 units, which shows a positive relationship.

The regression coefficient for place (X_2) of 0.267 indicates that each increase of one unit of place will increase the purchase decision of a Yamaha N-max Motorcycle by 0.267 units, indicating a positive relationship. The regression coefficient for promotion (X_3) of 0.251 indicates that each increase of one unit of promotion will increase the purchase decision of a Yamaha N-max Motorcycle by 0.251 units, indicating a positive relationship.

Partial Test (T-test)

In this study, the impact of each independent variable (service quality, location, and promotion) on the dependent variable (buying decision) was evaluated using a t-test. The T value of the table can be used to determine the T value of the table:

ttable = (α /2; n-k-1)
ttabel = (0.05/2; 100-3-1)
t table = 0.025; 94
ttable = 1.984

Tabel 4 Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.199	.121		.821	.414
	Service Quality	.464	.052	.448	8.909	.000
	Place	.267	.033	.346	8.018	.000
	Promotion	.251	.039	.257	6.358	.000

Source: Processed Data, 2025

1. Variable X_1: Quality Of Service
   Based on the table above, the significance value of 0.000 is smaller than 0.05, and the calculated t value of 8.909 is higher than the table t value of 1.984. Thus, the hypothesis H2 was accepted and Ho was rejected, which indicates that the quality of Service has a fairly significant positive impact on the decision to purchase a Yamaha N-max motorcycle.
2. Variable X_2: Place
   The significance value of 0.000 is also smaller than 0.05, while the calculated t value of 8.018 is higher than the table t value of 1.984. Therefore, H3 was accepted and Ho was rejected, which indicates that the location had a considerable positive influence on the purchase of Yamaha N-max motorcycles.
3. Variable X_2: Promotion
   With a significance value of 0.000 which is less than 0.05, and a calculated t value of 6.358 which is also greater than the table t value of 1.984, H4 is accepted and Ho is rejected. This shows that the promotion has a considerable positive impact in the purchase decision of the Yamaha N-max motorcycle.

Simultaneous Test (F-test)

In this study, the simultaneous use of the independent variable (location, promotion, and quality of service) against the dependent variable (the choice to buy a Yamaha n-max motorcycle) was calculated using the F-test. If the significance value is less than 0.05 and the F value is greater than the table value, then the hypothesis is accepted. With k = 3 (the number of independent variables) and df = 97 (the number of samples minus the number of variables), the F value of the table is obtained by 2.70.

Tabel 5 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	8.682	3	2.894	504.080	.000[b]
	Residual	.551	96	.006		
	Total	9.233	99			

Source: Processed Data, 2025

Refers to the F value of the table that reaches 504.080 and the significance value of 0.000, both smaller than 0.05. This indicates that the hypothesis H1 was accepted and H0 was rejected, which indicates that the quality of service, location and promotion simultaneously have a significant impact on the purchase of Yamaha N-max motorcycles.

Coefficient of Detemination (R^2)

The coefficient of determination, often referred to as Adjusted R2, is a measure of the extent to which the dependent variable can be described by the model. A value close to 1 indicates a higher strength of Adjusted R2, and the value can range from 0% to 100%. The Adjusted value of R2 can be seen in the following table.

Tabel 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970[a]	.940	.938	.07577

Source: Processed Data, 2025

The factors of service quality, location, and promotion may account for 94.0% of the variance in purchase decisions, according to the data, which revealed a R Square value of 0.940. Other factors not covered in this study have an impact on the remaining 6.00%.

DISCUSSION

Based on the results of testing the hypothesis H1 conducted using a simultaneous test (F-test), obtained the calculated F value of 504,080, far exceeding the value of F in the table which is only 2.70. In addition, the significance value obtained is 0.000, which is much less than 0.05. This shows the simultaneous influence of Service Quality, location, and promotion on purchasing decisions. The F-test results also indicate a positive relationship between the three variables. Thus, we can conclude that H1, which states that the quality of Service, location and promotion have a positive and significant influence on the purchase decision, is acceptable.

The findings of this study also support the second hypothesis which asserts that the quality of Service has a significant effect on the purchase decision of Yamaha N-max motorcycles in KSM Nanga Pinoh, Melawi Regency. The positive coefficient on the quality of services indicates that the higher the quality of the services provided, the greater the purchase decision taken by the consumer. This finding is in line with previous research by Novitasari and Mauludi (2023) which revealed that service quality has a direct effect on purchasing decisions.

Furthermore, the third hypothesis asserts that location also plays a significant role in influencing purchasing decisions. Significant positive coefficients in the location factor indicate that consumers are more likely to choose to buy Yamaha N-max motorcycles if supported by a strategic location, which makes it easier for them to access the desired product. This finding is consistent with studies conducted by Rangkuti (2008) and Resty (2022) that underscore the importance of price perception in consumer purchasing behavior. These results are also in line with the research of Reimers and Clow (2017) which emphasizes the importance of strategic locations to increase visits and purchases in stores.

Finally, the fourth hypothesis suggests that promotion also has a significant influence on the decision to purchase Yamaha N-max motorcycles in KSM Nanga Pinoh, Melawi Regency. Significant coefficients associated with promotions indicate that KSM Nanga Pinoh is consistent in carrying out promotional activities and implementing appropriate strategies to attract consumers ' attention in making purchasing decisions. This finding is in line with the results of other studies that have found a positive relationship between promotions and purchase decisions, as shown by Wandira (2016), Putri, Apriatni, and Budiatmo (2017), and Gerung, Sepang, and Loindong (2017).

CONCLUSION

The results of this study indicate that at KSM Nanga Pinoh, Melawi Regency, service quality significantly influences customers' decisions to buy Yamaha N-max motorcycles. Purchase decisions are more likely to occur as service quality improves. Location has a big impact on decisions as well. When a customer sees a Yamaha N-max motorcycle at a strategic location close to their home, they are more likely to buy it. Additionally, promotions have a big influence on people's decisions to buy because KSM Nanga Pinoh has created more readable and appealing banners and signboards to draw customers and increase the company's visibility among those who pass by the area.

SUGGESTION

It is important to acknowledge the limitations of this study. First off, there are only 100 respondents in the sample, which might not be representative of all KSM Nanga Pinoh customers. A bigger sample size should be taken into account in future studies to increase the findings' generalizability. Second, this study only used questionnaires to collect self-reported data, which could lead to response bias. To confirm the results, future studies could employ experimental or observational techniques. Finally, this study solely looks at promotion, location, and service quality. In order to give a more complete picture of consumer purchase behavior, future study could include additional elements including pricing, customer service, and brand image that were not taken into account.

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