



# The Effect Of Promotion And Location On The Purchase Decision Of Honda New Vario 150 CBS Motorcycle At PT Tunas Dwipa Matra Melawi Regency

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## How to Cite :

Ramadhan, R., Sukardi, S. (2025). The Effect Of Promotion and Location On The Purchase Decision Of Honda New Vario 150 CBS Motorcycle at PT Tunas Dwipa Matra Melawi Regency. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(3). doi: <https://doi.org/10.37676/ekombis.v13i3>

## ARTICLE HISTORY

*Received [10 March 2025]*

*Revised [25 May 2025]*

*Accepted [02 June 2025]*

## KEYWORDS

Promotion, Location, Purchase Decision.

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## ABSTRACT

This study aims to identify the effect of promotion and location on the purchase decision of Honda New Vario 150 CBS motorcycle at PT Tunas Dwipa Matra, Melawi Regency. This study adopts associative approach with purposive sampling method. A total of 100 respondents who had bought a Honda New Vario 150 CBS motorcycle at PT Tunas Dwipa Matra became part of this research sample. Data analysis was conducted using multiple linear regression through SPSS software version 25. The testing process in this study includes validity, reliability, normality, linearity, and multicollinearity. Hypothesis testing is done by using simultaneous test (F test) and Partial Test (t test). Based on the results of hypothesis testing, both simultaneously (F test) and partially (T test), it can be concluded that promotion and location together have a significant positive impact on purchasing decisions. In addition, both also show an independently positive and significant influence on the purchase decision

## INTRODUCTION

The motorcycle industry in Indonesia continues to show rapid growth, along with the increasing mobility of the community. One of the brands that has managed to dominate the market is Honda Vario, which has built a positive image in the eyes of consumers. In the face of increasing competition, it is important for companies to understand the various factors that influence consumer purchasing decisions, such as promotions, brand image, and sales locations. The survival of a company is highly dependent on the sales results managed by the marketing team. Marketing Management always strives to improve the achievement of sales targets that have been set, so that companies can achieve profits and grow rapidly (Jopie et al, 2015).

PT. Tunas Dwipa Matra (TDM) is the main distributor of Honda motorcycles in Lampung which was established on January 23, 1978. This company is one of the subsidiaries of PT. Tunas

Ridean Tbk. In carrying out its business activities, TDM cooperates with the sole agent of the brand holder (ATPM), namely PT. Astra Honda Motor (AHM). Over time, TDM has developed a service network that includes the sale, maintenance, repair, and supply of Honda Motorcycle Parts in Indonesia. Currently, TDM has a total of 76 sales outlets and maintenance outlets spread throughout Indonesia. TDM Nanga Pinoh operates like other dealers in various regions in Indonesia. As a company that provides general services, TDM Nanga Pinoh offers motorcycle sales facilities as well as service Services. Interestingly, this dealer is the only one that does not have a branch in Melawi Regency, and is also one of the largest dealers in the area. TDM Nanga Pinoh sells various types of Honda motorcycles which are the favorite products of the Indonesian people.

PT Tunas Dwipa Matra promotes through various media, both print and electronic, such as brochures, and posts on social media. In addition, the company also holds events in every sub-district in Melawi Regency, which aims to invite consumers to visit and make purchases. The location of PT Tunas Dwipa Matra is located near the highway in the city of Nanga Pinoh, so it is easily accessible by consumers. In addition to promotional factors, purchasing decisions are also influenced by location. PT Tunas Dwipa Matra has a strategic location, located in the city center and is equipped with a large parking lot. Location selection is an important element in efforts to attract customers (Kotler and Keller, 2016). The right location has a strategic function because it can help achieve the goals of the business entity. The ideal location is located in an area with maximum profit potential, which can be seen from the average number of people who cross the store every day and the percentage of visitors who stop by the store (Swastha, 2016).

Napitupulu et al. (2021) explains that promotion is an activity that aims to provide information about the benefits of a product, service, or brand, so that it can motivate and persuade consumers to make a purchase. Research by Alfiah (2021) shows the positive and significant influence of promotions on purchasing decisions. Similar findings were also revealed by Salim et al. (2022), which affirms that promotion plays an important role in purchasing decisions. In addition to promotion, location also plays a crucial role in determining purchasing decisions. According to Kotler and Armstrong (2016), location encompasses all the activities of a company that provides products to its intended customers. Research Saota et al. (2021) adds to the evidence that location has a significant influence on purchasing decisions. However, the results of the study Lestari et al. (2025) showed that location had no significant effect on purchasing decisions. Therefore, this study aims to determine whether similar findings also apply to the purchase of Honda New Vario 150 CBS motorcycle at PT Tunas Dwipa Matra. Reimers and Clulow's (2017) research indicates that strategic store location and ease of access can increase the number of visits as well as purchase decisions.

## LITERATURE REVIEW

### Promotion

Syahputra (2019) explained that promotion is a communication activity carried out by individuals or companies to interact with the wider community. The purpose of this promotion is to introduce various things, such as goods, services, brands, or the company itself, while influencing people to be interested in buying and using the products offered. On the other hand, Safri and Putri (2019) suggest that promotion is a form of marketing communication. This means that the activities carried out by marketers aim to disseminate information, influence or persuade, as well as remind the target market about the company and the products it offers, so that it is expected that they will be willing to accept, buy and be faithful to the product, which in turn can increase the company's sales. According to Kotler and Keller (2016), promotion is any form of communication used by a company to provide information, persuade, or remind the public about a company's products, services, ideas, or involvement. The goal is for the public to

be able to receive the information and carry out the actions expected by the marketing company.

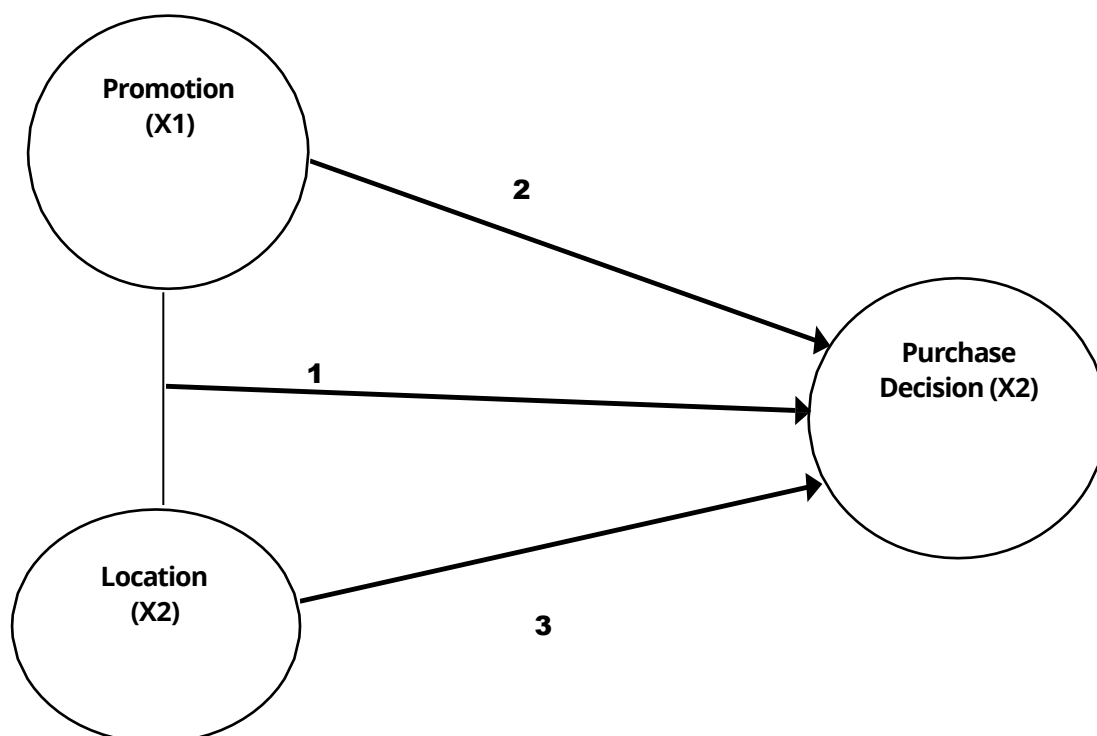
### Location

According to Tjiptono (2019), location refers to various marketing activities that aim to facilitate the process of delivering and distributing goods and services from producers to consumers. Meanwhile, Kotler and Armstrong (2016) explain that place includes a company's activities that ensure products are available to targeted consumers. In addition, Lupiyoadi and Hamdani (2016) suggested that location is a decision taken by a company or educational institution regarding the placement of their operations and staff.

### Purchasing Decisions

According to Andrian et al (2022), a purchase decision is a process in which a person evaluates various options before finally deciding on a product to buy. This is in line with the opinion of Kotler and Armstrong (2016), which states that consumer buyer behavior refers to the buying behavior of end consumers, whether individuals or households, who buy goods and services for personal consumption. In other words, purchasing decision behavior reflects the way consumers make decisions in purchasing products they need for personal purposes. According to Setiadi (in Aliyati and Albushairi, 2018), the process that involves integrating knowledge to assess and choose between two or more behavioral alternatives is referred to as consumer decision making.

**Figure 1 Conceptual Framework**



The hypotheses proposed in this study are as follows:

H1: Promotion and Location have an effect on Purchase Decision.

H2: Promotion has an effect on Purchase Decision.

H3: Location has an effect on Purchase Decision.

## METHODS

In this study, the research method applied is associative research. The population focus of this study was respondents who had purchased a Honda New Vario 150 CBS motorcycle, with a sample of 100 people. To collect the data, researchers used a questionnaire technique. According to Sugiyono (2019), a questionnaire is a data collection technique that involves providing a list of questions or written statements that must be answered by respondents. In this study, researchers distributed questionnaires directly to respondents. Each question comes with four answer options that use score scores. The measurement method used in this study is the Likert scale, which is used to measure the attitudes, opinions, and perceptions of individuals or groups related to social phenomena.

## RESULTS

### Validity Test

Validity test was conducted to assess the level of validity of statements in the research questionnaire. This process is done by correlating the scores of each item or question, then comparing the calculated R value with the R value contained in the table. The value of R in the table can be determined by the formula degree of freedom (df) = n (sample size) - 2 = 100 - 2 = 98. With a significance level of 0.05, the value of R in the table obtained is 0.196.

**Tabel 1 Validity Test Result**

Research Variable	Indicator	r count	r table	Result
Promotion (X1)	X 1.1	0,392	0,196	Valid
	X 1.2	0,676		
	X 1.3	0,627		
	X 1.4	0,604		
	X 1.5	0,651		
	X 1.6	0,716		
	X 1.7	0,522		
	X 1.8	0,596		
	X 1.9	0,394		
	X 1.10	0,520		
	X 1.11	0,520		
Location (X2)	X 2.1	0,574	0,196	Valid
	X 2.2	0,600		
	X 2.3	0,595		
	X 2.4	0,525		
	X 2.5	0,626		
	X 2.6	0,691		
	X 2.7	0,474		
	X 2.8	0,668		
	X 2.9	0,236		
	X 2.10	0,287		
	X 2.11	0,162		
	X 2.12	0,112		
	X 2.13	0,087		
	X 2.14	0,212		

Purchase Decision (Y)	Y 1.1	0,663	0,196	Valid
	Y 1.2	0,674		
	Y 1.3	0,654		
	Y 1.4	0,883		
	Y 1.5	0,693		
	Y 1.6	0,702		
	Y 1.7	0,883		
	Y 1.8	0,693		
	Y 1.9	0,677		
	Y 1.10	0,743		
	Y 1.11	0,845		
	Y 1.12	0,117		
	Y 1.13	0,119		

Source: Processed Data, 2025

Based on Table 1 Above, It can be seen that the results of the validity test for all research variables showed an r-count value greater than 0.196 ( $R\text{-count} > R\text{-table}$ ). Thus, it can be concluded that all the indicators used are valid.

### Reliability Test

Reliability test is performed to assess the consistency of a statement as a measuring tool. In this study, reliability test using Cronbach's Alpha method, where an item is considered reliable if it has a Cronbach's Alpha value of 0.60 or higher.

**Tabel 2 Reliability Test Result**

Research Variables	Cronbach's Alpha	Result
Promotion (X1)	0,771	Reliable
Location (X2)	0,612	
Purchase Decision (Y)	0,872	

Source: Processed Data, 2025

Based on Table 2 above, it can be seen that Cronbach's Alpha values for the promotion variable (X1), location (X2), and purchase decision (Y) are all greater than 0.60. Thus, it can be concluded that all measurement items for variables have a high degree of reliability.

### 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, then the assumption of normality can be considered valid.

**Tabel 3 Normality Test Result**

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	0,418
Asymp.Sig.(2-tailed)	0,200

Source: Processed Data, 2025

The normality test results shown in the table indicate a significance value of 0.200, which is greater than 0.05. Thus, it can be concluded that the distribution of data is normal.

### Linearity Test

Linearity test is performed to determine whether there is a linear relationship between the independent variable and the dependent variable. This can be seen from the value of linearity deviation greater than 0.05.

**Tabel 4 Linearity Test Result**

Variabel PenelitianTest	Linierity Sig	Keterangan
Promotion*Purchase Decision	0,873	Linier
Location*Purchase Decision	0,970	Linier

Source: Processed Data, 2025

Based on the results of the linearity test shown in the table above, it can be seen that the significance value of deviation of linearity for the linearity of all research variables is > 0.05.

### Multicollinearity Test

The purpose of the multicollinearity test is to check whether the regression model shows a correlation among the independent variables. Multicollinearity can be assessed by analyzing Variance Inflation Factor (VIF) and tolerance values. Multicollinearity is considered absent if the VIF is less than 10.00 or the tolerance value is greater than 0.10.

**Tabel 5 Multicollinearity Test Result**

Research Variables	Tolerance	VIF
Promotion (X1)	0,586	1,707
Location (X2)	0,586	1,707

Source: Processed Data, 2025

Based on the results of the multicollinearity test shown in the table, it can be seen that the tolerance values for the variables organizational culture (X1) and motivation (X2) are 0.700, which is greater than 0.10. In addition, the VIF value for both variables was also recorded at 1,000, which is less than 10.00. Thus, it can be concluded that there is no multicollinearity problem between the variables

### Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the table below:

**Tabel 6 Multiple Linear Regression Analysis Result**

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	3.568	0,661	0,510
Promotion	0,646	6.254	0,000
Location	0,484	4.343	0,000
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

From the table above, we can construct a multiple linear regression equation as follows:  $Y = 3.568 + 0.646X_1 + 0.484x_2$ . This equation can be described in the following way:

1. The constant (a) of 3.568 indicates that when the promotion variable (X1) and location (X2) is 0 (Zero), the value of the purchase decision (Y) will reach 3.568.
2. Regression coefficient (b1) for the promotion variable is 0.646. This means that if the promotion variable increases by 1 (one) unit, then the purchase decision will increase by 0.646 units.
3. While the regression coefficient (b2) for the location variable is 0.484. In other words, if the location variable increases by 1 (one) unit, then the purchase decision will increase by 0.484 units.

### Coefficient Determination ( $R^2$ )

The coefficient of determination, often referred to as Adjusted  $R^2$ , is a measure of how well the dependent variable can be described by the model. Values close to 1 indicate higher strength than Adjusted  $R^2$ , with a range of values varying between 0% to 100%. The Adjusted value of  $R^2$  can be seen in the following table.

**Tabel 7 Coefficient Determination ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,788 <sup>a</sup>	0,620	0,613	0,267657
a. Predictors: (Constant), Location, Promotion				
b. Dependent Variable: Purchase Decision				

Source: Processed Data, 2025

The coefficient of determination ( $R^2$ ) has a value of 0.620. This means that 62% ( $1 \times 0.620 \times 100\%$ ) of the influence on purchasing decisions in this study can be explained by promotional and location variables. Meanwhile, the remaining 38% were explained by other variables not included in the study.

### Simultaneous Effect Test (F Test)

The results of the simultaneous test (F-test) in this study can be seen in the table below:

**Table 8 Simultaneous Effect Test Result**

Model	Sum of Squares	Mean Square	F	Significance Value
Regression	1136.051	2	568.025	79.289
Residual	694.909	97		
Total	1830.960	99		
Dependent Variable: Purchase Decision Predictors: (Constant), Location, Promotion				

Source: Processed Data, 2025

The table above shows that the value of Fcount of 79.289 is greater than the table of 3.09, and has a significance level of 0.000, it can be concluded that  $H_0$  is rejected, which means  $H_1$  is accepted. This shows that promotion and location together have an influence on purchasing decisions at PT Tunas Dwipa Matra

### Partial Effect Test (T test)

The results of the partial test (T-test) in this study can be seen in the table below:

**Tabel 9 Partial Effect Test Result**

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	3.568	0,661	0,510
Promotion	0,646	6.254	0,000
Location	0,484	4.343	0,000
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

Based on the table, the results of the Partial Test (T-test) can be described as follows:

- Based on the results of the analysis, the calculated value for the promotion variable is 6.254, which is greater than the table t value of 1.697. Thus, it can be concluded that  $H_0$  is rejected and  $H_2$  is accepted. This means that the promotion partially has a significant influence on the purchase decision.
- Furthermore, for the location variable, the value of thitung was recorded at 4.343, which is also greater than the value of T table 1.697. This indicates that  $H_0$  was rejected and  $H_3$  was accepted, indicating that partial location also had a significant effect on the purchase decision.

## DISCUSSION

### Influence Of Promotions On Purchasing Decisions

The results of this study show that promotions have a positive impact on purchasing decisions. The more active the company is in promoting Honda brand motorcycles on social media, the more often consumers encounter information related to these products. The quality of Honda motorcycles delivered through social media is also very clear, which in turn contributes to increased purchasing decisions at PT Tunas Dwipa Matra.

These findings are in line with research conducted by Tolan et al. (2021), which also states that promotions have a positive and significant influence on purchasing decisions. However, the results of this study contradict a study conducted by Ardiansyah and Khalid (2022), which found that promotions had no significant effect on purchasing decisions.

### Influence Of Location On Purchasing Decisions

The results of this study show that location has a positive influence on purchasing decisions. The way a person interprets the surrounding environment will greatly influence their behavior, which ultimately determines the factors that are considered to be the driving force for making purchases at PT Tunas Dwipa Matra.

This finding is in line with research conducted by Sepang et al. (2024), which also revealed that location had a positive and significant effect on purchasing decisions. However, the results of this study differ from those conducted by Cynthia et.al (2022), which found that location had no significant influence on purchasing decisions.

### Influence of promotion and location on purchasing decision

The results showed that promotion and location have a significant influence simultaneously on the purchase decision of the Honda New Vario 150 CBS motorcycle at PT Tunas Dwipa Matra. This finding was supported by the T-test and F-test, which showed a significance value of less than 0.05. In addition, the relationship between promotions and



locations with purchase decisions is positive. This finding is in line with research conducted by Susanti et al (2022), which confirms that promotion and location together have a significant effect on purchasing decisions.

## CONCLUSION

Based on the above discussion, it can be concluded that all statements of each variable in this study have met the criteria of validity and reliability. The results of hypothesis testing, both partially (t test) and simultaneously (F test), show that both promotion and location have a positive and significant impact on purchasing decisions, both simultaneously and partially. Thus, it can be interpreted that the better and more positive the promotion and location, the greater the influence on the purchase decision.

## SUGGESTION

Sales promotion at PT Tunas Dwipa Matra that has been running well should be maintained and improved. One way is to continue to promote through online media. In addition, the provision of incentives tailored to market segmentation and Company capabilities is also very important. For example, take advantage of special days to do sales promotions with certain types of incentives, such as on Teacher's day and Labor Day. The location also needs to be considered by maintaining a strategic place and improving facilities, including more regular and Safe Parking Services. This will certainly make it easier and provide comfort for visitors when visiting, which can ultimately support their purchase decisions.

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