Analysis of the Influence of Product Quality, Promotion, and Brand Image on the Purchase Decision of Kenbike Bike Spareparts

Adriansyah Bachtillah
Departement of Management, Universitas Mercu Buana, Jakarta, Indonesia

Abstract

This study aims to analyze the effect of product quality, promotion, and brand image on purchasing decisions on Kenbike spare parts products. The research design uses quantitative research methods with a causal approach to determine the relationship between variables, both independent and dependent variables. The sampling technique in this study used a non- probability sampling technique. Respondents in this study were 100 calculated based on the Rao Purba formula using SPSS version 22. The sampling method used was purposive sampling. The data collection method used a survey method with research instruments through a questionnaire. The research results that have been obtained after testing the Hypothesis Test Model indicate that product quality has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions. brand image has a positive and significant effect on purchasing decisions.

1. INTRODUCTION

In the midst of the COVID-19 pandemic that has hit Indonesia since March 2020, it has been a major blow to economic actors. The change in the priority scale of consumer spending to a decline in the pandemic conditions is reported to be the cause of the decline in the national economy. But who would have thought that this phenomenon would have the opposite impact on the national bicycle industry (Brosnan et al., 2021). Bicycles are now a lifestyle for Indonesian people, not just a means of transportation. Bicycles have recently become a trend again, which has increased public awareness of the importance of maintaining health and avoiding the use of public transportation to prevent the corona virus (Nurul, 2020).

According to the Chairman of the Indonesian Bicycle Industry and Entrepreneurs Forum (FIPSINDO) Eko Wibowo, the increase in bicycle sales has doubled, even more than in previous years. The increase in the number of cyclists can be felt a few weeks after the implementation of the Large-Scale Social Restrictions (PSBB) which have experienced a fairly constant increase, starting from Jakarta followed by several major cities in Indonesia.

One of the most promising and profitable types of business in the current corona (covid-19) era is a trading business such as a bicycle business, because it is in great demand by the public and is a new choice in the field of sports. (Brosnan et al., 2021). In running a business, smart economic actors will see opportunities as the bicycle sales business development, and one of the possibilities that can be entered is "shooting" in the bicycle spare parts section (Rustam, 2019).

Figure 1. Comparative
Source: interactive.compas.id. (2020)

Spare parts purchasing decisions in general cannot be separated from several factors, including Product Quality, Promotion, and Brand Image factors. A purchase decision made by a consumer is made on the basis of his wants and needs for a product. Judging from the product attributes, namely the product elements that are considered important by consumers and are used as the basis for decision making.

Product quality is an important thing that must be followed by companies in this study which shows that the independent variable (product quality) has the most dominant influence on the dependent variable (purchase decisions), because high quality products are products that stimulate consumer perceptions and emotions that influence purchasing decisions. Through variations, colors, and designs (Lesmana & Ayu, 2019).

In addition to product quality, another factor related to purchasing decisions is promotion. Promotion is a form of marketing communication. Marketing communication is a marketing activity that aims to disseminate information, influence, persuade, expand the target market of a company and its products, and accept, buy, and be loyal to the products offered by the company concerned. Promotion is often used as a tool to compete with competitors, but there are costs to be borne by the company to carry out promotions, but the benefits and advantages of company promotions are considered very effective and efficient in attracting consumer interest (Selestio, 2018).

The next factor that influences purchasing decisions is brand image. Brand image arises from the consumer's point of view or perception of a particular brand, based on seeing and comparing it with several other brands of the same product type, that's why brand image is one of the important factors in purchasing decisions (Wulandari & Iskandar, 2018). Brands that have a good view and image in the minds of consumers increase the decision to buy a product (Rosady and Kusumawardhani, 2018). Kenbike is one of the local Indonesian brands that is engaged in the business of producing bicycle spare parts which already has several types of products, Kenbike started its business in 2020 which can be said to be just starting out, the reason for choosing the bicycle spare part business was because of a promising business during the covid-19 pandemic.

Table 1. Kenbike Product Data in Pati, Central Java

No	Product Name	Price
1.	Commuter Bar	Rp 220.000
2.	Jungle Bar	Rp 225.000
3.	Flatbar	Rp 135.000
4.	Bullmouse Handlebar	Rp 319.000
5.	Moustache bar	Rp 255.000
6.	LN Bar	Rp 210.000
7.	Centerpull	Rp 100.000
8.	Gor Stem	Rp 285.000
9.	Dust Caps	Rp 150.000
10.	Yor Stem	Rp 285.000
11	Rise Bar	Rp 260.000
12	SR bar	Rp 385.000

Source: Tokopedia Kenbike (2021)

Table 2. Kenbike Revenue Data in Pati, Central Java, 2020 - 2021

NO	Months	2020	Change (%)	2021	Change (%)
1.	January	Rp7.700.000	-	Rp21.210.000	-
2.	February	Rp22.129.000	65%	Rp24.292.000	13%
3.	March	Rp22.360.000	1%	Rp22.435.000	-8%
4.	April	Rp27.684.000	19%	Rp28.780.000	22%
5.	May	Rp28.494.000	3%	Rp30.355.000	5%
6.	June	Rp30.175.000	6%	Rp28.548.000	-6%
7.	July	Rp30.582.000	1%	Rp32.795.000	13%
8.	August	Rp30.750.000	1%	Rp32.290.000	-2%
9.	September	Rp31.776.000	3%	Rp33.350.000	3%
10.	October	Rp32.317.000	2%	Rp36.450.000	9%
11.	November	Rp33.210.000	3%	-	-
12.	December	Rp40.835.000	19%	-	-

Source: Kenbike Sales Data (2021)

Based on table 1 shows sales of Kenbike bicycle spare parts from 2020 to 2021. N 2020 Kenbike experienced a significant increase, there was an increase from January to February by 65% to RP. 22,129,000, in February to March by 1% to RP. 22. 360,000, in March to April 19% to Rp27, 684,000, in April to May 3% to Rp28, 494,000, in May to June 6% to Rp30, 175,000, in June to July 1% to Rp30, 582,000, in July to august 1% to Rp30, 750,000, in August to September by 3% to Rp31, 776,000, in September to October by 2% to Rp32, 317,000, in October to November 3% to Rp33, 210,000, in November to December by 19% to Rp40, 835,000. In 2021 Kenbike experienced a fluctuating decline in revenue. From January to February, it increased by 13% to RP. 24,292,000, while in February to March it decreased by -8% of RP. 22,435,000, in March to April by 22% to RP. 28,780,000, in April to May by 5 % to Rp30, 355,000, in May to June decreased by -6% to Rp28, 548,000, in June to July 13% to Rp32, 795,000, in July to August decreased by -2% to Rp32, 290,000, in the month August to September by 3% to IDR 33,350,000, in September to August 9% to IDR 36,450,000, for November and December 2021 income there are no results.

The conclusion from Kenbike spare parts sales revenue is that there is a significant increase in 2020 with the highest income of RP. 40,835,000 in December, while in 2021 there is fluctuating income where the highest income is RP. 36,450,000, and the largest decrease is in March of -8% with sales of Rp.22, 435,000. The market share of bicycle spare parts has increased starting in 2020, which has led to increased competition. Kenbike runs its business by competing competitively, where many local brands or the same business actors run the spare parts business. Here are some local brands in Central Java that run bicycle spare parts business:

Table 3. Local Brand of Bicycle Spare Parts in Central Java

No.	Brand Name
1.	Jaya Murni Putra
2.	Edwanbao
3.	Cyclewohl
4.	SKJ Variasi
5.	Very Variasi
6.	Striking Bike Shop
7.	VB Variasi Motor
8.	Vespa Seed
9.	Star Point
10.	Eril Jaya Bike

Sumber: Tokopedia.com (2021)

Based on Table 1.3 shows the number of business actors in Central Java who runs the bicycle spare parts business. There are several brands that compete with Kenbike, including: Jaya Murni Putra, Edwanbao, Cyclewohl, SKJ Variations, Very Variations, Strike Bike Shop, VB Variations Motor, Vespa Seed, Star Point, and Eril Jaya Bike. This proves the strategic need to develop Kenbike products in order to compete with other local brands. Pre-survey data on Product Quality variables conducted on 30 consumers of Kenbike bicycle spare parts are as follows:
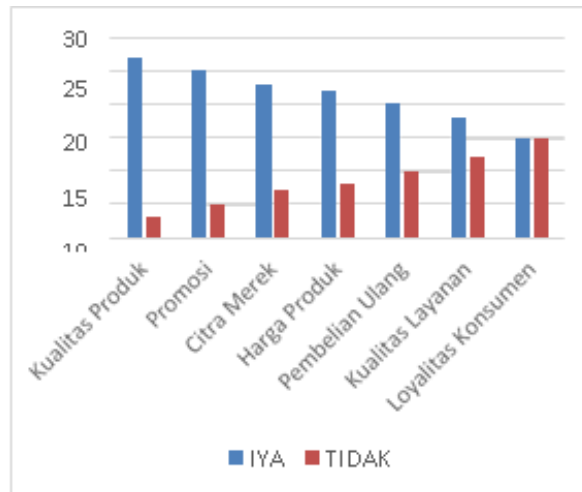
Figure 2. Variable Pre-Survey Data
Source: Prasurvey on Kenbike bicycle spare parts customers (2021)

To support the phenomenon of these problems, the researchers conducted a pre-survey to 30 respondents who bought Kenbike bicycle spare parts, 3 selected variables that had high values among other variables. From the results of the recapitulation of respondents' answers about what I influence purchasing decisions on Kenbike bicycle spare parts, it can be concluded that respondents chose 3 variables that most influenced purchasing decisions, namely Product Quality, Promotion and Brand Image.

The three factors were chosen because these factors are considered to be able to influence purchasing decisions on bicycle spare parts. Usually, consumers know a product through an advertisement, where the company does promotions so that people know what products they want to market. After the public knows the product, the factor needed by the company is to improve the quality of the product better, if the consumer is satisfied with the product being sold, then the creation of a brand image because the product is known in various circles. With targeted promotions and product quality that do not disappoint the products sold get a plus for consumers and can market products to various cities so that they can be exported to various countries.

Purchase decisions are made by doing several factors such as product quality, promotion, brand image, and so on. In this study, observations were made about the state of Kenbike described above, that one can really trust the quality of the products made through promotions and also on the very good brand image that is owned, which can be seen in the sales of Kenbikes that have been exported. With these factors, the researcher wants to test whether the independent variables affect consumer purchasing decisions when tested simultaneously or whether the independent variables have an effect when used separately and how much influence they have.

Literature Review
Definition of Marketing

The word "management" is often interpreted as a series of processes. Planning, organizing, mobilizing and managing activities (management) carried out to achieve the goals that have been set. Important leadership in certain companies is important to achieve business goals. The meaning of management is: Marketing by several experts. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler and Keller, 2012).

According to Kotler and Armstrong (2017), marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company. Understanding Marketing Management according to Assauri (2013), Marketing management is an activity of elaborating, preparing, implementing, and implementing a plan that is carried out in order to create, compile, and maintain profits from exchanges with market objectives to achieve the company's mission in the long term. According to Tjiptono (2012), marketing management is a technique which as a whole is a business activity

that is prepared to prepare, determine prices, and distribute products, services and ideas that can meet the needs of the target market so that the company's goals are achieved.

Purchase Decision

According to Kotler and Armstrong (2017) Purchase decisions are part of consumer behavior. That is, studying how individuals, groups, and organizations select, purchase, and use, and how products, services, ideas, or experiences are used to satisfy their increasing needs and wants.

Product Quality

According to (Kotler & Armstrong, 2015), the quality of a product is a product that has a value to be able to satisfy consumers physically and psychologically, representing the attributes or attributes included in the product or result. Assauri (2015) states that product quality is a product that meets the intended purpose or a factor contained in an item or result that produces or results.

Product quality is an important thing that the company prioritizes in a product offered to consumers (S. Wahyuni and Ginting, 2017). Product quality is something that every company must strive for if they want their products to be able to compete in the market. Nowadays, due to the economic potential and the level of education, society is likely to grow, with around 12,000 people becoming increasingly important for the consumption of their products. Consumers always want quality products at the price they pay. There are people who think that expensive products are quality products (Astuti et al., 2017).

Promotion

Promotion comes from the word "promote", which in English is defined as to advance or improve, Promotion is one component of the marketing mix. According to Buchari Alam (2012) (in Reno, 2019), promotion is a form of communication that provides a persuasive picture to potential consumers about products and services. Meanwhile, according to Kotler and Keller (2016) promotion is an action that talks about the benefits of your product and encourages target customers to buy.

According to Kotler and Keller (in Tiara Dewi, Muhammad Amir Masruhim, 2018) Promotion is all forms of communication used to inform, persuade, and remind the target market of products produced by organizations, individuals, or homes. Promotion is a part of marketing, and a good promotion can build consumer trust because consumers tend to buy products based on coupons and other offers.

Brand Image

Image is the main goal, reputation and achievement in the world of public relations (public relations). A brand is a name, term, sign, symbol, design, or a combination thereof, the purpose of which is to identify products and services that differentiate them from those of competitors (Afriyani and Nancy, 2021). Brand image is the result of the consumer's perspective or perception of a particular brand based on reviews and comparisons with several other brands of the same product type (Wulandari and Iskandar, 2018). According to Jauhar (2020) Brand image is a set of brand associations that are formed and embedded in the minds of consumers. Consumers who are accustomed to using certain brands tend to match the brand image. Brand image is the perception and persuasion of consumers, as reflected in the relevance that appears in the minds of consumers.

2. METHOD

The time of the study was carried out from November 2021 to July 2022. The study was carried out at the Kenbike factory which is located in Growong village, Juwana District, Pati Regency, Central Java Province. The design of this research is causal associative research. According to Sugiyono (2016) Associative research is research that aims to determine whether or not there is an influence or relationship between Independent variable on the dependent variable and if there is how close the influence or relationship and the significance or absence of the influence or relationship with the statistical analysis test tool SPSS22 (Statistical Package for Social Science). Associative quantitative research is for research that is asking the relationship between two or more variables. This study explains whether or not the influence of product quality, promotion, and brand image on the decision to purchase bicycle spare parts at Kenbike.

Population is the entire object of research consisting of humans, objects, animals, plants, symptoms, test scores, or events as data sources that have certain characteristics in a study

(Hardani, 2020). According to Sugiyono (2016) population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. If it is concluded then the population is the entire data that is the center of attention of researchers in the allotted time. The population in this study were all Kenbike consumers. The population. In this study, researchers used non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling technique used in this study was purposive sampling, which is a sampling technique with certain considerations. If the population is large, and it is impossible for the researcher to study everything in the population, for example, due to limited funds, manpower and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions will be applicable to the population.

Because the number of Kenbike consumers is not identified, the sample determination in this study, according to Rao Purba in Sujarweni (2015) will use the following formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:
n = Number of Samples
Z = Normal distribution level at significant level 5% = 1.96.
Moe = Margin of Error max,
That is the maximum tolerable overall rate of 10%

Based on this formula, the following calculation is obtained:

$$n = \frac{1,96^2}{4(0,10)^2}$$
$$n = 96,04$$

(Rounded to 96)

Based on the calculation, the sample obtained is 96. So the sample in this study is 96 respondents (n = 96). In facilitating the research, the researchers took as many samples as 100 consumers who are buyers of Kenbike bicycle spare parts.

According to Sugiyono (2018), explaining the questionnaire is a technique data collection is done by giving a set of questions or written statements to respondents to answer. The questionnaire is a data collection technique that is done by giving questions and written statements to respondents to answer. The method of collecting the questionnaires in this study was using the personally administered questionnaire method, which means that the researcher delivered the questionnaire to the respondent himself and took the questionnaire that had been filled in by the respondent himself. The reason for using this method is that the rate of return of the questionnaire can be maintained in a relatively short period of time. The type of data used in this study is primary data, namely primary data which is data obtained directly from sources, namely the results of filling out questionnaires from customers. According to Sugiyono (2018), secondary data are data sources that do not directly provide data to data collectors, for example through other people or through documents. In this study, the secondary data sources are in accordance with the Manpower Act, books, journals, articles related to research topics regarding the internal control system for payroll systems and procedures in an effort to support labor cost efficiency.

3. RESULTS AND DISCUSSION
Data Quality Test Results
1. Validity Test Results of Purchase Decision Variables (Y)

Table 4. Purchasing Decision Variable Validity Test Results

No	Statement	*Pearson Correlation*
1	Y1	0,737
2	Y2	0,724
3	Y3	0,579
4	Y4	0,615
5	Y5	0,452
6	Y6	0,569
7	Y7	0,656
8	Y8	0,726
9	Y9	0,452
10	Y10	0,511
11	Y11	0,552

Source: SPSS Data Processing Results (2022)

Based on Table 4 as many as 11 statements on the purchasing decision variable are declared valid because they have a Pearson Correlation value (r count) greater than r table (0.1966).

2. Product Quality Validity Test Results (X1)

Table 5. Product Quality Validity Test Results

No	Statement	*Pearson Correlation*
1	X1.1	0,51
2	X1.2	0,616
3	X1.3	0,689
4	X1.4	0,664
5	X1.5	0,728
6	X1.6	0,673
7	X1.7	0,697
8	X1.8	0,693

Source: SPSS Data Processing Results (2022)

Based on Table 5 as many as 8 statements on the product quality variable are declared valid because they have a Pearson Correlation value (r count) greater than r table (0.1966).

3. Promotion Validity Test Results (X2)

Table 6. Promotion Validity Test Results

No	Statement	*Pearson Correlation*
1	X2.1	0,568
2	X2.2	0,752
3	X2.3	0,746
4	X2.4	0,720
5	X2.5	0,595
6	X2.6	0,750
7	X2.7	0,611

Source: SPSS Data Processing Results (2022)

Based on Table 6 as many as 7 statements on the promotion variable are declared valid because they have a Pearson Correlation value (r count) greater than r table (0.1966).
4. Brand Image Validity Test Results (X3)

Table 7. Brand Image Validity Test Results

No	Statement	*Pearson Correlation*
1	X3.1	0,636
2	X3.2	0,592
3	X3.3	0,769
4	X3.4	0,591
5	X3.5	0,66
6	X3.6	0,535
7	X3.7	0,715
8	X3.8	0,773
9	X3.9	0,621
10	X3.10	0,764
11	X3.11	0,816
12	X3.12	0,744
13	X3.13	0,676

Source: SPSS Data Processing Results (2022)

Based on Table 7 as many as 13 statements on the brand image variable are declared valid because they have a Pearson Correlation value (r count) greater than r table (0.1966).

Reliability Test Results

Table 8. Reliability Test Results

No	Variable	Cronbach's Alpha	N of Items
1	Purchase Decision	0,816	11
2	Product Quality	0,815	8
3	Promotion	0,801	7
4	Brand Image	0,903	13

Source: SPSS Data Processing Results (2022)

Based on Table 8 the variables of purchasing decisions, product quality, promotion, and brand image show the Cronbach's Alpha value > 0.60, which means that all variables in this study are declared reliable. This means that the statement items used are able to obtain consistent data, in the sense that if the statement is submitted again, relatively the same answer will be obtained.

Classic Assumption Test Results
1. Normality Test Results

Table 9. Normality Test Results

No	Unstandardized Residual		
1	N		100
	Normal Parametersa,b	Mean	0
2		Std. Deviation	2,63358897
		Absolute	0,061
3	Most Extreme Differences	Positive	0,061
		Negative	-0,051
4	Test Statistic		0,061
5	Asymp. Sig. (2-tailed)		,200c,d

Source: SPSS Data Processing Results (2022)

For decision making whether the data is normally distributed or not, it is enough to read the significance value (Asymp. Sig 2-tailed). If the significance is more than 0.05, then the data is normally distributed. Based on table 9 the magnitude of the significance is 0.200, it can be concluded that the residual data is normally distributed.

2. Multicollinearity Test Results

Table 10. Multicollinearity Test Results

No	Independent variable	*Tolerance*	VIF
1	Product Quality	0,366	2,734
2	Promotion	0,695	1,438
3	Brand Image	0,318	3,146

Source: SPSS Data Processing Results (2022)

Based on Table 10 it can be seen that the three independent variables in this study have VIF < 10, Tolerance value > 0.10. Thus, it can be concluded that there are no symptoms of multicollinearity among the independent variables in this study.

3. Heteroscedasticity Test Results

Table 11. Heteroscedasticity Test Results

No	Independent Variable	Significant
1	Price	0,864
2	Product Quality	0,927
3	Brand Image	0,473

Source: SPSS Data Processing Results (2022)

Based on Table 11 it can be seen that the three independent variables in this study have an absolute residual value > 0.05, so it can be concluded that there is no heteroscedasticity problem in this regression.

4. Linearity Test Results

Table 12. Linearity Test Results

No	Variable	Deviation from Liniearity Sig
1	Purchase Decision and Product quality	0,825
2	Purchase Decision and Promotion	0,417
3	Purchase Decision with Brand Image	0,287

Source: SPSS Data Processing Results (2022)

Based on table 12 it is known that the linearity test between the purchasing decision variables and product quality is 0.825 > 0.05 then the purchase decision variable with promotion is 0.417 > 0.05 and the purchasing decision variable with brand image is 0.287> 0.05.

Capital Conformity Test Results

1. Results of the Coefficient of Determination Test (R^2)

Table 13. Coefficient of Determination Test Results (R^2)

No	R Square	Adjusted R Square
1	0,576	0,563

Source: SPSS Data Processing Results (2022)

Based on table 13 above, the value of Adjusted R Square (R^2) is 0.563 = 56.3%. That is, the magnitude of the influence of the purchasing decision variables on the independent variables in this study is 56.3% and the remaining 43.7% is influenced by other variables not included in this study such as: service quality, price, lifestyle, and so on.

2. F Test Results Analysis of Variance (ANOVA)

Table 14. F Analysis of Variance (ANOVA) Test Results

No	F Count	Significant
1	43,542	0,000b

Source: SPSS Data Processing Results (2022)

Based on Table 14 the results of the F ANOVA test obtained F count of 43,542 and a significance value of 0.000. F table can be seen in the statistical table at a significance level of 0.05 with df 1 (number of variables – 1) = 3, and df 2 (n – k – 1) or 100 – 4 – 1 = 95, the results obtained for the F table are 2,700. It can be concluded that F count > F table, then product quality, promotion, and brand image simultaneously affect purchasing decisions. From the results of the R^2 and F anova test, the multiple linear regression model can be used.

Multiple Linear Regression Analysis Test Results

Table 15. Multiple Linear Regression Analysis Test Results

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,869	3,301		3,595	,001
2	Product Quality	,643	,142	,497	4,524	,000
3	Promotion	,042	,108	,031	,394	,695
4	Brand Image	,198	,082	,284	2,407	,018

Source: SPSS Data Processing Results (2022)

Based on table 15, the following multiple linear regression equation is obtained:
Y = + 0,497X1 + 0,031X2 + 0,284X3
From the regression equation above, it can be explained as follows:
1) 0.497X1 = 0.497 indicates that the product quality variable has a positive effect on the Kenbike purchasing decision, or in other words, every time there is an addition of just one unit to the product quality variable, the purchasing decision will increase by 0.497. On the other hand, if there is only one unit reduction in the product quality variable, the purchasing decision will decrease by 0.497 with the assumption that the other variables have a fixed value.
2) 2) 0.031X2 = 0.031 indicates that the promotion variable has a positive effect on Kenbike purchasing decisions, or in other words, every time there is an addition of just one unit to the promotion variable, the purchasing decision will increase by 0.031. On the other hand, if there is only one unit reduction in the promotion variable, the purchasing decision will decrease by 0.031 with the assumption that the other variables have a fixed value
3) 0.284X3 = 0.284 indicates that the brand image variable has a positive effect on Kenbike purchasing decisions, or in other words, every time there is an addition of just one unit to the brand image variable, the purchasing decision will increase by 0.284. On the other hand, if there is only one unit reduction in the promotion variable, the purchasing decision will decrease by 0.284 with the assumption that the other variables have a fixed value.

Hypothesis Test Results

Table 16. Partial Test Results (Test Statistics t)

No	Independent Variable	t Count	Significance
1	Product Quality	4,524	0,000
2	Promotion	0,394	0,695
3	Brand Image	2,407	0,018

Source: SPSS Data Processing Results (2022)

From the table of t test results above, it can be concluded as follows:
a. Hypothesis Test 1
Ho: There is no influence between product quality variables on Kenbike purchasing decisions.
H1: There is an influence between product quality variables on Kenbike purchasing decisions.
From the results of the partial test using SPSS 22 in table 4.24 above, the t-count value is 4.524 with a significant value of 0.000, so the t-count value is 4.524 > t the table is 1.984 and the sign value is 0.000 <0.05. It can be interpreted that H1 is accepted and Ho is rejected. In

conclusion, product quality has a significant effect on Kenbike spare parts purchasing decisions.

b. Hypothesis Test 2
Ho: There is no influence between the Promotion variables on Kenbike purchasing decisions.
H2: There is an influence between the Promotion variable on the decision to purchase Kenbike spare parts.
From the results of the partial test using SPSS 22 in table 4.24 above, the t-count value is 0.394 with a significant value of 0.695, then the t-count value is 0.394 < t table is 1.984 and the sign value is 0.695> 0.05. It can be interpreted that H2 is rejected and Ho is accepted, the conclusion is that promotion does not significantly affect the decision to purchase Kenbike spare parts.

c. Hypothesis Test 3
Ho: There is no influence between the promotional variables on Kenbike purchasing decisions.
H3: There is an influence between the promotion variables on Kenbike purchasing decisions.
From the results of the partial test using SPSS 22 in table 4.24 above, the t-count value is 2.407 with a significant value of 0.018, then the t-count value is 2.407 > t the table is 1.984 and the sign value is 0.018 <0.05. It can be interpreted that H3 is accepted and Ho is rejected. In conclusion, brand image has a significant effect on Kenbike spare parts purchasing decisions.

Discussion
The Influence of Product Quality on Purchase Decisions
From the multiple linear regression test, the results show that the price has a positive effect on purchasing decisions. And from the t test the product quality has a significant effect on purchasing decisions. So product quality has a positive and significant effect on Kenbike purchasing decisions. The results of this study are in line with the results of previous studies conducted by Syarah and Lucy (2021), Robby (2018), Yen Yen and Hardi (2018), Hestu (2018), Rizky and Donant (2018) which concluded that product quality had a positive and negative effect on significant to purchasing decisions. In this study, product quality has a significant effect on purchasing decisions, because both have a close relationship to determine the success of a business. And by providing high satisfaction will have a good impact so that consumers do not move to other places.

Effect of Promotion on Purchase Decision
From the multiple linear regression test, it was found that promotion had a positive effect on purchasing decisions. And from the t-test promotion does not significantly affect purchasing decisions. So the promotion has a positive and insignificant effect on the decision to purchase Kenbike spare parts. The results of this study are in line with the results of previous studies conducted by Surya (2019), Heny (2019), and Elfitri (2018) which concluded that promotions had no significant positive effect on purchasing decisions.

From this study, the results of data analysis indicate that the Promotion variable has an effect but is not significant on Purchase Decisions. This means that promotion is not the main factor in determining the Purchase Decision. This can be seen from the aspect of promotion trust which does not significantly affect, because people already know the quality of the product and the brand image is good so people don't really prioritize promotion on purchasing decisions, because there are some customers who say they don't agree that promotion determines someone's interest decision.

The Influence of Brand Image on Purchase Decisions
From the multiple linear regression test, the results show that brand image has a positive effect on purchasing decisions. And from the t test, brand image significantly influences purchasing decisions. So brand image has a positive and significant effect on purchasing decisions for Kenbike spare parts. The results of this study are in line with the results of previous studies conducted by Ahmad, Dery and Muhammad (2020), Rahmawati (2020), Rosa and Suci (2019), Rendra (2019), Jihan and Hikmah (2020) who concluded that brand image has a positive and significant effect on purchasing decisions. In this study, brand image has a significant effect on purchasing decisions, because both have a close relationship to determine the success of a business. And by providing high trust will have a good impact so that consumers do not move to

other places.

4. CONCLUSION
Based on the results of the discussion described in the previous chapter, the conclusions obtained in this study are as follows: (1) Based on the results of the partial test (t test) it is known that product quality has a positive and significant effect on purchasing decisions for Kenbike spare parts. This shows that the quality of products made by the company can be felt by Kenbike consumers, so good product quality can improve consumer purchasing decisions on Kenbike spare parts products. (2) Based on the results of the partial test (t test) it is known that the promotion has a positive and insignificant effect on the decision to purchase Kenbike spare parts. This shows that the promotion of Kenbike spare parts products is not fully influenced by the promotions carried out by the company, so a good promotion has an influence, but is not large on consumer purchasing decisions on Kenbike spare parts products. (3) Based on the results of the partial test (t test) it is known that brand image has a positive and significant effect on purchasing decisions for Kenbike spare parts. This shows that the brand image created by the company can already be felt by Kenbike consumers.

Based on the results of the research that has been carried out and the conclusions above, the suggestions that can be given by researchers are as follows: (1) Looking at the lowest mean of 4.16 on the product quality varies with the statement that "Kenbike products can be used in all conditions" Kenbike should improve product quality, so that the products produced are more durable, because Kenbike already has innovative and creative forms in the market. Consumer's eyes. (2) Looking at the lowest mean, which is 4.03 on the promotion variable with the statement that "the offer of a Kenbike price package is very effective for consumers" Kenbike should think about the wishes that benefit consumers such as offering discounts every time they buy Kenbike products and increasing their sales promotions so that they can form opinions in the minds of consumers and provide an attraction in making a purchase. (3) Looking at the lowest mean, which is 3.96 on the brand image variable with the statement that "Kenbike packaging is simple and safe in the eyes of consumers" Because Kenbike sends products to foreign countries, packaging security needs to be improved, as well as Kenbike's distinctive competence in the field of bicycle handlebars and while maintaining the image of the Kenbike brand while maintaining a good reputation in the eyes of customers so as not to switch to other bicycle spare parts products.

REFERENCES
Afriyani, S., & Nancy, L. (2021). The Influence of Product Quality, Promotion and Brand Image on Purchase Decisions for Xl Business Solution Cards at Pt. Activate Asia. Journal of Management at Satya Negara Indonesia University, 5(2), 29–40.

Assauri, S., 2015. Marketing Management, Jakarta, PT Raja Grafindo Persada

Assauri, Sofjan. 2013. Marketing Management. Jakarta: Rajawali Press.

Astuti, S. I., Arso, S. P., & Wigati, P. A. (2017). service standard analysis. Analysis of Minimum Service Standards in Outpatient Installations at Semarang City Hospital, 3, 103–111.

Brosnan, R., Anggraini, N. P. N., & Andika, A. W. (2021). The Influence of Brand Image, Service Quality and Promotion on Consumer Buying Interest at the Semadhi Bike Shop Blahkiuh Store during the Corona Pandemic (Covid-19). Gold, 2(2), 109–118.

Hardani S.Pd., M.Si, et al, Qualitative and Quantitative Research Methods, (Yogyakarta: CV. Pustaka Ilmu Group, 2020).

Hulu, P., & Endang, R. (2018). Influence Of Product Quality, Promotion, Brand Image, Consumer Trust Towards Purchase Intention (Study Case On Pocari Sweat Isotonic Drink In Indonesia). 1–13.

Istikomah, Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. Journal of Applied Management and Business Administration (JAMBA), 1(1), 21–27. https://ejournal.stiabandung.ac.id/index.php/jamba/article/view/4

Kothler, Philip, Armstrong. 2017. Marketing, First Edition. Salemba Four. Jakarta.

Kotler, P, & Keller, K. (2012). Marketing Management (volume 1 ed). Jakarta Erlangga.

Kotler, Philip, & Armstrong, G. (2015). marketing an introducing prentice hall twelfh edition (pearson education (ed.).

Kotler, Phillip, & Keller, K. L. (2016). marketing management (J.: Erlangga (ed.); Volume 1 Ed).

Kurniawati, K., Saputra, G. W., & Diana, A. N. (2022). Analisis faktor penentu keputusan pembelian konsumen pada online shop : peran penggunaan media sosial dan perilaku hedonis konsumen. Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan, 5(2016). http://journal.ikopin.ac.id/index.php/fairvalue/article/view/2375

Lesmana, R., & Ayu, S. D. (2019). The Influence of Product Quality and Brand Image on Purchase Decisions of Wardah Cosmetics Pt Paragon Technology and Innovation. Journal of Competitive Marketing, 2(3), 59. https://doi.org/10.32493/jpkpk.v2i3.28 30

Reno, M. (2019). Product Innovation (online). Journal of Chemical Information and Modeling, 53(9), 1689–1699.

Ritonga, H. M., Fikri, M., Siregar, N., Agustin, R. R., & Hidayat, R. (2018). Marketing Management.

Rosady, R. S., & Kusumawardhani, A. (2018). Analysis of the Effect of Product Quality and Promotion on Brand Image and Purchase Decisions for Bata Shoes Products in Semarang City. Diponegoro Journal Og Management, 7(2), 1–11. https://ejournal3.undip.ac.id/index.php/djom/article/view/20947

Rustam, T. A. (2019). The Influence of Product Quality, Brand Image and Promotion on Spare Part Purchase Decisions at Various Motorcycle Workshops in Padang Pariaman Regency. Owners, 3(2), 320. https://doi.org/10.33395/owner.v3i2.1 59

S. Wahyuni, & Ginting, M. (2017). The Impact of Product Quality, Price, and Distribution on Purchasing Decision on the Astra Motor Products in Jakarta. Journal of Business Management and Accounting, 1(1), 18–26. https://arthatamajournal.co.id/index.php/home/article/view/7/4

Saputra, G. W., Kurniawati, K., & Eka Putri, T. (2022). Pengaruh kualitas pelayanan pemandu museum terhadap kepuasan pengunjung di Museum Geologi Bandung. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, *4*(11), 5323–5331. https://doi.org/10.32670/fairvalue.v4i11.1820

Selestio, R. (2018). Analysis Of The Influence Of Brand Image, Product Quality And Promotion On The Purchase Decision Of Packed Drinking Water (Amdk) Oasis Brand.

Sugiyono, 2016. Research Methods: Quantitative, Qualitative and R&D. Bandung: Alphabeta.

Sugiyono, 2018. Quantitative Research Methods. Bandung: Alphabeta.

Sugiyono. 2013. Educational Research Methods Quantitative, Qualitative, and R&D Approaches. Bandung: Alphabeta.

Sujarweni, W., 2015. SPSS for Research. Yogyakarta: New Press Library.

Tiara Dewi, Muhammad Amir Masruhim, R.S. (2018). The Influence of Brand Associations and Quality Perceptions on Batik Purchase Decisions in Yogyakarta. Research and Development Laboratory of TROPICAL pharmacies, Faculty of Pharmacy, Mualawarman University, Samarinda, East Kalimantan, April, 5–24.

Tjiptono, F. (2012). marketing strategy (issue 3). Yogyakarta : ANDI prints.

Tjiptono, F., 2015. Marketing Strategy, Fourth Edition. Yogyakarta: Andi prints.

Wulandari, R. D., & Iskandar, D. A. (2018). The Influence of Brand Image and Product Quality on Purchase Decisions on Cosmetic Products. Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT, 3(1), 11–18. https://doi.org/10.36226/jrmb.v3i1.81