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THE INFLUENCE OF SERVICE QUALITY AND CONSUMER BEHAVIOR ON YAMAHA MOTORCYCLE PURCHASE DECISIONS (Case Study On CV. Sekawan Motor In The City Of Kefamenanu)

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ABSTRACT

Motorcycle manufacturers sell their products in various ways so that their products can be sold and can reach the specified target. It's the same with sales of Yamaha motorcycles that occurred in CV. Sekawan Motor in the city of Kefamenanu which sells its products has not met the specified target. This is due to the trust of the people of the city of Kefamenanu in choosing motorbikes, prioritizing motorbikes from competing Yamaha brands such as Honda and Suzuki. Consideration before buying is a factor in purchasing decisions for Yamaha, but the decision-making system for buying Yamaha takes a long time because of the negative side of the Yamaha brand. This is what prompted researchers to conduct research on CV. Sekawan Motor in the city of Kefamenanu. The purpose of this study is to determine the effect of service quality and consumer behavior on purchasing decisions for Yamaha motorbikes (Case Study on CV. Sekawan Motor in Kefamenanu City). The research method used secondary data with a total sample of 69 people and the data analysis technique used multiple linear regression which was processed using the SPSS program. From the results of SPSS processing, it was obtained that partially and simultaneously there was a positive and significant influence between service quality and consumer behavior on purchasing decisions for Yamaha motorbikes at CV. Sekawan Motor in the city of Kefamenanu.

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1. INTRODUCTION

The development of the current era of globalization marketing management is a scientific discipline that has a very important meaning in the business world, because the increasingly advanced technology in various fields requires every person or institution (company) to always compete in order to achieve the stated goals, namely obtaining optimal profits. with the lowest possible outlay. Technological developments at this time make the company's main focus is product development. Technological developments have also penetrated into the automotive or transportation sector, one of which is motorcycles. Motorcycles are a means of transportation that helps various human activities, both economic and social, in their daily activities. It is this technological development in the automotive sector that has caused many automotive companies to create motorcycles with various models, designs, providing good quality and competitive prices, so that consumers buy these products.

For companies engaged in the automotive sector, this is an opportunity to dominate market share, besides that companies are also required to play an active role in distributing and introducing their products so that they sell well or at least can maintain their market share. The national automotive industry in this modern era has experienced significant growth. This has an impact on the increasing number of motor vehicle manufacturers competing to gain a broad market share. Conditions for this high level of competition are faced by Yamaha, Honda and Suzuki. These three companies, both originating from Japan, are competing with each other in seizing the same market share, namely motor vehicle products.

The level of competition in the Indonesian motorcycle industry is currently quite tight. According to the Indonesian Motorcycle Industry Association (AISI), currently there are around 77 motorcycles assembling, manufacturing and importing companies in Indonesia that are registered with the Ministry of Industry and Trade. From AISI members, there are 3 companies that compete very tightly, including Yamaha, Honda and Suzuki. Table 1 shows that sales of Yamaha motorcycles have decreased in 2012–2015. The trigger for the decline in sales of Yamaha motorcycles was due to the fact that too many

products were produced by competitors, especially competitors from Honda and Suzuki. The following is sales data between Yamaha and competing motorbikes, quoted from AISI data.

Table 1 Comparison of Yamaha Motorcycle Sales Data with Competitor Motorcycles for the 2012–2015 Period

NO	Merk	Year				Total
		2012	2013	2014	2015	
1	Yamaha	2.433.924	2.492.596	2.371.082	1.798.630	9.096.232
2	Honda	4.092.693	4.696.999	5.051.100	4.453.888	18.294.680
3	Suzuki	461.137	393.803	275.067	109.882	1.239.889

Source: AISI data, 2017

Consumer behavior in choosing a product is influenced by several factors including cultural, social, personal and psychological factors. To find out the company's value in the eyes of the public or consumers, every company needs responses from consumers so that it can be used as research material to take future steps that will be taken by the company. They use the responses from consumers to measure the level of consumer satisfaction with the products or services they offer and also with the company itself. The level of satisfaction to be achieved by each consumer is of course different and varied.

Motorcycle manufacturers sell their products in various ways so that their products can be sold and can reach the specified target. It's the same with sales of Yamaha motorcycles that occurred in CV. Sekawan Motor in the city of Kefamenanu which sells its products has not met the specified target. This is due to the trust of the people of the city of Kefamenanu in choosing motorbikes, prioritizing motorbikes from competing Yamaha brands such as Honda and Suzuki. Consideration before buying is a factor in purchasing decisions for Yamaha, but the decision-making system for buying Yamaha takes a long time because of the negative side of the Yamaha brand. This is what prompted researchers to conduct research on CV. Sekawan Motor in the city of Kefamenanu. The following is the sales target data for Yamaha motorcycles at CV. Sekawan Motor in the city of Kefamenanu.

Table 2 Yamaha Motorcycle Sales Target Data on CV. Motorbikes 2016 period

NO	MONTH	TARGET (UNIT)	REALIZATION (UNIT)	ACHIEVEMENT TARGET
1	January	30	25	83,3%
2	February	30	23	76,7%
3	March	30	27	90%
4	April	30	28	93,3%
5	May	30	26	86,7%
6	June	30	30	100%
7	July	40	37	92,5%
8	August	40	39	97,5%
9	September	40	35	87,5%
10	October	40	40	100%
11	November	40	34	85%
12	December	40	32	80%
	Amount	420	368	87,61%

Data source: CV. Friends of Motors, 2017

The problem in this study was triggered by fluctuations in sales of Yamaha motorcycles caused by public responses that assessed Yamaha's strengths and weaknesses compared to competing motorcycles, thereby influencing the purchase decision-making system by prospective motorcycle buyers.

From the results of a survey conducted by researchers, consumer responses regarding Honda Dealers include: advanced features and technology and pretty good workshops or after sales service. Whereas consumer responses to Yamaha Dealers (CV. Sekawan Motor) namely serving motorbike repairs are not so fast because employees who specifically repair motorbikes only have 1 employee and the facilities provided to consumers are not so complete, for example there are no seats and televisions for consumers. Based on the description of the background above, the researcher is interested in conducting a research proposal with the title: The Influence of Service Quality and Consumer Behavior on Purchase Decisions of Yamaha Motorcycles (Case Study on CV.Sekawan Motor in Kefamenanu City).

2. METHOD

Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2008:115). The population in this study are consumers or customers who buy Yamaha motorbikes at CV. Sekawan Motor in the city of Kefamenanu.

Sample

To conduct a study, it is not necessary to examine all members of the existing population. The sample is a subset of the population or some members of the observed population (Ferdinand, 2006). The sampling technique used in this study was the Simple Random Sampling technique with a total of 368 people. The placement of the number of samples in this study was carried out by using the Slovin formula, namely:

n= N/(1+Ne^2)
Where :
n = Number of samples used
N = Number of population
1 = Constant
e = Critical value or 12% error limit
n= N/(1+Ne^2)
n= 368/(1+3〖68(0.12〗^2))
n = 69.25
So the number of samples used is 69 respondents

Research Instruments

The research instrument is a tool used to measure observed natural and social phenomena (Sugiyono, 2010: 146). The research instruments in the form of interview guides and questionnaires are tools for reconstructing the research variable tools which are described in the form of a questionnaire or a list of questions. The instrument test used is (Sirilius Seran, 2011: 107-111) namely the Validity Test and Reliability Test

Classic assumption test

The classic assumption test aims to determine the condition of the data used in the study. This is done in order to obtain the right analysis model. Which includes the normality test, multicollinearity test, linearity test, autocorrelation test and heteroscedasticity test.

Data analysis technique

Inferential Analysis : Multiple Linear Regression Analysis

Multiple linear regression analysis method was used to examine the effect of service quality variables (X_1) and consumer behavior (X_2) simultaneously on purchasing decision variables (Y), because the study used more than one independent variable. The following is the multiple regression equation proposed (Somantri, 2006: 250) as follows:

Where : $Y = a + b1\ X_1 + b2\ X_2 + \varepsilon i$
Information :
Y = purchase decision
X_1 = service quality
X_2 = consumer behavior
a = alpha value (intercept constant)
b1 = regression coefficient X_1
b2 = regression coefficient X_2
εi = user error

Hypothesis Testing Techniques

1. Partial Test (t test)

If tcount > ttable on degrees of freedom (dk = n-k-1) at level (α) 0.05 then the hypothesis is accepted meaning that there is a significant influence between each variable of service quality (X_1), consumer behavior (X_2) on purchasing decisions (Y).

2. Simultaneous Test (Test f)

If fcount > ftable on the degrees of freedom (dk = n-k–1) at the level (α) 0.05, the hypothesis is accepted, meaning that there is a significant effect simultaneously on service quality variables (X_1), consumer behavior (X_2) and purchasing decisions (Y).

3. Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the percentage variation in the value of the dependent variable (Y) explained by the independent variable (X).

3. RESULTS AND DISCUSSION

Validity test

Before the data is analyzed, a Test of Validity is carried out to find out whether the measuring instrument that has been compiled is valid or not. From a number of statements submitted to respondents, they were then grouped where the variables of Service Quality (X_1), Consumer Behavior (X_2) and Purchase Decision (Y) each consisted of 4 statements. After grouping these items, tests were then carried out to find out whether the measurement tools in the form of statements could measure each of the variables used in this research model valid or not. The following presents the results of validity calculations using SPSS For Windows Release 22.0

Table 3 Data Validity Test Results

Dimensions	Butir Pearson Corelation	Corrected Item – Total Correlation	Status
Service Quality (X_1)	X1.1	0,626	Valid
	X1.2	0, 537	Valid
	X1.3	0,491	Valid
	X1.4	0,585	Valid
Consumer Behavior (X_2)	X2.1	0,533	Valid
	X2.2	0,580	Valid
	X2.3	0,517	Valid
	X2.4	0,651	Valid
Purchase Decision (Y)	Y1.1	0,603	Valid
	Y1.2	0, 535	Valid
	Y1.3	0,485	Valid
	Y1.4	0,651	Valid

Based on the results of testing the validity of the data, it can be seen that there are 12 statement items that are proven valid and declared feasible for further statistical testing.

Reliability Test

This test aims to measure the extent to which the consistency of a research instrument. A questionnaire is said to be reliable if the respondents' answers to these statements are consistent from time to time. The results of this test will be expressed in alpha coefficients, which range from 0 to 1. The closer to 1 a measuring instrument is said to be, the more reliable it is and vice versa. Then, Sekaran (2000) divides the level of reliability with the following criteria: if the value of Cronbach's alpha or count: (1) 0.8 – 1.0 = good reliability, 0.6 – 0.799 = acceptable reliability, (3) less than 0 .6 = reliability is not good. As with the validity test, the reliability test was also carried out using the SPSS For Windows Release 22.0 program.

Table 4 Data Reliability

Dimensions	Koefisien Alpha	Status
Service Quality (X_1)	0,869	Good Reliability
Consumer Behavior (X_2)	0,826	Good Reliability
Purchase Decision (Y)	0,813	Good Reliability

From the data above it can be seen that the magnitude of the coefficient for the variable Service Quality (X1) is 0.869, meaning that the consistency of respondents in answering statements of 86.9% can be trusted with good reliability status. As for the Consumer Behavior variable (X2), the resulting alpha coefficient is 0.826, meaning that the consistency of respondents in answering statements of 82.6% can

be trusted with good reliability. Furthermore, the alpha coefficient of the Purchase Decision variable (Y) is 0.813 or the consistency of the respondents in answering statements is 81.3%, you can be trusted with good reliability status.

The reliability test results table shows that all variables in the study, namely Service Quality (X1), Consumer Behavior (X2) and Purchase Decision (Y) are in good reliability status. Thus this research can be used as a reference for similar research so that it can be used to generalize to other companies.

Classical Assumption Test Results

Before the data is analyzed in regression testing to find out the effect of each independent variable on the dependent variable, according to good statistical provisions, classical assumption testing must first be carried out. This is intended to avoid errors in making estimates.

1. Normality Test

In this study the normality test on the regression model is used to test whether the residual values resulting from the regression are normally distributed or not. A good regression model is one that has normally distributed residual values. Several normality test methods are by looking at the distribution of data on the diagonal axis on the Normal P-P Plot of Regression Standardized Residual chart and can also be done with the One Sample Kolmogrof Simirnof Test.

a. By looking at the spread of the data in the processed data presented in the Normal P-P Plot of Regression Standardized Residual diagram, if the residual values spread regularly following the diagonal axis, it can be concluded that the research data has a normal distribution.

The following is a picture of the Normal P-P Plot of Regression Standardized Residual diagram.

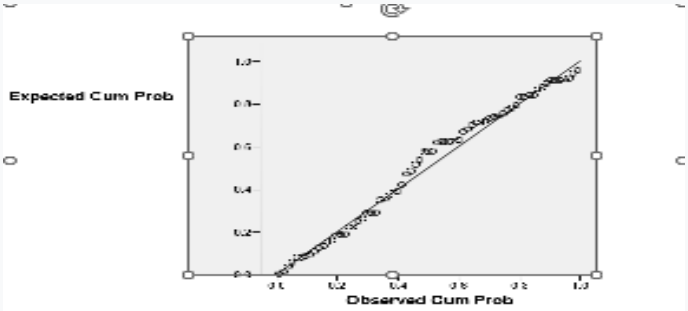

Figure 1. Normality Test Chart Normal P-P Plot of Regression Standardized Residual Dependent Variable: Purchase Decision

In the diagram above, it can be seen that the residual values spread regularly following the diagonal axis, so it can be said that the data in this study are normally distributed.

b. By using the One Sample Kolmogrof Simirnof method it has a higher tolerance or one might say this method has a higher level of normality accuracy (Priyatno, 2014; 75). The following table presents the results of the data normality test using the One Sample Kolmogrof Simirnof method.

Table 5 Data Normality Testing With Kolmogrof-Smirnov One Sample Method

		Unstandardized Residual
N		69
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	1,64260479
Most Extreme Differences	Absolute	,099
	Positive	,047
	Negative	-,099
Kolmogorov-Smirnov Z		,822

Asymp. Sig. (2-tailed)	,509

a Test distribution is Normal.
b Calculated from data.

Based on the results of the data normality test above, it is enough to make a decision whether the data is normal or not by reading the significance value (Asymp sig 2-tailed). If the significance value is less than 0.05, it can be concluded that the data is not normally distributed. If the significance value is more than 0.05, the data is normally distributed. If the significance value is more than 0.05, then the data is normally distributed. From the data above it is known that the significance value (Asymp sig 2-tailed) is 0.509. Because 0.509 > 0.05, it can be concluded that the data for each variable of Service Quality (X_1), Consumer Behavior (X_2) and Purchase Decision (Y) are normally distributed.

2. **Multicollinearity Test**

Multicollinearity is a condition where in the regression model it is found that there is a perfect or near perfect correlation between the independent variables. In a good regression model, there should not be a perfect correlation between the independent variables. The multicolonearity test method is by looking at the tolerance value and Variance Inflation Factor (VIF) in the regression model. If the tolerance value is > 0.1 and the VIF value is < 10, then there are no symptoms of multicollinearity. Conversely, if the tolerance value is <0.1 and the VIF value is > 10, there are symptoms of multicollinearity in the regression model.

Table 6 Multicollinearity Test Results Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,463	1,973		4,290	,000		
	X1	,208	,108	,228	1,928	,058	,997	1,003
	X2	,150	,125	,142	1,200	,235	,997	1,003

a Dependent Variable: Y

From the coefficient output table above, it can be seen that the tolerance value of the two variables is more than 0.1 and the VIF value is less than 10, so it can be concluded that there are no symptoms of multicollinearity.

3. Autocorrelation Test

Autocorrelation is a condition where in the regression model there is a correlation between the residuals in period t and the residuals in the previous period (t-1). A good regression model is one that has no autocorrelation problems. The test method uses the Durbin - Watson test (DW test). If the Durbin – Watson number is between -2 and +2 then there is no autocorrelation problem (Priyatno, 2013).

Table 7 Autocorrelation Test Results

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,906(a)	,876	,848	1,66731	1,713

a Predictors: (Constant), X_2, X_1
b Dependent Variable: Y
Source: Primary Data Processed Results, 2017

From the results of the autocorrelation test, the Durbin – Watson number is 1.772, which means that there are no autocorrelation symptoms.

4. Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another. A good regression model is that there is no heteroscedasticity. There are 2 (two) ways to test Heteroscedasticity, namely with the Glejser test, which

in this form of testing looks at the pattern of dots on the regression scatterplots. If the distribution of these points does not form a clear pattern and the points spread above and below zero (0) on the Y axis, it can be concluded that there is no Heteroscedasticity problem. Vice versa, if the spread of the dots has a clear pattern above or below zero (0) on the Y axis then there is a Heteroscedasticity problem (Priyatno, 2013).

In addition, the Heteroscedasticity test can also be done by testing the Spearman's Rho correlation coefficient using a significance value of 0.05. However, in this study, researchers only used a testing technique using the Glejser test.

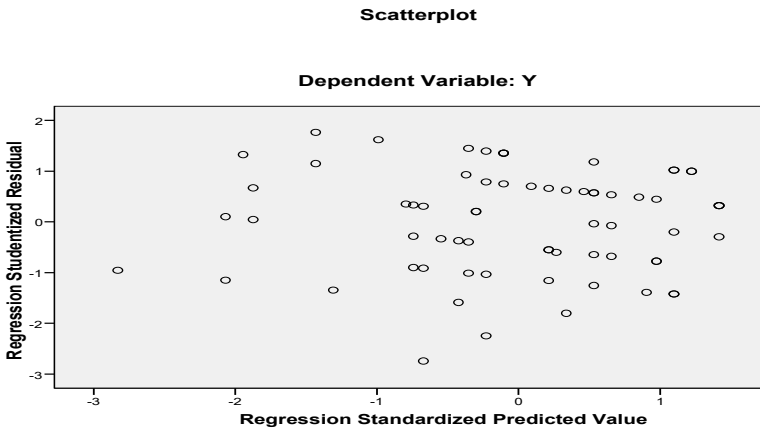

Figure 2 Scatterplot

From the results of the analysis with the help of the SPSS 22.0 For Windows program, it can be seen that the distribution of residual points is irregular (does not form a certain pattern), so the conclusion that can be drawn is that there are no symptoms of heteroscedasticity (symptoms of the same residual variance between observations) so that this assumption is fulfilled.

5. Linearity Test

The linearity test aims to determine whether the two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation or linear regression analysis. Testing on SPSS 22.0 using Test for Linearity at a significance level of 0.05. Two variables are said to have a linear relationship if the significance (linearity) is less than 0.05 (Priyatno, 2013).

For clarity, it can be seen in the linearity test table below for each independent variable on the dependent variable.

a. Linearity Relationship between Service Quality Variable (X1) and Purchase Decision (Y)

Table 8 ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Quality of Service	Between Groups	(Combined)	15,745	7	2,249	,751	,000
		Linearity	11,075	1	11,075	3,696	,000
		Deviation from Linearity	4,670	6	,778	,260	,153
	Within Groups		182,806	61	2,997		
	Total		198,551	68			

From the output above, it can be seen that the significance value for linearity is 0.000. Because the significance is less than 0.05, it can be concluded that between the variable Service Quality (X_1) and Purchase Decision (Y) there is a linear relationship.

b. Linearity Relationship between Consumer Behavior Variable (X_2) and Purchase Decision (Y)

Table 9 ANOVA

			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decision * Consumer Behavior	Between Groups	(Combined)	42,373	7	6,053	2,364	,000
		Linearity	4,742	1	4,742	1,852	,000
		Deviation from Linearity	37,632	6	6,272	2,450	,735
	Within Groups		156,177	61	2,560		
	Total		198,551	68			

From the output above, it can be seen that the significance value for linearity is 0.000. Because the significance is less than 0.05, it can be concluded that between the variables Consumer Behavior (X2) and Purchase Decision (Y) there is a linear relationship.

Multiple Linear Regression Analysis

Multiple linear analysis is an analysis to determine the magnitude of the influence between two or more independent variables on one dependent variable and predict the dependent variable using the independent variable. The difference with simple linear regression is that simple linear regression uses one independent variable included in the model, while multiple linear regression uses two or more independent variables included in the model (Priyatno, 2013).

In multiple linear regression, there are classic assumptions that must be met, namely, the residual values are normally distributed, there is no multicollinearity, there is no heteroscedasticity and there is no autocorrelation in the regression model. In this study, the independent variable is Quality of Service (X_1) and Consumer Behavior (X_2), while the dependent variable is Purchase Decision (Y).

In the following, the results of processed multiple linear regression data are presented to find out the value of the coefficient of influence of each independent variable Service Quality (X_1) and Consumer Behavior (X_2) on the Purchase Decision (Y) of Yamaha motorbikes at CV. Sekawan Motor in the city of Kefamenanu.

From the multiple linear regression coefficient output table above, it can be seen that the multiple linear regression equation is as follows:

$Y = a + b1\ X_1 + b2\ X_2 + \varepsilon i$

Information :

Y = purchase decision
X_1 = service quality
X_2 = consumer behavior
a = alpha value (intercept constant)
b1 = regression coefficient X_1
b2 = regression coefficient X_2
εi = user error

The following presents processed output in statistics using the SPSS 22.0 for Windows program.

Table 10 Multiple Regression The Effect of Service Quality Variables and Consumer Behavior on Purchasing Decisions

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,463	1,973		4,290	,000
	service quality	,750	,125	,142	4,200	,000
	consumer behavior	,208	,108	,228	1,928	,058

a Dependent Variable: purchase decision

From the output coefficient table above, it is known that the multiple linear regression equation is as follows: Y = 8.463 + 0.208 X1 + 0.750 X2.

From the processed multiple linear regression research data listed in the coefficient table above, it can be explained:The constant value (a) is 8.463. This means that if the value of service quality and consumer behavior is 0 then the value of purchasing decisions is 8.463.

The regression coefficient value of the service quality variable (b1) has a positive value of 0.208. This means that: for every increase in service quality (X1) by 1 unit, the level of purchasing decisions (Y) will also increase by 0.208 units assuming the value of the other independent variables remains the same. The regression coefficient value of the consumer behavior variable (b2) has a positive value of 0.750. This means that: for every 1 unit increase in consumer behavior (X2), the level of purchase decision (Y) will also increase by 0.750 units assuming the value of the other independent variables remains the same.

The R value in multiple linear regression indicates a multiple correlation value, namely the correlation between two or more independent variables on the dependent variable. The value of R ranges from 0 to 1. If it is close to 1, the effect is getting stronger, but if it is close to 0, the effect is getting weaker. The R number obtained is 0.909, meaning that the correlation between Service Quality (X1) and Consumer Behavior (X2) on Purchasing Decisions (Y) is 0.876. This means that there is a very close relationship because the value is greater than 0.5 and closer to 1.

Significance Test Results

t test

Priyatno (2013) said that the t test is known as a partial test, which is to test how each independent variable influences the dependent variable individually. This test can be done by comparing the calculated t value with t table or by looking at the significance column in each t count (significance value <0.05).

The results of data analysis in this study to analyze the influence of each independent variable (Service Quality and Consumer Behavior) on purchasing decisions can be seen below:

a. Analysis of the Effect of Service Quality (X_1) on Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.

In this case to find out whether the variable Service Quality (X_1) has a significant effect or not on the level of Purchase Decision (Y). The test was carried out based on the significance level of 0.05 and 2 sides.

The test steps are as follows:

Hypothesis Formulation

Ho: Quality of Service (X_1) has no effect on Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu

Ha: Quality of Service (X_1) influences Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu

Determine the value of t arithmetic

From the output coefficient table above, the calculated t value is 6.989.

Define t tables

T table can be seen in the statistical table at a significance of 0.05/2 = 0.025. With degrees of freedom (df) n - 2 or 69 – 2 = 67. The results obtained for the t table are 1.996 (seen in the statistical t table).

Testing Criteria

If t table ≤ t count then Ho is accepted

If t count > t table or t table < t count then Ho is rejected

Conclusion

The value of t count > t table (6.989 > 1.996) then Ho can be rejected.
So it can be concluded that Service Quality (X_1) has a significant positive effect on Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.

Analysis of the Influence of Consumer Behavior (X2) on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.
In this case to find out whether the Consumer Behavior variable (X_2) has a significant effect or not on the level of Purchase Decision (Y). Tests were carried out based on a significance level of 0.05 and 2 sides.
The test steps are as follows:
Hypothesis Formulation
Ho: Consumer Behavior (X_2) has no effect on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu
Ha: Consumer Behavior (X_2) influences the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu
Determine the value of t arithmetic
From the table of output coeficient above, it is obtained that the calculated t value is 7.280.
Define t tables
T table can be seen in the statistical table at a significance of 0.05/2 = 0.025. With degrees of freedom (df) n - 2 or 69 – 2 = 67. The results obtained for the t table are 1.996 (seen in the statistical t table).
➢ Testing Criteria
If t table ≤ t count then Ho is accepted
If t count > t table or t table < t count then Ho is rejected
➢ Conclusion
The value of t count > t table (7.280 > 1.996) then Ho can be rejected.
So it can be concluded that Consumer Behavior (X_2) has a significant positive effect on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.

F test

The F test or regression coefficient test is jointly used to determine whether the independent variable has a significant effect on the dependent variable. In this study to find out whether Service Quality (X_1) and Consumer Behavior (X_2) have a significant effect on Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu. The test uses a significance level of 0.05.

In the following, the F test stages are presented to find out how the simultaneous influence of Service Quality (X_1) and Consumer Behavior (X_2) variables on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.
➢ Hypothesis Formulation
Ho: Service Quality (X_1) and Consumer Behavior (X_2) have no effect on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu
Ha: Quality of Service (X_1) and Consumer Behavior (X_2) influence the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu
➢ Determine the calculated F value
From the ANOVA table it is known that F count is 92.712.
➢ Define F table
F table can be seen in the statistical table that at a significance level of 0.05 with df (number of variables) = 2 or 69 – 2 – 1 = 66 (n is the number of samples, k is the number of independent variables), the results obtained for F table are 3.140 .
➢ Testing Criteria
If F count ≤ F table then Ho is accepted
If F count > F table then Ho is rejected
➢ Conclusion
F count > F table (92.712 > 3.140) then Ho can be rejected.
So it can be concluded that Service Quality (X_1) and Consumer Behavior (X_2) have a significant positive effect on Purchase Decision (Y) Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.
➢ Decision Making based on Significance

Based on the significance, if the significance <0.05 then Ho is rejected, and if the significance is > 0.05 (0.000 <0.05) then Ho is rejected. This means that Service Quality (X_1) and Consumer Behavior (X_2)

have a significant positive effect on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Motorcycle Friends in the City of Kefamenanu.

Coefficient of Determination

The coefficient of determination with symbols (R^2) is the proportion of variability in a data that is calculated based on a statistical model. In other words (R^2) is the ratio of the variability of the values made to the variability of the original data values. In general (R^2) is used as information regarding the suitability of a model (Priyatno, 2013).

The results of the analysis in this study indicate that the value of the coefficient of determination (R2) produced in the multiple regression test in this study is 0.876. This means that the percentage of contributions to the influence of Service Quality (X_1) and Consumer Behavior (X_2) has a significant positive effect on the Purchase Decision (Y) of Yamaha Motorcycles at CV. Sekawan Motor in Kefamenanu City is 87.6%, while the remaining 12.4% is influenced by other variables not included in this research model. The test results obtained calculated F value of 38.861 with a significance of 0.000. Because the significance value is less than 0.05 (0.000 <0.05), this study succeeded in proving the hypothesis which states that "There is a positive influence of service quality and consumer behavior on purchasing decisions of Yamaha motorbikes at CV. Sekawan Motor in Kefamenanu City".

According to Kotler and Armstrong (2008: 227) argue that "purchasing decisions are the stages of the decision process where consumers actually purchase products". Decisions, according to Follet (in Hasan, 2002: 9) are the result of solving the problems they face firmly. A decision is a definite answer to a question. Decisions must be able to provide answers to questions about what was discussed in relation to planning.

There are two factors a person makes a decision to purchase a Yamaha Motorcycle at CV. Sekawan Motor in Kefamenanu City, namely service quality and consumer behavior. Quality of service is the first factor that becomes a consideration in buying a product, this is because before the product is purchased by the customer, manufacturers and companies must be able to provide quality service to customers for the products offered, because this aims to attract attention and generate interest and confidence. customers for the products being marketed. After the customer is satisfied with the quality of service provided and the time has come how companies and manufacturers are able to shape consumer behavior towards purchasing decisions for Yamaha motorcycles.

The results of this study strengthen the results of previous research conducted by Arief (2011) and conducted research on "Analysis of the Influence of Service Quality and Consumer Behavior on Purchase Decisions of Honda Motorcycles". The results of the study indicate that there is a positive and significant influence of service quality and consumer behavior on purchasing decisions for Honda motorcycles.

4. CONCLUSION

Based on the results of the data analysis described in the previous chapter, the authors can conclude the following: there is a positive influence of service quality and consumer behavior on purchasing decisions for Yamaha motorbikes at CV. Sekawan Motor in the city of Kefamenanu.

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