

Factors Affecting Consumer Behavior in Purchasing Honda Motorcycle

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Abstract

This research explained the factors which influence customers to purchase the HONDA motorcycles in Universitas Klabat 2017. The customer's attitude toward price, taste, quality, after-sale price, prestige, and promotion influence the buying decision of the customers. The data were taken from the owners and the users of HONDA motorcycles in Universitas Klabat from January 2017 to July 2017. There were 150 questioners spread to customers and the data were analyzed by utilizing SPSS 16 to be analyzed by using Normality Test, Reliability Test, and Validity Test in Likert Scale rating. The results of this research showed that there is no significant influence of price, taste, quality, after-sale price, prestige, and promotion on the buying decisions of the customers to purchase Honda Motorcycle in Universitas Klabat from January 2017 – July 2017. Interestingly for individual factor, the quality and promotion factors had positive significant influence for buying decisions of the customers to buy Honda motorcycle in Universitas Klabat for the year 2017. The result showed that only 26.9% were positively influenced by the buying factor and the 73.1% are from the other factors that were not in the area of this research.

Keywords: *price, taste, quality, after-sale price, prestige, promotion and buying decision*