



THE INFLUENCE OF REFERENCE GROUPS, PRODUCT QUALITY, AND AFTER SALES SERVICE ON THE PURCHASE DECISION OF YAMAHA BRAND MOTORCYCLES (CASE STUDY IN THE COMMUNITY OF PINO RAYA DISTRICT, BENGKULU CITY)

Bima Akbar Ganatal, Andi Azhar²

Department of Management. University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Bima Akbar Ganatal Bimaakbarganatal@gmail.com Department of Management. University of Muhammadiyah Bengkulu</p>	<p>This study aims to analyze the influence of reference groups, product quality, and after-sales service on purchasing decisions for Yamaha brand motorcycles in Pino Raya District, Bengkulu City. The study used a quantitative method with a sample of 160 respondents selected by Accidental Sampling. The data analysis technique used was multiple linear regression. The results of the study showed that partially, reference groups, product quality, and after-sales service had a positive and significant effect on purchasing decisions. The regression coefficient value for the reference group was 0.561, product quality 0.289, and after-sales service 0.412. Simultaneously, the three variables contributed 39.9% to purchasing decisions, while welfare was influenced by other factors outside this study. These results indicate the importance of a marketing strategy that strengthens the role of reference groups, maintains product quality, and optimizes after-sales service to improve consumer purchasing decisions.</p> <p>Keywords: <i>reference group, product quality, after-sales service, purchasing decisions</i></p>
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INTRODUCTION

The motorcycle industry continues to experience rapid development, especially in Indonesia as one of the largest markets in the world. Based on data from the Indonesian Motorcycle Industry Association (AIS), motorcycle sales in Indonesia reach millions of units per year, reflecting the high demand of the community for efficient, economical, and practical transportation. One brand that has long been the main choice of consumers is Yamaha, which is famous for its product quality, innovative design, and changing technology.

In 2024, data shows that the motorcycle market share in Indonesia continues to increase, with Yamaha occupying a key position in this category. Consumer purchasing decisions are not only influenced by product quality, but also by reference groups and after-sales services. Reference groups such as family, friends, and online communities are often

the main factors in shaping consumer preferences. In addition, superior product quality, such as fuel efficiency, durability, and innovative design, are the main attractions. After-sales services that include regular maintenance and availability of spare parts also affect the level of consumer trust and satisfaction with the brand.

According to (Nurfauzi et al., 2023) The decision to purchase a motorcycle is a complex process involving rational and emotional considerations. Yamaha, as one of the leading brands, has managed to maintain its position in the market by offering high-quality products and reliable after-sales service. However, in recent years, competition in the motorcycle industry has become increasingly fierce with the emergence of new brands offering more competitive prices and innovative features.

According to (Pratiwi & Dwijayanti, 2022) Reference group A reference group is a social group that an individual uses as a reference or benchmark in forming attitudes, behaviors, values, and decisions. This group can be family, friends, community, or other groups that have a significant influence on the individual, either directly or indirectly. (Mashudy & Suriyanto, 2024) Reference groups serve as sources of information, norms, and social pressures, which help individuals define their identity and choose actions that are appropriate to their social environment. In a marketing context, reference groups are often important factors influencing consumer preferences and decisions about a particular product or brand.

According to (Arhofa & Andarini, 2023) Product Quality is the overall characteristics and features of a product that are able to meet consumer needs and expectations, both functionally and emotionally. (Ma'ruf et al., 2024) This quality includes aspects such as durability, resolution, performance, aesthetics, conformity to standards, and ease of use and maintenance. High-quality products are usually designed to provide added value, satisfaction, and consumer loyalty, thus becoming an important factor in increasing competitiveness in the market.

According to (Santoso et al., 2019) After-sales service is a series of support or services provided by manufacturers or sellers to consumers after the product sales process is complete. This service includes various forms such as installation, training on use, maintenance, repair, provision of spare parts, to providing guarantees or warranties to ensure customer satisfaction and optimal product performance. With good after-sales service, companies can increase customer trust, create loyalty, and strengthen long-term relationships between companies and consumers.

Motorcycle purchasing decisions are influenced by various factors, including reference groups, product quality, and after-sales service. Reference groups, such as family, friends, and communities, often act as sources of information and recommendations. Product quality is the main determinant, including aspects of design, performance, and durability. Meanwhile, after-sales service, such as the availability of spare parts and service networks, are supporting elements that are no less important in increasing customer satisfaction.

Pino Raya District, Bengkulu City, is an area with a fairly high level of motorcycle users. As the area develops, the need for efficient transportation increases. Yamaha is one of the main choices for the community because of the various advantages it offers. However, in recent years, Yamaha motorcycle sales in this area have decreased. Several consumers

revealed that their purchasing decisions were influenced by various factors, including recommendations from reference groups, product quality, and after-sales service.

Reference groups, such as friends and communities, have a major influence in shaping consumer perceptions of a particular motorcycle brand. Consumers tend to choose products recommended by individuals or groups they trust. In addition, product quality, including engine performance, design, and durability, are the main attractions for consumers. However, good product quality alone is not enough without adequate after-sales service. The availability of spare parts, network service, and responsibility in handling customer complaints are key to increasing consumer satisfaction and loyalty.

Initial interviews with the community showed that reference groups, such as family and friends, are often the main source of information in choosing a motorcycle brand. In addition, Yamaha product quality, such as engine durability and attractive design, are the reasons consumers continue to choose this brand. However, some consumers also stated that after-sales services, such as accessibility to authorized workshops and availability of spare parts, play an important role in their purchasing decisions.

Based on these problems, this study aims to analyze the influence of reference groups, product quality, and after-sales service on purchasing decisions for Yamaha brand motorcycles in Pino Raya District, Bengkulu City. This study is expected to contribute to the development of Yamaha's marketing strategy and provide insight for automotive industry players in understanding consumer behavior.

Reference Group

(Ardiyana & Maskur, 2022) A reference group is a group that influences a person's behavior in choosing a product. Purchasing decisions are heavily influenced by social norms, peer pressure, and the individual's perception of the group. A reference group is a social group that has a direct or indirect influence on an individual, influencing their attitudes and behavior in purchasing a particular product.

(Zahiroh & Muzdalifah, 2022) Reference groups serve as sources of reference that provide standards or guidelines for individuals in making purchasing decisions. (Tasari et al., 2024) Reference groups shape consumption behavior patterns by influencing a person's product preferences and choices in purchasing decisions. Groups influence purchasing decisions through social interaction and social comparison, which leads individuals to choose certain products.

According to (Nugrohoseno et al., 2018) 5 indicators were found that show the measurement of the reference group, namely: Reference group knowledge about the product, Reference group credibility, Reference group experience, Reference group activity, and Reference group attractiveness.

Product Quality

According to (Pratama & Brahmayanti, 2024) Product quality is the extent to which the product meets the needs and wants of customers. High quality products can influence purchasing decisions by increasing consumer satisfaction and loyalty. Product quality includes dimensions such as completeness, durability, and conformity to consumer expectations, which directly affect purchasing decisions.

According to (Aprelyani et al., 2024) Product quality involves various physical and functional characteristics that influence consumer purchasing decisions, such as visibility,

aesthetics, and product features. Product quality is the customer's perception of the extent to which a product meets or exceeds their expectations, which greatly influences the decision to purchase. Products with consistent and superior quality will increase consumer confidence and encourage higher purchasing decisions.

According to (Mahira et al., 2021) also stated that product quality has several indicators, including: Reliability, Durability and Conformance to specification.

After Sales Service

(Ananto et al., 2023) After-sales service is a service provided to consumers after they have purchased a product, which can increase satisfaction and influence repurchase decisions. After-sales service is part of the customer experience that includes care, support, and maintenance of the product after purchase, which can strengthen the relationship between the customer and the company.

(Product et al., 2024) After-sales service covers all aspects that support customer satisfaction after the transaction is completed, including warranty and repair services, which have an impact on subsequent purchasing decisions. Good after-sales service provides a sense of security and trust to consumers, which in turn affects purchasing decisions and loyalty. The quality of after-sales service can expand relationships with customers and provide added value, thus influencing the decision to repurchase products from the same brand.

According to (Tunjungsari & Iriani, 2022) indicators that characterize after-sales service, namely: 1. Easy availability of spare parts. 2. Follow-up consultation. 3. Number of service centers.

Buying decision

(Br Marbun et al., 2022) explains that purchasing decisions are the process by which consumers choose between several available product alternatives based on an evaluation of various factors, including needs, price, and quality. Purchasing decisions involve a series of stages starting from problem recognition, information search, alternative assessment, to the final decision to purchase a product or service.

(Nuryani, 2022) states that purchasing decisions are the result of a consumer evaluation process that involves assessing the benefits obtained from a product compared to other products. Purchasing decisions as consumer actions in choosing and buying products that are influenced by internal and external factors, such as attitudes, perceptions, and social influences. Purchasing decisions are the end result of a decision-making process that involves the needs, perceptions, and evaluations of products by consumers, which ultimately lead to the purchase or not of the product.

Purchasing decision indicators according to (Purnomo, 2024) explains that consumer decisions to purchase a product include the following 5 decisions: product choice, brand choice, choice of distributor, time of purchase and quantity of purchase.

METHOD

(Sugiyono, 2019) This study uses quantitative methods to analyze the influence of reference groups, product quality, and after-sales service on the purchasing decision of Yamaha brand motorcycles in the Pino Raya District community, Bengkulu City. According to Sugiyono (2018), quantitative research methods are carried out with the aim of testing the

established hypothesis through statistical data processing. This study was conducted for one month in January 2025.

The population in this study was the entire community of Pino Raya District who had purchased Yamaha brand motorcycles. The research sample was taken as many as the number of indicators $X \times 10 = 160$ people using the Accidental Sampling technique, namely respondents who were met by chance and were willing to fill out the questionnaire during the study. Data collection was carried out using a questionnaire with a Likert scale of 1–5, where a value of 1 indicates "strongly disagree" and a value of 5 indicates "strongly agree". In addition, interviews were conducted to strengthen the questionnaire data related to purchasing experience, and observations were conducted to observe consumer behavior directly.

The data analysis technique collected was analyzed using multiple linear regression with SPSS version 24. Several tests were conducted to ensure the questionnaire, hypothesis testing using the t-test for partial influence and the F-test for simultaneous influence. The coefficient of determination (R^2) value is used to measure the contribution of independent variables to the dependent variable. This study is expected to contribute to understanding the factors that influence the decision to purchase Yamaha brand motorcycles, especially in Pino Raya District, Bengkulu City.

RESULT AND DISCUSSION

After going through several tests with the SPSS version 24 application, the research results obtained were:

Multiple Linear Regression Results

Table 1. Multiple Linear Regression Results

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.166	1,558		4,599	.000
	reference group	.561	.068	.532	8,293	.000
	product quality	.289	.098	.213	2,952	.004
	after sales service	.412	.107	.284	3,840	.000

a. Dependent Variable: purchasing decision

Source: SPSS 24 Data Processing

Based on the regression equation obtained, namely $Y = 7.166 + 0.561(X_1) + 0.289(X_2) + 0.412(X_3)$, it can be explained that the constant value of 7.166 indicates a fixed purchasing decision when the reference group variable (X_1), product quality (X_2), and after-sales service (X_3) are zero. The regression coefficient for each variable shows a positive influence on purchasing decisions, where the reference group variable (X_1) has the greatest influence with a value of 0.561, followed by after-sales service (X_3) of 0.412 and product quality (X_2) of 0.289. From the results of this regression, it can be concluded that the reference group has a

dominant influence on purchasing decisions for Yamaha brand motorcycles in Pino Raya District, Bengkulu City.

Coefficient of Determination (R²)

Table 2. Results of the Determination Coefficient (R²)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632a	.399	.388	1.74512
a. Predictors: (Constant), after-sales service, reference group, product quality				
b. Dependent Variable: purchasing decision				

Source: SPSS 24 Data Processing

Based on the table above, it can be seen that the Adjusted determination coefficient (R²) value of 0.399 or 39.9% indicates that the reference group, product quality, and after-sales service variables have a significant contribution to the purchase decision of Yamaha brand motorcycles in Pino Raya District, Bengkulu City. This means that around 39.9% of the variation in purchasing decisions can be explained by the third variable, while the rest, around 60.1%, is influenced by other factors not included in this model.

T-Test Results

Table 3. T-Test Results

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.166	1,558		4,599	.000
	reference group	.561	.068	.532	8.293	.000
	product quality	.289	.098	.213	2,952	.004
	after sales service	.412	.107	.284	3,840	.000
a. Dependent Variable: purchasing decision						

Source: SPSS 24 Data Processing

Through calculations carried out using the SPSS program, the comparison between the number of samples (n) = 160, the number of variables (k) = 3 obtained $t_{table} = 1.65403$. Each variable is as follows: 1) Reference group (X₁) namely $t_{hit} > t_{table}$ (8,293 $t_{hit} > 1.65462$) and (sig = 0.000 < 0.05), this indicates that there is an influence of the reference group (X₁) on purchasing decisions Yamaha Brand Motorcycles; 2) Product quality (X₂) namely $t_{hit} > t_{table}$ (2,952 $t_{hit} > 1.65462$) and (sig = 0.004 < 0.05), this states that there is an influence of electronic word of mouth (X₂) on purchasing decisions Yamaha Brand Motorcycles; 3) After sales service (X₃) namely $t_{hit} > t_{table}$ (3,840 $t_{hit} > 1.65462$) and (sig = 0.000 < 0.05), this states that there is an influence of lifestyle (X₃) on the decision to purchase Yamaha brand motorbikes.

F Test Results

Table 4. F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315,883	3	105,294	34,574	.000b
	Residual	475,092	156	3.045		
	Total	790,975	159			
a. Dependent Variable: purchasing decision						

b. Predictors: (Constant), after-sales service, reference group, product quality

Source: SPSS 24 Data Processing

Based on the hypothesis test table with the F test above, it was obtained F_{hitung} as big as 34,574 with a value of 2.66, namely ($34.574 > 2.66$) and ($sig = 0.000 < 0.05$), $F_{tabel} \alpha$ so Thus it can be concluded that the accepted meaning is simultaneous variables H_4 reference group, product quality and after-sales services significantly influence the decision to purchase Yamaha brand motorbikes.

Discussion

The Influence of Reference Groups on Purchasing Decisions

The results of the analysis show that the reference group variable has a significant influence on the decision to purchase Yamaha brand motorcycles, with a regression coefficient value of 0.561. This indicates that reference groups, such as family, friends, and communities, are the main sources of reference in the decision-making process. This positive influence is supported by the level of trust and recommendations given by the reference group, which directly influences consumer preferences.

This is included in the research (Pratiwi & Dwijayanti, 2022) entitled the influence of lifestyle and reference groups on purchasing decisions (a study on consumers of Ruang Temu coffee shop in Tulungagung district). The results of the study indicate that the significance value of the results of the analysis of lifestyle variables which means that partially has a significant effect on purchasing decisions at Ruang Temu coffee shop, while the significance value of the results of the reference group variables which means that partially has a significant effect on purchasing decisions at Ruang Temu coffee shop.

The Influence of Product Quality on Purchasing Decisions

Product quality also has a significant effect on purchasing decisions, with a regression coefficient value of 0.289. Dimensions of product quality, such as durability, brightness, and design that meets consumer expectations, are important factors in building positive perceptions. Yamaha products, known for their reliable engine performance and innovative designs, provide added value for consumers in choosing this brand.

This includes the depth of research (Solihin & Kamal, 2023) entitled the influence of brand image and product quality on purchasing decisions at the Tunas Toyota dealer in Cinere, Depok City. The results of the third hypothesis, Brand Image and Product Quality have a positive and significant effect on Purchasing Decisions.

The Influence of After Sales Service on Purchasing Decisions

After-sales service has a regression coefficient value of 0.412, which shows a significant influence on purchasing decisions. Consumers highly consider the ease of obtaining spare parts, the existence of a service network, and the company's responsibility in handling complaints. These factors provide a sense of security and increase consumer confidence in the Yamaha brand.

This reflects in the research (Dwi Ayu Febriana, Renny, 2021) analysis of the influence of product quality, price and after-sales service on the decision to purchase an iPhone. The results of this study indicate that product quality, price have a positive and significant effect on the decision to purchase an iPhone, while after-sales service does not have a positive effect and does not have a significant effect on the decision to purchase an iPhone. Apple must

focus on quality, price and after-sales service in order to influence customers in deciding to purchase an iPhone.

The Influence of Reference Groups, Product Quality, and After-Sales Service on Purchasing Decisions

Simultaneously, these three independent variables have a significant effect on purchasing decisions, with an F count value of 34.574 (greater than F table) and a significance value of 0.000 (<0.05). The coefficient of determination (R^2) of 39.9% indicates that the reference group, product quality, and after-sales service variables together contribute significantly to the purchasing decision variable, while the rest is influenced by other factors not examined in this study.

CONCLUSION

Based on the results of the analysis and discussion, the following are the conclusions of the study on the influence of reference groups, product quality, and after-sales service on purchasing decisions for Yamaha brand motorbikes in Pino Raya District, Bengkulu City:

1. The reference group has a significant influence on purchasing decisions with a regression coefficient value of 0.561. Consumers are highly influenced by recommendations and trust from family, friends, or communities, which are the main sources of reference in the decision-making process. Yamaha is advised to strengthen its relationship with the user community through loyalty programs, community events, or partnerships with community groups to increase consumer trust and preference.
2. Product quality has a significant effect on purchasing decisions with a regression coefficient value of 0.289. Dimensions of quality such as durability, brightness, and product design that meet expectations are important factors for consumers in attracting buyers' interest. Yamaha needs to continue to maintain and improve product quality, especially in terms of durability and design innovation, in order to remain competitive in an increasingly competitive market.
3. After-sales service also has a significant influence on purchasing decisions with a regression coefficient value of 0.412. Factors such as ease of obtaining spare parts, the existence of a service network, and the company's responsibility in handling complaints are important aspects in increasing consumer confidence. Yamaha must provide more accessible after-sales service by expanding the service network and ensuring the availability of spare parts to provide convenience and satisfaction to consumers.
4. Taken together, the variables of reference group, product quality, and after-sales service have a significant influence on purchasing decisions. This shows that these three variables collectively influence consumer decisions, while the rest are influenced by other factors outside the study. Further research can be conducted to identify other factors that influence purchasing decisions, such as price, promotion, or the influence of digital marketing, to complement the results of this study.

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