

The Effect of Digital Marketing and Service Quality on Motorcycle Purchasing Decisions at the Yamaha Padayungan Motor Tasikmalaya Dealers

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Abstract

Competition in the business world is getting tighter, this requires every company to be able to take the right strategic steps to win the competition with competitors. One example is the Yamaha Padayungan Motor Dealership, after being closed for almost 4 years in motorcycle sales, trying to bounce back with more effective and efficient marketing measures to keep up with the times. With the implementation of *digital marketing* and improving service quality, the dealer strives to have fast and significant sales progress. So that it can restore the reputation of the Yamaha Padayungan Motor dealer back to become one of the Pioneer dealers in Tasikmalaya City. This study aims to find out how to descriptive analysis of *digital marketing* conditions, service quality and motorcycle purchase decisions, how the influence of *digital marketing* and service quality on motorcycle purchase decisions at Yamaha Padayungan Motor dealers.

This research method uses a quantitative approach with a descriptive method of causality. The data collection technique uses a questionnaire with a *Google Form* which is distributed to consumers who have bought a motorcycle at a Yamaha Padayungan Motor dealership, with the number of consumers who answered the questionnaire as many as 100 respondents. For the data processing process and analysis, multiple linear regression analysis was used with the help of the SPSS version 26.0 application. The results of this study show that *digital marketing* and service quality have a positive and significant effect on motorcycle purchase decisions at Yamaha Padayungan Motor dealers.

Keywords: *Digital Marketing, Service Quality, Purchase Decision.*

I. INTRODUCTION

Competition in the business world is getting tighter, this requires every company to be able to take the right strategic steps to win the competition with competitors. Based on research from Huda, 2020, fierce business competition requires every company to work harder in order to win the competition. Thus, consumer purchasing decisions will be very important for the sustainability of business activities to be able to compete in the midst of business competition. One example of business competition is competition in terms of sales of Yamaha brand motorcycles in Tasikmalaya City. The phenomenon that makes it interesting to use as a study is because the Yamaha Padayungan Motor Tasikmalaya dealer is actually one of the third pioneer dealers in Tasikmalaya City and has been operating since 2006, but in early 2019 it closed business activities for the sale of motorcycle units while the sale of spare parts and workshops was still open. Based on the results of an interview with the manager of Yamaha Padayungan Motor Tasikmalaya, this is due to problems with dealer management. In fact, in the period from 2016 to 2017 dealers were able to sell up to an average of 150 units/month or around 1,800 units/year. In November 2023, Yamaha Padayungan Motor Tasikmalaya dealerships began to resume unit sales activities and found a positive trend, starting from the beginning of the reopening of sales, only 7 units were sold until June 2024 they could sell around 50 units. Based on the results of observations in the field, there are two comparative Yamaha motorcycle dealer sales data, namely Yamaha Mataram Sakti and Agung Motor. It was found that competitors from Yamaha Padayungan Motor dealerships were found to have the same positive sales trend even though they tended to fluctuate.

Referring to the data mentioned above, there is a business phenomenon that provides the fact that the business activities that have just been carried out by Yamaha Padayungan Motor are able to compete with dealers who are one level / one level. For the two dealers, they have also used the media to sell units *digital marketing*. However, even though they both sell the same Yamaha brand and promotional media and prices, there are several things that affect the level of motorcycle sales at dealerships. Based on the results of an interview with the manager of Yamaha Padayungan Motor, the increase in unit sales depends on management policies, such as unit discounts, the number of *Man Power*, marketing incentives and others. Other variables that can influence purchasing decisions are *Service Quality* (SERVQUAL) or quality of service (Miranda et al., 2018). Service quality is the ability of a company to be able to provide everything that the buyer expects to meet its needs (Patmala & Fatihah, 2021). Quality service will encourage potential consumers to make purchase decisions. Purchase decisions can be influenced by a wide variety of variables. By *Theory Planned Behaviour* (TPB) explained that what can affect a person's decision is *Subjective Norm*, *Attitude* and *Perceived Behaviour* (Manalu & Adzimatinur, 2020). One of them is the development of technology bringing new behaviors for potential consumers to determine their purchasing decisions among *Digital Marketing* and Quality of Service (Chicu et al., 2019; Oriade & Schofield, 2019).

On the basis of the above phenomenon, the author will make a formulation of the problem about the Influence of *Digital Marketing* and Service Quality on Motorcycle Purchase Decisions at Yamaha Padayungan Motor Tasikmalaya dealerships, the formulation of the problem is as follows: a. How is the descriptive analysis of *digital marketing conditions*, service quality and purchase decisions, b. How is the influence of the implementation of *digital marketing* towards the purchase decision, c. How does the application of service quality affect purchasing decisions, d. How does *digital marketing* and service quality affect purchasing decisions. It is hoped that by looking at the results of the research conducted, it can determine

the appropriate, effective and efficient marketing strategy for Yamaha Padayungan Motor dealers by using *digital marketing* variables and service quality so that the sales target of motorcycle units can increase significantly.

II. LITERATURE REVIEW

Marketing Management becomes *Grand Theory* from this study, because marketing management is the basis in marketing science (*Marketing*) whose task is to market goods or services for consumers so that consumers are interested in the goods or services being marketed. *Theory of Planed Behaviour* (TPB) will be *Middle Theory* In this study using *Technology of Acceptance Model* (TAM) and *Service Quality* (SERVQUAL) as Application. Next *digital marketing* derived from TAM and quality of service derived from SERVQUAL will be variable *antecedent* of the variable *Consequence* that is, the purchase decision. A purchasing decision is a process where consumers buy different options and choose products based on certain considerations (Sari, 2021). *Digital Marketing* can influence potential consumers' purchasing decisions through content and advertising on search engines, social media, and other digital platforms (Forghani et al., 2022). Good and positive service quality in the eyes of potential consumers can influence purchase decisions (Cynthia et al., 2022). When potential consumers have awareness, association, and perception of good quality for a service, then the likelihood of potential consumers buying products from that brand is higher (Rozi & Khuzaini, 2021). This is in line with research conducted by Rauf & Zatira (2022), that *digital Marketing* have a positive and significant effect on purchase decisions. In line with Putri & Sulaeman (2022) and Sopiyan (2022), it was found that *Digital Marketing* and the quality of service can simultaneously influence the purchase decision.

Digital marketing or digital marketing is a marketing effort using internet-connected devices with various digital strategies and media that have the goal of being able to communicate and interact with potential consumers through online communication channels (Rauf et al., 2021). Quality SEO content can increase an organization's visibility on search engines like Google, thus attracting the attention of potential buyers when looking for products or services offered. *Google Ads* can target relevant potential buyers and drive them to convert purchases, content and ads on *social media* Engaging and informative can build audience interest and influence purchasing decisions. It can be concluded that *digital Marketing* significantly able to influence the purchase decision of potential consumers through various digital marketing channels and strategies. The better the digital strategy *Marketing*, further increasing the likelihood of a purchase decision. This is in line with research conducted by Mushoffa & Fadli (2023), stating that *digital Marketing* have a significant effect on purchase decisions.

Service quality is the level of excellence or expectation of consumers to meet consumer desires (Manalu & Akbar, 2019). If the company provides the best service, it can be in the form of a quick response when responding to consumer complaints, in accordance with what is expected by consumers, then consumers will feel satisfied with the service or service provided and become the place where consumers go to make a repurchase. The results of the study according to (Sriyanto & Utami, 2016) show that the quality of service has a significant effect on product purchase decisions. In addition, a company with good service quality will make consumers loyal to the company and become the goal of consumers making purchase decisions. Quality of Service affects Purchase Decisions, this statement can be supported based on relevant research results (Cesariana et al., 2022).

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Based on the literature review that has been described above, the influence of *digital marketing* and service quality on purchasing decisions can be drawn into the Research Chart as shown in figure 1 and the Research Paradigm as shown in figure 2.

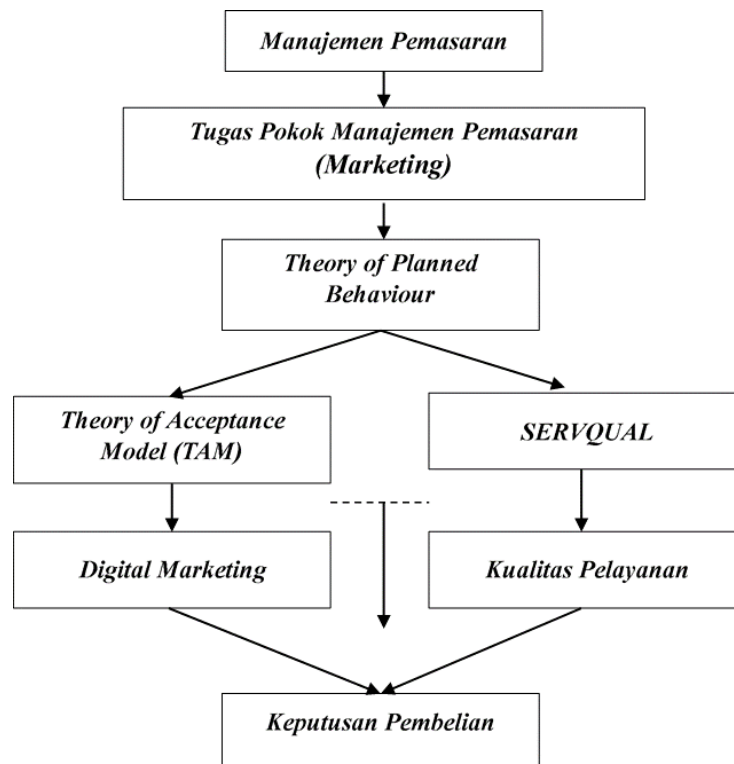


Figure 1 Research Chart

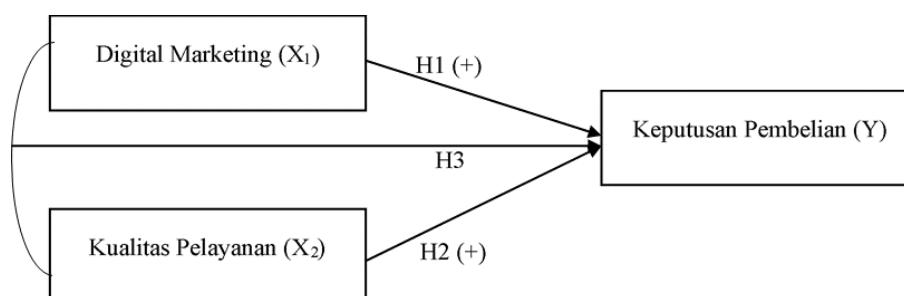


Figure 2 Research Paradigm

III. RESEARCH METHODS

Judging from the data used, this study uses a quantitative approach with a descriptive causality method. The quantitative method is a research in which the data is expressed in the form of numbers and analyzed by analysis techniques (Carmines and Zeller, 2006), while the descriptive method of causality is a study in which the causal relationship between one variable and another variable is analyzed or how a variable affects other variables. Quantitative research is used to research on a specific population or sample, data collection using research

instruments, data analysis is quantitative/statistical with the aim of testing hypotheses that have been determined.

The research variable is a concept that has varying values or symptoms, in this study it consists of 3 variables, namely *Digital Marketing* (X₁), *Service Quality* (X₂) and *Purchase Decision* (Y). These variables are still too general so they must be operationalized first into research indicators to make it easier for researchers to find out the Influence of *Digital Marketing* and *Service Quality* on *Purchase Decisions* in detail and detail. The results of the operationalization of the research variables are as follows:

Table 1 Variable Operationalization

No.	Variable	Variable Concept	Indicators	Scale
1.	<i>Digital Marketing</i> (x ₁)	<i>Digital Marketing</i> or is a marketing business using devices connected to the internet with various strategies and digital media that have the goal of being able to communicate and interact with potential consumers through online communication channels. (Rauf et al., 2022; Pebrianti et al., 2020)	1. <i>Accessibility</i> 2. <i>Interactivity</i> 3. <i>Entertainment</i> 4. <i>Credibility</i> 5. <i>Irritation</i> 6. <i>Informativeness</i>	Ordinal
2.	Quality of Service (X ₂)	Service quality is the expected level of excellence and the control of that level of excellence to meet the desires of consumers. (Kotler & Armstrong, 2018)	1. <i>Tangible</i> (Physical evidence) 2. <i>Reliability</i> 3. <i>Responsiveness</i> 4. <i>Assurance</i> 5. <i>Empathy</i>	Ordinal
3.	Purchase Decision (Y)	A purchase decision is a process in which consumers buy different options and choose products based on certain considerations. (Kotler & Armstrong, 2018)	1. Product selection 2. Brand choice 3. Choice of distributor 4. Purchase time	Ordinal

For the population and sample to be used, namely, the population in this study is all consumers of Yamaha Padayungan Motor Tasikmalaya dealers whose number is not known for sure. The sample of this study is consumers who have purchased Yamaha Motorcycle products at Yamaha Padayungan Motor dealers. Because the number of population is unknown and infinite, the sampling technique is nonprobability *sampling* through *the purposive sampling* approach. In order to obtain samples more accurately, formulas are needed to determine the size of the sample. The determination of the number of samples taken in this study is by the Lemeshow formula. Thus, to find out how large the sample of this study is using the Lemeshow formula.

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$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Information: n = Number of samples
Z = Z score at 95% confidence = 1.96
p = Maximum estimate = 50%
d = Error rate = 10%

$$n = 1,962 \cdot 0.5 \cdot (1 - 0.5) / 0.12$$

$$n = 96.04$$

Based on the results of the sample calculation using the lameshow formula, a minimum sample of 96.04 or 97 respondents was obtained. So the sample that will be taken in this study ranges from 100 to 150 respondents from consumers who have bought motorcycles to Yamaha Padayungan Motor Tasikmalaya Dealers in the 2023-2024 period. In this study, primary data was obtained from the results of a survey and filling out a questionnaire to obtain data on the perception of *Digital Marketing* and Service Quality on Motorcycle Purchase Decisions according to the consumer's view at Yamaha Padayungan Motor Tasikmalaya Dealers. In this study, secondary data was obtained, among others, from previous research, literature, and electronic media (*internet*).

Data collection techniques are the methods used by researchers to obtain facts about the variables being studied. In this study, the facts revealed are actual facts. Therefore, in this study to reveal the actual facts of the research using the questionnaire method which will later be distributed to the research respondents, and the dissemination will use *Google Form* to facilitate the dissemination. The questionnaire itself is a data collection technique by giving a set of written questions or statements to respondents to be answered. In this study, the questionnaire used is closed, where the answer is already available so that respondents can immediately choose the answer that has been provided.

Test Instrument done to find out if the instrument used is actually measuring what it should be measured and to see the consistency of the **Instrument** in revealing the phenomenon of a group of individuals even though it is carried out at different times (Sugiyono 2005:137). Validity tests are used to determine the level of validity of the instruments (questionnaires) used in data collection. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure (Ferdinand, 2014). The high or low validity of a questionnaire instrument can be measured through *factor loading* with the help of the SPSS application.

The Validity Test is carried out by correlating the score of each item with the total score. This formula uses the *product moment correlation* developed by Karl Pearson. After the product moment correlation coefficient of each question item is obtained, the determination of whether or not a question item is valid or not is carried out by comparing the r_{xy} value with the r_{table} value. The value of the table is determined at degrees of freedom ($db=n-2$) and the significance level is 95% or $\alpha = 0.05$. The value of the table is at the significance level of 5%. The validity test decision is determined by the following criteria:

If $r_{xy} > r_{table}$, then the question item is declared valid.

If $r_{xy} < r_{table}$, then the question item is declared invalid

The formula that can be used to measure the level of validity can use the *product moment* correlation formula as stated by Rukajat (2018:8) as follows:

$$r = \frac{n \sum x_1 y_1 - (\sum X)(\sum Y)}{\sqrt{\{n \sum x_1^2 - (\sum X)^2\} \{n \sum y_1^2 - (\sum Y)^2\}}}$$

Where:

- r = Coefficient of the validity of the item of celebration/statement sought
 X = Celebration item/statement score
 Y = Total score of celebrations/statements
 n = Number of observations/respondents

The reliability test of the instrument is carried out with the aim of determining the consistency of the instrument as a measuring tool, so that the results of a measurement can be trusted. The measurement results can be trusted only if in several measurements of the same group of subjects the same results are obtained, as long as the measured aspects in the subject have not changed. The reliability testing technique of the instrument used in this study is by using the Cronbach Alpha reliability coefficient formula as stated by Arikunto (1998:193) in Rukajat (2018:9) as follows:

$$r = \left(\frac{k}{k-1} \right) \left(\frac{\sum \sigma_b^2}{\sum t^2} \right)$$

Where:

- r = Instrument reliability value
 K = Number of questions/statements
 Y = Total score of the question/statement
 $\sum \sigma_b^2$ = Number of grain variants
 $\sum \sigma^2$ = Total variants

The criteria for reliability testing as stated by Sugiyono (2018:268) are as follows:

- If *Cronbach's alpha* value $\alpha > 0.60$, then the instrument has good reliability, in other words, the instrument is reliable or reliable.
- If *Cronbach's alpha* value < 0.60 , then the instrument tested is unreliable.

The quantitative data analysis technique used is descriptive analysis. Descriptive analysis is to provide an overview or descriptive of a data seen from the average value (*Mean*), definition standards, maximum variations, minimums, research in general, how the characteristics of the research subject are in relation to the variables studied. Based on the score that has been obtained on each item of the variable, it is then analyzed to reveal the phenomenon contained in each variable which will later be used as input for the variable or company. Descriptive analysis is used to describe variables *Digital Marketing* (X1), Service Quality (X2) and Purchase Decision (Y). According to Suliyanto (2017), descriptive analysis using the percentage technique with the following steps:

- Setting the score/questionnaire value, measuring the answers using the likert scale category of five options.
- To determine the influence of *Digital Marketing* (X1), Service Quality (X2) and Purchase Decision (Y) is calculated using the following percentage technique:
 - Calculate the ideal score by multiplying the number of items with the highest score on the questionnaire.
 - Calculate the lowest score by shifting the number of items with the lowest value in the questionnaire.

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- 3) Determine the number of criterion scores (SK) using the following formula:
Information:

$$SK = ST \times JB \times JR$$

Criterion Score (SK) Highest Score (ST) Low Score (SR) Number of Items (JB)
Number of Respondents (JR)

- 4) Compare the number of questionnaire results for variable X1, Variable X2 and Variable Y. To find the total score of the questionnaire results of the research variable by using the formula:

$$\sum_{i=1}^n = X_1 + X_2 + \dots + X_n$$

After the criterion score and questionnaire score results are known, they are then entered into the following formula:

$$\frac{\text{Questionnaire score} \times 100\%}{\text{Criterion score}}$$

- 5) Determine the criterion area into three levels, namely low, medium, and high. From the calculation of the percentage above, the following percentage parameters can be obtained:

- The ideal percentage is = 100% then the value is divided by 3 to 33.33%
- The value of 33.33% is used as the difference for each level, so that it becomes:

Low area = 0 - 33.33%

Medium area = 33.34% - 66.66%

High area = 66.67% - 100%

- From the calculation above, the criterium area can be determined into several parts (based on the rounding results), namely:

Low area = 0 - 33.33%

Medium area = 34% - 67%

High area = 68% - 100%

BLUE is an estimator that has the smallest variance among all unbiased linear estimators, so it can be used as a reliable and reliable estimator. The normality test was carried out to test whether in the regression model, the free variable and the bound variable or both have been normally distributed or not. A good regression model is one that has a normal or near-normal distribution. Normality can be detected by looking at the data spread (points) from the diagonal axis of the graph or looking at the histogram of its residuals. The normality test can also be carried out using the *Kolmogrov-Smirnov* approach. Using a significance level of 5%, if the *Asymp.sig* value (2-tailed) is above the significance value of 5%, it means that the residual variable is normally distributed and if it is below the significance value of 5%, it means that the residual variable is not normally distributed.

H0 = Data *residual* Normally distributed if (sig) > 5%

Ha = Residual data is not normally distributed if (sig) < 5%

If there is a high correlation between the independent variables, then the relationship between the independent variable and the bound variable becomes disturbed. One of them looks at the values of *Tolerance* and *Variance inflation Factor* (VIF). *Tolerance* measures the variability of selected independent variables that are not explained by other independent variables. The commonly used *cut off* value to indicate multicollinearity is a *Tolerance* value of <0.10 or equal to the VIF value > 10.

A good regression model is that heteroscedasticity does not occur. The method used to test the presence or absence of heteroscedasticity in this study uses the *Scatterplot Test*. The basis of the analysis is as follows:

- a. If there is a certain pattern, such as the existing dots forming a certain pattern that is regular (wavy, widening and then narrowing), then it indicates that heteroscedasticity has occurred.
- b. If there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

Multiple linear regression is an equation model that describes the relationship between one non-free variable (Y) and two or more independent variables (X₁, X₂,... X_n). The purpose of the multiple linear regression test is to predict the value of the non-free variable / response (Y) if the values of the independent variable / predictor (X₁, X₂,..., X_n) are known. Besides that, it is also to be able to find out how the direction of the relationship between the non-free variable and the independent variables. To determine the influence of *Digital Marketing* and Service Quality on Motorcycle Purchase Decisions at Yamaha Padayungan Motor Tasikmalaya dealerships, a multiple linear regression analysis method was used with the following formula:

$$KP = \alpha + \beta_1 DM + \beta_2 KL + \dots + e$$

Information:

KP = Purchase Decision

DM = *Digital Marketing*

KL = Service Quality

α = Constant

β_1, β_2 = Regression Coefficient (i=1,2)

e = Standard Error

With the following statistical hypothesis:

- a. H₀ : $\beta_i = 0$, meaning that *Digital Marketing* (X₁), Service Quality (X₂) has no effect on the Motorcycle Purchase Decision at Yamaha Padayungan Motor Tasikmalaya (Y) dealers.
- b. H_a : $\beta_i \neq 0$, meaning *Digital Marketing* (X₁), Service Quality (X₂) affects the Motorcycle Purchase Decision at Yamaha Padayungan Motor Tasikmalaya (Y) dealers.

The determination coefficient test measures the contribution of the variation of variables X to the fluctuation of variable Y. While other variations are caused by other factors. The value of the determination coefficient is between one and zero. The small value of the determination coefficient indicates that the ability of independent variables to explain dependent variables is very limited.

Before the hypothesis test, a partial test is carried out first. This test was carried out to find out how far an independent variable (X) partially (individually) affects the variation of the dependent variable (Y). The form of testing is:

- a. If t_{is} smaller than the t_{table} , then H₀ is accepted, meaning that partially *Digital Marketing* (X₁), Service Quality (X₂) affects the Motorcycle Purchase Decision at Yamaha Padayungan Motor Tasikmalaya (Y) dealers.

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b. If the calculation is greater than the table, H_0 is rejected and H_a is accepted, meaning that partially *Digital Marketing* (X1), Service Quality (X2) has no effect on the Motorcycle Purchase Decision at the Yamaha Padayungan Motor Tasikmalaya (Y) dealer. For the overall test of the dependent variable (Y). The form of testing is:

- a. $H_0 : \beta_i = 0$, meaning that *Digital Marketing* (X1), Service Quality (X2) simultaneously have no effect on the Motorcycle Purchase Decision at Yamaha Padayungan Motor Tasikmalaya (Y) dealers.
- b. $H_a : \beta_i \neq 0$, meaning *Digital Marketing* (X1), Service Quality (X2) simultaneously affect the Motorcycle Purchase Decision at the Yamaha Padayungan Motor Tasikmalaya (Y) dealership.

IV. RESEARCH RESULTS AND DISCUSSION

The results of this study were obtained on consumers of Yamaha Padayungan Motor Tasikmalaya Dealers in the period of 2023-2024, with an unknown consumer population so that sampling was used for consumers with the Lemeshow formula. The results obtained from Lemeshow's calculations, namely a total of 97 respondents, then the researcher distributed a questionnaire in the form of a *Google Form* to 150 consumers of Yamaha Padayungan Motor Tasikmalaya dealers and only about 100 people gave answers. The variables studied consisted of *Digital Marketing* and Service Quality as *independent variables* and Purchase Decision as a dependent variable. The highest mean of the *Digital Marketing* variable with a value of 4.29, with an indicator of ease of access to information through social media. This shows that there are indications that the ease of access to information through social media has made a great contribution to the success of Yamaha Padayungan Motor Tasikmalaya dealers. For the highest mean service quality, namely the consumer indicator always gets the service that they want when buying a motorcycle with a mean of 3.79. This shows that consumers are given the best service so that there is a more active interaction from visitors. As for the purchase decision, the biggest indicator is the dealer reputation indicator.

Table 2 Results of Validity and Reliability Test of X1, X2, and Y Variables

Code	r-count	r-table	Result	Cronch Alpha	Cronbach's Alpha
X1.1	0.607	0.196	Valid	0,6	0,692
X1.2	0.368	0.196	Valid		
X1.3	0.57	0.196	Valid		
X1.4	0.601	0.196	Valid		
X1.5	0.583	0.196	Valid		
X1.6	0.371	0.196	Valid		
X2.1	0.453	0.196	Valid	0,6	0,665
X2.2	0.609	0.196	Valid		
X2.3	0.687	0.196	Valid		
X2.4	0.640	0.196	Valid		
X2.5	0.361	0.196	Valid		
Y.1	0.666	0.196	Valid	0,6	0,71
Y.2	0.556	0.196	Valid		
Y.3	0.548	0.196	Valid		
Y.4	0.592	0.196	Valid		

Source: SPSS Version 26.0 Processing Results, 2024

Based on the results of the validity test, the value of r_{counts} all statements is greater than the $r_{\text{of the table}}$ so that all statement items can be said to *be valid*, the results of the reality test with the value of *Cronbach's Alpha* variable X_1 is 0.692, variable X_2 by 0.665 and the purchase decision variable by 0.71 This means that all statement items are said to be reliable. Normality test with Kolmogrov-Smirnov, the data is said to be normal if the variable significance value is greater than 0.05. Here are the results of the Normality test with Kolmogrov-Smirnov.

Table 3 Normalistas Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.81360680
Most Extreme Differences	Absolute		.063
	Positive		.063
	Negative		-.036
Test Statistic			.063
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.427
	99% Confidence Interval	Lower Bound	.415
		Upper Bound	.440

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.
 e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS Version 26.0 processing results, 2024

The results of the normality test above show an Asymp sig value with a value of 0.200, meaning that the value is greater than a significant 0.05 and it can be concluded that the residual data is normally distributed. The results of the heteroscedasticity test showed a significance value with a residual absolute of 0.063 so that it can be concluded that there is no heteroskedasticity in the regression model.

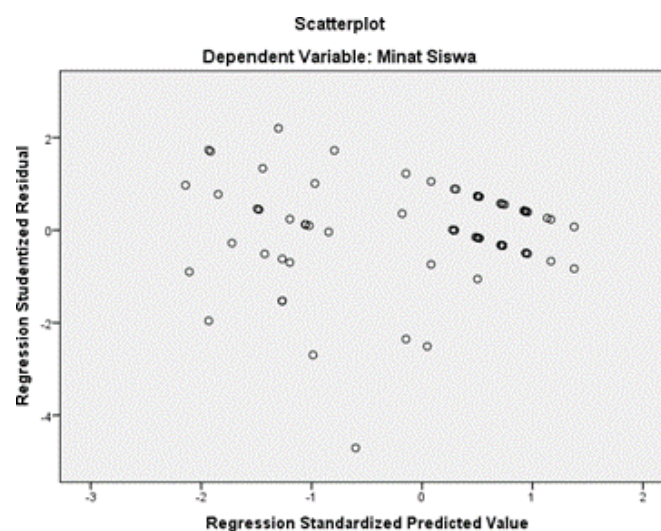


Figure 3 Scatterplot Chart of Heterokedasity Test

Based on figure 3, it can be seen that the dots spread randomly and spread downwards, so in this study it can be concluded that there is no heteroscedasticity in the regression model. Based on the results of the multicollinear test in the SPSS application in table 4.11, the resulting VIF value is less than 10 and the *tolerance* value of all *independent* variables is greater than 0.1. So it can be concluded that there is no multicollinearity among the research variables.

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Table 4 Multicollinearity Test Results

Unstandardized Coefficients			Standardized Coefficients	T	Sig.	Collinearity Statistics	
Type	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.923	1.253		.736	.464	
2	Digital Marketing	.192	.057	.360	3.378	.001	.672
3	Quality of Service	.178	.059	.321	3.015	.003	.672

Source: SPSS 26.0 processing results, 2024

The following are the results of the estimation of the regression equation model which shows the influence of *digital marketing* and service quality on motorcycle purchase decisions, the calculation was carried out with the SPSS version 26.0 program and the following results were obtained.

Table 5 Multiple Linear Regression Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,029	3.431		1.277	.204
2	Digital Marketing (x1)	.053	.105	.041	4.727	.000
3	Quality of Service (X ₂)	.980	.129	.615	9,763	.000

Variable Dependent: Purchase Decision

Source: SPSS 26.0 processing results, 2024

In the coefficient table (multiple linear regression), the constant value is 13.029 which is the value of α (alpha). Meanwhile, the regression coefficients of each independent variable are β_1 of 0.053 and β_2 of 0.980. So the multiple linear regression equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ so $Y = 13.029 + 0.053X_1 + 0.980X_2$. The meaning of the linear regression equation is as follows:

- The value of $\alpha = 13.029$, meaning that if *digital marketing* and service quality are 0, then the purchase decision is 13.029.
- $\beta_1 = 0.053$, meaning that assuming the quality of service is of fixed value (unchanged), then every increase in *digital marketing* by 1 unit will increase the purchase decision by 0.053.
- $\beta_2 = 0.980$, meaning that assuming *digital marketing* has a fixed value (unchanged), then every improvement in service quality by 1 unit will increase the purchase decision by 0.980.

The results of the Coefficient of Determination according to the data are as follows:

Table 6 Results of the Determination Coefficient (R²) Test Summary Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623a	.388	.375	3.852722

a. Predictors: (Constant), *Digital Marketing*, Service Quality

b. *Dependent Variable*: Purchase Decision

Source: SPSS Version 26.0 Processing Results, 2024

Based on the table above, it is known that the R square value is 0.388, meaning that 38.8% of the Y variables are influenced by X1 and X2, while the other 61.2% are influenced by other variables that are not studied in this study.

Hypothesis Test

Hypothesis testing is used to show the existence of a relationship or influence between two or more variables. The collected data will be analyzed based on the author's research. Hypotheses are rejected if false, and accepted if true. The purpose of testing the hypothesis proposed in this study is to find out whether *digital marketing* variables and service quality affect motorcycle purchase decisions.

Partial Test (t-Test)

The statistical t test is used to determine the influence of each *independent* variable on the dependent variable is significant or not. Table 4.14 below shows the hypothesis testing as follows:

d. If the significant value < 0.05 or $t_{hitung} > t_{tabel}$ then there is a significant influence between the *independent* variable on the dependent variable; H_0 is rejected.

e. If the significant value > 0.05 or $t_{hitung} < t_{tabel}$ then there is no significant influence between the *independent* variables on the dependent variables; H_0 accepted.

T_{tabel} : $\alpha = 5\%$; $df = n - k$ is $df = 100 - 2 = 98$, then the value of t_{tabel} is 0.05% (98) = 1.984.

Table 7 Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.029	3.431		1.277	.204
2	Digital Marketing (x1)	.053	.105	.041	4.727	.000
3	Quality of Service (X ₂)	.980	.129	.615	9.763	.000

Variable Dependent: Purchase Decision

Source: SPSS 26.0 Processing Results, 2024

The interpretation of the test results for each independent variable is as follows:

a. The influence of *digital marketing* on motorcycle purchase decisions.

The test results for *digital marketing* variables with a significance level of $0.000 < 0.05$. Here are the test results displayed in the t-test curve (one-sided test):

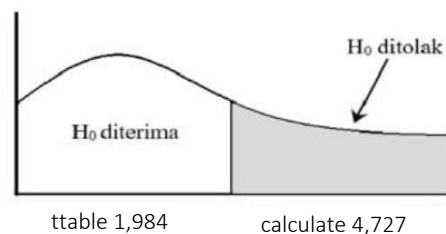


Figure 4 Variable t-Test Curve X1

Based on the figure above, it is known that the *tcal* value of 4,727 is in the H_0 rejection area. Therefore, it can be concluded that there is a positive and significant influence on *digital marketing* on motorcycle purchase decisions.

b. The influence of service quality on motorcycle purchase decisions.

The results of the t-test for service quality variables with a significance level of $0.000 < 0.05$. The following are the test results presented in the t-test curve (one-sided test):

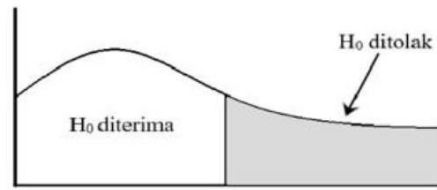


Table 1,984 Count 9,763
Figure 5 Variable t-Test Curve X2

Based on the figure above, it is known that the **tcal value** of 9,763 is in the H_0 rejection area. Therefore, it can be concluded that there is a positive and significant influence on the quality of service on the decision to purchase a motorcycle.

Simultaneous Test (Test F)

Simultaneous tests (Test F) are used to determine the general regression coefficient and determine the influence between the free variable and the bound variable. To test certain hypotheses, the F test is carried out with the following test criteria:

- If the significant value < 0.05 or $F_{cal} > F_{table}$, there is an influence of *digital marketing* and service quality on motorcycle purchase decisions; H_0 is rejected.
- If the significant value > 0.05 or $F_{cal} < F_{table}$, there is no influence of *digital marketing* and service quality on the decision to buy a motorcycle; H_0 accepted.

F_{table} : $\alpha = 5\%$; F_{tab} : $df = n - k - 1 = 100 - 2 - 1 = 97$; $F_{table} = 3.09$

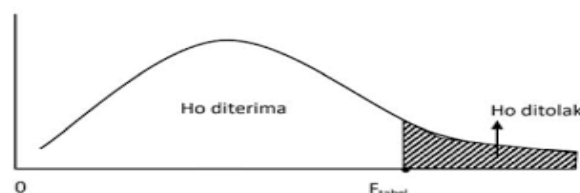
Table 8 Simultaneous Tests (Test F)

It	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27029.101	2	13514.551	255.469	.000b
	Residual	5395.889	102	52.901		
	Total	32424.990	104			

- Dependent Variable: Keputusan_Pembelian
- Predictors: (Constant), Digital Marekting, Service Quality

Source: SPSS Version 26.0 Processing Results, 2024

- Based on table 4.15 above, the result of the value of $F_{cal} 255.469 > F_{table} 3.09$



with a significance of $0.000 < 0.05$. The following are the test results presented in the Test F curve.

Figure 6 Test Curve F

- Based on figure 4.4 above, an F value of 3.09 is in the rejection of H_0 . It can be concluded that *digital marketing* (X1) and service quality (X2) affect the decision to buy a motorcycle (Y).

The Influence of *Digital Marketing* on Motorcycle Purchase Decisions

Based on the results of the hypothesis test above, it shows that *digital marketing* has a positive and significant effect on motorcycle purchase decisions. This shows that with good *digital marketing*, it can increase purchasing decisions by consumers. This can be seen from each *digital marketing* indicator, namely the use of digital technology, virtual promotion, promotion strategies through mass media and promotions through social media in line with the indicators of consumer purchase decisions of Yamaha Padayungan Motor dealers.

If Yamaha Padayungan Motor dealers carry out intense virtual promotions and promote their products on *online platforms* such as *marketplaces* or other social media, it will increase repurchases by consumers. This is due to the ease of customer access to *digital marketing* carried out by sellers, this will trigger customer interest in buying products from Yamaha Padayungan Motor dealers and repurchases will increase.

The Effect of Service Quality on Motorcycle Purchase Decisions

Research with the results of the assessment of Yamaha Padayungan Motor dealers on the variables of service quality provided shows that there is an influence on the consumer loyalty of Yamaha Padayungan Motor dealers. Service quality as the ability of dealers to meet needs and requirements, as well as on timeliness to meet consumer expectations. In addition, consumers also see that with good service quality, consumers will also be loyal and make a decision to buy a motorcycle at a Yamaha Padayungan Motor dealership.

The Influence of *Digital Marketing* and Service Quality on Motorcycle Purchase Decisions

Important *Digital Marketing* and supported by good service quality in influencing purchase decisions, this can also be felt by Yamaha Padayungan Motor dealers. Every company must have a vision and mission to be able to clearly achieve a desired goal. After the vision and mission of the company, the company must have a strategy to communicate and promote its products or services to consumers, one of the strategies that can be done is by *digital marketing*. *Digital marketing* according to (Yasmin et al., 2015) is one type of marketing that is widely used to promote products or services and to reach consumers using channels *digital*. Thus the person who receives the product information from the channel *digital* is helped in deciding whether or not to buy a product or service.

V. CONCLUSIONS AND SUGGESTIONS**Conclusion**

Based on the results of the research conducted, there are the following conclusions:

- a. *The digital marketing of Yamaha Padayungan Motor dealers on social media* has been very widespread and exists on various digital platforms, ranging from IG, Tiktok and FB. So that the access of potential consumers to see Yamaha products is very easy. Meanwhile, the interaction between sellers and buyers is still very lacking, because the social media of Yamaha Padayungan Motor dealers only lists Whatsapp numbers without any direct interaction with potential consumers.
- b. Old consumer loyalty when knowing that Yamaha Padayungan dealerships are reopening for unit sales, prioritize buying at that dealer rather than other Yamaha dealers. As for the physical evidence (dealer facilities), it has still not been repaired and made more attractive. So that for new potential consumers, less attractive facilities will affect the decision to buy a motorcycle.
- c. Judging from several factors, Yamaha Padayungan dealers have differences with other Yamaha dealers, including: easy-to-know location factors (city and regency borders), relatively larger discounts with other dealers and free delivery to the Tasikmalaya Regency area. As for

The Effect of Digital Marketing and Service Quality on Motorcycle Purchasing Decisions at the Yamaha Padayungan Motor Tasikmalaya Dealers

the brand choice indicator, it is still relatively lacking, because the dealer has just reopened the sale of motorcycle units so that the "allotment" of model and color choices is still limited at the beginning of the opening. However, in June 2024, the choice of Yamaha motorcycle models and colors is more complete.

d. There is a positive and significant influence on *digital marketing* on motorcycle purchase decisions.

e. There is a positive and significant influence on service quality on motorcycle purchase decisions.

It was concluded that *digital marketing* (X1) and service quality (X2) had an effect on the decision to buy a motorcycle (Y).

Suggestion

The suggestions in this study are as follows:

a. For companies.

1) It is expected to utilize digital marketing strategies intensively and can make consumers to make purchases again in a long period of time.

2) For digital marketing on social media, it is very good with interesting content and collaboration with *influencers* in Tasikmalaya City. It's just that to interact with buyers is still lacking, the management only lists *Whatsapp* (WA) numbers on all social media platforms without any direct interaction with potential consumers.

3) The management can make a good breakthrough to be more communicative with buyers, namely by creating a live *podcast* show on IG or live sales on all social media platforms.

4) Digital marketing teams can learn to create free ads by using *Search Engine Operation* (SEO) facilities. So that the product to be sold can appear on other people's website pages. You can do this by creating a Google Ads account.

5) Create an application that can pamper consumers who have already bought a motorcycle, by means of automatic notifications through consumer *gadgets* with invitations for promotions, new products or consumer birthdays and others.

6) For dealer facilities and infrastructure so that they can be made more attractive and wider, so that consumers who come get maximum service satisfaction and make consumers feel at home to be able to come back to the dealership.

7) The choice of motorcycle models and colors that will be displayed is made more attractive by choosing a motorcycle with a striking color.

b. For future research.

1) It is necessary to add shortcomings to the aspect of research instruments as well as research other factors such as product equity, location and brand that may affect motorcycle purchase decisions in the future.

2) Create a study with the same variables, but with different dealer objects. So as to get a comparison of whether digital marketing variables and service quality affect motorcycle purchase decisions.

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