

Accelerating Preferences: Understanding the Impact of Product Variation, Design, And Innovation on Honda Brio Car Purchases in Pekanbaru City

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ABSTRACT

This study aims to identify the effect of Product Variation, Product Design, and Product Innovation on consumer purchasing decisions for Honda Brio cars in Pekanbaru City. The research method used is qualitative by using a questionnaire instrument as a means of collecting data from all Pekanbaru City people who use or buy Honda Brio cars. Sampling was done by purposive sampling method. The collected data were analyzed using SPSS version 26 with multiple linear regression analysis. The results of the research show that Product Variation, Product Design, and Product Innovation have a significant and positive influence on consumer purchasing decisions. The implication of this research is the need to continue to innovate and pay attention to product variability and attractive designs to increase consumer attractiveness and achieve competitive advantage in the automotive industry.

Info Artikel

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi pengaruh Variasi Produk, Desain Produk, dan Inovasi Produk terhadap keputusan pembelian konsumen mobil Honda Brio di Kota Pekanbaru. Metode penelitian yang digunakan adalah kualitatif dengan menggunakan instrumen kuesioner sebagai alat pengumpulan data dari seluruh masyarakat Kota Pekanbaru yang menggunakan atau membeli mobil Honda Brio. Pengambilan sampel dilakukan dengan metode purposive sampling. Data yang terkumpul dianalisis menggunakan SPSS versi 26 dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa Variasi Produk, Desain Produk, dan Inovasi Produk memiliki pengaruh yang signifikan dan positif terhadap keputusan pembelian konsumen. Implikasi dari penelitian ini adalah perlunya terus berinovasi dan memperhatikan variabilitas produk serta desain yang menarik untuk meningkatkan daya tarik konsumen dan mencapai keunggulan kompetitif dalam industri otomotif.

1. Introduction

Along with the times and mobilization have increased so rapidly that the industrial world has also experienced development. The motor vehicle industry is one of them. This is because the human need for vehicles is very important to support direct community activities. The demand for motorized vehicles continues to increase, along with people's welfare and purchasing power. This can result in increasing competition to create motorized vehicles with various brands, types, and specifications, and it will be a challenge for a company to work more effectively and efficiently to win this competition. Competition that occurs on the one hand will pose a threat to the company, but on the other hand, it is a new business opportunity.

Today, four-wheeled vehicles (cars) are widely used by almost all people as a tool to meet various needs. With so many public requests for vehicles, car companies are competing to offer a wide variety of their products. This has made car manufacturers increasingly innovate with their products, so that competition for each product is getting sharper (Tamba, 2018). Many car enthusiasts have caused many companies to emerge in the automotive world, such as Toyota, Honda, Mitsubishi, Suzuki, and others. With an increasing population, there will be many opportunities for entrepreneurs to take advantage of existing ones. Especially entrepreneurs in the automotive sector, for example, Honda Prospect Motor (HPM), which produces various kinds of car products that are in great demand by the public today, especially Honda Brio products. The Honda Brio is a minicar that is in great demand by all groups, especially young and old. The various variations offered, the unique and sporty design, and the presence of a choice of a continuously variable transmission (CVT) transmission system are some of the added values of the Honda Brio.

Honda Brio also makes various innovations every year, especially in each of its features, to create comfort and display elements of luxury. Therefore, the Honda Brio must have a competitive advantage and its own characteristics so that it is not unable to compete with products that are already mushrooming among the public. Companies are required to be more creative and innovative so that the products they produce are able to attract consumers to make purchases because today's consumers are critical and intelligent in choosing which products they need. Demands for consumer needs for variety, design, and high innovation demand that producers and marketers compete to provide more value to their products so that purchasing decisions increase.

The purchasing decision process is a decision process consisting of several stages that are used by consumers in making purchases. All decision-making processes do not end with purchasing decisions. Therefore, entrepreneurs must be observant when making strategies so that consumers can be attracted and make purchases. In this study, factors that can influence consumer purchasing decisions consist of Product Variation, Product design, and Product Innovation. The factors that influence the first purchase decision are product variations. According to Cindy Septiana Putri (2016), product variations are separate units within a brand or product line that can be differentiated based on size, price, appearance, or some other feature. The more diverse the number and types of products sold in a place, the more consumers will feel satisfied and make purchases of these products; they don't need to buy other products. This can show that product variations can improve consumer purchasing decisions.

According to Alsukri et al., (2019), product innovation is a combination of various processes that influence each other. For companies, developing new products is one of their efforts to continue to compete with competitors and maintain company profitability.

Product innovation also influences purchasing decisions (Dachi, 2020). In making an item, there needs to be innovation to differentiate it from competitors and the factors that make it superior to other similar products. Product innovation is one way to provide added value, which is one of the key components of successful business operations and can provide a competitive advantage for companies that require quality products (Lestari, 2019).

PT Honda Prospect Motor (HPM) is the sole agent holding the Honda car brand in Indonesia. As the sole agent, PT Honda Prospect Motor (HPM) is the only company authorized to import, assemble, and manufacture Honda-branded vehicles in Indonesia. PT Honda Prospect Motor (HPM) was established in March 1999 and for the first time established its first factory in Karawang, West Java, which was founded in 2003 and has produced 100,000 units and is currently capable of producing up to approximately 200,000 per year. The company PT Honda Prospect Motor (HPM) currently has approximately 196 dealers spread evenly throughout Indonesia, especially those in the Riau region, some of which are located in Pekanbaru City, precisely in the Marpoyan Damai District, Tampan District, and Binawidya District. With several of these scattered branches, PT Honda Prospect Motor (HPM) continues to experience very rapid development and remains competitive with other car dealers that have entered the automotive industry market in Indonesia first. In the following, there is comparative data for car brands that are similar to the Honda Brio car.

Table 1. Sales Comparison of Honda Brio Similar Cars in Pekanbaru City in 2018-2022

Brand	Year/Unit					Percentage
	2018	2019	2020	2021	2022	
Honda Brio	305	278	246	296	342	34%
Daihatsu Ayla	273	167	178	217	221	26%
Toyota Agya	264	143	132	175	182	21%
Suzuki Ignis	241	142	128	136	154	19%
Total	1.083	730	684	824	899	100%

Source: www.gaikindo.or.id 2022

Based on sales data for car brands similar to the Honda Brio car brand in 2018-2022, the brio brand car market occupies the top position with 34%. The second place is occupied by the car brand Daihatsu Ayla with 26%. As for the Toyota Agya car brand, it won third place by gaining a market share of 21%. In the lowest position occupied by Suzuki Ignis by 19%. Based on the data above, it can be seen that purchasing decisions greatly influence consumer buying interest in buying Honda products and are also influenced by factors of product variety, product design and product innovation as well as other factors. The following is Honda's car sales data in the city of Pekanbaru in 2018-2022, namely:

Table 2. Total Sales of Honda Cars in the city of Pekanbaru 2018-2022

Brand	Year/Unit					Percentage
	2018	2019	2020	2021	2022	
BRIO	305	278	246	296	342	29 %
JAZZ	277	264	197	235	211	24 %
CRV	164	127	113	187	203	16 %
HRV	173	156	102	162	186	16 %
CIVIC	104	98	76	73	102	8 %
ACCORD	93	67	41	59	84	7 %
Total	1116	990	775	1012	1128	100 %

Source: PT. Honda Prospect Motor, Pekanbaru branch, 2022).

Based on sales data for Honda brand cars in 2018–2022, the presentation of Honda Brio brand cars is 29%. Followed by the Honda Jazz in second place with 24%. CRV cars are in a position below the Honda Jazz with a figure of 16%, followed by the Honda HRV with a rate of 16%, while the Honda Civic and Accord are in a position below the Honda HRV with a rate of 8%. And Accord 7%. From the two tables above, it can be seen that sales of Honda Brio cars dominate Honda car sales every year. For this reason, companies must maintain and seek new customers by paying attention to consumer tastes and needs, which include Product Variety, Product design, and Product Innovation. Departing from this phenomenon, the researchers wanted to examine the effect of Product Variation, Product design, and Product Innovation on Purchase Decisions for Honda Brio Cars in Pekanbaru City.

2. Method

This research is qualitative and uses a questionnaire instrument as a means of collecting data and the main information from respondents. In this study, researchers will describe the answers obtained from the questionnaire in accordance with existing knowledge. The population in this study is all the people of Pekanbaru City who use or buy Honda Brio cars. Sampling was carried out using a non-probability sampling technique, namely purposive sampling, in which the researcher deliberately selected the respondents who were considered the most relevant for this study. The survey was conducted by filling out a questionnaire, and the total sample involved in this study was 80 people. The research instrument is managed using a Google Form, which is sent personally or in groups to prospective respondents, including relevant WhatsApp groups.

After the data is collected, the next step is to classify the data based on variables and types of respondents, then present the data for each variable and perform calculations for the hypotheses that have been proposed. Furthermore, statistical tests of the data using SPSS assistance will be carried out, including validity and reliability tests and classical assumption tests. The data that has been analyzed will then be tested for the hypothesis. The author uses the SPSS 26.0 tool for calculating data to get accurate and valid results. All stages of this research were carried out carefully to ensure that the results obtained could provide a clear and objective picture of the effect of the variables studied on consumer purchasing decisions for Honda Brio cars in Pekanbaru City.

3. Results and Discussion

Validity Test

Table 2. Validity Test Results

Variable	Item	Corrected item (r hitung)	r table	Description
Product Variation (X1)	X1.1	0.973	0.219	Valid
	X1.2	0.973	0.219	Valid
	X1.3	0.842	0.219	Valid
	X1.4	0.917	0.219	Valid
Product Design (X2)	X2.1	0.842	0.219	Valid
	X2.2	0.840	0.219	Valid
	X2.3	0.843	0.219	Valid
Product Innovation (X3)	X3.1	0.616	0.219	Valid
	X3.2	0.815	0.219	Valid
	X3.3	0.820	0.219	Valid
	X3.4	0.467	0.219	Valid
Purchase Desicion (Y)	Y.1	0.813	0.219	Valid
	Y.2	0.874	0.219	Valid
	Y.3	0.811	0.219	Valid
	Y.4	0.846	0.219	Valid
	Y.5	0.529	0.219	Valid

Source: SPSS 26 processed data

Based on the results of the validity test above, it can be stated that the measuring instrument used in this research is stated to be valid or able to measure the phenomenon being studied. With the results for each statement of the multiple variable questionnaires, it can be seen that the value of the total correlation item is greater than 0.219. This indicates that the data has met the validity test assumptions and can be used in further regression analysis.

Reliability Test

The reliability test is to find out the consistency of measuring instruments and whether the measuring devices used are reliable and remain consistent. For the reliability test, we used Cronbach's alpha, where a variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 .

Table 3. Reliability Test Results

Variable	Cronbach's alpha	Standar reliabel	Description
Product Variation (X1)	0.964	0.60	Reliable
Product Design (X2)	0.782	0.60	Reliable
Product Innovation (X3)	0.597	0.60	Reliable
Purchase Desicion (Y)	0.838	0.60	Reliable

Source: SPSS 26 processed data

From all the results of the tests carried out on the reliability of the anklets, it was found that the Cronbach's alpha values for all variables were greater than 0.60. So all of these variables are said to be reliable.

Multiple Linear Regression Analysis Test

Multiple linear regression is a linear relationship between the independent variables and the dependent variable. Here are the test results:

Table 4. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2,940	2,188		1,388	,169
	Product Variation	,837	,193	,619	4,332	,000
	Product Design	,077	,263	,046	,294	,000
	Product Innovation	,176	,178	,104	,990	,000

Source: SPSS 26 processed data

Based on the table above, a multiple linear regression equation is made as follows:

$$Y = 2,940 + 0,837 X_1 + 0,077X_2 + 0,176X_3 + e$$

From the regression equation above, it can be explained as follows:

1. The constant value (a) is equal to 2.940, meaning that if it is assumed that the product variation, product design, and product innovation are zero (0), then the purchase decision is still 2.940.
2. The value of the selbelsar regression coefficient of 0.837 states that if the product variation increases by 1 unit, then the purchase decision will increase by 0.837.
3. The regression coefficient value of 0.77 indicates that if the Product Design increases by 1 unit, then the intelligence of buying will increase by 0.77.
4. The regression coefficient value of 0.176 indicates that if Product Innovation increases by 1 unit, then purchasing intelligence will increase by 0.176.
5. The standard error (ei) is a random variable and has a probability distribution that represents all factors that have an influence on Y but are not included in the equation.

Hypothesis Test

Partial Test (t test)

Table 5. Partial Test results

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	4,256	1,660		2,564	,012
	Product Variation	,969	,107	,717	9,089	,000
	Product Design	1,068	,149	,629	7,151	,000
	Product Innovation	,828	,166	,491	4,978	,000

Source: SPSS 26 processed data

Thus the following results are obtained:

1. From the results of the calculations in the table above, it is obtained that the t value for the variable Product Variation X1 is 9.089. Therefore, if the t-count value is $9.089 > t\text{-table } 1.991$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between product variation and purchase decision. So it can be said that Product Variation has a positive and significant impact on consumers purchase decisions.
2. From the calculation results found in the Product Design Variable X2 Selbelsar 7.151, Therefore, if the t-value is $7.151 > t\text{-table } 1.991$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between product design and purchase decision. So it can be said that product design has a positive and significant impact on consumer purchase decisions.
3. From the results of the calculations found in Product Innovation Variable X2, it is 4.978. Therefore, if the t count is $4.978 > t\text{ table } 1.991$, then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between product innovation and purchasing decisions. So it can be said that product innovation has a positive and significant impact on consumers purchasing decisions.

Simultaneous Test (F test)

The statistical test used in the simultaneous test is the F test or called Analysis of variance (ANOVA) (Sugiyono, 2017). To determine the effect of the variables, it can be formulated with the provision that H_a is accepted if $F(\text{count}) > F(\text{table})$, meaning that there is a significant effect between variable X and variable Y and P value < 0.05 . H_0 is accepted if $F(\text{count}) < F(\text{table})$, meaning that there is no significant effect between variable X and variable Y and P value > 0.05 . The results of the simultaneous test can be seen in the table as follows:

Table 6. Simultaneous Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	658,895	3	219.662	27,883	,000 ^b
	Residual	598,655	76	7,877		
	Total	1257,550	79			

Source: SPSS 26 processed data

From the test results above, it was determined that the calculated F value was 27.883. Therefore, the calculated F value was $27.883 > \text{from } F\text{ table } 3.11$ with a significant yield of $0.000 < 0.05$. Therefore, $F\text{ count } 27.883 > \text{In Table } 3.12$, H_0 is rejected and H_a is accepted, which means that the variables Product Variation, Product design, and Product Innovation simultaneously have a positive and significant impact on purchasing decisions.

Determination Coefficient Test (R^2)

Determination calculation (R^2) is used to determine the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the independent variable in explaining the variance of change in the dependent variable. The results of the R and R^2 values can be seen in table 6 below:

Table 7. Determination Coefficient test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,724 ^a	,524	,505	2,807

Source: SPSS 26 processed data

Based on the table above, an adjusted R Square of 0.505 (50.5%) is obtained. These results indicate that the variables Product Variety (X1), Product Design (X2), and Product Innovation (X3) have an impact on the purchase decision variable (Y). while the remaining 49.5% is influenced by other factors not examined in this study.

Discussion

Effect of Product Variation on Purchasing Decisions

The research findings unequivocally demonstrate that Product Variation has a significant and positive impact on consumers' purchasing decisions, supported by a robust t-test result of 9.089 with a significance value of $0.000 < 0.05$. This highlights the crucial role of Product Variation in shaping consumers' preferences and influencing their purchase intentions when considering Honda Brio cars in Pekanbaru City. As defined by Kotler (2016), Product Variation refers to separate units within a brand or product line that can be distinguished based on factors such as size, price, appearance, or other features.

In the context of making purchasing decisions, Product Variation is closely tied to a company's sales continuity. It plays a vital role in ensuring a company's success by continuously offering diverse product options to cater to diverse consumer needs. This strategic approach aligns with the principles of meeting customer demands through tailored offerings and enhancing overall customer satisfaction. The study's results are corroborated by earlier research conducted by Rahma Oktavia (2020), which also found a positive influence of Product Variation on the purchasing decisions. The convergence of these research findings reinforces the importance of strategic investments in Product Variation as a significant driver in influencing consumer behavior and ultimately bolstering sales performance.

By offering a diverse range of product options, companies can effectively cater to varying consumer needs and preferences, thereby enhancing customer satisfaction and loyalty. Leveraging these empirical insights and building upon existing research, companies can strategically position themselves in the competitive automotive market, driving sustained growth and success in the long term.

Effect of Product Design on Purchasing Decisions

The research findings consistently demonstrate that Product Design plays a pivotal role in influencing purchasing decisions, as evidenced by a significant t-test result of 7.151 with a significance value of $0.000 < 0.05$. This reinforces the critical impact of Product Design in shaping consumers' perceptions and preferences when considering the purchase of Honda Brio cars in Pekanbaru City. According to Kotler and Keller (2016), Product Design encompasses the entirety of product features that can be visually perceived, experienced, and functional for customers. It goes beyond mere style, as design entails the value embedded in a product and its distinctive and appealing appearances, acting as a key differentiator from competing products. The significance of Product Design, as highlighted by Armstrong (2016), goes beyond superficial aesthetics, as it lies at the core of a product's essence and functionality.

By emphasizing innovative and appealing Product Design, companies like PT Honda Prospect Motor (HPM) can capture the attention of discerning customers, attract interest, and foster a sense of aesthetic pleasure that goes beyond surface-level impressions. Moreover, strategic Product Design decisions can set a product apart from competitors, thus positively impacting consumers' purchase decisions. These findings align with the research conducted by Dany Pratama Tamba (2018), which also revealed a positive influence of Product Design on the purchasing decisions.

In conclusion, the study affirms that Product Design significantly influences consumers' purchasing decisions for Honda Brio cars in Pekanbaru City. Companies in the motor vehicle industry, including PT Honda Prospect Motor (HPM), should consider investing in innovative and appealing Product Design strategies to create a competitive advantage, entice customers, and foster brand loyalty. Understanding the intrinsic value of Product Design and its impact on consumer behavior can guide companies in developing successful marketing strategies and gaining a stronger foothold in the dynamic and highly competitive automotive market.

Effect of Product Innovation on Purchasing Decisions

The research findings unequivocally demonstrate the significant and positive impact of Product innovation on consumers' purchasing decisions, as supported by a robust t-test result of 4.978 with a significance value of $0.000 < 0.05$. This reinforces the pivotal role of Product innovation in shaping consumers' preferences and intentions when considering Honda Brio car purchases in Pekanbaru City. As emphasized by Kotler (2016), Product Innovation is a dynamic process involving a range of interconnected activities aimed at generating novel products, services, or processes, whether developed internally or through external collaborations.

The success of product innovation is crucial for establishing sustainable competitive advantages in the rapidly changing global market environment (Joyesyiana et al., 2020). To effectively foster Product Innovation, companies must ensure alignment between various processes and create a supportive organizational environment that encourages continuous and purposeful innovation efforts. In this context, the study's findings concur with earlier research by Dachi (2020), which also highlighted a positive influence of Product innovation on the purchasing decisions of Toyota Calya cars in Bogor City. These cumulative findings collectively reinforce the importance of strategic investments in innovative Product Design as a potent driver of consumer interest and brand loyalty, ultimately enhancing overall sales performance.

Given the ever-increasing competitiveness of the motor vehicle industry, companies like PT Honda Prospect Motor (HPM) are urged to prioritize and refine their Product Innovation strategies continually. By doing so, they can maintain a competitive edge, meet the discerning demands of consumers, and respond to evolving market trends. Al Rasyid & Indah, (2018) also documented comparable results, corroborating the critical role of Product Innovation in influencing consumer behavior and purchasing decisions.

5. Conclusion

The research findings reveal that Product Variation, Product Design, and Product Innovation collectively exert a positive and significant influence on the purchasing decisions of Honda Brio cars in Pekanbaru City. The calculated F-value (27.883) surpasses the critical F-table value (3.06) at a significance level of 0.000, which indicates strong correlations between the independent variables and the dependent variable. The R-square value of 0.505 indicates that 50.5% of the variability in the purchasing decision can be

explained by the combination of Product Variation, Product Design, and Product Innovation, while the remaining 49.5% is influenced by other factors not considered in this study. This highlights the importance of incorporating these variables into the company's strategies to enhance the purchasing decision process. By focusing on enhancing Product Variation, Product Design, and Product Innovation, the company can create a more appealing product range, cater to diverse customer preferences, and gain a competitive advantage in the automotive market. The study's implications suggest that companies in the motor vehicle industry, including PT Honda Prospect Motor (HPM), should prioritize continuous innovation and product development to better meet customer demands and preferences, leading to increased consumer interest and, ultimately, higher car sales. Additionally, it is essential for the company to monitor market trends and competitors' offerings to stay ahead in the dynamic automotive market. By doing so, PT Honda Prospect Motor (HPM) can position itself strategically and capitalize on the growing demand for vehicles in Pekanbaru City and beyond.

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