

The Effect of Rational Motivations, Emotional Motivations, Promotions, and Brand Images on the Purchase Decision of Yamaha Motorcycles at Alfa Scorpii Rantauprapat

Ade Indah Sari Harahap¹, Ade Parlaungan Nasution², Elida Florentina Sinaga Simanjourang³

^{1,2,3}Universitas Labuhanbatu, Indonesia
indahsariharahapade@gmail.com

Abstract

This study aims to determine the effect of rational motives, emotional motives, promotions, and brand image on motorcycle purchasing decisions on Yamaha consumers at Alfa Scorpii Rantauprapat. Purposive sampling is a sampling technique in this study. Research data obtained by distributing research questionnaires to 89 respondents. The data analysis technique used is Multiple Linear Regression Analysis, F Test, t Test, and Coefficient of Determination, using the help of the IBM SPSS Statistics 16 application. The results show that (1) rational motives and emotional motives partially influence purchasing decisions (2) promotion, and brand image partially have no effect on purchasing decisions (3) rational motives, emotional motives, promotions, and brand image simultaneously affect purchasing decisions (4) the results of the Multiple Linear Regression equation are $Y = 2.204 + 0.326X + 0.358X + 0.045X + 0.132X$ and (4). the value of the coefficient of determination is 0.313.

Keywords

rational motives; emotional motives; promotion; brand image; purchase decisions



I. Introduction

Along with the development of an increasingly modern era, the level of community needs has also increased, both in the fields of technology, fashion, and transportation. This increasingly consumptive need makes well-known brands in all fields continue to create innovations according to the wishes of the community. This is also an increasingly competitive business competition. Especially in the field of transportation, it continues to make various innovations to meet the needs of its consumers.

The demand for the need for transportation for the community is very clearly seen in everyday life, this can be proven from the usefulness of the means of transportation which can help deliver each individual to his destination. One type of land transportation that can be affordable by the community in general is a motorbike which is used as a source of livelihood for some people.

Currently, especially in the city of Rantauprapat, we can see that there are already many brands of motorcycles, one of which is the Yamaha brand of motorcycles as a motor vehicle manufacturer. Yamaha needs dealers and sub dealers in marketing their motorcycle products to the public. One of the companies that market Yamaha motorcycles to consumers for the Rantauprapat area of Labuhanbatu district is PT. Alfa Scorpii.

PT. Alfa Scorpii is a company engaged in the second automotive sector, namely motorcycles, where this company offers goods and services which according to the records in

the Yamaha standard guideline Alfa Scorpii has been in the automotive business world for more than 20 years as a main dealer for YAMAHA brand motorcycles. Companies engaged in the transportation sector actually offer a variety of choices, ranging from variations of brands, models, colors, to various prices according to the needs of people in various walks of life. Brands are also considered to represent the lifestyle of their users, not only function as a means of transportation, so consumers use it as a personal consideration to decide which product brand to buy (Prakoso & Iriani, 2015).

In essence, promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence, persuade and or increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. 408) is as follows: "Promotion mix or marketing communication mix is the specific blend of promotion tool the company use to persuasively communicate customer value and build customer relationships."

The current phenomenon that often occurs in Alfa Scorpii in Rantaupraptat is seen at the level of sales which is still much lower than that of the competitors, and this makes me interested in researching more deeply on the brand factor or Brand Image, where in Indonesia, precisely in Rantaupraptat, the suburbs still dominant to recognize the competitor's brand of Yamaha products.

Purchasing decisions according to (Kotler & Armstrong 2014), namely the stages or processes in purchasing decisions, where a consumer must actually buy. From this statement, a marketing person appears in marketing their products and services. The definition of marketing or marketing is an activity carried out by a company that aims to promote the products and services they have. According to Kotler (2012) "marketing is a social and managerial process and by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with other" which means a social and managerial process through which individuals and groups obtain what they need and want, through creating, offering, and freely exchanging products and services of value with other parties. other.

Based on the explanation above, the authors are interested in conducting a study entitled "The Influence of Rational Motives, Emotional Motives, Promotions, and Brand Image on Purchase Decisions for Yamaha Motorcycles at Alfa Scorpii Rantaupraptat".

II. Review of Literature

2.1 Rational Motive

Referring to the statement (Schiffman and Kanuk, 2014) which states that rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing the alternative that provides the greatest benefit. Rational motives also involve issues such as price, cost in use, and durability, length of useful usage, reliability, and service. Pohan and Simanjorang (2019: 50) even mention that the quality of service to consumers, in the form of a friendly smile and polite greetings will be able to convince consumers to make a purchase.

Schiffman and Kanuk (2010) define decision as selecting an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. A decision without a choice is called a "Hobson choice". According to Peter and Olson (in Sangadji and Sopiah 2013) consumer decision making is a problem solving process that is directed at the target. More fully, Peter and Olson (2019) state that the essence of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them.

2.2 Emotional Motive

Emotional motive is an impulse from within a person to decide something in terms of making a purchase of a product based on mature and objective considerations. Usually in deciding or buying a product, consumers tend to consider the greatest benefits for themselves. Schiffman and Kanut (2014) state that the term emotional is used when purchasing choices are determined based on subjective selective criteria. Some of the factors included in emotional motivation are comfort, security, ego, pride, reaction, sex, competition, etc.

2.3 Promotion

In essence, promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence, persuade and or increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. 408) is as follows: "Promotion mix or marketing communication mix is the specific bland of promotion tool the company use to persuasively communicate customer value and build customer relationships". Furthermore, it is stated that in the marketing mix there are 5 promotional tools, namely advertising, sales promotion, personal selling, public relations, and direct selling (Junita, Nasution & Simanjorang, 2020:3)

The purpose of promotion is to introduce goods or services through forms of communication or mass media in order to interpret the quality of a product or service based on the needs and desires of consumers. According to (Mahar, 2018) promotion has the main goal of providing information, influencing, and reminding targeted customers about the company and the marketing mix. In doing marketing promotion is very often used because it has a very positive purpose so as to attract the interest of consumers. (Arti, S. et al. (2021)

2.4 Brand Image

A brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services or a group of sellers and to differentiate them from those of competitors. Kotler and Keller perceive brand image as the process by which a person selects, organizes, and interprets information input to create a meaningful picture. The opinion of Kotler and Gary Armstrong where "Brand Image is the set of consumer beliefs about various brands"

2.5 Buying Decision

The consumer purchasing decision is the stage of the process in which the actual purchase of the product is made. Purchasing decision according to Nugroho is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them. Simanjorang (2020: 94) states that there are 2 factors outside the individual that cause purchasing decisions, namely the attitude factor of others, and unexpected situational factors. According to Semuel Schiffman and Kanuk, purchasing decisions are the selection of two or more alternative options, meaning that a person's condition for making a decision must have several alternative choices.

a. Purchase Decision Process The stages in the product purchase decision process are as follows:

1. Problem recognition Is the stage where consumers recognize the existence of a problem or need.
2. Information search is the stage where consumers are interested in finding more information, done by increasing attention or actively seeking information

3. Evaluation of various alternatives Is the stage where consumers use the information that has been obtained to evaluate alternative brands.
- b. Roles Involved in Purchasing Decisions A marketer needs to know who plays a role in purchasing activities, because all of them contain implications that will be used to design products to be produced, determine orders and determine production cost budgets. Some roles in purchasing decisions:
1. Initiator Individuals who have the initiative to purchase certain goods who have a need/want but do not have the authority to do it themselves.
 2. Influencers Individuals who have influence on the decision to buy either intentionally or unintentionally.
 3. Decider Individuals who decide to buy or not, what to buy, how to buy it, when and where to buy it.
 4. Buyer Individuals who make actual purchase transactions
 5. Users Individuals who use products or services purchased.

2.6 Research Framework

Rational motives are impulses from within a person to decide something in terms of purchasing a product based on mature and objective considerations. Usually in deciding or buying a product, consumers tend to consider the greatest benefits for themselves. Referring to the statement (Schiffman and Kanuk, 2014) which states that rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing the alternative that provides the greatest benefit. Rational motives also involve issues such as price, cost in use, and durability, length of useful usage, reliability, and service.

In essence, promotion is a form of marketing communication that is a marketing activity that seeks to disseminate information, influence, persuade and or increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. 408).

A brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services or a group of sellers and to differentiate them from those of competitors. Kotler and Keller perceive brand image as the process by which a person selects, organizes, and interprets information input to create a meaningful picture. The consumer purchase decision is the stage of the process in which the actual purchase of the product is made. Purchasing decision according to Nugroho is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them. The framework for this research is as follows:

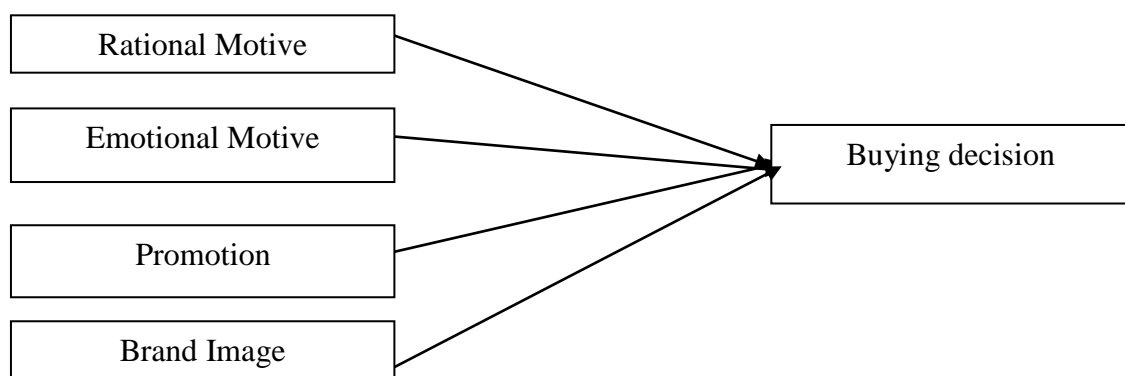


Figure 1. *The Influence of Rational Motives, Emotional Motives, Promotions, and Brand Image on buying decision*

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence. Said to be temporary. because the answers given are only based on relevant theories, not based on empirical facts obtained through data collection. So the hypothesis can also be stated as a theoretical answer to the formulation of the research problem, not yet an empirical answer. Research that formulates hypotheses is research that uses a quantitative approach. In qualitative research, a hypothesis is not formulated, but it is hoped that a hypothesis can be found. (Sugiyono, 2018). Several formulations of the hypothesis put forward in this study are:

1. Partially Rational Motives Affect the Decision to Purchase Yamaha Motorcycles at Alfa Scorpai Rantauprapat.
2. Partially Emotional Motives Influence on Purchase Decisions for Yamaha Motorcycles at Alfa Scorpai Rantauprapat.
3. Partially the Promotional Affects the Purchase Decision of Yamaha Motorcycles at Alfa Scorpai Rantauprapat.
4. Partially Brand Image Affects the Purchase Decision of Yamaha Motorcycles at Alfa Scorpai Rantauprapat.
5. Simultaneously Rational Motives, Emotional Motives, Promotion, Brand Image Influence the Purchase Decision of Yamaha Motorcycles at Alfa Scorpai Rantauprapat

III. Research Methods

Population according to Sugiyono (2013:115) is a generalization area consisting of objects/subjects that have certain decisions and characteristics set by researchers to be studied and drawn conclusions. The population in this study is consumers who shop at Alfa Scorpai Rantauprapat, the average visitor per month is 250 people, where the average purchase in the last 3 years is 1,082 people.

The sample is part of the number and characteristics possessed by the population, Sugiyanto (2013: 116). The sample in this study is partly from people who buy motorbikes at Alfa Scorpai Rantauprapat. In this study, sample selection was carried out using the Slovin formula (Umar, 2012) as follows:

$$n = N / (1 + Ne^2)$$

Information:

n = Number of samples

N = Population size

e = Allowance for inaccuracy due to tolerable sample error (e=0.1).

$$n = n / (1 + Ne^2) \quad n = 1.082 / 1 + 1.082(0,1)^2 = 1.082 / 11,82 = 1.082 / 12 = 89 \text{ orang.}$$

Based on the Slovin formula, the sample size in this study was 89 people as respondents. distribution of questionnaires will be done when consumers shop. This type of research uses a quantitative descriptive method. Research using a quantitative approach aims to explore or build a proposition or explain the meaning behind reality where quantitative research uses mathematical models or theories related to the hypothesis and the phenomena that occur. Sampling was done by purposive sampling to consumers from Alfa Scorpai Rantauprapat. Sources of data researchers used two sources of data to find and collect data sources, namely primary data and secondary data.

IV. Result and Discussion

4.1. Work Program at the Department of Manpower

a. Yamaha History

PT. Alfa Scorpioi is one of the most popular Yamaha dealers in Labuhan Batu. This dealer is located on Jl. BC. King No. 165 Ghijk Rantau Prapat, where this company was founded in 2009 in the midst of several companies engaged in the sale of Yamaha motorcycles, it's just that Alfa Scorpii became the only largest Main Dealer in Rantauprapat which made other Yamaha companies out of business due to sales at Alfa Scorpii more transparent compared to other Yamahas, so the company still survives today.

b. Organizational Structure

The parties who manage the company are arranged in such a way in an organizational structure. The organizational structure is a certain basic framework that shows the relationship between organizational units and individuals within the organization. Through the organizational structure, the duties, authorities and responsibilities of each official can be clearly and firmly identified, so that it is hoped that each organizational unit can work together harmoniously. With a good organizational structure, it will determine the success or failure of the company in achieving company goals, so that the efforts made can run efficiently and effectively. PT. Alfa Scorpioi is led by a branch manager (Branch Manager).

The head of the branch is responsible to the head of the head office. The organizational structure formed is a functional structure. The organizational structure of this form can be seen by the delegation of tasks, authority and responsibilities that move vertically downwards from the highest leadership (superiors) to organizational units that are directly below them in certain fields of work. While the functional structure can be seen by the division of tasks carried out according to its functions so that the responsibilities of each section are clearly visible which will make it easier for each section to carry out their respective duties.

c. Vision and Mission of PT. Alfa Scorpii

The Vision and Mission of PT. Alpha Scorpios include:

1. Vision of PT. Alfa Scorpii Become the biggest YAMAHA Main Dealer with Consistent, Sustainable and Healthy Growth.
2. Mission of PT. Alpha Scorpio:
 - a. Open thinking.
 - b. Creating & managing Trust and good Ethics.
 - c. Always ahead of competitors.
 - d. Promote good and mutually beneficial relationships with all business partners.

4.2 Research Instrument Test Results

a. Validity Test

The rcount value of the validity test will be compared with the rtable of the Product Moment (Pearson) correlation. In this validity test, a statement is said to be valid if rcount is greater than rtable. The way to determine the rtable is df (degree of freedom) = $n-2$, meaning $df = 25-2 = 23$ because the validity test uses 30 respondents first. So rtable 23 with $\alpha = 5\%$ is 0.361.

Table 1. The rcount value of the validity test

| Variable | Statement Items | R_{Count} | R_{table} | Description |
|------------------|------------------------|--------------------------|--------------------------|--------------------|
| Rational Motive | MR 1 | .410 | .361 | Valid |
| | MR 2 | .371 | .361 | Valid |
| | MR 3 | .402 | .361 | Valid |
| | MR 4 | .378 | .361 | Valid |
| | MR 5 | .579 | .361 | Valid |
| Emotional Motive | ME 1 | .500 | .361 | Valid |
| | ME 2 | .504 | .361 | Valid |
| | ME 3 | .545 | .361 | Valid |
| | ME 4 | .486 | .361 | Valid |
| | ME 5 | .487 | .361 | Valid |
| Promotion | P 1 | .487 | .361 | Valid |
| | P 2 | .459 | .361 | Valid |
| | P 3 | .486 | .361 | Valid |
| | P 4 | .683 | .361 | Valid |
| | P 5 | .487 | .361 | Valid |
| Brand Image | BI 1 | .418 | .361 | Valid |
| | BI 2 | .446 | .361 | Valid |
| | BI 3 | .646 | .361 | Valid |
| | BI 4 | .586 | .361 | Valid |
| | BI 5 | .544 | .361 | Valid |
| Buying decision | KP 1 | .623 | .361 | Valid |
| | KP 2 | .364 | .361 | Valid |
| | KP 3 | .725 | .361 | Valid |
| | KP 4 | .562 | .361 | Valid |
| | KP 5 | .640 | .361 | Valid |

Source: Primary Data Results (2021).

Based on the table it can be concluded:

- a. Rational Motive Variables
All items of rational motive variable statement are declared valid because $r_{count} > r_{table}$.
- b. Rational Motive Variables
All items of the statement of rational motivational variables are declared valid because $r_{count} > r_{table}$.
- c. Promotion Variable
All items of the promotion variable statement are declared valid because $r_{count} > r_{table}$.
- d. Brand Image Variable
All items in the statement of the brand image variable were declared valid because $r_{count} > r_{table}$.
- e. Purchase Decision Variables
All items of rational motive variable statement are declared valid because $r_{count} > r_{table}$.

b. Reliability Test

Alpha Cronbach's is a reliability test method used in this study. In Alpha Cronbach's, a research instrument can be declared to pass the reliability test if Alpha Cronbach's > 0.6 .

Table 2. Research Variable Reliability Test Results

| Variabel | Cronbach's Alpha | Information |
|-------------------|------------------|-------------|
| Motif Rasional | .792 | Reliabel |
| Motif Emosional | .710 | Reliabel |
| Promosi | .735 | Reliabel |
| Brand Image | .756 | Reliabel |
| Purchase Decision | .844 | Reliabel |

Source: Primary Data Results (2021).

Based on the table it can be concluded:

- Rational Motive Variables
- The rational motive variable is declared reliable because Cronbach's Alpha rational motive variable is greater than 0.60, namely 0.792 with five statements.
- Emotional Motive Variables
- The emotional motive variable was declared reliable because Cronbach's Alpha emotional motive variable was greater than 0.60, namely 0.710 with five statements.
- Promotion Variable
- The promotion variable is declared reliable because Cronbach's Alpha promotion variable is greater than 0.60, namely 0.735 with five statements.
- Brand Image Variable
- The brand image variable is declared reliable because Cronbach's Alpha brand image variable is greater than 0.60, namely 0.756 with five statements.
- Purchase Decision Variables
- The purchasing decision variable is declared reliable because Cronbach's Alpha purchasing decision variable is greater than 0.60, namely 0.844 with five statements.

4.3 Classical Assumption Results

a. Normality Test

Normality test was performed using the Kolmogorov-Smirnov of Fit Test (K-S test). The normality test was carried out to find out whether the residual value was normally distributed or not, because one of the requirements for a good multiple linear regression model is the residual value is normally distributed. The requirements of the normality test are the significance value of the K-S test > 0.05 and if the P-P Plot test is carried out, the distribution of points will follow the line.

Table 3. Kolmogorov-Smirnov One-Sample Normality Test Results

| | | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N | | 30 |
| Normal Parameters | Mean | .0000000 |
| | Std. Deviation | 2.35557974 |
| Most Extreme Differences | Absolute | .109 |
| | Positive | .109 |
| | Negative | -.064 |
| Kolmogorov-Smirnov Z | | .595 |
| Asymp. Sig. (2-tailed) | | .871 |

Source: Primary Data Results (2021).

Based on the table, it can be concluded that the residual values contained in the research variables are normally distributed because the significance number of the K-S test is greater than 0.05, which is 0.871.

b. Multicollinearity Test

Multicollinearity test was conducted to find out whether there is a high correlation between the independent variables of the study. One of the requirements for a good regression is the absence of a high correlation between the independent variables of the study. The requirement to state whether there is a high correlation between the independent variables of the study is to look at the value of VIF (Variance Inflation Factor). If the VIF is below 10, there is no high correlation between the independent variables of the study. If the VIF is above 10 then there is a high correlation between the independent variables of the study.

Table 4. Multicollinearity Test Results Coefficients^a

| Model | Collinearity Statistics | |
|--------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 (Constant) | | |
| MR | .812 | 1.231 |
| ME | .694 | 1.441 |
| P | .501 | 1.997 |
| BI | .502 | 1.993 |

Source: Primary Data Results (2021).

Based on the table, it can be concluded that there is no high correlation between the independent variables of the study because the VIF value is not close to 10.

c. Heteroscedasticity Test

Heteroscedasticity test was conducted to find out whether there was a similarity of variance in the residual value of the research variables. One of the requirements of a good multiple linear regression model is that there is a similarity of variance in the residual value of the research variables by using a scatter-plot test, if the points are randomly distributed, homoscedasticity occurs or there is a similarity of variance in the research variables.

4.4 Multiple Linear Regression Results

Based on the results of multiple linear regression analysis conducted with SPSS 16 found:

Table 5. Multiple Linear Regression Analysis Results Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constanta) | 2.204 | 2.950 | | .747 | .457 |
| MR | .326 | .076 | .397 | 4.302 | .000 |
| ME | .358 | .147 | .225 | 2.442 | .016 |
| P | .045 | .148 | .031 | .303 | .763 |
| BI | .132 | .116 | .109 | 1.135 | .259 |

Source: Primary Data Results (2021).

Based on the results of multiple linear regression analysis in the table, the regression equation can be obtained:

$$Y = 2.204 + 0.326X_1 + 0.358X_2 + 0.045X_3 + 0.132X_4$$

4.5 Hypotension Test Results

a. F Test (Simultaneous)

Simultaneous test is determined by comparing F_{count} with F_{table} . The way to determine F_{table} is to find df_1 (N_1) and df_2 (N_2) which will be the reference in seeing the value of F_{table} in table F.

$$df_1 = k - 1$$

$$df_2 = n - k$$

Where: k = number of research variables

n = research sample size

The stages of conducting the F test are as follows:

- Determining the Zero Hypothesis (H_0) and Alternative Hypothesis (H_a)

H_0 : There is no simultaneous effect of rational motivation, emotional motivation, promotion, and brand image on purchasing decisions.

H_a : There is a simultaneous influence of rational motivation, emotional motivation, promotion, and brand image on purchasing decisions.

- Determining the Risk of Error (Significant Level)

The significant level or α (alpha) used in the study was 5% (0.05).

- Determining F

Table 6. F Test Results Table (Simultaneous Test)

| ANOVA _b | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 Regression | 445.350 | 4 | 111.338 | 10.815 | .000 ^a |
| Residua | 977.960 | 95 | 10.294 | | |
| Total | 1.423.310 | 99 | | | |

Source: Primary Data Results (2021).

- Determining the F Test Criteria

H_0 is accepted if the value or sig. 0.05

H_a is accepted if the value or sig. <0.05

- Making Conclusions

If H_0 is accepted, then there is the influence of rational motives, emotional motives, promotions, and brand image simultaneously influence the purchasing decision of Yamaha Motorcycles at Alfa Scorpii Rantauprapat because $10,815 > 2.47$.

b. T test (Partial)

Table 7. Two-Sided t Test Results Coefficients_a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constanta) | 2.204 | 2.950 | | .747 | .457 |
| MR | .326 | .076 | .397 | 4.302 | .000 |
| ME | .358 | .147 | .225 | 2.442 | .016 |
| P | .045 | .148 | .031 | .303 | .763 |
| BI | .132 | .116 | .109 | 1.135 | .259 |

Source: Primary Data Results (2021).

The t test is determined by comparing t with t . The way to find t is to determine df which is used as a reference to determine the value of t in the t table.

$$df = n - (k+1)$$

Where:

n = research sample size

k = number of research independent variables

c. Coefficient of Determination (R)

Based on the results of the multiple linear analysis obtained a table showing the results of the coefficient of determination research as follows:

Table 8. Determination Coefficient Test Results
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .559 ^a | .313 | .284 | 3.208 |

Source: Primary Data Results (2021).

The value of R Square is 0.313 or 31.3%. This value indicates that the purchase decision can be explained by 31.3% by the variables of rational motives, emotional motives, promotions, and brand image, while the remaining 68.7% is explained by other variables not examined in this study.

The results of this study indicate that:

Rational motives, emotional motives, promotions, and brand image influence simultaneously because $F_{hitung} > F_{tabel}$ ($10,815 > 2.47$). Thus, rational motives, emotional motives, promotions, and brand image will influence consumer purchasing decisions if they are used together. Respondents in this study ranged in age from 18 to 23 years, it is likely that most of the respondents were still students or college students. According to the Ministry of Health of the Republic of Indonesia, the respondents of this study were included in the Late Adolescence group in terms of age because the Late Adolescence (young adults) had an age range of 17 to 25 years (MOH RI, 2009).

Joergens and Twenge in Maggiani, Montagnini, and Sebastian (2013) revealed that Late Adolescence has an age range from 18 to 26 years. According to Munandar (2011), the characteristics of adolescent consumers are strongly influenced by sales pitches, easily persuaded by advertisements, especially in terms of visuals, extravagant, and impulsive. Every day consumers will be exposed to hundreds or even thousands of brands with their respective advantages. Consumers certainly do not remember all these brands or maybe only remember the benefits but do not know the brand. Of course, this also applies to teenage consumers who are easily persuaded by advertisements, especially in terms of visuals and are greatly influenced by sales pitches, because the brands that stay in the minds of consumers are certainly brands that are unique compared to other brands. This causes the company to combine the uniqueness of the product by communicating it so that the company is able to stimulate consumer buying interest in the products offered, especially in dealing with consumers who are easily influenced by sales pitches and advertisements, especially in terms of visual, extravagant, and impulsive.

If the company does not combine the uniqueness of the product and how to communicate it well, the sales pitch and advertisements of other companies can steal the attention of the company's consumers. Wasteful behavior can make consumers forget to set aside money to buy the company's products as a result of the company's failure to convey the

benefits of the product, so that the company's products are not included in the consideration of consumers in spending their pocket money. As stated by Kotler and Armstrong (2016: 78) regarding the marketing mix namely product, price, promotion, and distribution are the four things that the company continuously uses in its marketing strategy. This is the cause of the company's success in marketing its products because it provides the right benefits, reasonable prices, affordable places and also effective promotions.

Rational motives partially influence purchasing decisions because $t_{hitung} > t_{tabel}$ ($4,302 > 1,661$). The results of the partial test of the price variable also show the same thing because $t_{hitung} > t_{tabel}$ ($2,442 > 1,661$). Rational motives have no partial effect on purchasing decisions because $t_{hitung} < t_{tabel}$ ($0.303 < 1.661$). While the results of the partial test of the brand image variable also showed no effect because $t_{hitung} < t_{tabel}$ ($1,135 < 1,661$). The possible cause for this is emotional and promotional motives, which are the two main elements that consumers will never miss when deciding which product to buy.

When someone wants to buy a product, a very common and rarely overlooked consideration is what are the benefits of the product and how much money should be paid, even for extravagant people like the characteristics of teenage consumers that have been described in the simultaneous test section. While sales promotion and brand image are the main elements that consumers must always consider when buying a product, even though the characteristics of adolescent consumers are that they are easily influenced by advertisements, especially in visual forms such as advertisements on mobile phones, social media, television, and others. Any good promotion and advertising will not influence consumers to buy the company's products because the main considerations of consumers in buying interest are products and prices.

V. Conclusion

The purpose of this study was to determine whether there is an influence of rational motives, emotional motives, promotions, and brand image on purchasing decisions partially or simultaneously. After testing, the results of the study were found as follows:

1. Rational motives, emotional motives, promotions, and brand image have no partial effect on purchasing decisions. 1. Rational motives, emotional motives, promotions, and brand image partially influence purchasing decisions.
2. Rational motives, emotional motives, promotions, and brand image partially have no effect on purchasing decisions.
3. Rational motives, emotional motives, promotions, and brand image simultaneously affect purchasing decisions.

The advice that the author gives is based on the results of existing research, the author wants to provide suggestions for the company and further researchers as consideration. Suggestions that the author can give are as follows:

1. For the Company. The author wants to give advice to companies that contain the frequency of research variable data and data analysis in the different test section. Rational motivation and emotional motivation are two independent variables that have a partial influence on purchasing decisions. Even so, there are several items in the statement of the two variables whose average score is still below the total average. The rational motivation variable has five statements that have an average score below the total average, namely MR1 regarding the attractiveness of product design, MR2 regarding color options variations, MR3 linkages between products, MR4 clarity of information provided by employees. The price variable has two statements that have an average score below the total average.

2. For Further Researchers. The results of this study indicate that of the four independent variables, only two variables have a partial effect on purchasing decisions as the dependent variable, namely rational motives and emotional motives. The suggestion that the author can give is that further researchers can try other variables that may partially affect such as service, insurance, price discounts and others because in this study there are still variables that can influence purchasing decisions.

References

- Abdullah Thamrin dan Tantssri Prancis. (2016). Manajemen pemasaran. Jakarta:rajawali pers. Hal 125.
- Alfi Sukma Wijaya, Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Counter Hp “Jati Bird”, Semarang, Hal 4.
- Andi.Nugroho. (2013). perilaku Konsumen. Jakarta. Kencana Prenada Media Group. Cetakan ke 5.M Mizwar Arrisky, Ilhamuddin. Pengaruh Rational Buying Motivedan Emotional Buying Motive Terhadap Disonansi Kognitif Pemilik Produk Laptop, Universitas Brawijaya Malang. 2013.
- Andryani Lestari. (2017). Pengaruh Gaya Hidup dan Sikap Konsumen terhadap Keptusan Pembelian Produk Secara Online Di Kota Makassar. hal 13.Compas.com. <https://Tekno.compas.com/read/2018/02/14/09330047/apple-geser-asus-di-pasar-natebook-global>. Diakses pada tanggal 21-09-2018, pukul 08.30.
- Antika dan Andjarwati. (2016). Pengaruh Kemudahan dan Emotional Faktor terhadap Word Of Mouth dengan Kepuasan sebagai Variabel Intervening (Studi Konsumen OLX disurabaya), Jurnal ilmu Manajemen, Vol. 4 No. 3.
- Arti, S. et al. (2021). The Effect of Promotion, Price and Brand Image on the Decision to Choose a Computer Course Institution at Fiara Computer LKP in Selat Besar Village. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P. 4483-4491
- Calista I Gusti Ayu Audi dan Gede Suparna. (2015). Pengaruh Motivasi Rational, Motivasi Emosional dan Harga Diri Terhadap Keputusan Pembelian Smartphone Pada Mahasiswa Universitas Udayana Dimoderasi oleh Gender, E-Jurnal Manajemen Unud, Vol. 4, No. 5, 2015.
- Diantoro, et al.(2013). Pengaruh Motif Rational terhadap Keputusan Pembelian Steak (Studi Kasus di Waroeng SteakandShake. Jalan Amgkatan 66 No. 426 Palembang (Jurnal Ekonomi dan informasi akuntansi (JENIUS), vol. 3. No. 2.
- Fitri Komalasari, Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Handphone nokia Eseries, Fakultas Ekonomi, Universitas Gunadarma.
- Ghozali, Iman. (2017). Analisis Multivariate Dengan Program SPSS. Semarang. Badan Penerbit Universitas Diponegoro, Semarang.
- Irham Fahmi. (2016).Perilaku Konsumen (Teori dan Aplikasi). Bandung. Alfabeta, Cv.Ghozali, Iman. 2006. Aplikasi Analisis Multivariate dengan Program SPSS 17,Badan Penerbit Universitas Diponegoro, Semarang.
- Juliansyah. (2011). Metodologi Penelitian : Skripsi, tesis, Disertasi, dan Karya Ilmiah. Cetakan Pertama. Jakarta.Predana media Group. Andi offset.
- Junita, J., Nasution, A. P., & Simanjorang, E. F. S. (2020). Pengaruh Promosi, Kualitas Layanan dan Brand Preference Terhadap Tingkat Penjualan pada Toko Bintang Terang Motor Rantauprpat. Ecobisma (jurnal ekonomi, bisnis dan manajemen), 7(1), 1–8. <https://doi.org/10.36987/ecobi.v7i1.1431>

- Kotler, Philip dan Keller, Kevin lane. (2019). Manajemen Pemasaran. Edisi 13. Kotler. Philip dan Armstrong Gary. 2008. Prinsip-Prinsip pemasaran. Edisi ke 12. Jakarta. Erlangga.
- Lely Harlina dan Srikandi. (2005). Pengaruh Store Atmosphere terhadap Keputusan Pembelian dan Kepuasan Pelanggan (studi pada monopoli cafe and resto Soekarno Hatta Malang). Jurnal administrasi bisnis (JAB). Vol. 15 No. 2 (oktober 2014). Nugroho Bruno A.. Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS. Yogyakarta.
- Milka. (2015). Pengaruh Motivasi Pembelian Rational Motivasi Pembelian Emotional Dan Harga Diri Terhadap Loyalitas Merek Handphone Pada Remaja.
- Pohan, P., & Simanjanong, E. F. S. (2019). Pengaruh Kualitas Layanan, Kepercayaan dan Komitmen Terhadap Loyalitas Konsumen pada cv. Showroom Yulia Motor. Ecobisma (jurnal ekonomi, bisnis dan manajemen), 4(2), 41–51. <https://doi.org/10.36987/ecobi.v4i2.86>
- Prasetyo Ristiyanti dan Ilahauw. (2015). Perilaku Konsumen. Yogyakarta.
- Sangadji dan Sopiah, (2013). Perilaku Konsumen, Yogyakarta, Edisi 9.
- Sarwono. (2014). Metode Riset Skripsi Pendekatan Kuantitatif Menggunakan Prosedur SPSS. Jakarta : PT. Gramedia. 2012.
- Shalih, Syaikh dan Bakar, Syaikh, (2011), Tafsir Al-Muyassar, Solo, An-naba.
- Shihab, M. Quraish. (2014). Tafsir Al-Misbah : pesan, kesan dan keserasian Al-Qur'an. Cet. II, Jakarta: Lentera Hati. Setianingrum, Ari dan Udaya, Jusuf. Prinsip-Prinsip Pemasaran. Yogyakarta.
- Simanjanong, E. F. S. (2020). Analisa Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Kopi pada Warkop On Mada Rantauprapt. Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA), 1(1), 91–101.
- Sri Ernawati. (2019). Pengaruh Motivasi Rational dan Motivasi Emotional Terhadap Loyalitas merek Smartphone Samsung (Studi Kasus Pada Mahasiswa STIE Bima) Sekolah Tinggi Ilmu Ekonomi (STIE), Bima, Indonesia.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kuantitatif dan R dan D. Bandung. Alfabeta. Cetakan ke 27. Swasta, Basu dan Irawan. 2005, Manajemen Pemasaran Modern, Yogyakarta, Librati, hal 45.
- Sunyoto Danang. (2014). Praktif Riset Perilaku Konsumen. Jakarta. Caps (Center of Academic Publishing service).
- Tjiptonodandy. (2018). Strategi Pemasaran. Andi Offset. Edisi 3.
- Ujung Sulistian, (2011). “ Pengaruh Konsumen Teori dan Penerapannya dalam Pemasaran, Edisi 2. Jakarta.
- Utomo, Dea Anggraeni. (2013). Motif Pengguna Jejaring Sosial Google + di Indonesia, Jurnal E-Komunikasi, Vol 1.No.3.
- Widiarjono Agus. (2015). Ekonometrika Teori dan Aplikasinya. Yogyakarta. Hal 177.
- Yusuf Muri. (2014). Metode Penelitian Kuantitatif, Kualitatif dan Penelitian Gabungan. Jakarta. Prenadamedia Group.