

Analysis of Influence Factors Reference to Personal and Group Decision to Purchase and Customer Satisfaction Brand Honda Motorcycle in Pekanbaru

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ABSTRACT

This study aims to see how the influence of Personal Factors and Reference Group of the purchase decision and Customer Satisfaction Brand Honda motorcycles in Pekanbaru. In this study, there are four variables that Personal factor (X1), Reference Group (X2), Purchase Decision (Y1), Customer Satisfaction (Y2). Population of this research is that people who buy a Honda motorcycles in Pekanbaru with a sample of 160 respondents. Collecting data in this study that is by giving a questionnaire to the respondent. In terms of data analysis, this study using path analysis with SPSS 17.0. Results of this study menunjukkan that variable Personal Factors positive and significant impact on the purchase decision. Reference group positive and significant impact on the purchase decision. Personal factors and significant positive effect on customer satisfaction. Reference group and significant positive effect on customer satisfaction. Purchase decisions and significant positive effect on customer satisfaction. Personal factors affect the Customer Satisfaction with the Purchase Decision as a mediating variable. Reference group influence on customer satisfaction with the purchase decision as a mediating variable.

Keywords: Personal Factors, Group referensi, Purchase Decision, Customer Satisfaction.

1. INTRODUCTION

Along with the times and the increasing need for transportation to bring fresh air tools for automotive companies, especially in the field of motorcycles, which are needed by more people than it affordable and easy to maintain. Today many brands popping motorcycle with a variety of models, designs, providing a good quality and the price is quite competitive. Seeing these conditions customer satisfaction a top priority in meeting the sales volume. Yang said about customer satisfaction is that if expectations are in tune with what customers perceived. Customer satisfaction can be created by improving the performance of the motorcycle, motorbike additional privileges, the reliability of the motorcycle, motorbike endurance, availability of required components, the appeal of the motorcycle, and the motorcycle reputation.

In making purchasing decisions of customers often consider the usefulness of the product, information about the quality that has been popular in the community, a strong desire to buy. As for the motorcycle purchase decision of consumers are also influenced personal factors. Because these personal factors affecting consumer or purchaser of the life cycle, such as age, lifestyle, personality and self-concept. In addition, there is also a reference group influence purchasing decisions consumer. Because reference group significantly affect individual behavior such as friendship groups, shopping groups, working groups, community groups and virtual consumer action groups. As for some of the most desirable brands currently on the market include: Honda, Yamaha, Suzuki, Kawasaki and TVS. For companies engaged in automotive this is an opportunity for market share. One brand that is favored by most people since time is of the Honda brand. From these data can be viewed PT. Astra Honda Motor ranks first in first quarter sales in 2013 and the First Quarter of 2014 with a domestic market share of 61% and 63.03%. Second with the PT. Yamaha Motor market share of 32% and 31.01%. In third place with PT. Suzuki Motor Indonesia with a market share of 5% and 4.17%. Kawasaki in fourth place with a market share of 2% and 1.57%. While the motorcycle manufacturer TVS India is a market share of 0.20%.

II. STUDY LITERATURE

Consumer behavior

Consumer behavior is an important topic in business education because the achievement of marketing depends on the extent to which firms can understand, serve and influence consumers (J. Paul Peter and Olson, 1999). Understanding on consumer behavior includes an understanding of the actions undertaken directly consumers in getting, consume and spend your products and services, including the decision processes that precede and follow the action ns by individuals, groups, and organizations to obtain, use a product or another as a result of his experience with a product, service, and other sources (Mangkunagara, 2009).

Personal factors

A buyer's decision was also influenced by personal characteristics such as age and stage of life cycle,

occupation, income, lifestyle, personality and self-concept (Kotler and Armstrong, 2001):

1. Age and Life Cycle Stage

Someone changed the goods and services they buy during their lives. Purchases also shaped by family life cycle stages, stages that may be passed in accordance with the maturity anggotanya family.

2. Works

One's job affects goods and services that they purchase. Blue-collar workers tend to buy clothes rough, while office workers bought a businessman.

3. Revenue

Product selection of a person depends on the current economic situation of the economic itu. Kondisi person includes revenue that could be in spending, savings and property of wealth, the ability to borrow, and his attitude towards the opponent expenditure savings.

4. Lifestyle

The pattern of a person's life can be seen from the activities, interests and his thoughts. People who come from subculture, social class and the same work could have a lifestyle that tends to differ from one another. Lifestyle shows patterns of life of the persons concerned in this world as reflected in the activities, interests and opinion

5. Personality and self concept

A person's unique psychological characteristics that generate responses that are relatively consistent and settled to the environment. Personality is usually described by the properties of a person such as confidence, dominance, sociability, autonomy, self-defense, adaptability and aggressiveness.

Reference group

The reference group is any person or group that is considered as a basis of comparison (or referrals) to a person in shaping the values and attitudes of the general or special, or specific guidelines for behavior. If further review, usually each group of pioneers have an opinion (opinion leader) that may affect members in buying something. Their interaction is often done individually (face to face), so that a person easily influenced by others to buy something (Swastha and Irawan, 2000).

Buying decision

Purchasing decisions are the evaluation stage where consumers form a preference among brands within a set of options, which consumers forming the intent to buy the most preferred brand (Kotler, 2008). Purchasing decisions by Kanuk (in Saputra, 2013) is the selection of two or more alternative purchase decision, meaning that one can make a decision, it should be available some alternative options. The decision to purchase can lead to how the process in the decision was made

Customer satisfaction

According Schnaars, basically the purpose of a business is to create customers who are satisfied. The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers harmonious (Tjiptono, 2008). Engel, et al. stated that customer satisfaction is an evaluation of alternatives selected purnabeli which is at least equal or exceed customer expectations, while dissatisfaction arise if the outcome did not meet expectations (Tjiptono, 2008).

Models of Consumer Behavior

Based on the opinion of experts, the model of consumer behavior can be defined as a scheme or framework that is simplified to describe the activities of consumers (Mangkunagara, 2009).

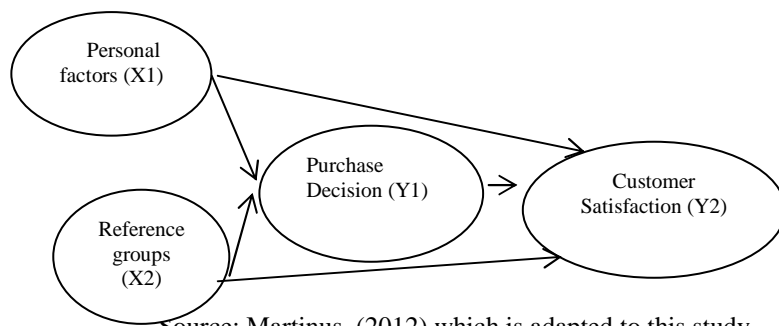
Function model of consumer behavior is as follows (Mangkunagara, 2009):

- a. Descriptive, which is associated with the deepening of the measures taken by the consumer in deciding a purchase research
- b. Prediction, which foresaw the events of consumer activity in the future.
- c. Explanation is studying the causes of some buying activity, sepeerti learn why consumers often buy goods with the same brand.
- d. Control, which affect and control the activities of consumers in the future.

III. Framework

Based on the literature review and previous research, it can be prepared a framework in this study are:

Figure 1
Research Framework



Source: Martinus, (2012) which is adapted to this study

Hypothesis

Based on the conceptual framework of the above, the proposed hypothesis is as follows:

- H1: Personal Factors positive and significant impact on the purchase decision of Honda motorcycles in Pekanbaru.
- H2: Reference Group influential positive and significant impact on purchase decision of Honda motorcycles in Pekanbaru.
- H3: Personal Factors positive and significant impact on the Customer Satisfaction Honda motorcycles in Pekanbaru.
- H4: Reference Group positive and significant impact on the Customer Satisfaction Honda motorcycles in Pekanbaru.
- H5: Purchase Decision positive and significant impact on the Customer Satisfaction Honda motorcycles in Pekanbaru.
- H6: Personal factors influence the customer satisfaction through the purchase decision as an intervening variable.
- H7: Reference group influence on customer satisfaction through the purchase decision as an intervening variable.

III. RESEARCH METHODS

In this study, the population includes people who buy Honda motorcycles in Pekanbaru. Sampel dalam this study is the people who decide to buy a Honda motorcycle brand in Pekanbaru number of samples used in this study was 160 respondents. The types and sources of data required in this research using primary and secondary data.

Method of collecting data

a. questionnaires

The questionnaire is a technique of data collection is done by providing a set of questions or a written statement to the respondent to answer. The questionnaire is suitable if the respondent is quite large and spread out.

a. Literature review

Collecting data via literature study aims to explore as much information as possible about the objects and elements involved in this study.

Data analysis method

Measurement scale used in this study to determine the responses of the respondents are using the Likert Scale. Likert scale is a scale which shows respondents to an increase in the purchase of the product. With Likert scale, the measured variables are translated into indikatorvariabel. Then indicators are used as a starting point to construct items instruments / questionnaires can be a statement or a question. As for the answer to each item questionnaire using Likert scale according to Umar (2002), this scale interacts 1 - 5. Answer the lowest is 1 and the highest is 5.

Test Instruments

Validity test

According Arikunto (in Saputra, 2013), the validity is a measure that indicates the levels of validity and membership of an instrument. An instrument is said to be valid if it has high validity, otherwise the instrument is said to be less valid if it has a low validity. The formula used to calculate the level of validity is the Pearson Product Moment Correlation, as follows:

Information:

- r = coefficient of correlation between variables X and Y variables, the two variables correlated Yangdi
N = number of samples
 ΣX^2 = Squares variable factor X
Squares of variable factors $\Sigma Y^2 = Y$
 ΣXY = Number multiplication correlation factor variables X and Y

Test Reliability

According Arikunto (in Saputra, 2013), reliability is a measure that indicates that an instrument is trustworthy enough to be used as a means of collecting data for the instrument is good. Reliability indicates the level of a certain reliability. The reliability test using statistical tests Cronbach's Alpha, where an instrument is said to be reliable if the Cronbach's Alpha (α) is above 0.6.

The formula of Cronbach's Alpha in Saputra (2013) are as follows:

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \delta b^2}{\delta t^2} \right)$$

Information:

- α = Reliability instruments
k = number of the questions
 δt^2 = Variance total
 $\Sigma \delta b^2$ = Total variance grain

The coefficient of determination (Adjusted R²)

The coefficient of determination (Adjusted R²) is the adjusted R². This value indicates the contribution of the influence of the independent variable on the dependent variable. Adjusted R² is typically used to measure the contribution of influence if the regression using more than two independent variables (Priyatno, 2009).

Partial test (t test)

Partial test (t test) aims to determine how much influence an independent variable on the dependent variable, assuming other variables are constant. Testing is done with 2-way (two-tailed) with a confidence level of 95%. The decision-making criteria were used in this test is as follows (Priyatno, 2009):

- If the t count > t table / t < t table or Sig < α , then the independent variable parisal significant effect on the dependent variable.
- If t arithmetic \leq t table or Sig \leq t count $\geq \alpha$, then the independent variable parisal no significant effect on the dependent variable.

Path Analysis

In this study, there are four variables, where the independent variable, Personal Factors (X1), Reference Group (X2), and the intervening variable is the Purchasing Decision (Y1) and the dependent variable Customer Satisfaction (Y2). Ghozali, (2011) suggested path analysis is an extension of the analysis of multiple linear Recourse, or path analysis is the use of regression analysis to assess the causality relationship between variables (model casual) predetermined based on the theory. path analysis is used to test the effect of intervening variables. That can be done by the path analysis is to determine the pattern of relationships between three or more variables and can not be used to confirm or reject the hypothesis of causality imaginary.

Path Diagram

Path diagram is a tool to depict graphically, the structure of causality between the independent variables, intervening (intermediary) and dependent. To present the relationship of causality path diagram using symbols arrow-headed one (single-headed arrow), this indicates a direct influence of exogenous or intervening and dependent variables, darts also connect error with the dependent variable, and to present the correlation or covariance between two variables using the double-headed arrows (two-headed arrow). Each variable is symbolized in the form of a box while the other variables analyzed in the model or the error described in the form of a circle.

V. RESULTS AND DISCUSSION

Ordinal Data transformation to the Data Interval (MSI)

Data obtained from the questionnaire are the raw data can not be processed directly in the study. A process is required called drbagai data transformation is a process to change the level of Partial test (t test). Partial test (t test) aims to determine how much influence an independent variable on the dependent variable, assuming other variables are constant. Testing is done with 2-way (two-tailed) with a confidence level of 95%. The decision-making criteria were used in this test is as follows (Priyatno, 2009):

- a. If the $t \text{ count} > t \text{ table} / t < t \text{ table}$ or $\text{Sig} < \alpha$, then the independent variable parisal significant effect on the dependent variable.
- b. If $t \text{ arithmetic} \leq t \text{ table}$ or $\text{Sig} \leq t \text{ count} \geq \alpha$, then the independent variable parisal no significant effect on the dependent variable.

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1. 0.000 to 0.199 show the influence of very lace / weak that did not exist.
2. 0.200 to 0.399 show the influence of low or weak.
3. 0,400 – 0,699 shows the influence of moderate or sufficient.
4. 0.700 to 0.899 indicates a strong influence or high.
5. 0.900 to 1.000 sangat shows the influence of strong or very high.

Appraisal scale used to perform a range of scales following formula (Sugiono, 2009):

Information:

R_s = Range Scale

n = Number of Samples

m = number of alternative answers to each item

The scale ranges from formulation derived interval values of each category is 128, so it can be prepared a range of scales as follows:

Scale ranges: Criteria:

160-287 Very Weak

288-415 Weak

416-543 Medium

544-671 Strong

672-799 Very Strong

Test Instruments

Validity test

Validity test is done by comparing the value r is calculated by the value of r table at a significance level of 5%. If r count $>$ r table gauge used is declared valid, and vice versa, if the count $r \leq r$ table gauge used is not valid. R value table can be seen in the table with the equation $r = N-2 = 160-2 = 158 = 0,155$. Dan count r obtained as follows:

Table 2
Validity test

Variable	Item	R arithmetic	r table	Decision
Personal factors	FP1	0,518	0,155	Valid
	FP2	0,648	0,155	Valid
	FP3	0,795	0,155	Valid
	FP4	0,797	0,155	Valid
	FP5	0,798	0,155	Valid
Reference group	KR1	0,836	0,155	Valid
	KR2	0,765	0,155	Valid
	KR3	0,754	0,155	Valid
	KR4	0,663	0,155	Valid
	KR5	0,523	0,155	Valid
Buying decision	Kpt. P1	0,871	0,155	Valid
	Kpt. P2	0,921	0,155	Valid
	Kpt. P3	0,887	0,155	Valid
Customer satisfaction	Kps .P1	0,801	0,155	Valid
	Kps .P2	0,873	0,155	Valid
	Kps .P3	0,834	0,155	Valid

Source: Data Processing, 2015

Test Reliability

Similarly, validity testing, reliability testing is also done statistically by calculating the magnitude Cornbarh's Alpha. If the resulting alpha coefficient ≥ 0.6 , the indicators are said to be reliable or trustworthy.

Table 3
 Reliability Test Results

Variable	Cronbach's Alpha	Value critical	Decisions
Personal factors	0,759	0,6	reliable
Reference Group	0,754	0,6	reliable
Buying decision	0,866	0,6	reliable
Customer satisfaction	0,780	0,6	reliable

Source: Data Processing, 2015

From the table above can be seen the value of reliability of the variables ≥ 0.6 . What this means is that the measuring instruments used in this study is reliable or trustworthy.

Test Reliability Test The coefficient of determination (R²)

Table 4
 Coefficient of Determination Substructure Track I

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.442	.66152

Source: Data Processing, 2015

Dari tabel di atas diketahui besarnya koefisien determinasi adalah 0,449 atau 44,9%. Hal ini berarti bahwa sebesar 44,9% dipengaruhi variabel faktor pribadi dan kelompok referensi serta sisanya 55,1% dipengaruhi oleh faktor lain yang tidak tercakup dalam penelitian ini.

Tabel 5
 Koefisien Determinasi Substruktur Jalur II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.657	.46929

Sumber: Data Olahan, 2015

From the table above can be seen the value of reliability of the variables ≥ 0.6 . What this means is that the measuring instruments used in this study is reliable or trustworthy.

Test Reliability Test The coefficient of determination (R²)

Tabel 4
Koefisien Determinasi Substruktur Jalur I

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.442	.66152

Source: Data Processing, 2015

From the table above in mind the magnitude of the coefficient of determination is 0.449 or 44.9. This means that 44.9% of the variable factors influenced by personal and group referensiserta the remaining 55.1% is influenced by other factors not included in this study.

Tabel 5
Koefisien Determinasi Substruktur Jalur II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.657	.46929

Source: Data Processing, 2015

From the table above in mind the magnitude of the coefficient of determination is 0.664 or 66.4%. This means that 66.4% of variables influenced personal factors, reference groups, and purchasing decisions, and the remaining 33.6% is influenced by other factors not included in this study.

Partial Hypothesis Testing (Test T)

Retrieved t tabelpada significance level of 5% (one-tailed) with df = n - k - 1 of 1,655.Dengan it is known that:

1. Personal Factors. Personal Factors that $t(4.867) > t$ table (1.655). So it can be said that the Personal Factors positive and significant effect on purchasing decisions of Honda motorcycles in Pekanbaru.
2. Reference Group. Reference hitungKelompok that $t(3.739) > t$ table (1.655). So it can be said that the Reference Group and a significant positive influence on purchasing decisions of Honda motorcycles in Pekanbaru.

Tabel 6
Koefisien Jalur Substruktur Jalur II

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.059	.194		.305	.761
Personal factors	.436	.090	.344	4.867	.000
Reference group	.350	.086	.279	4.062	.000
Buying decision	.277	.057	.306	4.896	.000

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Buying decision	.277	.057	.306	4.896	.000

Source: Data Processing, 2015

Retrieved t tabel pada significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. Thus it is known that:

1. Personal Factors. Personal Factors that $t (4.867) > t \text{ table } (1.655)$. So it can be said that the Personal Factors positive and significant impact on customer satisfaction Honda motorcycles in Pekanbaru.
2. Reference Group. Reference hitung Kelompok that $t (4.062) > t \text{ table } (1.655)$. So it can be said that the Reference Group and a significant positive effect on customer satisfaction Honda motorcycles in Pekanbaru.
3. Purchase Decision. Purchasing Decision that $t (4.896) > t \text{ table } (1.655)$. So it can be said that the Purchase Decision positive and significant impact on customer satisfaction Honda motorcycles in Pekanbaru.

Results Path Analysis

Table 7

Variables Influence Relationships category

Koefisien Path	Power / Influence
0,05 – 0,09	Weak moderate
0,10 – 0,29	moderate Strong
> 0,30	Strong

Source: (Haryadi et. Al, 2011)

The results of hypothesis testing lines can be seen in the following table:

Tabel 8

Results Path Analysis

Inter-Variable Testing	coefficient Line		Total Effect	Information
	Direct Impact	Indirect Impact		
$X_1 \rightarrow Y_1$	0,409	-	0,409	Strong
$X_2 \rightarrow Y_1$	0,314	-	0,314	Strong
$X_1 \rightarrow Y_2$	0,344	0,125	0,469	Strong
$X_2 \rightarrow Y_2$	0,279	0,096	0,375	Strong
$Y_1 \rightarrow Y_2$	0,306	-	0,306	Strong

Source: Data Processing, 2015

H1: Personal Factors and Significant Positive Effect Against Buying Decision

Hypothesis 1 will be tested in accordance with the paradigm that reflects the hypothesis that the influence of personal factors on purchase decision. If $t < t_{table}$ then the first hypothesis is rejected. This means that there is no positive influence of the independent variables individually against the dependent variable. Conversely, if $t > t_{table}$ then the hypothesis 1 is accepted. This means that there is a positive influence of the independent variables individually against the dependent variable. If the probability value of 0.05 is less than or equal to the probability value or $Sig \geq 0.05$, then the first hypothesis is rejected, it means insignificant. Conversely, if the probability value of 0.05 is greater than or equal to the probability value or $Sig \leq 0.05$, then the hypothesis 1 is accepted, that is significant. Based on the results obtained by the path coefficient of 0.409 with a t value of 4.867 and a significance value of 0.000. Obtained t table at a significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. This means that the Personal Factors positive and significant impact on the purchase decision of Honda motorcycles in Pekanbaru atau in other words, one hypothesis is accepted.

H2: Reference Group and Significant Positive Effect Against Buying Decision

Hypothesis 2 will be tested in accordance with the paradigm that reflects the hypothesis that the reference group influence on purchasing decisions. If $t < t_{table}$ then hypothesis 2 is rejected. This means that there is no positive influence of the independent variables individually against the dependent variable. Conversely, if $t > t_{table}$ then the second hypothesis is accepted. This means that there is a positive influence of the independent variables individually against the dependent variable. If the probability value of 0.05 is less than or equal to the probability value or $Sig \geq 0.05$, then hypothesis 2 is rejected, it means insignificant. Conversely, if the probability value of 0.05 is greater than or equal to the probability value or $Sig \leq 0.05$, the second hypothesis is accepted, that is significant. Based on the results obtained by the path coefficient of 0.314 with a t value of 3.739 and a significance value of 0.000. Obtained t table at a significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. This means that the Reference Group and a significant positive influence on the purchase decision of Honda motorcycles in Pekanbaru atau in other words the second hypothesis is accepted.

H3: Personal Factors Influencing Positive and Significant Customer Satisfaction

Hypothesis 3 will be tested in accordance with the paradigm that reflects the hypothesis that the influence of personal factors on customer satisfaction. If $t < t_{table}$ then the hypothesis 3 is rejected. This means that there is no positive influence of the independent variables individually against the dependent variable. Conversely, if $t > t_{table}$ then the third hypothesis is accepted. This means that there is a positive influence of the independent variables individually against the dependent variable. If the probability value of 0.05 is less than or equal to the probability value or $Sig \geq 0.05$, the third hypothesis is rejected, it means insignificant. Conversely, if the probability value of 0.05 is greater than or equal to the probability value or $Sig \leq 0.05$, the third hypothesis is accepted, that is significant. Based on the results obtained by the path coefficient of 0.344 with a t value of 4.867 significance value of 0.000. Obtained t table at a significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. This means that the Social Factors positive and significant impact on the Customer Satisfaction of Honda motorcycles in Pekanbaruatau other words accepted hypothesis 3.

H4: Positively Reference Group and Significant Customer Satisfaction

Hypothesis 4 will be tested in accordance with the paradigm that reflects the hypothesis that the influence of the reference group on customer satisfaction. If $t < t_{table}$ then the hypothesis 4 is rejected. This means that there is no positive influence of the independent variables individually against the dependent variable. Conversely, if $t > t_{table}$ then the hypothesis 4 is accepted. This means that there is a positive influence of the independent variables individually against the dependent variable. If the probability value of 0.05 is less than or equal to the probability value or $Sig \geq 0.05$, then the hypothesis 4 is rejected, it means insignificant. Conversely, if the probability value of 0.05 is greater than or equal to the probability value or $Sig \leq 0.05$, then the hypothesis 4 is accepted, meaning significantly. Based on the results obtained by the path coefficient of 0.279 with a t value of 4.062 significance value of 0.000. Obtained t table at a significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. This means that the Reference Group has a positive and significant impact on the Customer Satisfaction of Honda motorcycles in Pekanbaru atau other words accepted hypothesis 4.

H5: Purchasing Decisions and Significant Positive Effect on Customer Satisfaction

Hypothesis 5 will be tested in accordance with the paradigm that reflects the hypothesis that influence purchasing decisions on customer satisfaction. If $t < t_{table}$ then the hypothesis is rejected 5. This means that there is no positive influence of the independent variables individually against the dependent variable. Conversely, if $t > t_{table}$ then the hypothesis is accepted 5. This means that there is a positive influence of the independent variables individually against the dependent variable. If the probability value of 0.05 is less than or equal to the probability value or $Sig \geq 0.05$, 5 hypothesis is rejected, it means insignificant. Conversely, if the probability value of 0.05 is greater than or equal to the probability value or $Sig \leq 0.05$, 5 hypothesis is accepted, meaning significantly. Based on the results obtained by the path coefficients of 0.306 to 4.896 t value and significant value of 0.000. Obtained t table at a significance level of 5% (one-tailed) with $df = n - k - 1$ equal to 1.655. This means that the Purchase Decision positive and significant impact on the Customer Satisfaction of Honda motorcycles in Pekanbaru other words accepted hypothesis

H6: Personal Factors Influencing Customer Satisfaction Through Purchase Decision as an intervening variable.

From the table above 5:17 is obtained direct influence of personal factors to customer satisfaction at 0.344. And obtained the indirect influence of personal factors on customer satisfaction through the purchasing decisions of 0.125. Thus it is known that the direct effect (0.344) > the indirect effect (0.125). From the results of hypothesis testing can be concluded that the purchase decision is not an intervening variable in the relationship between personal factors to customer satisfaction. This means that the hypothesis 6 is rejected.

H7: Reference Group Influences Customer Satisfaction Through Purchase Decision as an intervening variable

From the above table obtained by the direct influence of the reference group on customer satisfaction by 0.279. And obtained the indirect influence of the reference group on customer satisfaction through the purchasing decisions of 0.096. Thus it is known that the direct effect (0.279) > the indirect effect (0.096). From the results of hypothesis testing can be concluded that the purchase decision is not an intervening variable in the relationship between the reference group with customer satisfaction. This means that the hypothesis 7 is rejected.

V. CONCLUSION AND RECOMMENDATIONS

CONCLUSION

Based on the results of research and discussion that has been described, the authors draw the following conclusion:

- 1) Personal Factors positive and significant impact on the purchase decision. This study concludes that the Personal factors have an important role in determining the Purchase Decision Honda motorcycles in Pekanbaru. Purchase of Honda motorcycles in Pekanbaru.
- 2) Reference Group positive and significant impact on the purchase decision. This study concluded that the Reference Group has an important role in determining the Purchase Decision Honda motorcycles pekanbaru.
- 3) Personal Factors positive and significant impact on customer satisfaction. This study concludes that the Personal factors have an important role in customer satisfaction Honda motorcycles pekanbaru.
- 4) Based on the study results showed that the variables Reference Group positive and significant impact on the Customer Satisfaction Honda motorcycles in Pekanbaru.
- 5) The result showed that the purchase decision variable positive and significant impact on the Customer Satisfaction Honda motorcycles in Pekanbaru.
- 6) Based on the path analysis showed that factors pribadi tidak positive and significant impact on the Customer via the satisfaction Purchase Decision Honda motorcycles in Pekanbaru.
- 7) Based on the results of the analysis showed that the path Refrensi group is not positive and significant impact on customer satisfaction through the purchase decision of Honda motorcycles in Pekanbaru.

Suggestion

Based on the research results and conclusions that have been described previously, the authors propose the following suggestions:

- 1) The company must be able to maintain and improve the indicators that affect Personal Factors in Purchase make dicision Honda to be accepted by customers. Private variables proved to have a real effect partially it

- needs more attention. As for covering the private variable is the age and stage of life cycle, occupation, income, lifestyle, personality and self-concept.
- 2) The company Honda motorcycles further improve relationships with customers and also those who deal directly with customers such as friendship groups and groups shopping. Because the act as a reference group and additional reference material consideration for customers to purchase.
 - 3) For further research is expected to examine factors other than personal variables and reference groups in influencing purchasing decisions and customer satisfaction.

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