

EXPLORING THE DETERMINANTS OF MOTORCYCLE PURCHASE DECISIONS: PRODUCT DESIGN, QUALITY, LIFESTYLE, AND SERVICE QUALITY

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DOI: <https://doi.org/10.35145/procuratio.v14i3.6108>

Received: 31/8/2026, Revised: 21/9/2026, Accepted: 23/9/2026

ABSTRACT

This study examines the influence of product design, product quality, lifestyle, and service quality on motorcycle purchase decisions for the Benelli Petagonian Eagle 250 EFI at PT Sedayu Citra Mobil Pekanbaru. A quantitative approach was employed using random sampling with 100 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS version 21. The results indicate that product design and product quality have positive but insignificant effects on purchase decisions. In contrast, lifestyle and service quality have positive and significant effects on purchase decisions. These findings indicate that consumers' lifestyles and perceptions of service quality play important roles in influencing their decisions to purchase the Benelli Petagonian Eagle 250 EFI, while product design and product quality are not significant determinants in the context examined. The findings provide practical implications for motorcycle dealers to develop marketing strategies that are more responsive to consumer lifestyles and improve service quality to strengthen purchase decisions.

Keywords: Product Design; Product Quality; Lifestyle; Service Quality; Purchase Decision

MENGEKSPLORASI DETERMINAN KEPUTUSAN PEMBELIAN SEPEDA MOTOR: DESAIN PRODUK, KUALITAS PRODUK, GAYA HIDUP, DAN KUALITAS PELAYANAN

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh desain produk, kualitas produk, gaya hidup, dan kualitas pelayanan terhadap keputusan pembelian sepeda motor Benelli Petagonian Eagle 250 EFI pada PT Sedayu Citra Mobil Pekanbaru. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik random sampling terhadap 100 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS versi 21. Hasil penelitian menunjukkan bahwa desain produk dan kualitas produk berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian. Sebaliknya, gaya hidup dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa gaya hidup konsumen dan persepsi terhadap kualitas pelayanan merupakan faktor penting dalam memengaruhi keputusan pembelian sepeda motor Benelli Petagonian Eagle 250 EFI, sedangkan desain produk dan kualitas produk bukan merupakan faktor penentu yang signifikan dalam konteks penelitian ini. Temuan penelitian memberikan implikasi praktis bagi dealer sepeda motor untuk mengembangkan strategi pemasaran yang lebih responsif terhadap gaya hidup konsumen serta meningkatkan kualitas pelayanan guna memperkuat keputusan pembelian.

Kata Kunci: Desain Produk; Kualitas Produk; Gaya Hidup; Kualitas Pelayanan; Keputusan Pembelian

INTRODUCTION

Purchase decisions are an important aspect of consumer behavior because they determine whether consumers ultimately choose and purchase a particular product. In an increasingly competitive motorcycle market, consumers are exposed to various brands, product designs, quality levels, lifestyles, and service experiences. Consequently, understanding the factors that shape purchase decisions is important for motorcycle manufacturers and dealers in developing products and marketing strategies that correspond to consumer preferences.

The motorcycle industry in Indonesia continues to represent a substantial consumer market. Data from the Association of Indonesian Motorcycle Industry (AISI) show that domestic motorcycle sales reached 6,412,769 units in 2025, increasing by 1.3% compared with 2024. AISI also reported that motorcycles continued to serve as an important means of transportation because of their efficiency and practicality for supporting economic activities and daily mobility. The 2025 market was also characterized by the introduction of new motorcycle products and increasing efforts by industry players to attract consumers through product offerings and promotional activities (AISI, 2026).

At the regional level, the motorcycle market is also relevant to Pekanbaru and Riau Province. The Central Statistics Agency (BPS) of Riau provides 2025 statistics on motor vehicles by regency/municipality and vehicle type, confirming the continued importance of motorcycles in the regional transportation structure. In the Pekanbaru Municipality in Figures 2025, BPS reported 340,185 privately registered two-wheeled motorcycles paying vehicle taxes in 2024, illustrating the substantial presence of motorcycles in Pekanbaru even before the 2025 observation period. This market condition creates a competitive environment in which motorcycle brands need to differentiate their products not only through physical characteristics but also through product quality, compatibility with consumers' lifestyles, and service provided during the purchasing process.

Within this competitive context, the Benelli Petagonian Eagle 250 EFI represents a specific motorcycle product with characteristics that distinguish it from mass-market motorcycle models. The product is positioned as a cruiser motorcycle with a 250 cc engine, classic styling, and distinctive design characteristics. Current product information from Benelli Keeway Indonesia continues to list the Patagonian Eagle 250 and describes its design and riding characteristics as part of its product offering. In Pekanbaru, the Benelli business was previously associated with PT Sedayu Central Niaga, which operated as an Authorized Dealer 3S for Benelli from September 2015 until March 2025. This transition represents a relevant phenomenon in the local Benelli market because the availability and development of a motorcycle brand are closely related to consumers' purchasing experiences and the services provided through its dealer network.

The specific characteristics of the Benelli Petagonian Eagle 250 EFI also make consumer purchase decisions particularly relevant to examine. Unlike products that compete primarily through mass-market volume, a motorcycle with distinctive styling and a specific consumer segment may attract buyers whose decisions are influenced by product appearance, perceived quality, lifestyle compatibility, and the service experience provided by the dealer. Thus, the purchase decision cannot be viewed solely from the perspective of price or functional utility but also needs to consider the combination of product-related and consumer-related factors.

One factor that may influence purchase decisions is product design. Product design differentiates a product from competing alternatives through its model, style, variation, and up-to-date appearance. For a motorcycle such as the Benelli Petagonian Eagle 250 EFI, design may become particularly relevant because its distinctive visual characteristics form an important part of its product identity. However, empirical findings regarding the relationship between product design and purchase decisions remain inconsistent. Sutriani et al. (2021) and Nasution and Baginda Harahap (2022) found that product design positively and significantly affects purchase decisions, whereas Tegowati (2019) reported that product design did not have a significant positive effect.

Product quality is another factor potentially influencing purchase decisions because consumers tend to evaluate whether a product is capable of satisfying their needs and expectations. Previous research has also produced mixed evidence. Nasution and Baginda Harahap (2022) and Syamsurizal et al. (2022) found a significant effect of product quality on purchase decisions, while Pratama and Hayuningtias (2022) reported that product quality did not significantly affect the purchase decision of Honda Scoopy motorcycles.

Lifestyle is also relevant because consumers' purchasing behavior can reflect their preferences, interests, and patterns of living. Previous studies cited in the article generally indicate that lifestyle has a significant influence on purchase decisions, including research by Adi Jaya and Astira (2021), Aprillia and Mustofa (2022), Pasaribu et al. (2019), and Putra and Abiyoga (2023).

In addition, service quality may shape consumers' evaluations and purchasing decisions. Good service can help companies meet customer expectations and provide a satisfactory purchasing experience. Previous studies have generally found a positive and significant relationship between service quality and purchase decisions, including studies by Sulaeman et al. (2021) and Djauharuddin et al. (2020). However, Cahya et al. (2021) found that service quality did not significantly affect purchase decisions, indicating that empirical findings remain inconsistent.

The phenomenon and empirical evidence above reveal two related research gaps. First, the empirical gap concerns the inconsistent findings regarding the effects of product design, product quality, and service quality on purchase decisions. While several studies have reported significant relationships, other studies have found non-significant effects. Second, a contextual gap remains because previous studies have predominantly examined other motorcycle brands or broader consumer-product contexts, while limited evidence is available concerning the simultaneous role of product design, product quality, lifestyle, and service quality in consumers' decisions to purchase the Benelli Petagonian Eagle 250 EFI in Pekanbaru. Therefore, the findings from studies of Honda, other motorcycle models, or general consumer products cannot automatically be assumed to apply to a specialized Benelli product and its local consumer context.

This study therefore contributes by examining the four factors simultaneously product design, product quality, lifestyle, and service quality in explaining purchase decisions for the Benelli Petagonian Eagle 250 EFI in Pekanbaru. The study does not merely replicate previous research on individual variables but brings together product-related factors (product design and product quality), a consumer-related factor (lifestyle), and a dealer-related factor (service quality) within one research model. This approach provides empirical evidence from a specific motorcycle product and local market context, particularly in a period characterized by changes in the competitive and dealership environment.

Based on the phenomenon, empirical inconsistencies, and contextual gap, this study aims to examine the influence of product design, product quality, lifestyle, and service quality on the purchase decision of the Benelli Petagonian Eagle 250 EFI at PT Sedayu Citra Mobil Pekanbaru. The findings are expected to contribute to the empirical literature on consumer purchase decisions by providing evidence from a specific motorcycle product and regional market context, while also offering practical information for motorcycle businesses concerning the product and service factors that are associated with consumer purchase decisions.

LITERATUR REVIEW

Purchase Decision

Purchase decision refers to the consumer's decision to select and purchase a particular product after evaluating available alternatives (Mandala & Aliyah, 2025). Purchase decisions therefore represent the outcome of a consumer evaluation process in which consumers consider product-related and situational information before selecting an alternative.

Recent research continues to treat purchase decision as an outcome of consumers' evaluations of product quality, service quality, value, and other marketing stimuli. For example, Suci and Firdausy (2024) examined product quality and customer value as factors influencing purchase decisions, while Ardiana et al. (2024) examined service quality and product quality as determinants of purchase decisions.

Product Design

Product design refers to the process of creating or developing a product by integrating functional, aesthetic, usability, ergonomic, material, and production considerations to meet specific user needs. Ivanov et al. (2023) explain that product design involves the creation and development of new products or improvement of existing products while considering user needs, functionality, usability, aesthetics, materials, cost, and sustainability.

Product design represents the overall characteristics of a product that determine its appearance, functionality, and ability to meet consumer needs. In highly competitive markets, design can function as a differentiating element because consumers often evaluate the visual and functional characteristics of competing products before making a purchase. In the motorcycle industry, distinctive design may therefore attract consumer attention and strengthen consumers' evaluations of a particular motorcycle.

The existing literature indicates that product-related attributes can influence consumers' purchase decisions, although the strength of the relationship may differ across contexts. The current study builds on the argument in the original Nelly article that product design can distinguish one motorcycle from competing alternatives. The article cites Sutriani et al. (2021) and Nasution and Baginda Harahap (2022), who reported positive and significant effects, while Tegowati (2019) found an insignificant relationship. This inconsistency suggests that product design should continue to be examined in specific product and consumer contexts. Therefore: H1: Product design has an effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle.

Product Quality

Product quality refers to the degree to which a product is perceived to provide the performance, benefits, and characteristics expected by consumers. In contemporary consumer markets, product quality is increasingly evaluated through both direct product attributes and information available before purchase. Product quality reflects the extent to which a product is capable of satisfying consumer needs and expectations. Consumers generally evaluate whether a product provides the performance, reliability, and benefits they expect before deciding to purchase it. Thus, product quality can become an important basis for evaluating alternatives and forming purchase decisions (Rosillo-Díaz, Muñoz-Rosas, & Blanco-Encomienda, 2024).

Empirical evidence supports the relevance of product quality to purchase decisions. For example, Putra et al. (2023) examined product quality and purchase decisions and found that product quality is relevant to consumers' purchasing behavior. While Pratama and Hayuningtias (2022) found that product quality did not significantly influence motorcycle purchase decisions. This inconsistency provides an empirical basis for testing the relationship again in the context of the Benelli Petagonian Eagle 250 EFI. Therefore:

H2: Product quality has an effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle.

Lifestyle

Lifestyle refers to the pattern through which individuals organize and express their lives through their activities, interests, and opinions (Chaihanchai & Anantachart, 2023). In consumer research, lifestyle is important because consumers may choose products that are compatible with how they live, what they value, and how they want to express themselves.

Recent empirical research supports the importance of lifestyle in explaining consumer purchase decisions. Adi Jaya and Astira (2021), Aprillia and Mustofa (2022), Pasaribu et al. (2019), and Putra and Abiyoga (2023). found that consumer characteristics and lifestyle are relevant to purchase decisions, reinforcing the argument that purchasing behavior cannot be understood solely from product attributes.

For motorcycle consumers, lifestyle may be particularly relevant because motorcycles can represent not only transportation but also personal preferences and identity. Therefore:

H3: Lifestyle has an effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle.

Service Quality

Service quality refers to the ability of a company to provide services that meet consumer expectations and needs (Puspita, 2023). In a dealership context, service quality may be reflected in employees' responsiveness, accuracy of information, ability to assist consumers, and overall quality of interaction during the purchasing process. High-quality service can strengthen consumer confidence and create a more favorable purchasing experience.

Sulaeman et al. (2021) and Irfan Arif Husen and Desy Amaliati Setiawan (2023), found a positive and significant relationship, although Cahya et al. (2021) reported an insignificant effect. For PT Sedayu Citra Mobil, providing reliable and responsive service may therefore strengthen consumers' confidence when considering the Benelli Petagonian Eagle 250 EFI. Therefore:

H4: Service quality has an effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle.

Framework

Based on previous theories and research, the relationship between product design, product quality, lifestyle, and service quality, as shown in Figure 1.

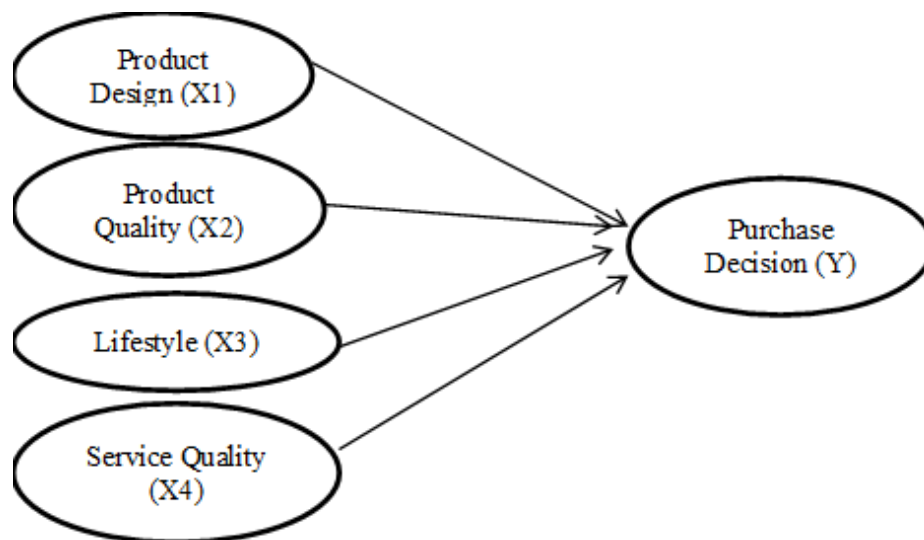


Figure 1. Framework

RESEARCH METHOD

Research Object

This study was conducted at PT Sedayu Citra Mobil Pekanbaru, a Benelli motorcycle dealer in Pekanbaru. The research object focuses on consumers who purchased or had experience in selecting the Benelli Petagonian Eagle 250 EFI motorcycle.

Population and Sample

The population of this study consisted of 1,200 consumers of Benelli motorcycles at PT Sedayu Citra Mobil Pekanbaru. Based on the Slovin formula with a 10% allowable sampling error, the minimum sample size was 92 respondents. To provide a sufficient number of observations for the statistical analysis, the study collected data from 100 respondents. The sampling technique used in the research was random sampling.

Research Instrument

The research instrument was a structured questionnaire developed based on indicators adopted from previous studies. The questionnaire consisted of 42 items, comprising 8 items for product design, 10 items for product quality, 6 items for lifestyle, 10 items for service quality, and 8 items for purchase decision. The items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Table 1 lists out the operationalization of the research variables.

Tabel 1. Operationalization of Variables

No.	Variable	Indicator	Questions	Scale
1	Purchase Decision (Y) (Mujito, 2020)	1. Product Choice	1. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because I needed it.	Interval
			2. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because it met the product quality I expected.	
		2. Brand Choice	3. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle after comparing it with other brands.	
			4. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because it has a unique brand.	
		3. Dealer Choice	5. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because of a recommendation from others.	
			6. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because of the good dealer.	
		4. Recommendation from Others	7. I purchased the Benelli Petagonian Eagle 250 EFI motorcycle because of persuasion from others.	
			8. I am satisfied with the Benelli products at PT Sedayu Citra Mobil, so I recommend them to others.	
2	Product Design (X1) (Hananto, 2021)	1. Model	1. I prefer Benelli motorcycles because they offer many latest models.	Interval
			2. Benelli motorcycles have a body design that meets consumers' preferences.	
		2. Style	3. The Benelli Petagonian Eagle 250 has a sporty and elegant design.	
			4. The Benelli Petagonian Eagle 250 EFI has a unique shape.	
		3. Variation	5. The Benelli Petagonian Eagle 250 EFI has a design that makes repairs easier.	
			6. The Benelli Petagonian Eagle 250 EFI has a design that makes the installation of spare parts easy.	
		4. Up-to-date	7. I chose the Benelli Petagonian Eagle 250 EFI because its design follows current trends.	
			8. The Benelli Petagonian Eagle 250 EFI has a modern model without losing its elegant impression.	
3	Product Quality (X2) (Suwu, Kalangi, & Walangitan, 2022)	1. Form	1. The Benelli Petagonian Eagle 250 EFI has a well-designed motorcycle frame.	Interval
		2. Features	2. The Benelli motorcycle is equipped with an oil-cooling feature.	
		3. Conformance	3. The Benelli Petagonian Eagle 250 has very good engine quality.	
		4. Performance Quality	4. The Benelli Petagonian Eagle 250 EFI provides maximum riding comfort.	

		5. Conformance Quality	5. The Benelli Petagonian Eagle 250 EFI is a high-quality and superior product.	
		6. Durability	6. The Benelli Petagonian Eagle 250 has a durable engine that enables it to travel long distances.	
		7. Reliability	7. The Benelli Petagonian Eagle 250 provides comfort while riding.	
		8. Repairability	8. The Benelli motorcycle is easy to repair.	
		9. Style	9. The Benelli motorcycle has a model and color that attract consumers' attention.	
		10. Design	10. The Benelli Petagonian Eagle 250 EFI has an attractive design.	
	4	1. Activities	1. I use the Benelli Petagonian Eagle 250 when traveling.	Interval
			2. I use the Benelli Petagonian Eagle 250 EFI to support my work and daily activities.	
		2. Interests	3. I am interested in the Benelli Petagonian Eagle 250 because of its unique design.	
			4. I like using the Benelli Petagonian Eagle 250 EFI.	
		3. Opinions	5. In my opinion, the Benelli Petagonian Eagle 250 is the best motorcycle.	
			6. In my opinion, the price of the Benelli Petagonian Eagle 250 EFI is appropriate for its product quality.	
5	Lifestyle (X3) (Pasaribu et al., 2019)	1. Tangibles	1. The Benelli motorcycle display at PT Sedayu Citra Mobil is neatly arranged.	Interval
			2. The employees of PT Sedayu Citra Mobil are neatly and cleanly dressed.	
		2. Empathy	3. The employees of PT Sedayu Citra Mobil promptly serve customers in a friendly manner.	
			4. I feel that the employees of PT Sedayu Citra Mobil provide individual attention to their customers.	
		3. Responsiveness	5. The employees of PT Sedayu Citra Mobil are able to respond quickly to customers' needs.	
			6. The employees of PT Sedayu Citra Mobil are responsive in explaining motorcycle products to customers.	
		4. Reliability	7. The employees of PT Sedayu Citra Mobil provide services according to customers' needs.	
			8. The employees of PT Sedayu Citra Mobil are responsive in serving customers.	
		5. Assurance	9. PT Sedayu Citra Mobil guarantees the safety of customers' transactions.	
			10. Customers do not feel worried about purchasing Benelli motorcycles through PT Sedayu Citra Mobil.	

Source: Processed Data, 2023

Data Analysis Technique

To achieve the objectives of the study, the data were analyzed using multiple linear regression analysis with the assistance of SPSS version 21. This analysis was conducted to examine the effects of product design, product quality, lifestyle, and service quality on purchase decisions.

Before conducting the regression analysis, several classical assumption tests were performed, including the normality, multicollinearity, and heteroscedasticity tests. The normality test produced a significance value of 0.214, indicating that the data were normally distributed. The multicollinearity test showed that all variables had tolerance values above 0.10 and VIF values below 10. Furthermore, the heteroscedasticity test showed that the significance values for all variables were above 0.05, indicating no evidence of heteroscedasticity.

Hypothesis testing was conducted using the t-test to determine the partial effects of each independent variable on purchase decisions. The results showed that product design and product quality did not have significant

effects on purchase decisions, whereas lifestyle and service quality had positive and significant effects on purchase decisions.

RESULTS

Respondent Characteristics

This study involved 100 respondents who were selected using a random sampling technique. The respondents were consumers of the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The data were collected through questionnaires and analyzed using SPSS version 21.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	73	73%
	Female	27	27%
Age	21 – 25 Years Old	21	21%
	26 – 30 Years Old	56	56%
	31 – 35 Years Old	8	8%
	36 – 40 Years Old	12	12%
	41 – 45 Years Old	3	3%
	Single	51	51%
Marital Status	Married	49	49%
	College Student	5	5%
Jobs	Self-Employed	48	48%
	Civil Servant	23	23%
	Entrepreneurship	18	18%
	Police	6	6%
Income	<Rp. 3.000.000	10	10%
	Rp.3.000.000 – Rp. 10.000.0000	64	64%
	>Rp.10.000.000	26	26%

Source: Processed Data, 2023

Based on the data in Table 2, it can be seen that the majority of respondents were male, totaling 73 people. Meanwhile, there were 27 female respondents. The high percentage of male customers at PT. Sedayu Citra Mobil may be attributed to design preferences, the vehicles' unique appeal, the sports motorcycle enthusiast community, and societal perceptions regarding gender roles in the preference for sports vehicles.

The age distribution of respondents shows that those aged 26–30 were the largest group, with 56 people (56%); the largest group by gender was men, with 73 people (73%); the most common marital status was unmarried, with 51 respondents (51%); the most common occupation was self-employed, with 48 respondents (48%); and the most common income range was Rp. 3,000,000–Rp. 10,000,000, with 64 respondents (64%). It can be concluded that the customers of PT Sedayu Citra Mobil, a company engaged in motorcycle sales, are predominantly male, of working age (26–30 years old), unmarried, self-employed, and have an income ranging from Rp. 3,000,000 to Rp. 10,000,000.

Descriptive Analysis

The results of the descriptive analysis of the variables product design, product quality, lifestyle, service quality, and purchase decision are presented in Table 3.

Table 3. Descriptive Analysis

Variable	Average	Description
Product Design	4.46	Very Good
Product Quality	4.38	Very Good
Lifestyle	4.45	Very Good
Service Quality	4.65	Very Good
Purchase Decision	4.58	Very Good

Source: Processed Data, 2023

Based on Table 3, the descriptive analysis of the variables indicates that respondents' responses regarding the decision to purchase the Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil were very positive, with an average score of 4.50.

Validity Test

Validity testing is used to determine whether a questionnaire is valid. A questionnaire is considered valid if the questions in it are able to reveal what the questionnaire is intended to measure (Ghozali, 2021). An item is considered valid if the correlation with each factor is positive and greater than 0.3 (> 0.3) or if the calculated r is greater than the table r . To test the validity of an item in this study, the SPSS application was used. The validity data show that all indicators used to measure the variables in this study have a Corrected Item-Total Correlation value greater than the table value of 0.2706. Thus, the test results indicate that all indicators are valid, allowing for further data analysis of this research instrument.

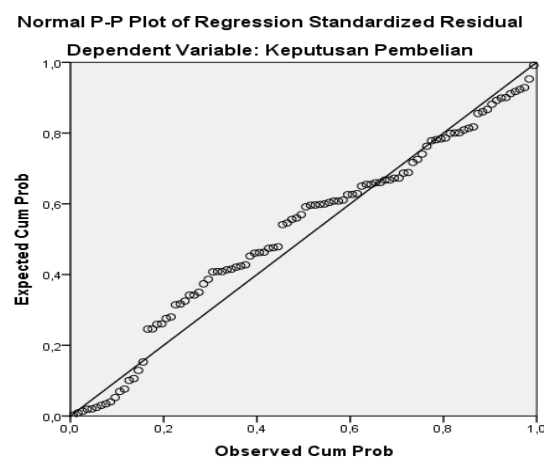
Reliability Test

A reliability test is a measure that indicates the stability and consistency of a variable that measures a concept and is useful for evaluating a measurement. A questionnaire is considered reliable if a person's responses to the questions are consistent over time (Ghozali, 2021). The criterion for reliability testing is that if the reliability coefficient is > 0.6 , the instrument being tested is considered reliable; conversely, if the reliability coefficient is < 0.6 , the instrument is considered unreliable. The reliability data show that all indicators used to measure the variables in this study have a Cronbach's Alpha (α) value greater than 0.60, meaning that all measurement instruments in this study specifically, the indicators related to the variables are deemed reliable.

Classical Assumptions Test

Normality Test

The normality test aims to determine whether the residuals from the regression model are normally distributed; if they are, then the residuals will be normally distributed and independent (Ghozali, 2021). The normality of data can be assessed in several ways, including by examining the normal P-plot. A variable is said to be normally distributed if the distribution plot shows data points scattered around the diagonal line, and the data points are distributed symmetrically along the diagonal line.



Source: Processed Data, 2023

Figure 2. P-Plot Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.63741400
Most Extreme Differences	Absolute	.106
	Positive	.053
	Negative	-.106
Kolmogorov-Smirnov Z		1.057
Asymp. Sig. (2-tailed)		.214
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed Data, 2023

Based on Figure 2, it can be seen that the normality test data show that the data points are scattered around the diagonal and follow the direction of the diagonal line or the histogram; therefore, it can be concluded that this study exhibits a normal distribution pattern. Data normality can also be assessed using the One-Sample Kolmogorov-Smirnov Test, with the following criteria: (1) if the Asymptotic Significance Level (2-tailed) is ≥ 0.05 , the data are normally distributed; (2) if the Asymptotic Significance Level (2-tailed) is ≤ 0.05 , the data are not normally distributed.

Based on the results of the One-Sample Kolmogorov-Smirnov normality test in Table 4, it can be concluded that the data follow a normal distribution. This is evident from the high significance value of 0.214, which indicates that the data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether the regression model exhibits correlation among the independent variables; in a good regression model, there should be no correlation among the independent variables (Ghozali, 2021). Data can be said to be free of multicollinearity if the tolerance value is > 0.1 or the VIF value is < 10 .

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Product Design (X1)	0.578	1.731	No Multicollinearity
Product Quality (X2)	0.462	2.165	No Multicollinearity
Lifestyle (X3)	0.442	2.265	No Multicollinearity
Service Quality (X4)	0.583	1.715	No Multicollinearity

Source: Processed Data, 2023

Table 5 shows that the VIF values for all independent variables in this study are < 10 and the Tolerance values are > 0.10 , indicating that there is no multicollinearity in this study's model. Therefore, it can be concluded that the research data are free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is unequal variance in the residuals from one observation to another within a regression model (Ghozali, 2021). If the variance of the residuals remains constant from one observation to the next, this is called homoscedasticity; if it varies, it is called heteroscedasticity.

Based on the results of the heteroscedasticity test, there is no clear pattern among the data points, and the points are scattered above and below the Y-axis. This indicates that the regression model does not exhibit heteroscedasticity, meaning there are no disturbances in the regression model.

Table 6. Heteroscedasticity Test Using the Glejser Method

Variable	Sig	Description
Product Design	0.973	There is no heteroscedasticity issue
Product Quality	0.112	There is no heteroscedasticity issue
Lifestyle	0.539	There is no heteroscedasticity issue
Service Quality	0.295	There is no heteroscedasticity issue

Source: Processed Data, 2023

Based on Table 6, it can be concluded that there is no heteroscedasticity among the variables in the regression model product design, product quality, lifestyle, and service quality. This is evident from the high significance values, which indicate that the residual variances in the regression model are homogeneous. Therefore, the results of the regression analysis are reliable.

Multiple Linear Regression Test

According to (Ghozali, 2021) Multiple linear regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable. To examine the extent to which product design, product quality, lifestyle, and service quality, multiple linear regression analysis was used.

The standardized multiple linear regression equation used in this study is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

$$Y = 4.030 + 0.081 + 0.035 + 0.222 + 0.488 + e$$

The constant value (a) of 4.030 represents the constant/baseline condition when the decision variable for purchasing a Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil in Pekanbaru has not yet been influenced (0) by the variables Product Design, Product Quality, Lifestyle, and Service Quality. If the

independent variables are absent, the purchase decision variable remains unchanged. The regression coefficient for the Product Design variable, which is 0.081, demonstrates that the Product Design variable has a positive influence on the purchase decision—meaning that for every 1-unit increase in the Product Design variable, the purchase decision is affected by 0.081, assuming that other variables are not considered in this study. A positive coefficient indicates a positive relationship; high product quality will increase the decision to purchase the Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil in Pekanbaru.

The regression coefficient for the product quality variable, which is 0.035, demonstrates that the product quality variable has a positive influence on the purchase decision; this means that a 1-unit increase in the product quality variable will affect the purchase decision by 0.035, assuming that other variables were not examined in this study. A positive coefficient indicates a positive relationship; high product quality will increase the decision to purchase the Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil in Pekanbaru. The regression coefficient for the lifestyle variable is 0.222, proving that the lifestyle variable has a positive influence on the purchase decision. This means that for every 1-unit increase in the lifestyle variable, the purchase decision is affected by 0.222, while other variables were not examined in this study. A positive coefficient indicates a positive relationship; a high lifestyle score will increase the decision to purchase a Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil in Pekanbaru.

The regression coefficient for the service quality variable, which is 0.488, demonstrates that the service quality variable has a positive influence on the purchase decision; this means that for every 1-unit increase in the service quality variable, the purchase decision is affected by 0.488, assuming that other variables were not examined in this study. A positive coefficient indicates a positive relationship; high service quality will increase the decision to purchase the Benelli Petagonian Eagle 250EFI motorcycle at PT Sedayu Citra Mobil in Pekanbaru.

Table 7 and Figure 3 show the hypothesis testing result and final estimation of research model.

Table 7. Hypothesis Testing (T-Test)

Variable	Unstandardized Coefficients	Standardized Coefficients	T/F Value	T/F Table	Sig	Result
Constant	4.030			1.985	0.053	
X1	0.081	0.071	0.741	1.985	0.461	Not Significant
X2	0.035	0.044	0.414	1.985	0.680	Not Significant
X3	0.222	0.218	2.001	1.985	0.048	Significant
X4	0.488	0.481	5.076	1.985	0.0000	Significant
ANOVA			23.969	1.661	0.000	
ADJ R ²			0.481			

Source: Processed Data, 2023

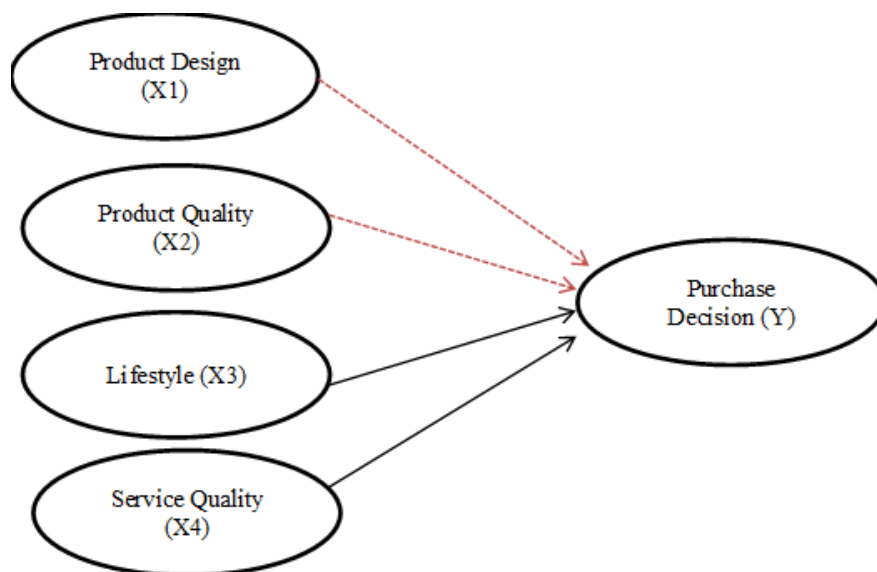


Figure 3. Final Estimation of the Research Model

Description:

—————→ : Significant
 - - - - -→ : Not Significant

DISCUSSION

The Effect of Product Design on Purchase Decision

The results show that product design does not have a significant effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The calculated t-value of 0.741 is lower than the t-table value of 1.985, while the significance value of 0.461 is greater than 0.05. Therefore, Hypothesis 1 is rejected.

Although product design obtained a mean score of 4.46, which was categorized as very good, this positive perception did not result in a significant influence on purchase decisions. The finding indicates that consumers do not necessarily make their purchase decisions based primarily on the design of the Benelli Petagonian Eagle 250 EFI.

The article explains that PT Sedayu Citra Mobil offers several Benelli models with relatively similar designs, including the Benelli TNT, Benelli Motobi 200 Evo, Benelli Imperiale, and Benelli 502 C. As a result, consumers have several design alternatives within the same brand and are not focused solely on the Benelli Petagonian Eagle 250 EFI. In addition, the majority of respondents were aged 26–30 years, totaling 56 respondents, and 51% were unmarried. Consumers in this group tend to follow current trends and popular brands. The availability of competing sporty motorcycles with relatively similar designs may further reduce the importance of design as a primary consideration.

This finding is consistent with Tegowati (2019), which found that product design did not have a significant effect on purchase decisions because similar product designs provide consumers with several alternatives rather than focusing on only one design.

Thus, the finding of this study reinforces the previous research that product design alone may not be sufficient to influence consumers' purchase decisions when competing products offer relatively similar designs. Therefore, the company needs to strengthen product design through technological innovation and the incorporation of advanced features that provide additional value to consumers.

The Effect of Product Quality on Purchase Decision

The results indicate that product quality does not have a significant effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The calculated t-value of 0.414 is lower than the t-table value of 1.985, with a significance value of 0.680, which is greater than 0.05. Therefore, Hypothesis 2 is rejected.

The descriptive analysis shows that product quality obtained a mean score of 4.38, which was categorized as very good. Nevertheless, the positive assessment did not produce a statistically significant effect on purchase decisions. According to the article, product quality is not the primary consideration for consumers when purchasing the Benelli Petagonian Eagle 250 EFI. Consumers may consider the product sufficiently reliable as long as it is new and has a good brand image.

The finding is interesting because the literature reviewed in the article presents different results. Saltifa et al. (2023) and Maia et al. (2023) found that product quality had a positive and significant effect on purchase decisions. In contrast, Pratama and Hayuningtias (2022) found that product quality did not significantly affect purchase decisions.

Therefore, the result of the present study is consistent with Pratama and Hayuningtias (2022) but differs from the findings of Saltifa et al. (2023) and Maia et al. (2023). This difference indicates that the role of product quality in determining purchase decisions may depend on the characteristics of consumers and the particular product context being examined.

Although product quality does not have a significant effect in this study, the company should continue to maintain and improve product quality. The article recommends that the company consider obtaining quality certification from reputable institutions to increase consumer confidence and differentiate the product from competitors.

The Effect of Lifestyle on Purchase Decision

The results demonstrate that lifestyle has a significant effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The calculated t-value of 2.001 is greater than the t-table value of 1.985, while the significance value of 0.048 is below 0.05. Therefore, Hypothesis 3 is accepted.

Lifestyle obtained a mean score of 4.45, which was categorized as very good. The significant result indicates that consumers' lifestyles are an important consideration when deciding to purchase the Benelli Petagonian Eagle 250 EFI. The article explains that lifestyle differences influence consumers' choices of products

and services, and consumers tend to select products that correspond to their activities, interests, preferences, and way of life.

The finding is consistent with Adi Jaya and Astira (2021) and Pasaribu et al. (2019), both of which found that lifestyle had a positive and significant effect on purchase decisions. However, the finding differs from Fauziyah and Nur (2022), who reported that lifestyle did not have a significant effect on purchase decisions.

The consistency with Adi Jaya and Astira (2021) and Pasaribu et al. (2019) indicates that lifestyle can become an important factor in motorcycle purchase decisions. In the context of the Benelli Petagonian Eagle 250 EFI, consumers may perceive the motorcycle not merely as a means of transportation but also as a product that reflects their personal lifestyle and preferences.

The result also provides an important implication for PT Sedayu Citra Mobil Pekanbaru. The company needs to understand consumer lifestyle trends and values when developing marketing strategies. Market surveys and consumer research can be used to identify lifestyle characteristics and develop products and promotional strategies that are more consistent with market preferences.

The Effect of Service Quality on Purchase Decision

The results show that service quality has a positive and significant effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The calculated t-value of 5.076 is greater than the t-table value of 1.985, while the significance value of 0.000 is below 0.05. Therefore, Hypothesis 4 is accepted.

Service quality obtained the highest mean score among the independent variables, namely 4.65, and was categorized as very good. This result indicates that respondents had a highly positive perception of the service provided by PT Sedayu Citra Mobil Pekanbaru.

The significant positive effect means that the better the service provided by the dealer, the higher the consumers' purchase decisions. The article explains that good service can increase consumer trust in both the motorcycle brand and the dealer. This is particularly important because purchasing a motorcycle involves a relatively substantial financial investment, with the price of one Benelli Petagonian Eagle 250 EFI unit reported at approximately Rp48,000,000. Accurate product information and appropriate solutions provided by sales staff can increase consumers' confidence in making purchase decisions.

This finding is consistent with Aprilliani and Meryati (2021), who found that service quality had a positive and significant effect on purchase decisions. Their findings indicate that good service can increase consumers' interest in purchasing products because satisfactory service can encourage consumers to feel more confident and ultimately make a purchase.

Therefore, the result of this study strengthens the previous finding that service quality is an important determinant of purchase decisions, particularly in the motorcycle dealer context. PT Sedayu Citra Mobil Pekanbaru should consequently maintain and improve its service quality by providing employees with training in customer communication, empathy, and conflict management. These capabilities can help employees respond more effectively to consumer needs and expectations.

CONCLUSION

Based on the results and discussion, this study concludes that product design and product quality do not have a significant effect on the purchase decision for the Benelli Petagonian Eagle 250 EFI motorcycle at PT Sedayu Citra Mobil Pekanbaru. The findings indicate that although respondents perceived both product design and product quality as very good, these factors were not significant determinants of their purchase decisions.

In contrast, lifestyle has a positive and significant effect on purchase decisions. This finding indicates that consumers' lifestyles are an important consideration in deciding to purchase the Benelli Petagonian Eagle 250 EFI. Consumers tend to consider the extent to which the motorcycle corresponds to their lifestyle, preferences, activities, and personal interests.

Furthermore, service quality has a positive and significant effect on purchase decisions. Among the independent variables, service quality demonstrated the strongest statistical influence, with a t-value of 5.076 and a significance value of 0.000. This finding highlights the importance of providing reliable, responsive, and satisfactory services to consumers during the purchasing process.

Overall, the findings indicate that lifestyle and service quality are the main factors influencing consumers' purchase decisions, while product design and product quality do not show significant effects in this study. Therefore, PT Sedayu Citra Mobil Pekanbaru should strengthen lifestyle-oriented marketing strategies and continuously improve service quality while maintaining product quality and developing product design through innovation.

The findings provide several practical implications for PT Sedayu Citra Mobil Pekanbaru. First, the company should develop marketing strategies that are aligned with consumers' lifestyles, preferences, and interests. Second, given the significant influence of service quality, the company should maintain and improve customer service through employee training, particularly in communication, empathy, and conflict management.

Finally, although product design and product quality were not found to significantly influence purchase decisions, the company should continue to maintain product quality and develop innovative designs and features to remain competitive in the motorcycle market.

This study was conducted at PT Sedayu Citra Mobil Pekanbaru and focused on consumers of the Benelli Petagonian Eagle 250 EFI motorcycle. Therefore, the findings may have limited generalizability to other motorcycle brands, consumer groups, or geographical areas. Future research is recommended to examine other factors that may influence purchase decisions and to involve broader samples and different research contexts to provide a more comprehensive understanding of consumer purchase behavior.

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