CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Research Object

4.1.1 Bried Overview of Organization

PT Istana Deli Kejayaan, also known as Honda IDK 2, is a leading automotive company in Indonesia that specializes in the sales and distribution of Honda motorcycles and spare parts. The company was established in [year] and has since become one of the largest and most reputable Honda dealerships in the country.

Located in Jl. Sei Batang Hari, Honda IDK 2 has a strong presence in the Indonesian automotive market, with a wide range of Honda motorcycles and spare parts available to customers. The company's product lineup includes popular models such as the Honda Vario, Honda PCX, and Honda CBR, among others. With a team of experienced sales professionals and a comprehensive after-sales service network, Honda IDK 2 is committed to providing customers with an exceptional ownership experience.

In order to guarantee that customers receive the greatest service possible, Honda IDK 2 has put in place a number of initiatives. The business provides a variety of after-sales services, such as maintenance and repair services, to guarantee that customers' motorcycles are always in good condition. It also has a dedicated customer care team that is accessible to answer questions and concerns from consumers.

In addition to its sales and distribution activities, Honda IDK 2 is also involved in various community development programs, aimed at promoting road safety and supporting local communities. The company has partnered with various organizations to implement road safety awareness programs and has also supported local charities and community events.

Honda IDK 2 has received numerous awards and recognition for its outstanding performance and commitment to customer satisfaction. The company has been awarded the "Best Honda Dealer" award by Honda Indonesia and has also received recognition for its excellent after-sales service.

With a strong reputation and a commitment to customer satisfaction, Honda IDK 2 is well-positioned to continue its growth and success in the Indonesian automotive market. The company's vision is to become the leading Honda dealership in Indonesia, and to provide customers with an exceptional ownership experience that exceeds their expectations.

4.1.2 Vision and mission of PT Istana Deli Kejayaan

The goal of PT Istana Deli Kejayaan is to become the top automotive company in Indonesia by offering top-notch goods and services that satisfy our clients' changing needs while upholding a strong commitment to social responsibility, employee growth, and customer happiness. We envision a future where Honda IDK 2 is the preferred choice for automotive customers in Indonesia, known for its exceptional products, outstanding customer service, and innovative solutions. PT Istana Deli Kejayaan aspire to be a business that positively impacts the Indonesian automotive sector and the community at large, and that is valued and adored by our clients, staff, and partners. Our goal is to give our customers the best possible ownership experience by providing them with a large selection of premium Honda goods, first-rate customer support, and creative solutions that go above and beyond their expectations. As we support the expansion and advancement of the Indonesian automotive sector, we are dedicated to establishing enduring bonds with our clients, staff, and partners. The objective of PT Istana Deli Kejayaan is to be a customer-focused company committed to providing outstanding value to our clients and to be a sustainable, ethical enterprise that benefits the community and the environment.

4.1.3 Organization Structure of PT Istana Deli Kejayaan

The organizational structure of PT Istana Deli Kejayaan reflect hierarchical arrangement that affect efficiency on management and operations within PT Istana

Deli Kejayaan. Below is given the general outline of the organizational structure, detailing key roles and the responsibilities.

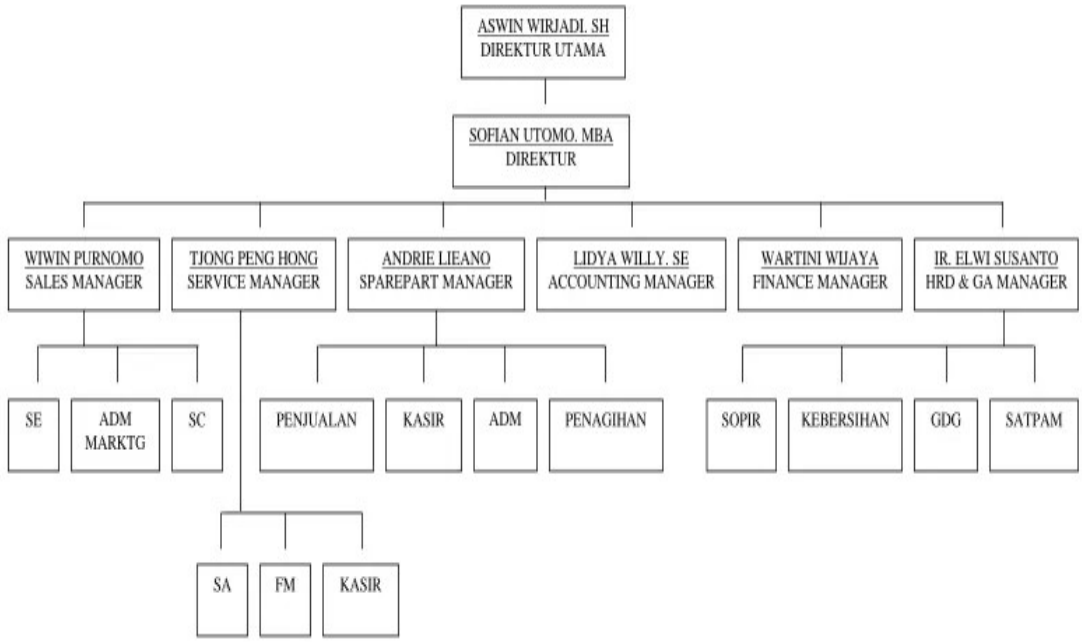

Figure 4. 1 Organization Structure
Source: Provided by writer (2025)

1. President Director: Aswin Wiradji, SH

   The owner of all 4 IDK Group in Medan, oversees the overall strategic direction of the company, ensures company objectives are met, and represents the company at the highest level.

2. Director: Sofian Utomo, MBA

   Supports the President Director by managing daily operations and ensuring smooth interdepartmental coordination.

3. Sales Department

   Manager: Wiwin Purnomo

   Leads the sales team, develops sales strategies, and monitors performance.

Staff:

a. SE (Sales Executive)

   accountable for delivering exceptional customer service, hitting sales goals, and selling Honda products to consumers.

b. ADM (Marketing Admin)

   Assists in administrative tasks related to marketing, such as data entry, report preparation, and coordination of marketing events.

c. SC (Sales Coordinator/Supervisor)

   Supports the sales team by coordinating sales activities, managing sales data, and providing customer service.

4. Service Department

Manager: Tjong Peng Hong

Oversees vehicle servicing and maintenance operations to ensure customer satisfaction.

Staff:

a. Spare part Sales

   Responsible for selling Honda spare part products to customers.

b. SA (Service Advisor)

   Responsible for advising customers on vehicle maintenance and repairs, scheduling service appointments, and ensuring customer satisfaction.

c. FM (Floor Manager)

Oversees the service department, manages service advisors, and ensures that customers receive excellent service.

d. Cashier

Responsible for handling customer payments, processing transactions, and maintaining accurate financial records in the service department system.

5. Spare Part Department

Manager: Andrie Lieano

Manages inventory and distribution of spare parts.

Staff:

a. Cashier

Responsible for handling customer payments, processing transactions, and maintaining accurate financial records in the spare part department system.

6. Accounting Department

Manager: Lidya Willy, SE

Oversees financial record keeping and ensures accuracy in accounting processes.

Staff:

a. ADM (Administration)

Provides administrative support to the dealership, including tasks such as data entry, report preparation, and coordination of administrative activities.

b. Billing/Collection

Responsible for managing customer bills, processing payments, and collecting outstanding debts.

7. Finance Department

Manager: Wartini Wuaya

Manages company finances, budgeting, and ensures financial compliance.

8. HRD & General Affairs Department

Manager: IR. Elwi Susanto

Oversees human resource management, employee relations, and general office affairs.

Staff:

a. Driver

Responsible for driving vehicles for various purposes, such as delivering vehicles to customers or transporting staff, etc.

b. Cleaning Staff

Responsible for maintaining the cleanliness and organization of the dealership, including offices, showrooms, and service areas.

c. GDG (Warehouse)

Responsible for managing the warehouse, receiving and storing inventory, and ensuring that parts and accessories are properly stored and distributed.

d. SATPAM (Security)

Responsible for maintaining the security and safety of the dealership, including monitoring CCTV cameras, controlling access, and responding to security incidents.

4.2 Research Result

4.2.1 Test of Research Instrument

4.2.1 Validity Test

Validity testing evaluates the effectiveness of a measurement instrument in accurately capturing what it is intended to measure and is a crucial step in ensuring the reliability and generalizability of research results. This assessment commonly employs bivariate Pearson correlation, which explores relationships in both directions at a significance level of 0.05 and is used to establish strong validity and reduce bias in research outcomes. A frequently used analytical technique is the Bivariate Pearson correlation (Pearson Moment Product), where the value of each item is correlated with the total score according to a specific criterion, and if an item has a significant correlation, it is deemed legitimate. In particular, the item is considered valid if the computed correlation coefficient (r_{count}) is greater than the critical value (r_{table}) of 0.361, with degrees of freedom (df) determined as N-2 and a significance level of 5%. This verifies that the measurement tool is correctly capturing the intended construct or concePT The table below will present the validity test results for this study variables:

Table 4. 1 Result of Sales Promotion Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	I am satisfied with the promotions and discounts offered by Honda IDK2.	0.548	0.361	Valid
2	The sales promotions offered by Honda IDK2 are better than those offered by competitors.	0.217	0.361	Invalid
3	I have taken advantage of the sales promotions offered by Honda IDK2 in the past.	0.599	0.361	Valid
4	I have taken advantage of the sales promotions offered by Honda IDK2 in the past.	0.290	0.361	Invalid
5	The Honda IDK2 website is easy to navigate and provides useful information.	0.625	0.361	Valid
6	I have made a purchase from the Honda IDK2 website in the past.	0.533	0.361	Valid
7	I am satisfied with the overall quality of the products and services offered by Honda IDK2.	0.510	0.361	Valid
8	The customer service provided by Honda IDK2 is excellent.	0.147	0.361	Invalid
9	I have experienced any problems with the products and services offered by Honda IDK2.	0.610	0.361	Valid

Source: Data processing research result with SPSS 26 (2025)

Statements 1 and 3 on the first indicator, 5 and 6 on the second indicator, and 7 and 9 on the third indicator, as represented by whole r_{count} values, are greater than r_{table} (0.361), according to the table that displays the validity test results for the Sales Promotion variable. Statements 2, 4, and 8 will be excluded from this study. Thus, it may be said that each statement in the questionnaire appears valid.

Table 4. 2 Result of Personal Selling Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	The sales team at Honda IDK2 is knowledgeable about the products and services they offer.	0.655	0.361	Valid
2	I have been satisfied with the sales experience at Honda IDK2.	0.566	0.361	Valid
3	The sales team at Honda IDK2 is friendly and courteous.	-0.250	0.361	Invalid
4	I think Honda IDK2 values their customers and strives to build long-term relationships with them.	0.551	0.361	Valid

5	I have recommended Honda IDK2 to friends and family because of their excellent customer service.	0.581	0.361	Valid
6	I think the customer service provided by Honda IDK2 is better than that of their competitors.	-0.002	0.361	Invalid
7	I think Honda IDK2 values customer feedback and uses it to improve their products and services.	0.627	0.361	Valid
8	I have seen testimonials from other customers about their positive experiences with Honda IDK2.	-0.089	0.361	Invalid
9	I would be willing to provide a testimonial about my positive experience with Honda IDK2.	0.664	0.361	Valid

Source: Data processing research result with SPSS 26 (2025)

Statements 1 and 2 on the first indicator, 4 and 5 on the second indicator, and 7 and 9 on the third indicator, as represented by whole r_{count} values, are greater than r_{table} (0.361), according to the table that displays the results of the validity test for the Personal Selling variable. Statements 3, 6, and 8 will be excluded from this study. Thus, it may be said that each statement in the questionnaire appears valid.

Table 4. 3 Result of Word-of-Mouth Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	I have interacted with Honda IDK2 on social media.	0.590	0.361	Valid
2	I think the social media content provided by Honda IDK2 is useful and informative.	0.539	0.361	Valid
3	I would share content from Honda IDK2 on my own social media channels.	0.595	0.361	Valid
4	I think the reviews from other customers are accurate and reflect my own experience with Honda IDK2.	0.418	0.361	Valid
5	I would recommend Honda IDK2 to friends and family based on the positive reviews I have read.	0.616	0.361	Valid
6	I think the reviews from other customers are helpful in making a purchasing decision.	0.507	0.361	Valid
7	I think Honda IDK2 has a strong brand reputation.	0.170	0.361	Invalid
8	I think the products and services offered by Honda IDK2 are of high quality.	0.531	0.361	Valid

9	I would pay a premium for products and services from Honda IDK2 because of their strong brand reputation	0.531	0.361	Valid

Source: Data processing research result with SPSS 26 (2025)

Statements 1, 2, and 3 on the first indicator, 5 and 6 on the second indicator, and 7 and 8 on the third indicator, as represented by whole r_{count} values greater than r_{table} (0.361), are all exempt from this study, according to the table that displays the results of the validity test for the Word-of-Mouth variable. Thus, it may be said that each statement in the questionnaire appears valid.

Table 4. 4 Result of Customer Purchase Decision Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	The quality of products and services offered by Honda IDK2 influences my decision to make frequent purchases.	0.588	0.361	Valid
2	I consider Honda IDK2 as my preferred choice for automotive needs due to their excellent customer service.	0.336	0.361	Invalid
3	I am satisfied with the overall experience of purchasing from Honda IDK2, which motivates me to make repeat purchases.	0.669	0.361	Valid
4	The sales team at Honda IDK2 is knowledgeable and helpful, which makes me feel comfortable purchasing from them in person.	0.546	0.361	Valid
5	I consider the reviews and ratings from other customers when deciding which purchase pathway to use for Honda IDK2 products.	0.628	0.361	Valid
6	The availability of multiple purchase pathways, including online and offline channels, makes it easy for me to purchase from Honda IDK2.	0.192	0.361	Invalid
7	A friend or family member recommended Honda IDK2 to me, which influenced my decision to purchase from them.	0.292	0.361	Invalid
8	I attended an event or promotion hosted by Honda IDK2, which gave me the opportunity to learn more about their products and services.	0.539	0.361	Valid
9	I saw an advertisement for Honda IDK2 on television or print media, which sparked my	0.572	0.361	Valid

	interest and led me to visit their website or store.			

Source: Data processing research result with SPSS 26 (2025)

Statements 1 and 3 on the first indicator, 4 and 5 on the second indicator, and 8 and 9 on the third indicator, as represented by whole r_{count} values, are greater than r_{table} (0.361), according to the table's validity test results. Statements 2, 6, and 7 will be excluded from this study. Thus, it may be said that each statement in the questionnaire appears valid.

4.2.2 Reliability Test

In order to guarantee the correctness and reliability of the data, this evaluation seeks to ascertain whether the instrument yields consistent results across several measurements. Cronbach's alpha values, which offer a statistical indicator of the instrument's reliability, are commonly used to represent the results of reliability testing. The reliability of the instrument is indicated if the Cronbach's alpha value is higher than 0.6. Conversely, if the Cronbach's alpha value is less than 0.6, it indicates that the instrument may need to be revised or improved and that the study results may not be trustworthy for interpretation. The reliability test results for these study variables are shown in the table below:

Table 4. 5 Result of Variable Reliability Testing

Variable	Cronbach's Alpha	N of Items
Sales Promotion	0.601	6
Personal Selling	0.721	6
Word of Mouth	0.640	8
Customer Purchase Decision	0.715	6

Reliability Statistics	
Cronbach's Alpha	N of Items
.601	6

Reliability Statistics	
Cronbach's Alpha	N of Items
.721	6

Reliability Statistics	
Cronbach's Alpha	N of Items
.640	8

Reliability Statistics	
Cronbach's Alpha	N of Items
.715	6

Source: Data processing research result with SPSS 26 (2025)

According to the table, the products for customer purchase decisions, word-of-mouth marketing, sales promotion, and personal selling have Cronbach's Alpha values higher than 0.6, making them deemed reliable.

4.2.2 Descriptive Statistic

The respondent description involves outlining the characteristics and profiles of the individuals being studied, which are derived from the analysis of questionnaire data. The information gathered from Honda IDK 2 owners or Honda consumers who took part in the survey offered important insights into their personal and demographic traits. The table below presents the detail explanation of the respondent characteristic, including:

Table 4. 6 Respondent Identity Build upon Gender

Gender	Total Respondent	Percentage (%)
Male	**73**	**76%**
Female	**23**	**24%**
Total	**96**	**100 %**

Source: Research Result, 2025 (Processed Data)

Based upon the table, male respondents who owned or purchase a Honda brand car were 73 people or 76% of the total respondents, while female respondents who owned or purchase a Honda brand car were 23 people or 24% of the total respondents. Thus, the dominant respondents who owned or purchase a Honda brand car were male.

Table 4. 7 Respondent Identity Build upon Age

Age	Total Respondent	Percentage (%)
Below 17 Years Old	**0**	**0%**
17 – 25 Years Old	**2**	**3%**
26 – 35 Years Old	**58**	**60%**
36 – 45 Years Old	**30**	**31%**
Above 45 Years Old	**6**	**6%**
Total	**96**	**100 %**

Source: Research Result, 2025 (Processed Data)

According to the table, there were 0 respondents under the age of 17, 2 respondents between the ages of 17 and 25, 3% of the total respondents, 58 respondents between the ages of 26 and 35, or 60% of the total respondents, 30 respondents between the ages of 36 and 45, or 31% of the total respondents, and 6 respondents over the age of 45, or 6% of the total respondents. Therefore, respondents between the ages of 26 and 35 make up the majority of those who own or buy a Honda brand vehicle.

Table 4. 8 Mean, Median, and Mode Statistics

		Sales Promotion	Personal Selling	Word of Mouth	Customer Purchase Decision
N	Valid	96	96	96	96
	Missing	0	0	0	0
Mean		36.135	38.791	39.260	38.979
Median		36.000	39.000	39.000	39.000
Mode		35.00[a]	38.00	39.00	38.00
Std. Deviation		1.7747	1.6728	1.5234	1.7590
Variance		3.150	2.798	2.321	3.094

a. Multiple modes exist. The smallest value is shown

Source: Data processing research result with SPSS 26 (2025)

From the table 4.8 above, the result explains:

1. Sales Promotion
   - Mean (36.14) and median (36.00) are very close, suggesting normal distribution.

- The mode is 35.00 which implies that it is a frequently selected value.
- Slightly higher variance (3.15) indicates a bit more spread in responses compared to others.

2. Personal Selling
   - Mean and median both near 39. Suggests central tendency is consistent.
   - Mode at 38 implies this is a frequently selected value.
   - Lower standard deviation (1.67) implies relatively consistent responses.
3. Word of Mouth
   - Highest mean (39.26) suggests it's the most influential marketing factor on average.
   - Median and mode at 39 strong agreement among participants.
   - Lowest standard deviation (1.52) responses are the most consistent of all.
4. Customer Purchase Decision
   - Mean (38.98) and median/mode (39) are tightly grouped implies good normality.
   - Standard deviation of 1.76 responses is reasonably consistent.

With the highest mean (39.26) and lowest variation, word of mouth is likely the strongest factor affecting customer decisions. This indicates that customers place the most trust in peer recommendations. The lowest mean (36.14) and the widest variance (3.15) suggest that this method has inconsistent influence across respondents. It might be effective for some but not universally appealing. The central values (mean, median, mode) of customer decisions closely mirror those of

personal selling (38.79) and word of mouth, suggesting that these two are likely the strongest predictors or influencers.

4.2.3 Classical Assumption Test

To ensure that the statistical model is functioning properly, the Classical Assumption Test is a crucial component. The findings may be inaccurate or deceptive if the model does not satisfy these conditions. Researchers can ensure the accuracy and dependability of their findings by conducting this test.

4.2.3.1 Normality Test

One statistical method for figuring out if the residuals from a regression model have a normal distribution is the normality test. Normal residuals are necessary for a well-fitting regression model because non-normal residuals, especially for small sample sizes, might result in erroneous statistical tests. Both statistical and graphical techniques can be used to evaluate normalcy. Graphical techniques employed in this study include normal probability plots and histogram graphs, and statistical analysis is performed using the Kolmogorov-Smirnov (K-S) test to assess the residual distribution's normality.

The significance level (Asymp. Sig. 2-tailed) must be greater than 0.05, suggesting a 5% significance level (α), in order to pass the Kolmogorov-Smirnov (K-S) test. The residuals may be regularly distributed if the significance level is higher than 0.05. The normality test is failed, suggesting that the residuals do not

follow a normal distribution, if the significance threshold is less than 0.05. The Kolmogorov-Smirnov (K-S) test results are shown below.

Table 4. 9 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.43950908
Most Extreme Differences	Absolute	.066
	Positive	.036
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processing research result with SPSS 26 (2025)

The significance level (Asymp. Sig. 2-tailed) value of the normality test, which is 0.200, is displayed in the above table. Given that the significance threshold is higher than 0.05, the results indicate that the data is regularly distributed. The figure below shows the outcomes of the normalcy test that was performed using a histogram:

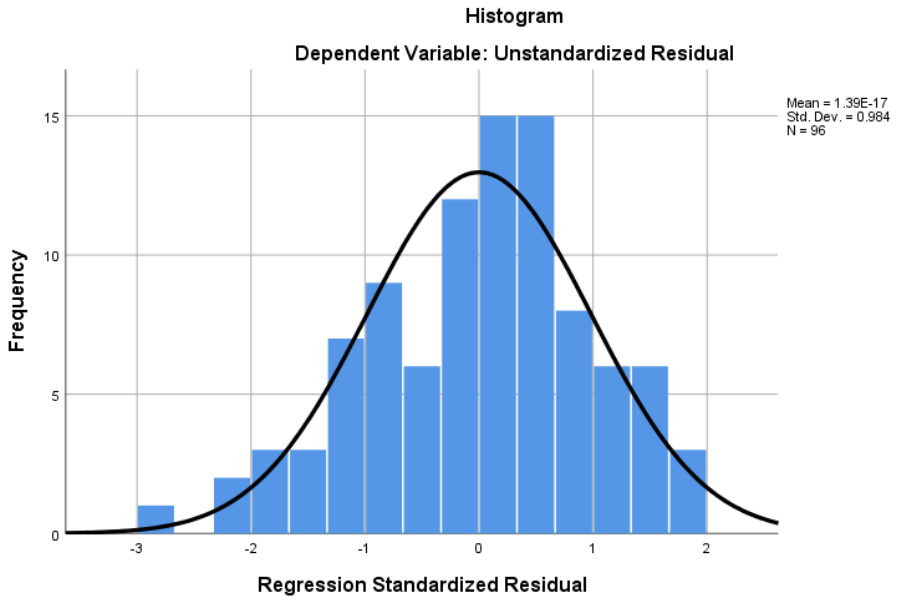

Figure 4. 2 Normality Test – Histogram Graph
Source: Data processing research result with SPSS 26 (2025)

It is clear from the histogram result in Figure 4.2 above that the histogram line is centered and has a bell-curve shape. Therefore, it can be said that the normalcy assumption has been effectively met.

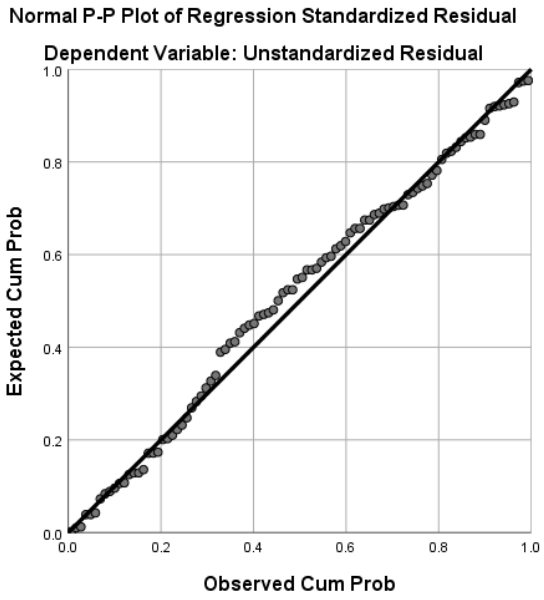

Figure 4. 3 Normality Test – Normal Probability Plot of Regression
Source: Data processing research result with SPSS 26 (2025)

As can be seen from figure 4.3 above, the data in the regression model are normally distributed since they are dispersed around the diagonal line and moving in its direction.

4.2.3.2 Heteroscedasticity Test

To determine if the variance of the residuals in a regression model is constant across all observations, the heteroscedasticity test is utilized. When the residual variance is constant, a decent regression model satisfies the homoscedasticity requirement. In this study, a scatterplot graph was utilized to test for heteroscedasticity. Heteroscedasticity is absent from the data if the points are randomly distributed above and below the zero line with no discernible pattern. The graph shows the standardized predicted values (ZPRED) as the Y axis versus the standardized residual values (SRESID) as the X axis. The scatterplot graph's findings are shown below.

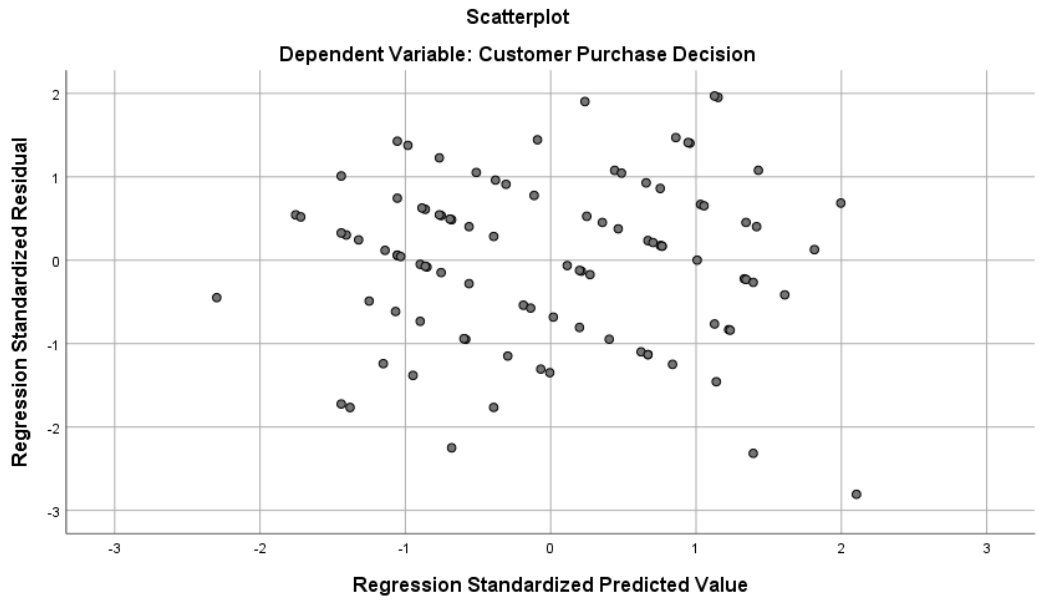

Figure 4. 4 Normality Test – Normal Probability Plot of Regression

Source: Data processing research result with SPSS 26 (2025)

Without concentrating around a particular point, the data points are sporadically distributed above and below the y-axis zero line. At the same time, there are no discernible trends or curves in the data distribution on the y-axis. These results imply that the regression model is homoscedastic as it passed the heteroscedasticity test. Consequently, it may be said that heteroscedasticity has no effect on the regression model and that the findings are reliable.

A scatterplot might not be enough to conclusively identify the existence or absence of heteroscedasticity, even though it can be helpful in seeing possible patterns in the data. As a result, statistical testing is necessary to validate the results. The presence of heteroscedasticity was examined in this study using the Park Test. This test looks at how the logarithm of the squared residuals and the independent variables relate to one another. One can conclude that the regression model is homoscedastic—that is, free of heteroscedasticity—if the results show a significance level higher than 0.05. The findings of the Park test investigation are shown below.:

Table 4. 10 Park Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.183	7.208		-1.135	.259
	Sales Promotion	.165	.144	.128	1.145	.255
	Personal Selling	-.083	.161	-.061	-.517	.607
	Word of Mouth	.124	.180	.083	.690	.492

a. Dependent Variable: LN_RES

Source: Data processing research result with SPSS 26 (2025)

The sales promotion variable has a significance level of 0.255, which is higher than 0.05, the personal selling variable has a significance level of 0.607, which is higher than 0.05, and the word-of-mouth variable has a significance level of 0.492, which is also higher than 0.05, according to the table above. As a result, the regression model passed the heteroscedasticity test, and no heteroscedasticity was detected.

4.2.3.3 Multicollinearity Test

The relationship between the independent and dependent variables may be disrupted by multicollinearity, which happens when independent variables in a regression model have a high correlation with one another. Finding out if there is a substantial correlation between the independent variables is the goal of multicollinearity testing. Since there can be a significant correlation between the independent variables and the standard errors of the regression coefficients, multicollinearity's primary problem is that it can result in unstable results. Therefore, multicollinearity may result in less accurate and incorrect estimates. Furthermore, when multicollinearity is present, it can be difficult to assess each variable's individual impact because even minor adjustments to the data can have a big impact on the predicted coefficients.

The Variance Inflation Factor (VIF) and tolerance values are used by the author to identify multicollinearity in the regression model in order to solve this problem. Multicollinearity has no effect on the model if the VIF value is less than 10 and the tolerance value is more than 0.1. Conversely, multicollinearity is

indicated if the VIF value is larger than 10 and the tolerance value is less than 0.1, which implies that there is correlation between the independent variables. Below are the findings from the VIF and Tolerance Values tests.

Table 4. 11 Multicollinearity Test
Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sales Promotion	.852	1.174
	Personal Selling	.766	1.306
	Word of Mouth	.741	1.350

a. Dependent Variable: Customer Purchase Decision
Source: Data processing research result with SPSS 26 (2025)

The link between the independent variables in the regression model was investigated using the multicollinearity test. The following is an explanation of the results:

1. Sales Promotion (X1) does not significantly correlate with other independent variables, as indicated by its tolerance value of 0.852 and Variance Inflation Factor (VIF) of 1.174.
2. The tolerance value of 0.766 and the VIF of 1.306 for personal selling (X2) indicate that there is little correlation between it and other independent factors.
3. With a VIF of 1.350 and a tolerance value of 0.741, word-of-mouth (X3) did not significantly correlate with other independent variables.

The findings conclude that all independent variables satisfy the requirements for the lack of multicollinearity since their tolerance values are larger than 0.10 and their VIF values are less than 10. Thus, it can be said that there is no multicollinearity problem in the regression model and that the independent variables do not have a strong correlation with one another.

4.2.3.4 Linearity Test

A statistical technique for assessing whether the connection between independent and dependent variables is linear or non-linear is the linearity test. The computed significance of linearity is compared to a selected significance level of 0.05 in order to evaluate this relationship. The association is regarded as linear if the computed significance is less than 0.05, meaning that the data points typically follow a straight line. Conversely, the relationship is considered non-linear if the computed significance is higher than 0.05, indicating that the data points may show a more complex pattern rather than a straight line. The table below will provide the linearity test results:

Table 4. 12 Sales Promotion Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Sales Promotion	Between Groups	(Combined)	32.111	8	4.014	1.334	.238
		Linearity	24.299	1	24.299	8.073	.006
		Deviation from Linearity	7.812	7	1.116	.371	.917
	Within Groups		261.847	87	3.010		
	Total		293.958	95			

Source: Data processing research result with SPSS 26 (2025)

The linearity significance value for sales promotion is 0.006, which is less than 0.05, according to the preceding table. Thus, it may be said that the Sales Promotion variable and the Customer Purchase Decision variable have a linear connection.

Table 4. 13 Personal Selling Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase	Between Groups	(Combined)	86.497	8	10.812	4.534	.000
		Linearity	77.553	1	77.553	32.522	.000

Decision Personal Selling	*	Deviation from Linearity	8.944	7	1.278	.536	.805
		Within Groups	207.462	87	2.385		
		Total	293.958	95			

Source: Data processing research result with SPSS 26 (2025)

The linearity significance value for personal selling, as seen in the above table, is 0.000, which is also less than 0.05. Consequently, it may be said that the variables of customer purchase decision and personal selling have a linear relationship.

Table 4. 14 Word of Mouth Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Word of Mouth	Between Groups	(Combined)	71.160	6	11.860	4.738	.000
		Linearity	60.525	1	60.525	24.177	.000
		Deviation from Linearity	10.635	5	2.127	.850	.518
	Within Groups		222.799	89	2.503		
	Total		293.958	95			

Source: Data processing research result with SPSS 26 (2025)

According to the above table, Word of Mouth's linearity significance value is 0.000, which is likewise less than 0.05. Thus, it may be said that the Word-of-Mouth variable and the Customer Purchase Decision variable have a linear connection.

4.2.3.5 Autocorrelation Test

A non-parametric statistical technique called the Run Test can be used to check for autocorrelation between decision-making and residuals. The table below displays the autocorrelation test findings as follows:

Table 4. 15 Autocorrelation Test
Runs Test

	Unstandardized Residual
Test Value[a]	.17985

Cases < Test Value	48
Cases >= Test Value	48
Total Cases	96
Number of Runs	56
Z	1.436
Asymp. Sig. (2-tailed)	.151

a. Median
Source: Data processing research result with SPSS 26 (2025)

As can be seen from the above table, the Run Test results reveal a significance value of 0.151, which is higher than the crucial threshold of 0.05. This implies that the data shows no signs of autocorrelation, therefore the linear regression analysis can move forward without worrying about autocorrelation problems.

4.2.4 Multiple Linear Regression Analysis

The link between the three independent variables—sales promotion (SP), personal selling (PS), and word-of-mouth (WoM)—and their combined influence on the dependent variable, customer purchase decision (CPD), is examined in this study using multiple linear regression analysis. Examining how these independent factors affect customer purchase decisions and determining any noteworthy correlations between them are the objectives. The table below displays the results of the multiple linear regression analysis test:

Table 4. 16 Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	9.271	4.577		2.026	.046			

	Sales Promotion	.086	.092	.086	.935	.352	.288	.097	.080
	Personal Selling	.390	.103	.371	3.806	.000	.514	.369	.325
	Word of Mouth	.292	.114	.253	2.554	.012	.454	.257	.218

a. Dependent Variable: Customer Purchase Decision
Source: Data processing research result with SPSS 26 (2025)

A multiple linear regression equation is derived using Table 4.16, Unstandardized Coefficients section B, where Y stands for Customer Purchase Decision, X1 for Sales Promotion, X2 for Personal Selling, and X3 for Word of Mouth. specifically, the following equation:

$$\boldsymbol{Y = 9.271 + 0.086X_1 + 0.390X_2 + 0.292X_3 + e}$$

The following are some explanation of the above multiple linear regression equation:

1. The constant term (α) is 9.271, meaning that the customer purchase decision should be 9.271 when personal selling, sales promotion, and word-of-mouth are held constant at zero.
2. The coefficient for Sales Promotion is 0.086, but it is not significant (significance level 0.352 > 0.05). This implies that a one-unit increase in sales promotion will result in a 0.086 increase in customer purchase decision, providing all other factors remain constant or equal to zero. Additionally, it shows a favorable correlation between customer purchase decisions and sales promotions.

3. The coefficient for Personal Selling is 0.390, and it is significant (significance level 0.000 < 0.05). This suggests that a one-unit increase in personal selling will lead to a 0.390 rise in customer purchase decisions, providing all other factors remain constant or equal to zero. Furthermore, it shows a favorable correlation between customer purchase decisions and personal selling.
4. The coefficient for Word of Mouth is 0.292, and it is significant (significance level 0.012 < 0.05). This shows that a one-unit rise in Word of Mouth will result in a 0.292 increase in Customer Purchase Decision, providing all other variables remain constant or equal to zero. Additionally, it shows that customer purchase decisions and word-of-mouth have a good link.

4.2.5 Result of Hypothesis Testing

The research hypotheses will be assessed using a variety of statistical tests, such as t-tests, F-tests, and the adjusted R2, following the completion of multiple linear regression analysis and the traditional assumption tests. By validating or invalidating the hypotheses, these tests provide as a foundation for accepting or rejecting them in light of the actual data.

4.2.5.1 Partial Hypothesis Testing (T-Test Analysis)

The partial influence of the independent variables—which include word-of-mouth, personal selling, and sales promotion—on the dependent variable, customer

purchase decision, is investigated using a t-test. The study hypotheses will be accepted or rejected based on the results of the t-test, especially:

H1: Sales Promotion has a significant influence on Customer Purchase Decision.

H2: Personal Selling has a significant influence on Customer Purchase Decision.

H3: Word of Mouth has a significant influence on Customer Purchase Decision.

Two criteria can be used to interpret the t-test findings. Comparing the t-count and t-table is the first criterion. A significant partial influence of the independent variable on the dependent variable is indicated if the t-count is more than the t-table or if the negative t-count is smaller than the negative t-table. On the other hand, it indicates no substantial partial influence if the t-count is smaller than the t-table or if the negative t-count is larger than the negative t-table.

Analyzing the independent variable's significance level is the second requirement. The hypothesis is supported if the significance level is less than 0.05 (Sig. < 0.05), which denotes a substantial partial influence of the independent variable on the dependent variable. However, the hypothesis is rejected if the significance level is higher than 0.05 (Sig. > 0.05), which indicates no meaningful partial influence.

The formula to determine the degree of freedom (df) for a t-table is:

$$\boldsymbol{df = n - k}$$

$$\boldsymbol{df = 96 - 4 = 92}$$

Information:

n = Number of Research Samples

k = Number of Independent and Dependent Variables

The value of t-table is 1.9861, obtained by using a 5% level of significance or a 95% confidence interval and a degree of freedom (df) from total sample (n) of 96 minus the total independent and dependent variables (k) of 4, which then results in 92 degrees of freedom. The results of hypothesis testing (F-Test) in this study can be seen in the table below:

Table 4. 17 Partial Hypothesis Testing (T-Test Analysis)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.271	4.577		2.026	.046
	Sales Promotion	.086	.092	.086	.935	.352
	Personal Selling	.390	.103	.371	3.806	.000
	Word of Mouth	.292	.114	.253	2.554	.012

a. Dependent Variable: Customer Purchase Decision
Source: Data processing research result with SPSS 26 (2025)

Table 4.15 provides the following rationale for the partial t-test result:

1. Sales Promotion towards Customer Purchase Decision yields a t-count value of 0.935 and a significance value of 0.352 according to the partial t-test results. The t-table value is 1.9861 (0.935 < 1.9861), whereas the t-count value is 0.935. Furthermore, the 0.352 significance value is greater than 0.05. This suggests that sales promotions have a negligible impact on customers' decisions to buy. Consequently, H0 is approved and H1 is denied.
2. The t-count value of 3.806 and the significance value of 0.000 are the results of the partial t-test of Personal Selling towards Customer Purchase Decision.

(3.806 > 1.9861) The t-count value of 3.806 is more than the t-table value of 1.9861. Furthermore, 0.000 is a lower significance value than 0.05. This suggests that a customer's purchase decision is significantly influenced by personal selling to some extent. Consequently, H0 is rejected and H2 is approved.

3. A t-count value of 2.554 and a significance value of 0.012 are obtained from the partial t-test result of Word of Mouth towards Customer Purchase Decision. Compared to the t-table value of 1.9861, the t-count value of 2.554 is greater (2.554 > 1.9861). Furthermore, 0.012 is a lower significance value than 0.05. This suggests that customer purchase decisions are significantly influenced by word-of-mouth to some extent. Consequently, H0 is rejected and H3 is approved.

4.2.5.2 Hypothesis F-Test (Simultaneously)

To ascertain if every independent variable in the regression model simultaneously affects the dependent variable, the F-statistics test is employed. The simultaneous effects of sales promotion, personal selling, and word-of-mouth on customer purchase decisions are assessed in this study using the F-test. The hypothesis that these independent variables have a significant impact on customer purchase decisions at the same time can be accepted or rejected using the F-test.

To determine the F-table value, degrees of freedom are required, which can be calculated using the following formula:

$$\boldsymbol{df\ (numerator) = k - 1}$$

$$\boldsymbol{df\ (numerator) = 4 - 1 = 3}$$

$$\boldsymbol{df\ (denominator) = n - k}$$

$$\boldsymbol{df\ (denominator) = 92 - 4 = 92}$$

Information:

n = Number of Research Samples

k = Number of Independent and Dependent Variables

Given that df (numerator) is 3 and df (denominator) is 92, the F-table value can be obtained as 2.70. Meanwhile, the F-count value will be calculated using the SPSS program, and then it will be compared with the F-table value at a significance level of α = 5% to determine the significance of the regression model.

To ascertain whether the independent variables—sales promotion, personal selling, and word-of-mouth—have a concurrently significant impact on the dependent variable—customer purchase decision—the F-count value is compared to the F-table value. The independent variables have a strong simultaneous influence on the dependent variable if the F-count value is higher than the F-table value. Conversely, if the F-count value is lower than the F-table value, it indicates that the independent factors are not significantly influencing the dependent variable at the same time.

Additionally, the F-test's significance value will be looked at. A value of less than 0.05 means that the independent variables have a significant impact on the

dependent variable at the same time, whereas a value of more than 0.05 means that the independent variables do not have a significant impact on the dependent variable at the same time. The table below displays the findings of this study's hypothesis testing (F-Test):

Table 4. 18 Simultaneous Hypothesis Testing (F-Test Analysis)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.101	3	32.367	15.126	.000[b]
	Residual	196.858	92	2.140		
	Total	293.958	95			

a. Dependent Variable: Customer Purchase Decision
b. Predictors: (Constant), Word of Mouth, Sales Promotion, Personal Selling
Source: Data processing research result with SPSS 26 (2025)

The F-test results, which are displayed in the above table, reveal that word-of-mouth, personal selling, and sales promotion all significantly influence customer purchase decisions at the same time. With a significance level of 0.000, which is less than 0.05, and an F-count value of 15.126, which is more than the crucial value of 2.70, the data points to the simultaneous and combined influence of these variables on customer purchase decisions. As a result, the null hypothesis H0 is rejected and the hypothesis H4 is accepted..

4.2.5.3 Coefficient of Determination (Adjusted R^2)

R-squared (R2), another name for the coefficient of determination, quantifies how well the independent variables account for the variance in the dependent variable. The ideal R2 number, which goes from 0 to 1, shows that the independent factors fully account for variations in the dependent variable. While a high R2 number around 1 indicates that the independent variables can nearly completely anticipate changes in the dependent variable, a low R2 value implies

that the independent variables have limited ability to account for the fluctuations in the dependent variable.

However, when there are multiple independent variables, the R2 value can be inflated, overestimating the explanatory power of the independent variables. This is because adding more independent variables to the regression model can increase the R2 value, even if they don't contribute to explaining the dependent variable. To address this issue, it's recommended to use the adjusted R2 instead of R2 when there are more than two independent variables. Depending on how much an independent variable contributes to the explanation of the dependent variable, adding it to the model may result in an increase or decrease in the modified R2 value. As a result, a more accurate indicator of how well the independent factors explain the dependent variable is the adjusted R2. The table below displays the findings of the coefficient of determination (Adjusted R2):

Table 4. 19 Determination Coefficient (Adjusted R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575[a]	.330	.308	1.46279

a. Predictors: (Constant), Word of Mouth, Sales Promotion, Personal Selling
Source: Research Result, 2025 (Processed Data)

Table 4.16 shows that the multiple linear regression model accounts for 30.8% of the total variability in the dependent variable, with an adjusted R2 value of 0.308. This indicates that 30.8% of the variances in customer purchase decisions may be explained by the independent variables, which include sales promotion, personal selling, and word-of-mouth. Other factors not included in this study account for the remaining 69.2% of the variability, suggesting that there are more factors at work that the current model is unable to account for.

4.3 Discussion

4.3.1 The influence of Sales Promotion toward Customer Purchase Decision

The independent variable, sales promotion, has a negligible impact on the dependent variable, customer purchase decision, according to the hypothesis test results. The t-test results, which indicate that the t-count value of 0.935 is less than the t-table value of 1.9861 (0.935 < 1.9861), support this conclusion. Furthermore, 0.352, the significance threshold, is greater than 0.05 (0.352 > 0.05). With a sales promotion coefficient of 0.086, customer purchase decisions rise by 0.086 units for every unit increase in sales promotion. However, it may be concluded that sales promotion has little effect on customer purchase decisions because the influence is not statistically significant. This indicates that a customer's decision to buy is not greatly influenced by the amount of sales promotion a business run.

The result of this study found that Sales Promotion does not have a significant influence on Customer Purchase Decision. This means that no matter how high or low the level of Sales Promotion carried out by a company, it is not able to significantly influence the customer's decision to make a purchase. A company that invests heavily in Sales Promotion does not mean that it will lead to a significant increase in customer purchases. This implies that the effectiveness of Sales Promotion in driving customer purchases is limited, and other factors such as Personal Selling and Word of Mouth may play a more significant role in influencing customer behaviour. Therefore, the first research hypothesis (H1), which posited

that "Sales Promotion has a significant influence on Customer Purchase Decision", is rejected.

4.3.2 The influence of Personal Selling toward Customer Purchase Decision

The hypothesis test results show that the dependent variable, customer purchase decision, is significantly influenced by the independent variable, personal selling. The t-test findings support this conclusion by demonstrating that the t-count value of 3.806 is greater than the t-table value of 1.9861 (3.806 > 1.9861). Furthermore, 0.000, which is less than 0.05 (0.000 < 0.05), is the significance level. According to the coefficient of personal selling, which is 0.390, customer purchase decisions rise by 0.390 units for every unit increase in personal selling. It may be concluded that personal selling significantly influences customer purchase decisions because the influence is statistically significant. This indicates that a company's degree of personal selling can have a big impact on a customer's decision to purchase an item.

According to the study's findings, personal selling significantly affects customers' decisions to buy. This implies that a company's chances of increasing consumer purchases are positively correlated with the amount of personal selling it engages in. A business that makes large investments in personal selling is more likely to see a notable rise in client purchases. This implies that the effectiveness of Personal Selling in driving customer purchases is substantial, and it can be a crucial factor in influencing customer behaviour. Therefore, the second research hypothesis

(H2), which posited that "Personal Selling has a significant influence on Customer Purchase Decision", is accepted.

4.3.3 The influence of Word of Mouth toward Customer Purchase Decision

The hypothesis test's findings show that word-of-mouth, an independent variable, significantly affects customer purchase decisions, a dependent variable. The t-test findings support this conclusion by demonstrating that the t-count value of 2.554 is greater than the t-table value of 1.9861 (2.554 > 1.9861). Furthermore, 0.012 is the significance threshold, which is less than 0.05 (0.012 < 0.05). The coefficient of Word of Mouth is 0.292, meaning that for every unit rise in Word of Mouth, there is a corresponding 0.292 unit increase in Customer Purchase Decision. It can be concluded that word-of-mouth significantly influences customer purchase decisions because the influence is statistically significant. This implies that a company's degree of word-of-mouth marketing can have a big impact on a customer's decision to make a purchase.

According to the study's findings, customer purchase decisions are significantly influenced by word-of-mouth. This implies that a company's likelihood of increasing consumer purchases increases with the amount of Word of Mouth it generates. A company that has a strong Word of Mouth reputation is more likely to experience a significant increase in customer purchases. This implies that the effectiveness of Word of Mouth in driving customer purchases is substantial, and it can be a crucial factor in influencing customer behaviour. Therefore, the third

research hypothesis (H3), which posited that "Word of Mouth has a significant influence on Customer Purchase Decision", is accepted.

4.3.4 The influence of Sales Promotion, Personal Selling, and Word of Mouth toward Customer Purchase Decision

Word-of-mouth (X3), personal selling (X2), and sales promotion (X1) all have a major impact on the customer's purchase decision (Y) at the same time. The results of the hypothesis test, which indicate a significant value of 0.000, which is less than 0.05 (0.000 < 0.05), confirm this conclusion. Furthermore, an F-count value of 15.126 was found in the simultaneous F-test findings, which is greater than the F-table statistical value of 2.70 (15.126 > 2.70). These results show that a number of independent factors, like as word-of-mouth, sales promotion, and personal selling, affect how customers make decisions about what to buy. Therefore, after a business uses successful sales promotion, personal selling, and word-of-mouth tactics, it is more likely to see a rise in consumer purchases. In summary, the fourth hypothesis (H4), according to which "Sales Promotion, Personal Selling, and Word of Mouth have significant influence toward Customer Purchase Decision," is accepted.

Additionally, the corrected R2 value of 0.308 is displayed in the coefficient of determination result. According to this figure, 30.8% of the total variation can be explained by the multiple regression model. 30.8% of the variances in the dependent variable, the customer purchase decision, can be explained by the independent variables, which include sales promotion, personal selling, and word-

of-mouth. However, other factors outside the scope of this study account for or have an impact on the remaining 69.2%.