

The Effect of Price, Brand, and After-Sales Service to the Purchasing Decision Motorcycles Yamaha Matic at PT.Hasjrat Abadi Branch Kendari

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Abstract—This research aims to determine and describe the effects of price, brand and after sales service on purchase decision of Yamaha Matic motor cycle in PT. Hasjrat Abadi Branch of Kendari. Research populations are all of the customers in PT. Hasjrat Abadi Branch of Kendari. There are 93 customers as the research samples in PT. Hasjrat Abadi Branch of Kendari. This research used multiple linear regression analysis. Results of the research determine that (1) Simultaneously, there are significant effects of price, brand and after sales service variables on purchase decision. (2) The price variable affects significantly on the purchase decision. (3) The brand variable affects significantly on the purchase decision. (4) The after sales service variable affects significantly on the purchase decision. Better after sales service given will lead to higher purchase decision in PT. Hasjrat Abadi Branch of Kendari.

Index Terms-Price, Brand, After Sales Service, Purchase Decision.

1 INTRODUCTION

There is increasingly rapid development in business world mainly in the field of automotive in line with the increased public economy as well as public demands on work mobility and daily life. This affects on the development of transportation service provision business mainly land transportation. Needs of transportation devices for more adequate ones lead to the increasing needs of motor cycle. Increased needs of transportations can be seen from the increasing needs of two-wheeled vehicles. So, there is a competition to obtain automotive market target. This requires competitive ability from company parties to take policy measures in the field of marketing.

There are many factors causing consumers to select type of motor cycle as their selections, among others product attributes such as price, quality and brand image. Tjiptono (2008:104) expressed that product attributes serve as important product elements by the consumers and base for purchase decision. Brand is an important element in determining a purchase decision. Brand has large potential to create more profits if the company is able to utilize the three brands appropriately and continuously through various ways such as brand extension or line extension. Brand name and its contents are important elements as base of competitive strategy, and source of future income. For a company, brand can have better value since it can be utilized to build base of consumer trust in determining selection for a product. It is not only brand to be considered by a company in competition, but there is also policy of pricing.

Price is a factor affecting in a real and strong manner on

consumer purchase decision. Pricing policy is always related to the conformity of what accept by the consumers. From the consumer point of view, price is often used as a value indicator if it is related to perceived benefits of a product or service. In certain situation, consumers are very sensitive on price (for example, elastic demands), so that relatively higher price than its competitors can eliminate the product from consumer consideration. However, in another case, price can be used as an indicator of product quality replacement, with a result that higher price can be considered to be positive by certain segment. In current competition, company is required to offer qualified products and products with more value and excellent as well as trusted quality, so the products will be always in the consumer minds since the consumers have willingness to pay amount of money to buy qualified products. Quality is one of the factors as consumer considerations before buying a product; quality is also one of the important marketing tools.

After sales service is one of the producer or business actor forms of obligations and responsibilities in producing products with sustainable use and giving guarantee for sold product quality. After sales service is a form of consumer protection if in fact the product performance is not well-adjusted to what is promised. After sales service is a service given by the principal to the consumers on sold products in terms of operational reliability and durability.

Purchase decision is a consumer decision on preference of existing brands in a set of selection (Kotler dan Keler,2009: 240). Level of consumer involvement in a purchasing process is affected by stimulus. In other words, whether a person is involved or not in a product is determined by his or her per-

ception towards whether it is important or not to take purchase decision on a product or service. Therefore, it can be said that there are consumers with high involvement in a product of service purchasing process, and there are also consumers with low involvement in a product of service purchasing process (Sutisna,2003:11).

PT. Hasjrat Abadi Branch of Kendari is one of the authorized distributors of two wheeled vehicles with Yamaha brand which has been established in Kendari city, if it is compared to other companies engaging in the similar business in Kendari City. PT. Hasjrat Abadi Branch of Kendari has its own strategies in facing targeted competition and in leading its market (market leader). Therefore, PT. Hasjrat Abadi Branch of Kendari applies marketing strategies in determining competitive price and high product quality as a guarantee for company product brand excellence as well as giving after sales service.

This research aims to determine and analyze the effects of price, brand and after sales service on purchase decision in PT. Hasjrat Abadi Branch of Kendari both in partial and simultaneous manner.

2 LITERATURE REVIEW

2.1 Concept Of Price

Traditionally, price is one of the main components in purchase decision of a product. In this research, price is defined as one's ability to assess a product in rupiah to be able to buy the offered products. According to Stanton (quoted by Swastha, 2000) price is amount of money (added by a number products if possible) that are required to obtain a number of combinations of products and its service. Meanwhile, according to Kotler and Armstrong (2001) price is a number of value given to a product or a number of value that can be exchanged by consumers on benefits since it they use or own the products.

2.2 Concept Of Brand

Sometimes, we cannot distinguish something in a clear manner between its identity and image. To distinguish it, we will look at each definition according to Kotler (2007:259): Identity defines as various ways directed by a company to identify itself or position its products meanwhile, image is public perception on the company or its products.

According to Tjiptono (2008:104) brand is a name, term, signs, symbols, design, colour, action, or combination of other product attributes that are expected to provide identity and differentiation on competitor products. Susanto & Wijanarko (2004:79) define brand as a name, logo, and symbol that distinguish a product or service from its competitors based on certain criteria.

2.3 Concept of After Sales Service

After sales service is a service that is provided by a producer to consumers after the consumers buy the product from the company; Tjiptono (2008). Meanwhile, according to Kotler and Armstrong (2008), after sales service is a service that is provided by a producer to its consumers after the consumers

by the product from the company. Based on the definition, it can conclude that after sales service is an activity conducted after delivery of a product to consumers on their purchase, it is applicable during the consumers have a binding of service or relation in various service activities.

According to Swastha and Irawan define after sales service as: a final sales activity when the buyer order is met but it is still necessary for follow up in giving service to the consumers. Usually, this sales is conducted for industrial goods.

2.4 Concept of Purchase Decision

A In understanding consumers, it is necessary to learn about consumer behaviours as a realization of all of human spirit activities in daily life. Perceptions of other effects and intern motivations will interact to determine final decision that is considered as the most appropriate. Consumer behaviour is actions conducted by individual, groups or organizations related to purchase decision process to obtain, use economical goods or service that can be affected by environment (Swastha, 2003). There are two important aspects from the definition of consumer behaviours, namely decision making process and physical activities that all of which involve individual to asses, obtain and use economical goods and service.

3 METHOD RESEARCH

3.1 Research Objects

The research object is PT. Hasjrat Abadi Kendari Branch. Selection of research object at PT. Hasjrat Abadi Kendari Branch is based on several considerations, namely: field mastery, ease of obtaining valid data in order to examine the effects of price, brand and after sales service on purchase decision.

3.2 Populations and Samples

The research object is PT. Hasjrat Abadi Kendari Branch. Selection of research object at PT. Hasjrat Abadi Kendari Branch is based on several considerations, namely: field mastery, ease of obtaining valid data in order to examine the effects of price, brand and after sales service on purchase decision.

3.3 Data Collection Method

The research object is PT. Hasjrat Abadi Kendari Branch. Selection of research object at PT. Hasjrat Abadi Kendari Branch is based on several considerations, namely: field mastery, ease of obtaining valid data in order to examine the effects of price, brand and after sales service on purchase decision.

3.4 Data Analysis Method

Data analysis method is inferential statistical analysis with method multiple linear regression model, with population regression formula as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + e \quad (\text{Supranto, 2001:236})$$

In which:

Y = Dependent variable

β_0 = Constanta

X_1, \dots, X_n = Independent variable ke-i ($i = 1, 2, 3, \dots, n$)

β_1, \dots, β_n = regression coefficient of each variable X_i ($i = 1, 2, 3, \dots, n$)

e = error factor or error level

from the equation, then the model in this research is as follow:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

In which:

Y = Purchase Decision Variable β_1 = X_1 regression coefficient

X_1 = Price variable β_2 = X_2 regression coefficient

X_2 = Brand variable β_3 = X_3 regression coefficient

X_3 = After Sales Service variable e = error factor

β_0 = Constanta (assumption = 0)

Hypotheses testing of independent (X) variables simultaneously on dependent variables (Y) is used F test. If $F_{sig} < \alpha_{0,05}$ then, there are significant effects of independent variable on dependent variables. Also, if $F_{sig} > \alpha_{0,05}$ then, there are no effects of independent variables on dependent variables. Meanwhile, to test the effects of dependent variables (X) partially, it is used t test. If $t_{sig} < \alpha_{0,05}$ there are significant effects of independent variable on dependent variables. Also, if $t_{sig} > \alpha_{0,05}$ then, there is no significant effects of independent variable on dependent variables.

4 RESEARCH METHODE AND DISCUSSION

4.1 Variabel Descriptive Result

a. Prive Variable

Based on the research results obtained through the questionnaires, the objective conditions of price variable in this research is measured by 4 (four) items, namely: (1) affordable price, (2) competitive price, (3) quality conformity and (4) benefit conformity. Measurement results of each price variable indicator item can be seen in table 4.1. as follow:

Table 4.1. Distribution of Answers on Price Variable

Variable Indicators	Item	Frequency of Respondents' Answers (f) and Percentage (%)										Total of Score	Mean
		SS (5)		S (4)		N (3)		TS (2)		STS (1)			
		f	%	f	%	f	%	f	%	f	%		
Affordable Price	$X_{1,1}$	32	34,41	28	30,11	21	22,58	10	10,75	2	2,15	357	3,84
Competitive Price	$X_{1,2}$	35	37,63	35	37,63	13	13,98	6	6,45	4	4,30	370	3,98
Quality Conformity	$X_{1,3}$	29	31,18	34	36,56	14	15,05	11	11,83	5	5,38	350	3,76
Benefit Conformity	$X_{1,4}$	34	36,56	33	35,48	24	25,81	1	1,08	1	1,08	377	4,05
Mean of Price Variable Indicator Score (X_1)												1454	3,91

Source: Processed Primary Data in 2016

Based on the fourth variable indicators, quality conformity is the indicator with the lowest mean namely by 3,76. The factor causing the customers feel that the quality conformity indicator is not quite good is because there are still any customers feeling that the set price by PT. Hasjrat Abadi Branch of Kendari party is not based on the quality of obtained product. The strategy that can be done by the PT. Hasjrat Abadi Branch of Kendari management party in order to improve customer perception on the quality indicator is by improving the quality of motor so that the customers can decide to make the purchase.

Then, the benefit conformity indicator has a statement stating that the you feel that the benefit is based on the value that you spend. There are 34 respondents or 36,56% stating very agree, 33 respondents or 35,48% stating agree, 24 respondents or 25,81% stating neutral, 1 respondent or 1,08% stating disagree and 1 respondent or 1,08% stating very disagree. Based on the results above, it can be seen that in general the customers in PT. Hasjrat Abadi Branch of Kendari state very agree and agree for the statement item stating that the benefits obtained by the customers are based on the value that is spend.

b. Brand Variable

Based on the research results obtained through the questionnaire, the objective conditions for the brand variable in this research is measured through 4 (four) indicator items, namely: (1) identity, (2) promotion tools, (3) to build image and (4) to control market. Results of measurement for each indicator item of brand variable can be seen in Table 4.2. as follow:

Table 4.2. Distribution of Answers on Brand Variable

Variable Indicators	Item	Frequency of Respondents' Answers (f) and Percentage (%)										Total of score	Mean
		SS (5)		S (4)		N (3)		TS (2)		STS (1)			
		f	%	f	%	f	%	f	%	f	%		
Identity	$X_{2,1}$	34	36,56	40	43,01	17	18,28	1	1,08	1	1,08	384	4,13
Promotion tools	$X_{2,2}$	38	40,86	28	30,11	17	18,28	9	9,68	1	1,08	372	4,00
To build image	$X_{2,3}$	30	32,26	34	36,56	19	20,43	6	6,45	4	4,30	359	3,86
To control market	$X_{2,4}$	35	37,63	27	29,03	17	18,28	11	11,83	3	3,23	359	3,86
Mean of Brand Variable Indicator Score (X_2)												1474	3,96

Source: Processed Primary Data in 2016

Based on the fourth variable indicators of brand variable, then it can be seen that the indicators of 'to build image' and 'to control market' have the lowest mean namely by 3,86. The factor causing the customers feel that the indicators of 'to build image' and 'to control market' are not quite good is because there are still any customers feeling that PT. Hasjrat Abadi Branch of Kendari is not good enough in building the image and PT. Hasjrat Abadi Branch of Kendari is yet able to control the market.

Then, the identity has a statement stating that PT. Hasjrat Abadi Branch of Kendari has produced well-known and trusted products by the public. There are 35 respondents or 37,63% stating very agree, 27 respondents or 29,03% stating agree, 17 respondents or 18,28% stating neutral, 11 respondent or 11,83% stating disagree and 3 respondent or 3,23% stating very disagree. Based on the results above, it can be seen that in general the customers in PT. Hasjrat Abadi Branch of Kendari state very agree and agree for the statement item stating that PT. Hasjrat Abadi Branch of Kendari has been well-known and trusted by the public.

c. Afrer Sales Service Variabel

Based on the research results obtained through the questionnaire, the objective conditions for the after sales service variable in this research is measured through 4 (four) indicator items, namely: (1) guarantee, (2) accessories provision, (3) maintenance and repair service as well as (4) facility and

equipment. Results of measurement for each indicator item of after sales service variable can be seen in Table 4.3. as follow:

Table 4.3. Distribution of Answers on After Sales Service Variable

Variable Indicators	Item	Frequency of Respondents' Answers (f) and Percentage (%)										Total of score	Mean
		SS (5)		S (4)		N (3)		TS (2)		STS (1)			
		f	%	F	%	F	%	f	%	F	%		
Guarantee	X _{1,1}	44	47,31	36	38,71	7	7,53	4	4,30	2	2,15	395	4,25
Accessories provision	X _{1,2}	41	44,09	31	33,33	15	16,13	4	4,30	2	2,15	384	4,13
Maintenance and Repair Service	X _{1,3}	38	40,86	25	26,88	20	21,51	7	7,53	3	3,23	367	3,95
Facility and equipment	X _{1,4}	33	35,48	29	31,18	14	15,05	11	11,83	6	6,45	351	3,77
Mean of After Sales Service Variable Indicator Score (X _i)												1497	4,02

Source: Processed Primary Data in 2016

Based on Table 4.3. it can be seen that out of the fourth variable indicators of after sales service variable, then it can be seen that the indicator of facility and equipment has the lowest mean namely by 3,77. The factor causing the customers feel that the indicator of facility and equipment is not quite good is because there are still any customers feeling that PT. Hasjrat Abadi Branch of Kendari is not good enough in having facility and equipment in supporting the products that are offered to the customers, especially any facility and equipment given for after sales service.

From table 4.3 above, it can be seen that the after sales service variable is measured through the guarantee indicator with a statement stating that the respondents feel that the product guarantee provision by PT. Hasjrat Abadi Branch of Kendari is very good; this is one of the factors leading you to use the products by PT. Hasjrat Abadi Branch of Kendari. There are 44 respondents or 47,31% stating very agree, 36 respondents or 38,71% stating agree, 7 respondents or 7,53% stating neutral, 4 respondent or 4,30% stating disagree and 2 respondent or 2,15% stating very disagree. Based on the results above, it can be seen that in general the customers in PT. Hasjrat Abadi Branch of Kendari state very agree and agree for the statement item stating that the product guarantee provision by PT. Hasjrat Abadi Branch of Kendari is very good and this is one of the factors leading the customers to use the products by PT. Hasjrat Abadi Branch of Kendari.

d. Purchase Decision Variable

Based on the research results obtained through the questionnaire, the objective conditions for the purchase decision variable in this research is measured through 3 (three) indicator items, namely: (1) consumer routines, (2) quality and, (3) commitment or loyalty. Results of measurement for each indicator item of purchase decision variable can be seen in Table

Table 4.4. Distribution of Answers on Purchase Decision Variable

Variable Indicators	Item	Frequency of Respondents' Answers (f) and Percentage (%)										Total of score	Mean
		SS (5)		S (4)		N (3)		TS (2)		STS (1)			
		f	%	F	%	F	%	f	%	f	%		
Consumerroutines	Y ₁₁	37	39,78	29	31,18	15	16,13	9	9,68	3	3,23	367	3,95
Quality	Y ₁₂	46	49,46	35	37,63	8	8,60	2	2,15	2	2,15	400	4,30
Commitment	Y ₁₃	46	49,46	28	30,11	9	9,68	7	7,53	3	3,23	386	4,15
Mean of Purchase Decision Variable Indicator Score (Y)												1153	4,13

Source: Processed Primary Data in 2016

Based on Table 4.4. it can be seen that out of the fourth var-

iable indicators of purchase decision variable, then it can be seen that the indicator of consumer routines has the lowest mean namely by 3,95. The factor causing the customers feel that the indicator of consumer routines is not quite good is because there are still any customers feeling that the consumer routines is not the main reason in making purchase decision in PT. Hasjrat Abadi Branch of Kendari. The strategy that can be done by the PT. Hasjrat Abadi Branch of Kendari management party in order to improve the customer perception on the indicator of consumer routines is that the PT. Hasjrat Abadi Branch of Kendari management party must be able to conduct promotions to the customers when they do their daily routines.

Then, the quality indicator has a statement stating that the respondents decide to buy the products by PT. Hasjrat Abadi Branch of Kendari because it is based on their desired quality. There are 46 respondents or 49,46% stating very agree, 35 respondents or 37,63% stating agree, 8 respondents or 8,60% stating neutral, 2 respondent or 2,15% stating disagree and 2 respondent or 2,15% stating very disagree. Based on the results above, it can be seen that in general the customers in PT. Hasjrat Abadi Branch of Kendari state very agree and agree for the statement item stating that they decide to buy the products by PT. Hasjrat Abadi Branch of Kendari since it is based on their desired quality.

4.2 Analysis Result

Results of multiple regression analysis test with SPSS software obtain the results as seen in the result summary as follow:

Table 4.6. Results of Multiple Linear Regression Analysis

Independent variables (X)	Regression Coefficient (β)	T _{count}	Significant	Notes
Price (X ₁)	0,312	3,750	0,000	Significant
Brand (X ₂)	0,555	6,751	0,000	Significant
After sales service (X ₃)	0,248	4,028	0,000	Significant
Constanta (β ₀) = 3,683 with t significant 0,003				N = 93 α = 0,05
R Square = 0,691				
R = 0,831				
F count = 66,199				
F significant = 0,000				
Error Standard = 1,380				

Source: Results of Regression Analysis

Based on the calculation results as seen in table 4.10, the regression model that is created as the description model of the price, brand and after sales service effects on the purchase decision in PT. Hasjrat Abadi Branch of Kendari can be stated as follow:

$$Y = 3,683 + 0,312 X_1 + 0,555 X_2 + 0,248 X_3 + 1,380$$

In which: Y = Purchase Decision β₁ = 0,312
 X₁ = Price β₂ = 0,555
 X₂ = Brand β₃ = 0,248
 X₃ = After Sales Service ε (error standard) = 1,380
 B₀ = 3,683

- Based on the analysis results, then it can describe as follow:
1. Constanta (β₀) by 3,683 shows that there is a tendency for increased purchase decision before it is affected by price, brand and after sales service.
 2. X₁ = 0,312 means if there is change of price correction, this

will improve the purchase decision.

3. $X_2 = 0,555$ means if there is change of brand improvement, this will affect on the improved purchase decision.
4. $X_3 = 0,248$ means if there is change of improved after sales service, it will affects on the improved purchase decision.
5. Value of $F_{count} = 66,199$ with significance value by $F_{sig} = 0,000$ means that ($F_{sig} < 0,05$), then statistically, the variables of price (X_1), brand (X_2) and after sales service (X_3) simultaneously provide significant effects on the purchase decision (Y) with trust level by 95%.
6. Value of R^2 (R-Square) by 0,691 shows that contribution of price (X_1), brand (X_2) and after sales service (X_3) variables on the purchase decision (Y) is 69,1% so that the effects of other variables that are not described in the model are 30,9%.
7. R Value (correlation coefficient score) by 0,831 shows that direct correlation between price (X_1), brand (X_2) and after sales service (X_3) on the purchase decision (Y) is 83,1%. This correlation statistically is categorized as the strong one, as expressed by Sugiono (1999:216) stating that the correlation that is categorized as the strong one has a value by 0,80-1,00. Therefore, the regression model can be said to be the "Fit" model or can be a good predictor model in describing the effects of price, brand and after sales service on the purchase decision in PT. Hasjrat Abadi Branch of Kendari.

Results of regression analysis in table 4.6. above can be interpreted as follow:

1. Significance of the effects of X_1 variable (price) on Y (purchase decision) has value of $t_{count} = 3,750$ with significance value by $t_{sig} = 0,000$ that is smaller than the value of $\alpha = 0,05$. This indicates that the coefficient value of β_1 by 0,312 statistically is significantly different to zero ($0,312 \neq 0$). Therefore, price (X_1) partially affects significantly on the purchase decision (Y). On this basis, the X_1 variable (price) can be inputted as one of the predictor variables for the purchase decision in PT. Hasjrat Abadi Branch of Kendari.
2. Significance of the effects of X_2 variable (brand) on Y (purchase decision) has value of $t_{count} = 6,751$ with significance value by $t_{sig} = 0,000 < 0,05$. This result indicates that the coefficient value of β_2 by 0,555 statistically is significantly different to zero ($0,555 \neq 0$). Thus, it can state that the brand (X_2) partially affects significantly on the purchase decision (Y). It means that the X_2 variable (brand) can be one of the strong predictor variables for the Y variable (purchase decision). Therefore, the brand variable can be inputted in the predictor model for the purchase decision in PT. Hasjrat Abadi Branch of Kendari.
3. Significance of the effects of X_3 variable (after sales service) on Y (purchase decision) has value of $t_{count} = 4,028$ with value of $t_{sig} = 0,000 < 0,05$. This result indicates that the coefficient value of β_3 by 0,248 statistically is significantly different to zero ($0,248 \neq 0$). Thus, it can state that the variable (X_3) partially affects significantly on (Y). It means that the X_3 variable (after sales service) can be as one of the strong predictor variables for the Y variable (purchase decision). Therefore, after sales service variable can be in-

putted in the predictor model for the purchase decision in PT. Hasjrat Abadi Branch of Kendari.

4.3 Discussion of Research Results

4.3.1 Effects of Price, Brand, After Sales Service on Purchase Decision

Based on the results of data analysis in this research, it is obtained the regression coefficient value showing that the price, brand and after sales service effects on the purchase decision in PT. Hasjrat Abadi Branch of Kendari have positive values. This shows that increased price, brand and after sales service will be able to affect on the purchase decision, this is because price, brand and after sales service trigger prospective customers to know more on the specification as well as other expectation and desire that have been met by the products so that the customers have high purchase decision level. Direction and significance of price, brand and after sales service effects on the purchase decision indicate that the price, brand and after sales service have significant effects on the purchase decision.

This research result supports the theory expressed by Umar Husein (2003), stating that price is amount of money that is exchanged by consumers with the benefits of owning or using goods or service products which the value is determined by the buyer and seller through bargaining or determined by the seller for the same price toward a buyer. According to Kotler and Gary Armstrong (1997), define price as amount of money that is charged for a product or service.

This research result supports previous research results conducted by Masyitoh, Dewi (2009), having an argument that "brand image will affect directly on high purchase interest on a product development". In other words, brand image is a non material benefit as the consumer consideration to achieve satisfaction level.

This research result is in line with a theory expressed by Hart in Tjiptono (2008:356) stating that guarantee is required to support customer satisfaction program success. Guarantee is an explicit promise delivered to customers concerning the performance level that can be expected to be achieved by them. Levitt (1972, in Rangkuti, (2005:39) observed that "more sophisticated general product technology (such as cars and computer), its sales will more depend on the quality and provision of customer service. For example: exhibition rooms, delivery, repairs and maintenance, use direction, operator training, installation recommendation, guarantee fulfillment. Meanwhile, according to Indrajit and Richardus (2003:75) repair is the quality of service that is provided for buyers related to the products.

4.3.2 Effects of Price on Purchase Decision

Based on the research results, it can be seen that the price has significant effects on the purchase decision. This proves that the price can attract customers to make purchase decisions. The results of this study support the theory expressed by Umar Husein (2003) stating that price is the amount of value that is exchanged by the consumer with the benefit of owning or using the goods or service product which its value is determined by the buyer and seller by bargaining or determined by the seller for the same price same to a buyer. While Kotler and Gary Armstrong (1997), define price as the amount of money that is charged to a product or ser-

vice.

When a product requires consumers to spend a greater cost than benefits received, then what happens is that the product has a negative value. Consumers may perceive it as a bad value and then will reduce consumption of the product. If the benefits received are greater, then what will happen is the product has a positive value. The results of this study are also in line with the results of research conducted by Rosvita Dua Lembang (2010) on the Analysis of Product Quality, Price, Promotion and Weather Effects on Ready-To-Drink Purchase Decision in Sosro Bottle Tea Brand Package; results of the research also show that price has positive and significant effects on the purchase decision.

Thus, both theoretical and empirical facts prove that price has significant and positive effects on purchase decisions. If PT. Hasjrat Abadi Branch of Kendari aims to improve purchase decisions, then the strategy that can be used to measure customer perception is to provide prices that are well-adjusted to what is expected by the customers.

4.3.3 Effects of Brand on Purchase Decision

Testing results in this study prove that brand has significant and positive effects on purchase decisions. The effect coefficient of positive value means that brand tends to improve purchase decisions. The results of this study can be concluded that brand changes are in the same direction positively and significantly to the improvement of purchase decisions. This means that better brand given to customers will lead to higher level of purchase decisions to use the same service in the future at PT. Hasjrat Abadi Kendari Branch. The results of this study support the results of previous research conducted by Masyitoh, Dewi (2009), has an argument stating "brand image will directly affect on high interest in purchase a product development". In other words, brand image is a non material benefit that consumers consider to achieve satisfaction levels.

In building a good brand image, there are several relevant variables to be studied further. Meenaghan and Shipley (1999) suggested the importance of marketing communications in order to improve the brand image. It was also stated by Graeff (1996) who more specifically discussed the importance of promotion in building a brand.

4.3.4 Effects of After Sales Service on Purchase Decision

Based on results of the research, it can be seen that after sales service has significant effects on purchase decisions. This proves that after-sales service can attract customers to make purchase decisions. The results of this study are in line with the theory expressed by Hart in Tjiptono (2008: 356) showing that guarantee is required to support the success of customer satisfaction programs. The guarantee is an explicit promise made to customers about the level of performance that they can expect to receive. Levitt (1972), in Rangkuti (2005: 39) observed that "the more sophisticated general product technology (such as cars and computer), its sales will more depend on the quality and provision of customer service. For example: exhibition rooms, delivery, repairs and maintenance, use direction, operator training, installation recommendation, guarantee fulfilment. Meanwhile, according to Indrajit and Richardus (2003:75) repair is the quality of service that is provided for buyers related to the products.

Based on the above discussion, then both theoretical and empirical facts prove that after sales service has significant effects on purchase decisions at PT. Hasjrat Abadi Kendari Branch. Thus, after sales service provided by the PT. Hasjrat Abadi Branch Kendari is well-adjusted to what is expected. It means that there is no gap between what customers expect from the perceived sales service. Customers have a high level of purchase decision if the after-sales service performance provided is well-adjusted to their expectations and otherwise customers will have a low level of purchase decisions if its performance is not well-adjusted to their expectations given by PT. Hasjrat Abadi Branch of Kendari management. Thus, logically the PT. Hasjrat Abadi Branch of Kendari management is required to continue to improve its after-sales service that is expected by the customers because it affects on the purchase decision.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on analysis results and discussion in this research, then it can conclude that:

1. Simultaneously, there are significant effects of price, brand and after sales service variables on purchase decision. This fact shows that more well-adjusted price given and better after sales service given will lead to higher level of purchase decision at PT. Hasjrat Abadi Branch of Kendari.
2. Price variable affects significantly on purchase decision. More well-adjusted price given will lead to higher level of purchase decision at PT. Hasjrat Abadi Branch of Kendari. This fact shows that well-adjusted price given has contribution to improve the level of purchase decision.
3. Brand variable affects significantly on purchase decision. Better brand given will lead to higher level of purchase decision at PT. Hasjrat Abadi Branch of Kendari. This fact shows that better brand given has contribution to improve the level of purchase decision
4. After sales service variable affects significantly on purchase decision. Better after sales service given will lead to higher level of purchase decision at PT. Hasjrat Abadi Branch of Kendari. This fact shows that after sales service given has contribution to improve the level of purchase decision.

5.2 Recommendations

Based on data analysis results, discussion and conclusion, the recommendations to be proposed are as follow:

1. For the PT. Hasjrat Abadi Kendari Branch management, it is recommended to keep adjusting the price given to customers, increasing brand to customer and after sales service between customers with PT. Hasjrat Abadi Kendari Branch which is realized in the form of purchase decision.
2. Any further researchers are expected to utilize and develop the results of this research by using different variables or indicators used in each variable. For example, it can add location and product quality variables.
3. For any further researchers, it is expected to develop this research with broader objects and samples and it is suggested to use longitudinal data (combined data between cross section and time series) so that the results obtained can be applied in

a wider scale.

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