

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep , Lusiah

Program Studi Manajemen, Fakultas Ilmu Sosial dan Humaniora, Universitas IBBI Medan

Email: yosepliong@gmail.com, lusiah79@gmail.com

Received: 03/07/2026 | Revised : 13/07/2026 | Accepted: 30/07/2026 | Published :11/08/2026

Abstract

This study aims to analyze the influence of servicescape, service quality, and product quality on Honda motorcycle purchasing decisions at the PT Capella Dinamik Nusantara 88 (PT CDN 88) dealer in Pekanbaru. The background of the study is based on the phenomenon of a decline in PT CDN 88's sales volume from an average of 431 units per month (2024) to 360 units per month (2025), even though the Honda motorcycle market in Riau as a whole grew positively to 170 thousand units. Initial analysis of 881 Google Reviews showed 78 negative reviews, where the highest complaints concerned service quality (57%), followed by product quality (14%), and servicescape (3%). This study used a quantitative approach with a Likert-based questionnaire instrument. Sampling was carried out using a purposive sampling technique on a population of 9,500 Honda motorcycle buyers at PT CDN 88 for the period 2024–2025, and obtained 170 respondents. Data were analyzed using multiple linear regression with the help of IBM SPSS Statistics 25. The results of the instrument test showed that all items were valid and reliable. The classical assumption test was met (normality, multicollinearity, and heteroscedasticity). The t-test results showed that servicescape had a positive and significant effect on purchasing decisions ($t_{\text{count}} = 2.749$; sig. = 0.007), service quality had a positive and significant effect ($t_{\text{count}} = 5.493$; sig. = 0.000), and product quality had a positive and significant effect ($t_{\text{count}} = 4.738$; sig. = 0.000). The F test showed that the three variables simultaneously had a positive and significant effect on purchasing decisions ($F_{\text{count}} = 128.734$; sig. = 0.000). The coefficient of determination (Adjusted R^2) of 0.694 indicated that the three variables were able to explain 69.4% of the variation in purchasing decisions, while the remaining 30.6% was influenced by other variables outside the model. The regression equation obtained was: $Y = -1.681 + 0.273X_1 + 0.435X_2 + 0.304X_3$.

Keywords: Servicescape, Service Quality, Product Quality, Purchasing Decisions.

I. INTRODUCTION

The Indonesian motorcycle industry has recorded consistent growth, marked by the Indonesian Motorcycle Industry Association (AISI) sales target of 6.4–6.7 million units in 2025, up from 6.33 million units in 2024. In the Riau region, PT Capella Dinamik Nusantara (CDN) recorded Honda sales reaching 170,000 units by mid-2025. However, at the micro level, PT CDN 88 Pekanbaru — a five-star Honda dealer with a 3-in-1 system (sales, maintenance, and spare parts) — actually experienced a decline in sales volume from an average of 431 units per month (2024) to 360 units per month (2025). An initial analysis of 881 Google Reviews from January 2023 to December 2025 identified 78 negative reviews. The distribution of complaints included: service quality (57%), general dissatisfaction without details (13%), purchasing decisions (10%), product quality (14%), and servicescape (3%). These findings indicate that the issues are not macro-level (brand or market-specific), but rather specific to the dealership.

Servicescape is the physical environment where services are provided that influences consumers' affective and cognitive responses prior to purchasing decisions (Bitner, 1992). Service quality determines consumers' perceptions of service excellence relative to expectations (Parasuraman, Zeithaml & Berry, 1988). Product quality reflects the product's ability to meet or exceed customer expectations (Kotler & Armstrong, 2012). These three variables have been theoretically and empirically proven to contribute to consumer purchasing decisions. This study aims to analyze partially and simultaneously the influence of servicescape, service quality, and product quality on

Honda motorcycle purchasing decisions at the PT CDN 88 Pekanbaru dealership, as well as to provide data-based improvement recommendations.

II. LITERATURE REVIEW

2.1. Servicescape

Servicescape is the impression created on the five senses by the design of the physical environment where services are delivered that influences consumers' levels of satisfaction and purchasing behavior, and provides a memorable experience for consumers (Lovelock and Wirtz, 2011 in Haryati & Purbaningrum, 2022). Wakefield and Blodgett (1996) stated that servicescape has three dimensions, namely:

1. Environmental conditions (environmental conditions); are background elements that affect the five senses such as air temperature, lighting, music, aroma and noise level.
2. Conditions of cleanliness ; Wakefield and Blodgett emphasize that cleanliness (of floors, facilities, and service areas) is a crucial aspect. Poor cleanliness is considered a signal of poor overall management quality.
3. Design conditions (design conditions); include functional layout (spatial layout), architectural aesthetics, decoration and comfort of furniture (such as chairs in the waiting room).

2.2. Quality of Service.

Service quality is the degree and direction of the difference between consumer perceptions and expectations, or the extent to which a service meets or exceeds customer expectations. Service quality depends on the service consistently meeting customer expectations (Zeithaml et al., 1996 in Harahap et al., 2023).

The SERVQUAL model (Parasuraman et al., 1988) identifies five dimensions:

1. Tangibles (physical evidence),
2. Reliability
3. Responsiveness (responsiveness),
4. Assurance (guarantee and trust)
5. Empathy (personal attention).

In this study, to evaluate service quality, the author only used 4 dimensions. The tangibles dimension (physical evidence) was not used because it overlapped with the servicescape variable .

1. Reliability (Reliability); the ability to perform promised services accurately and reliably.
2. Responsiveness : the willingness or readiness to assist customers and provide prompt service. This includes the responsiveness of dealership staff.
3. Assurance (Guarantee); includes the knowledge and courtesy of employees and their ability to instill trust and confidence.
4. Empathy : providing individual or personal attention to customers. This means understanding the customer's specific needs.

2.3. Product Quality.

Product quality is the ability of a product to perform its function, including overall durability, reliability, accuracy, ease of operation and repair, and other product attributes (Kotler & Armstrong, 2012 in Munadjat et al., 2022). Product quality indicators according to Tjiptono (2018):

1. Performance (Performance); is the main operating characteristics of the core product purchased, for example speed, fuel consumption, number of passengers that can be carried, ease and comfort in driving.
2. Features (additional features or characteristics); namely secondary or complementary characteristics, for example interior and exterior equipment such as dashboard, AC, sound system, door lock system, power steering , and so on.
3. Reliability (Reliability); that is, there is a small possibility of damage or failure, for example, the motor will not stall, jam or break down.
4. Durability : This relates to how long the product can be used. This dimension encompasses both the technical and economic lifespan of the motorcycle.
5. Serviceability (Ease of Repair); includes speed, competence, comfort, ease of repair and satisfactory handling of complaints, including repair services and the availability of required spare parts.
6. Aesthetics : This refers to a product's appeal to the five senses, such as an attractive physical appearance, artistic model/design, color, and so on.

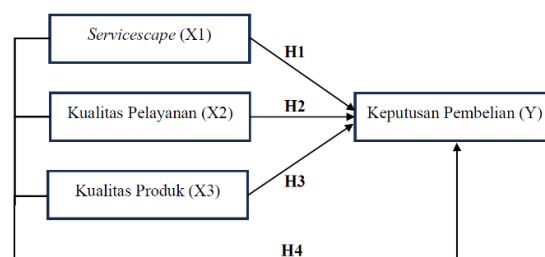
2.4. Buying decision.

Purchasing decisions are a part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Armstrong, 2016 in Abaharis & Afifa, 2023). According to Kotler and Keller (2009) in Larika & Ekowati, 2020, four indicators of purchasing decisions are explained, as follows:

1. Consistency in a product; Consumers make the decision to purchase a product after considering various information and benefits offered by the product.
2. Product purchasing habits: Consumers tend to choose brands that are well-known and have a good reputation.
3. Giving recommendations to others; After consumers are satisfied with the purchasing process and satisfied with the product they purchased, consumers tend to recommend or suggest the product or dealer to others.
4. Making repeat purchases; The definition of repeat purchases is when an individual makes a purchase of a product or service and decides to buy it again, so the second and subsequent purchases are called repeat purchases.

2.5. Conceptual Framework

A conceptual framework is a guide for researchers to explain the theories used in research systematically.



Gambar 1. Kerangka Konseptual

a. Servicescape Relationship with Purchasing Decisions

The influence of servicescape on purchasing decisions can be seen in previous research, including Mustafa et al. (2024). The results of this test indicate that servicescape influences purchasing decisions. This means that the servicescape variable is one of the important factors consumers assess before making a purchase. The following hypothesis is formulated:

H1 : Servicescape has a partial positive influence on the decision to purchase a Honda motorbike at the PT CDN 88 Pekanbaru dealer.

b. Relationship between Service Quality and Purchasing Decisions

The influence of service quality on purchasing decisions can be seen in previous research, including Putri et al. (2024). The results of this test indicate that service quality influences purchasing decisions. The higher the service quality, the more likely consumers are to make a purchase. The following hypothesis is formulated:

H2 : Service quality has a partial positive effect on the decision to purchase a Honda motorbike at the PT CDN 88 Pekanbaru dealer.

c. Relationship between Product Quality and Purchasing Decisions

The influence of product quality on purchasing decisions can be seen in previous research by researchers, including Fitriani et al. (2024). The results of this test indicate that product quality influences purchasing decisions. This means that the higher the product quality, the greater the consumer's trust in the product and the greater their confidence in making a purchase. The formulated hypothesis is:

H3 : Product quality has a partial positive effect on the decision to purchase Honda motorbikes at the PT CDN 88 Pekanbaru dealer.

d. Relationship between Servicescape , Service Quality and Product Quality with Purchasing Decisions

Consumer decisions to purchase a product can be influenced by servicescape , because the better the servicescape around the company makes consumers feel comfortable so that purchasing decisions also increase. Where the higher the quality of service, the greater the likelihood of consumers making purchases, in other words, superior service quality in a company can increase consumer purchasing decisions, and increasing aspects such as empathy can then positively influence purchasing decisions. Likewise with product quality, the higher the quality of

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep et al

the product, the higher the consumer's trust in the product and the more confident consumers are to make purchases, thus having an impact on increasing purchasing decisions. The formulated hypothesis:

H4 : Servicescape , service quality, and product quality simultaneously have a positive influence on the decision to purchase a Honda motorbike at the PT CDN 88 Pekanbaru dealer.

III. RESEARCH METHOD

The research method used is a quantitative method with a positivistic paradigm. The population in this study was 9,500 Honda motorcycle buyers at PT CDN 88 Pekanbaru for the period 2024–2025, and had a sample of 170 respondents. The sampling technique was purposive sampling (non-probability sampling) with sample criteria aged ≥ 17 years and having purchased a Honda motorcycle at PT CDN 88. Data were collected using a questionnaire of 34 questions, namely servicescape (X1) = 6 question items, service quality (X2) = 8 question items, product quality (X3) = 12 question items, and consumer purchasing decisions (Y) = 8 question items.

The data analysis technique used SPSS version 25. Instrument testing was conducted by examining validity and reliability. The data analysis techniques used were classical assumption testing, multiple linear regression, coefficient of determination testing, and hypothesis testing.

IV. RESULTS AND DISCUSSION

4.1 Description of Research Variables

A. Description of Servicescape Variables

servicescape variable is measured through 6 statements that present 3 indicators of the variable, with the following response results:

Table 4.1. Respondents' Responses regarding Servicescape

4.1. Respondents' Responses Regarding Service									
No	Indikator	Pernyataan	STS TS N S SS					Skor	Rerata
			1	2	3	4	5		
1	<i>Environmental Conditions</i>	X1.1	0	1	8	50	111	781	4,59
		X1.2	0	1	14	65	90	754	4,44
2	<i>Conditions of Cleanliness</i>	X1.3	0	1	7	69	93	764	4,49
		X1.4	0	1	5	55	109	782	4,60
3	<i>Design Conditions</i>	X1.5	0	1	8	66	95	765	4,50
		X1.6	1	0	7	61	101	771	4,54
Total			1	5	49	366	599	4617	4,53
Kriteria								Sangat Tinggi	

Source: Processed primary data, 2026

Based on Table 4.1, the servicescape variable at the PT CDN 88 Pekanbaru dealership achieved an average score of 4.53, which is in the very high category. This indicates that respondents have a very good perception of the dealership's physical environment, both in terms of environmental comfort, cleanliness, and the design of the available facilities.

B. Description of Service Quality Variables

The service quality variable is measured through 8 statements that present 4 indicators of the variable with the following response results:

Table 4.2. Respondents' Responses Regarding Service Quality

No	Indikator	Pernyataan	STS	TS	N	S	SS	Skor	Rerata
			1	2	3	4	5		
1	Reliability	X2.1	1	0	24	80	65	718	4,22
		X2.2	0	1	14	81	74	738	4,34
2	Responsiveness	X2.3	0	1	22	106	41	697	4,10
		X2.4	0	1	27	117	25	676	3,98
3	Assurance	X2.5	0	1	8	76	85	755	4,44
		X2.6	0	1	4	73	92	766	4,51
4	Empathy	X2.7	0	1	16	95	58	720	4,24
		X2.8	0	1	12	102	55	721	4,24
Total			1	7	127	730	495	5791	4,26
Kriteria								Sangat Tinggi	

Source: Processed primary data, 2026

Based on Table 4.2, it can be seen that the service quality variable at PT CDN 88 Pekanbaru obtained an average value of 4.26, which is included in the very high category. This result indicates that consumers assess the quality of service provided by PT CDN 88 Pekanbaru as very good, both in terms of reliability, responsiveness, assurance, and empathy provided by employees to consumers.

C. Description of Product Quality Variables

The product quality variable is measured through 12 statements that present 6 indicators of the variable with the following response results:

Table 4.3. Respondents' Responses Regarding Product Quality

No	Indikator	Pernyataan	STS	TS	N	S	SS	Skor	Rerata
			1	2	3	4	5		
1	Performance	X3.1	1	1	11	58	99	763	4,49
		X3.2	1	1	14	62	92	753	4,43
2	Feature	X3.3	0	1	9	91	69	738	4,34
		X3.4	0	1	15	107	47	710	4,18
3	Reliability	X3.5	1	1	14	64	90	751	4,42
		X3.6	0	3	11	74	82	745	4,38
4	Durability	X3.7	1	1	13	91	64	726	4,27
		X3.8	1	1	11	87	70	734	4,32
5	Serviceability	X3.9	0	1	11	89	69	736	4,33
		X3.10	0	1	10	94	65	733	4,31
6	Esthetics	X3.11	0	1	9	65	95	764	4,49
		X3.12	0	1	9	71	89	758	4,46
Total			5	14	137	953	931	8911	4,37
Kriteria			Sangat Tinggi						

Source : Processed primary data, 2026

Based on Table 4.3, it can be seen that the product quality variable obtained an average value of 4.37, which is in the very high category. This result indicates that consumers have a very good perception of the quality of Honda motorcycles purchased through PT CDN 88 Pekanbaru. This assessment reflects that Honda products are considered capable of meeting consumer expectations in terms of performance, features, reliability, durability, ease of maintenance, and aesthetics.

D. Description of Purchasing Decision Variables

purchasing decision variable is measured through 8 statements that present 4 indicators of the variable, with the following response results:

Table 4.4. Respondents' Responses Regarding Purchasing Decisions

No	Indikator	Pernyataan	STS	TS	N	S	SS	Skor	Rerata
			1	2	3	4	5		
1	Kemantapan pada produk	Y1	0	2	14	72	82	744	4,38
		Y2	0	1	16	71	82	744	4,38
2	Kebiasaan membeli	Y3	1	1	9	84	75	741	4,36
		Y4	1	1	20	87	61	716	4,21
3	Merekomendasi-kan	Y5	0	2	24	98	46	698	4,11
		Y6	0	2	40	92	36	672	3,95
4	Pembelian ulang	Y7	0	2	18	80	70	728	4,28
		Y8	0	2	21	92	55	710	4,18
Total			2	13	162	676	507	5753	4,23
Kriteria			Sangat Tinggi						

Processed primary data , 2026

Based on Table 4.4, it can be seen that the purchasing decision variable obtained an average value of 4.23, which is in the very high category. This result indicates that consumers have a high level of confidence and tendency in deciding to purchase a Honda motorcycle at PT CDN 88 Pekanbaru. This high average value indicates that consumers are satisfied with the products and services provided, thus encouraging the formation of a strong purchasing decision.

4.2 Testing of Research Instruments

A. Validity Test

Validity testing is used to measure the validity of a questionnaire. A questionnaire is considered valid if the statements in it are able to reveal what it is intended to measure. Decision-making in this validity test uses the r_{table} limit with a significance level of 0.05.

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep et al

Table 4.5. Validity Test Results

Variabel	Indikator	r hitung	r tabel	Keterangan
Servicescape	X1.1	0,766	0,361	Valid
	X1.2	0,681	0,361	Valid
	X1.3	0,782	0,361	Valid
	X1.4	0,769	0,361	Valid
	X1.5	0,741	0,361	Valid
	X1.6	0,838	0,361	Valid
Kualitas Pelayanan	X2.1	0,897	0,361	Valid
	X2.2	0,716	0,361	Valid
	X2.3	0,755	0,361	Valid
	X2.4	0,698	0,361	Valid
	X2.5	0,766	0,361	Valid
	X2.6	0,648	0,361	Valid
	X2.7	0,682	0,361	Valid
Kualitas Produk	X2.8	0,717	0,361	Valid
	X3.1	0,700	0,361	Valid
	X3.2	0,816	0,361	Valid
	X3.3	0,778	0,361	Valid
	X3.4	0,744	0,361	Valid
	X3.5	0,693	0,361	Valid
	X3.6	0,746	0,361	Valid
	X3.7	0,692	0,361	Valid
	X3.8	0,779	0,361	Valid
	X3.9	0,715	0,361	Valid
	X3.10	0,827	0,361	Valid
	X3.11	0,702	0,361	Valid
Keputusan Pembelian	X3.12	0,791	0,361	Valid
	Y1	0,803	0,361	Valid
	Y2	0,529	0,361	Valid
	Y3	0,676	0,361	Valid
	Y4	0,801	0,361	Valid
	Y5	0,885	0,361	Valid
	Y6	0,769	0,361	Valid
	Y7	0,806	0,361	Valid
	Y8	0,713	0,361	Valid

Source: Results of SPSS 25 data processing

Based on table 4.5 above, each question item for each variable, both independent and dependent variables, has a calculated r value $> r$ table 0.361, so the data is declared valid.

B. Reliability Test

Reliability testing is a test conducted to determine whether a variable is reliable for further testing. Reliability testing is performed using a one-shot method, where the results are compared with other questions. A variable is considered reliable if its Cronbach's Alpha value is > 0.60 (Sahir, 2021).

Table 4.6. Reliability Test Results

Variabel	Nilai Cronbach Alpha	Standar Reliabilitas	Keterangan
Servicescape	0,851	0,60	Reliabel
Kualitas Pelayanan	0,875	0,60	Reliabel
Kualitas Produk	0,925	0,60	Reliabel
Keputusan Pembelian	0,884	0,60	Reliabel

Source: Results of SPSS 25 data processing

Based on table 4.6 above, the Cronbach's alpha value for all variables is > 0.6 , indicating that the servicescape (X1), service quality (X2), product quality (X3), and purchasing decisions (Y) variables are reliable.

4.3 Classical Assumption Test

A. Normality Test

The normality test is used to determine whether residual values are normally distributed. A good regression model is one with normally distributed residual values. Using the Kolomogorov-Smirnov one-sample test, a distribution is considered normal if the significance value is ≥ 0.05 (Hamid et al., 2019).

Table 4.7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,47535655
Most Extreme Differences	Absolute	,056
	Positive	,047
	Negative	-,056
Test Statistic		,056
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: Results of SPSS 25 data processing

The normality test can be seen in table 4.7, the data in this study is normally distributed with an Asymp.Sig. (2-tailed) value of 0.200 which is greater than the alpha value (0.05), so it can be concluded that the residual value is normally distributed.

B. Multicollinearity Test

The multicollinearity test aims to determine whether a regression model finds correlation between independent variables. A good regression model should have no correlation between independent variables. To determine the presence of multicollinearity in a regression model, look at the Tolerance (TOL) and Variance Inflation Factor (VIF) values. If the Tolerance value is ≥ 0.10 and the VIF value is ≤ 10 , then the independent variables are declared to have no symptoms of multicollinearity.

Table 4.8. Multicollinearity Results of Variance Inflation Factor

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,501	1,650		,609	,545
	Servicescape (X1)	,273	,099	,185	2,749	,007
	Kualitas Pelayanan (X2)	,435	,079	,378	5,493	,000
	Kualitas Produk (X3)	,253	,053	,362	4,738	,000
a. Dependent Variable: Keputusan Pembelian (Y)						

Source: Results of SPSS 25 data processing

Based on table 4.8 of the multicollinearity test results above, it is known that the tolerance value of the servicescape variable (X1) is $0.398 > 0.10$ and the VIF value is $2.511 < 10$. The tolerance value of the service quality variable (X2) is $0.383 > 0.10$ and the VIF value is $2.610 < 10$. The tolerance value of the product quality variable (X3) is $0.328 > 0.10$ and the VIF value is $3.052 < 10$. So it can be concluded that the servicescape variable, service quality variable and product quality variable do not experience multicollinearity.

C. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals or other observations in the regression model. The regression model is considered good if there is no heteroscedasticity. In this study, the Glejser technique was used to detect the presence or absence of heteroscedasticity symptoms. By looking at the significance value between the independent variable and the absolute residual variable ≥ 0.05 , heteroscedasticity does not occur.

Table 4.9. Results of the Glejser Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,495	1,106		2,255	,025
	Servicescape (X1)	-,021	,059	-,043	-,355	,723
	Kualitas Pelayanan (X2)	-,073	,047	-,191	-1,539	,126
	Kualitas Produk (X3)	,048	,032	,203	1,509	,133
a. Dependent Variable: Abs_Res						

Source: Results of SPSS 25 data processing

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep et al

Based on table 4.9, the results of the homoscedasticity test show that the sig. value of the servicescape variable (X1) is $0.723 > 0.05$, the sig. value of the service quality variable (X2) is $0.126 > 0.05$, and the sig. value of the product quality (X3) is $0.133 > 0.05$, which means that there are no symptoms of heteroscedasticity.

4.4 Multiple Linear Regression Equation

Multiple regression analysis is used to test each independent variable: servicescape (X1), service quality (X2), and product quality (X3) have a positive or negative relationship with the dependent variable, namely purchasing decisions (Y).

Table 1. Multiple Linear Regression Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-1.681	1.850		.365
	Servicescape (X1)	.273	.099	.185	.007
	Kualitas Pelayanan (X2)	.435	.079	.378	.000
	Kualitas Produk (X3)	.253	.053	.352	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Results of SPSS 25 data processing

From table 4.10 above, the multiple linear regression equation is obtained:

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

$$Y = -1.681 + 0.273X_1 + 0.435X_2 + 0.253X_3$$

The equation above is explained as follows:

- α = -1.681 is a constant value, if the values of X1, X2 and X2 are considered 0 then the value of the purchasing decision will decrease by 1.681.
- β_1 = 0.273 means that the servicescape variable has a positive effect on purchasing decisions and if the servicescape variable increases by one unit, the purchasing decision will increase by 0.273 units.
- β_2 = 0.435 means that the service quality variable has a positive effect on purchasing decisions and if the service quality variable increases by one unit, then the purchasing decision will increase by 0.435 units.
- β_3 = 0.253 means that the product quality variable has a positive effect on purchasing decisions and if the product quality variable increases by one unit, the purchasing decision will increase by 0.253 units.

4.5 Hypothesis Testing

A. t-test

The t-test is used to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable, Ghazali (2018). Testing with a significant level (α) of 0.05 if the calculated t value $> t_{table}$ and the significant value (α) < 0.05 means there is a positive influence between the independent variables on the dependent variable. In this study, the t_{table} value is obtained from the formula $df = n - k$, obtained $df = 170 - 3 = 167$, then the t_{table} value is 1.974.

Table 2. T-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-1.681	1.850		.365
	Servicescape (X1)	.273	.099	.185	.007
	Kualitas Pelayanan (X2)	.435	.079	.378	.000
	Kualitas Produk (X3)	.253	.053	.352	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Results of SPSS 25 data processing

Based on table 4.11 above, the influence of each independent variable can be explained partially:

- a. The test results of the servicescape variable (X1) on purchasing decisions (Y) obtained a calculated t value of $2.749 > t_{table}$ 1.974 and a sig. value of $0.007 < 0.05$. With this, the first hypothesis (H1) is accepted, which means that the servicescape variable (X1) has a positive and significant influence on purchasing decisions (Y).
- b. The test results of the service quality variable (X2) on purchasing decisions (Y) obtained a calculated t value of $5.493 > t_{table}$ 1.974 and a sig. value of $0.000 < 0.05$. With this, the second hypothesis (H2) is accepted, which means that the service quality variable (X2) has a positive and significant influence on purchasing decisions (Y).
- c. The results of testing the product quality variable (X3) on purchasing decisions (Y) obtained a calculated t value of $4.738 > t_{table}$ 1.974 and a sig. value of $0.000 < 0.05$. With this, the third hypothesis (H3) is accepted, which means that the product quality variable (X3) has a positive and significant influence on purchasing decisions (Y).

B. F Test

The F test is used to test the feasibility of the model used in the study. If the F test is significant, then the model is suitable for research or the model fits. It is said to be suitable if the data fits (matches) the regression equation, Ghozali (2018). With the criteria of the significance level (α) < 0.05, the f_{table} is obtained from the formula $f_{table} = F(k; nk)$, obtained $f_{table} = F(3; 167)$, then the value of the f_{table} is 2.66.

Table 3. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2409,183	3	803,061	128,734	,000 ^b
	Residual	1035,529	166	6,238		
	Total	3444,712	169			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X3), Servicescape (X1), Kualitas Pelayanan (X2)

Source: Results of SPSS 25 data processing

Based on the results of the f test in table 4.12 above, it can be seen that the calculated f value (128.734) > f_{table} (2.66) and the significance value (0.000) < 0.05. Therefore, the fourth hypothesis (H4) is accepted. This shows that the servicescape variables (X1), service quality (X2), and product quality (X3) together have a positive and significant effect on purchasing decisions (Y).

C. Test of the Coefficient of Determination (R Square)

The coefficient of determination (R^2) test essentially measures the model's ability to explain variation in the related variables. The coefficient of determination value is between zero and one (Ghozali, 2018). The closer the R^2 value is to 1, the greater the influence of the independent variable on the dependent variable. Conversely, the closer the R^2 value is to 0, the smaller the influence of the independent variable.

Table 4.13 Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,836 ^a	,699	,694	2,498

a. Predictors: (Constant), Kualitas Produk (X3), Servicescape (X1), Kualitas Pelayanan (X2)

Source: Results of SPSS 25 data processing

Based on table 4.13 above, the Adjusted R Square value is 0.694 or 69.4%. This indicates that the servicescape (X1), service quality (X2), and product quality (X3) variables collectively have a 69.4% influence on purchasing decisions (Y), and the remaining 30.6% is influenced by other variables not explained in this study.

4.6 Discussion

Based on the statistical test results, it can be clearly seen that all independent variables partially (individually) influence the dependent variable. The influence of these three independent variables is positive, meaning that higher servicescape, service quality, and product quality result in higher purchasing decisions. These results align with the proposed hypothesis and also with previous research. The explanation of each variable's influence is as follows:

a. Influence of Servicescape (X1) on Purchasing Decisions (Y):

The results of the first hypothesis test (H1) indicate that the servicescape variable has a positive and significant effect on the purchase decision of a Honda motorcycle at the PT CDN 88 Pekanbaru dealer. This is evidenced by the calculated t of 2.749 > t_{table} 1.974 with a significance level of 0.007 < 0.05. Therefore, it can be concluded that the first hypothesis (H1) is accepted. Thus, the better the servicescape conditions perceived by consumers, the higher the purchasing decisions made by consumers. The results of this study align with research conducted by Mustafa et al. (2024), which stated that servicescape has a positive effect on purchasing decisions. This research is also supported by the results of research by Abaharis & Afifa (2023), Ilahi et al. (2023), Moenardy & Winarni (2022), and Verinanda et al. (2021), which concluded that servicescape is a significant factor influencing consumer purchasing decisions. This positive influence can be explained based on the results of the servicescape indicator analysis. The indicator with the highest average value is the statement "The Honda motorcycle units displayed in the PT CDN 88 Pekanbaru dealer showroom look clean and dust-free" with an average value of 4.60, followed by "The

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep et al

air temperature and lighting inside the PT CDN 88 Pekanbaru dealer feel comfortable for me" with an average of 4.59. This shows that consumers are very concerned about the cleanliness of the showroom and the comfort of the physical environment when visiting the dealer. A clean, well-organized, and comfortable showroom condition can create a positive shopping experience, thereby increasing consumer confidence in making a purchase. Conversely, the indicator with the lowest average value is "The aroma/fragrance inside the PT CDN 88 Pekanbaru dealer showroom feels fresh and not disturbing" with an average value of 4.44. Although still in the very high category, these results indicate that room aroma is still an aspect that needs to be improved. Thus, the better the quality of the physical environment of the showroom, including cleanliness, comfort, lighting, and room aroma, the greater the tendency of consumers to decide to buy a Honda motorbike at PT CDN 88 Pekanbaru.

b. The Influence of Service Quality (X2) on Purchasing Decisions (Y):

The results of the second hypothesis test (H2) indicate that service quality has a positive and significant effect on the purchasing decision of a Honda motorcycle at the PT CDN 88 Pekanbaru Dealer. This is evidenced by the calculated t value of $5.493 > t_{table} 1.974$ with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that the second hypothesis (H2) is accepted. This means that the better the quality of service provided to consumers, the higher the purchasing decision made by consumers. The results of this study align with previous research by Putri et al. (2024), which stated that service quality influences purchasing decisions. This research is also supported by research by Mulyadi & Pasaribu (2024), Melati et al. (2022), Puspita et al. (2022), Chaerudin et al. (2021), and Djauharuddin et al. (2020), which concluded that good service will improve consumer purchasing decisions. These results can be explained based on respondents' assessments of each service quality indicator. The indicator with the highest average value was the statement "PT CDN 88 Pekanbaru dealership employees are polite, friendly, and professional in serving customers" with an average value of 4.51. This indicates that the friendly, polite, and professional attitude of employees is the service aspect most appreciated by customers. Meanwhile, the indicator with the lowest average value was the statement "The waiting time to be served at the PT CDN 88 Pekanbaru dealership was relatively short and not disappointing" with an average value of 3.98. This value indicates that although the overall service quality was assessed as very good, there was still a perception that the service waiting time did not fully meet customer expectations. Therefore, increasing the speed of service without reducing the quality of interaction between employees and customers would further strengthen consumer purchasing decisions.

c. The Influence of Product Quality (X3) on Purchasing Decisions (Y):

The results of the third hypothesis test (H3) indicate that product quality has a positive and significant effect on the purchasing decision of Honda motorcycles at the PT CDN 88 Pekanbaru dealer. This is evidenced by the calculated t value of $4.738 > t_{table} 1.974$ with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that the third hypothesis (H3) is accepted. This shows that the higher the product quality perceived by consumers, the higher the purchasing decision made by consumers. The results of this study align with those of Fitriani et al. (2024), who stated that product quality influences purchasing decisions. This research is also supported by the results of research by Putri et al. (2024), Haryanto (2023), Munadjat et al. (2022), Nasution et al. (2022), Dwitama (2021), Chaerudin et al. (2021), and Djauharuddin et al. (2020), which concluded that product quality is a crucial factor in improving consumer purchasing decisions.

This positive influence can be explained based on the results of the assessment of each product quality indicator. The indicator with the highest average value is the statement "The Honda motorcycle that I bought at the PT CDN 88 Pekanbaru dealer works optimally according to its main function" and "The physical design and color choices of the Honda motorcycle look very aesthetically appealing," which both received an average value of 4.49. This indicates that consumers highly value the performance of Honda vehicles and product design. Meanwhile, the indicator with the lowest average value is the statement "The variety of color choices and models of Honda motorcycles at the PT CDN 88 Pekanbaru dealer is completely available according to consumer needs" with an average value of 4.18. This condition indicates that the availability of various models and colors of vehicles still does not fully meet consumer expectations. Thus, increasing the availability of motorcycle types and colors according to market needs will further strengthen the influence of product quality on purchasing decisions.

d. The Influence of Servicescape , Service Quality and Product Quality Simultaneously on Purchasing Decisions

The results of the fourth hypothesis test (H4) show that servicescape , service quality, and product quality simultaneously have a positive and significant effect on the purchasing decision of Honda motorcycles at the PT

CDN 88 Pekanbaru dealer. This is evidenced by the calculated f value of $128.734 > f_{table} 2.66$ with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that the fourth hypothesis (H4) is accepted. This means that servicescape, service quality, and product quality simultaneously contribute to increasing consumer purchasing decisions. The results of this study are in line with the research of Mustafa, et al. (2024), Abaharis & Afifa (2023), Ilahi, et al. (2023), Moenardy & Winarni (2022) and Verinanda, et al. (2021) which stated that servicescape influences purchasing decisions, and according to research by Putri, et al. (2024), Chaerudin, et al. (2021) and Djauharuddin, et al. (2020) which stated that product quality and service quality simultaneously influence purchasing decisions.

These results can be explained through the findings in each variable. In the servicescape variable, consumers gave the highest rating to the cleanliness of the motorcycle units on display, while the aspect of showroom aroma still received the lowest rating. In the service quality variable, the polite and professional attitude of employees is the company's main strength, while service waiting times still need to be improved. As for the product quality variable, vehicle performance and design of Honda motorcycles received very good ratings, while the variety of vehicle models and colors still need improvement. The combination of a comfortable showroom environment, professional service, and good product quality has been proven to increase consumer confidence in making purchasing decisions. Therefore, the company needs to maintain indicators that have received high ratings while making improvements to indicators with the lowest average values so that consumer purchasing decisions can continue to increase.

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research results above, the following conclusions can be drawn:

1. Servicescape has a partial positive effect on purchasing decisions. This indicates that better servicescape conditions around the company make consumers feel more comfortable, which in turn increases their decision to purchase Honda motorcycles at the PT CDN 88 Pekanbaru dealership.
2. Service quality has a partial positive effect on purchasing decisions. This indicates that fast, friendly, professional service, and the ability to provide accurate information will increase the decision to purchase a Honda motorcycle at the PT CDN 88 Pekanbaru dealership.
3. Product quality has a partial positive effect on purchasing decisions. This indicates that the better the product quality, including performance, features, reliability, durability, ease of maintenance, and aesthetics, the higher the purchase decision for a Honda motorcycle at the PT CDN 88 Pekanbaru dealership.
4. Servicescape, service quality, and product quality simultaneously have a positive influence on purchasing decisions. This means that the servicescape, service quality, and product quality variables can collectively serve as benchmarks for purchasing decisions for Honda motorcycles at the PT CDN 88 Pekanbaru dealership.
5. Based on the results of the coefficient of determination (R^2), a value of 0.694 was obtained. This indicates that the servicescape, service quality, and product quality variables are able to explain purchasing decisions by 69.4%, while the remaining 30.6% is influenced by other variables outside this study.

5.2 Suggestions

Based on the results of the research that has been conducted, the researcher provides several suggestions as follows:

1. For the management of PT CDN 88 Pekanbaru dealer
 - a. PT CDN 88 Pekanbaru is advised to improve the quality of the physical environment of the showroom by consistently maintaining room cleanliness, ensuring that the ventilation and air conditioning systems are functioning properly, and using air fresheners that have a soft, non-pungent aroma and provide a fresh impression to visitors. In addition, the company needs to periodically evaluate the comfort of the showroom environment through input from customers so that the atmosphere created can provide a more positive visiting experience and increase consumer satisfaction and increase consumer interest and purchasing decisions.
 - b. PT CDN 88 Pekanbaru is advised to improve the speed and responsiveness of its service by optimizing the number of sales staff and customer service officers, especially during peak hours. Furthermore, the company needs to develop standard operating procedures (SOPs) regarding service times, provide employee training on fast and responsive service, and utilize a queuing system or digital services to expedite the service process. These efforts are expected to reduce customer waiting times and improve overall service quality.
 - c. PT CDN 88 Pekanbaru is advised to increase the availability of various models and colors of Honda motorcycles in accordance with market trends and consumer preferences. The company also needs to strengthen coordination with distributors and manufacturers to ensure the availability of stock of various types and colors that are in high demand by customers. If there is limited stock in the showroom, the company can

provide an ordering service (indent) accompanied by clear information regarding estimated delivery times, so that customers still get certainty and do not switch to other dealers. 2. For Further Research

For further research, it is recommended to expand this study further with a broader scope. By using different indicators and by incorporating other variables related to purchasing decisions, such as price, promotion, brand image, consumer trust, dealer location, ease of financing, digital marketing, Google review ratings, and customer satisfaction, considering that there is still 30.6% of the variation in purchasing decisions explained by factors outside this research model.

REFERENCES

- Abaharis, H., & Afifa, D. (2023). The Effect of Store Atmosphere, Store Image and Servicescape on Purchase Decisions at Gramedia Padang Book Store. *Bina Bangsa International Journal of Business and Management*, 3(3), 314-328.
- Aldiro Syahrian, 2025, Honda Kuasai Pasar Motor di Riau, 61 Persen Penjualan Didominasi Secara Kredit (<https://www.pikiran-rakyat.com/otomotif/pr-019654644/kuasai-pasar-di-riau-61-persen-penjualan-motor-honda-didominasi-secara-kredit?page=all>)
- Chaerudin, A. S. S. M., Chaerudin, S. M., & Syafarudin, A. (2021). The Effect Of Product Quality Service Quality Price On Product Purchasing Decisions On Consumer Satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 1-10.
- Djauharuddin, A., Machmud, M., Muslimin, U., & Aryuni, A. (2020). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Beat Pada PT. Tunas Dwipa Matra Cabang Parepare. *Akmen Jurnal Ilmiah*, 17(4), 641-651.
- Dwitama, F. (2021). The Influence Of Product Quality, Price, Brand Image And Promotion On The Purchase Decision Of Xiaomi Smartphone Products In Depok City. *International Journal of Science, Technology & Management*, 2(6), 2166-2171.
- Fea. (2025). AISI Optimistis Penjualan Motor 2025 Jadi yang Tertinggi Sejak Pandemi (<https://www.cnnindonesia.com/otomotif/20250911135152-595-1272571/aisi-optimistis-penjualan-motor-2025-jadi-yang-tertinggi-sejak-pandemi>)
- Fitriani, B., Bakaruddin, B., & Nofirda, F. A. (2024). Pengaruh Kualitas Produk, Promosi Dan Personal Selling Terhadap Keputusan Pembelian Sepeda Motor Honda (Studi Kasus Pada Dealer Cv. Citra Honda Nusantara Pekanbaru). *Jurnal Ilmiah Mahasiswa Merdeka Emba*, 3(2), 506-522.
- Ghozali, Imam. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang
- Harahap, A. R., Zebua, Y., & Al Ihsan, M. A. (2023). The Effect of Service Quality, Product Quality, Promotion and Price on the Purchase Decision of Motorcycles in the Indah Sakti Showroom. *Quantitative Economics and Management Studies*, 4(3), 532-543.
- Haryanto, T. (2023). The Effects of Product Quality, Price, and Product Design on Purchasing Decisions (Study on Electric Motorcycle Owners in Purwokerto). *International Journal of Health, Economics, and Social Sciences (IJHESS)*, 5(4), 438-441.
- Haryati, E. S., & Purbaningrum, C. (2022). Pengaruh Servicescape Dan Kualitas Pelayanan Customer Service Terhadap Kepuasan Pengguna Bandar Udara Internasional Adi Soemarmo Surakarta. *Jurnal Manajemen Dirgantara*, 15(2), 245-250.
- Ilahi, D. W., Elmas, M. S. H., & Ngatimun. (2023). Pengaruh Servicescape, Merek dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha pada Dealer Kartika 3 Kabupaten Probolinggo. *JUMAD: Journal Management, Accounting, and Digital Business*, 1(1), 111-120
- Larika, W., & Ekowati, S. (2020). Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1(1), 128-136.
- Melati, M., Kelana, I. N., & Saleh, L. (2022). Effect of Marketing Mix, Service Quality, and Consumer Satisfaction on the Decision to Purchase Mio M3 CW Motorcycle at PT. Hasjrat Abadi Unaaha. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 10142-10149.
- Moenardy, K. K., & Winarni, F. S. C. (2022). Pengaruh Word Of Mouth dan Servicescape terhadap Keputusan Pembelian. *Journal of Management: Small and Medium Enterprises (SMEs)*, 15(3), 495-514.
- Mulyadi, M., & Pasaribu, V. L. D. (2024). Pengaruh Kualitas Pelayanan dan Harga terhadap Keputusan Pembelian pada PT Lautan Berlian Utama Motor Jakarta Barat. *Akademik: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(1), 147-154.

THE EFFECT OF SERVICESCAPE, SERVICE QUALITY, AND PRODUCT QUALITY ON HONDA MOTORCYCLE PURCHASE DECISION AT PT CDN 88 PEKANBARU DEALER

Yosep et al

- Munadjat, B., Kencana, P. N., & Sunarto, A. (2022). The influence of product quality and price on the purchase decision of Yamaha motorcycles at Pt. Jaya Mandiri Gema Sejati Cibinong Branch-Bogor. *International journal of social science*, 2(1), 1075-1080.
- Mustafa, M. F., Gayatri, I. A. M. E. M., & Febliansa, M. R. (2024). The effect of brand image and servicescape on consumer purchase decisions in Indomaret Bengkulu Selatan. *Journal of Management, Economic, and Accounting*, 1(1), 21-30.
- Nasution, A. A., Harahap, B., & Ritonga, Z. (2022). The influence of product quality, promotion and design on purchase decisions for Yamaha Nmax motor vehicles SPSS application based. *International Journal of Economics (IJEK)*, 1(1), 01-13.
- Puspita, P., Sihab, M., & Barata, F. A. (2022). The effects of service quality, price internet, facility internet, HR customer care on purchasing decision with brand image as a mediation variable in choosing internet products at PT supra primatama Nusantara (biznet networks) in banyuwangi. *International Journal of Scientific Engineering and Science*, 5(12), 91-99.
- Putri, H. O., Supriyati, S., & Sandayanti, V. (2024). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Keputusan Pembelian Sepeda Motor Honda Di Lampung. *Innovative: Journal Of Social Science Research*, 4(4), 13552-13563.
- PT. Capella Dinamik Nusantara (Capella Honda 88) <https://share.google/ZlgI0kyuU76Xq1DGT>
- Sahir, S. H. (2021). *Metodologi penelitian*. Penerbit KBM Indonesia.
- Tjiptono, F. (2018) *Brand Management & Strategy*. Yogyakarta : ANDI
- Verinanda, M. R., Rini, E. S., & Harahap, R. H. (2021). The influence of servicescape, brand experience and social media marketing on purchase decisions through brand image as variables intervening in the Filosofi Kopi Medan. *International Journal of Research and Review*, 8(12), 569-579.
- Wakefield, K. L., & Blodgett, J. G. (1996). The effect of layout and design on customer perceived service quality and repeat patronage intentions. *Journal of Services Marketing*, 10(6), 45-61.