

**Factors affect to buying decision Honda cars of
customer**

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Abstract

This research conducted this study "Factors affect to buying decision Honda cars of customer", have objective of study 1) To study buying decision Honda cars of customer, 2) study what factors affect to buying decision Honda cars of customer, 3) study attitude towards the brand Honda of customer and 4) study compare demographic and marketing service factor and buying decision Honda cars of customer. Methodology use sampling frame by non-probability sampling method and purposive sampling from customer use Honda car 400 samples. There are several reliability measurement techniques such as Coefficient Alpha or Cronbach Alpha method. The overall reliability pretest comes out as 0.8551 and posttest 0.9265.

Analysis using descriptive statistics has been used on statistic based which are frequency, percentage, average, standard deviation. And quantitative analysis of test differences by T – test and F - test and test differences dependent between groups by LSD method (least significant difference). And test relationship by Pearson Correlation test at 95% confidence level or 0.05 statistical significant.

Research finding respondents have opinion toward important factors service marketing mix of Honda car in most level by higher degree the first are product, the second are price, the third are price, the fourth are promotion, and the fifth are people. Finally factors influenced the sixth are process and less the seventh are physical environment, respectively, The respondents have attitude towards the brand Honda in agree level by higher degree are would love to speak about this Handa car to others. And have buying decision Honda cars in most level by higher degree are make my own choice.

Hypotheses testing result found difference of demographic are gender age and income have affect to buying decision Honda cars, and test relationship result found service marketing mix have positive relationship to buying decision Honda cars, by issues people higher relation and the second are physical environment , the third are product, the fourth are process and the fifth are promotion, respectively. Finally test relationship found attitude towards the brand Honda have positive relationship to buying decision Honda cars. This was significant at or below the 0.05 level.

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