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# PERSONAL SALES, BRAND IMAGE, MOUTH WORDS ON DECISIONS TO BUY HONDA BRAND SPARE PARTS

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## ABSTRACT

Decisions to buy are activities or actions taken to exchange goods or provide services using a legitimate transaction tool. The sample is 98 respondents. The result is that Personal Sales gives a positive and significant value to the purchase decision.  $t\text{-count} = 4.041$  and  $t\text{-table} = 1.661$ . Brand image gives a positive and significant value to the purchase decision.  $t\text{-test} = 5.830$  and  $t\text{-table} = 1.661$ . A mouth word gives a positive and significant value to the purchase decision.  $t\text{-count} = 4.148$  and  $t\text{-table} = 1.661$ . The assessment of Personal Sales, brand image and mouth words simultaneously impact the purchase decision. Simultaneous significant test (f-test) show the value of  $f\text{-table} = 2.70$  and the value of  $F_{\text{count}} = 183.759$ . It was concluded that personal sales, brand image, and mouth words simultaneously impact the decisions to buy of Honda brand Parts

Keywords: Personal Sales, Brand Image, Mouth words, Decisions to buy

## INTRODUCTION

Nowadays, the intense competition condition provides many alternative choices for consumer in buying a product which is suitable for their wishes and along with the advancement of information technology, so that they are more critical in buying products to consume. This condition makes the company must be smart and careful in making new strategic policies to sell their products and services in facing the intense competition with other competitors. Basically, by the existence of some competitors, there will be many choices for consumers to choose products and suits that meet their expectation.

The marketing concept states that the key of success in achieving company goal is to determine the desires of the target market and to provide consumer satisfaction more efficiently and effectively. Company management must be able to develop marketing programs that could attract consumer's attention and trust in order that they buy goods that become their needs. The decisions to buy of a product for consumers does not just happen casually. However, it requires a process. The decision making process to buy a product starts from recognizing a problem, searching information, evaluating several alternatives, which it will create a purchase decision and the formation of post-purchase behavior (Kotler, 2008). Therefore, marketing activities have a very important role to inform the products which is offered in order to increase sales and find out the prospective buyers/consumers goods assessment offered.<sup>3</sup>

Decisions to buy, according to Tjiptono (2008), is a process where consumer understands the problem, finds information related to a particular product or brand, and evaluates how each alternative can solve the problem very well, which then leads to a decisions to buy. The product characteristic or services depends on their ability to satisfy consumer needs that are stated or implied (Kotler and Armstrong, 2008). The decision to buy a product is in the consumer hand, because the market provides a wide selection of products and various brands. Consumers are free to choose various products by using various criteria that suit their needs. Marketers, who understand the desires of consumers to choose a product, are possible to impact the decisions to buys and have a better ability to win market competition.

The number of competing companies that produce similar products make the company will have difficulty in marketing their products. Therefore, the company is required to be more intensive in carrying out promotion activities, one of them through Personal Sales. Thus, consumers will be more familiar with the products produced by competing companies. Personal Sales is a personal

sale made by someone to offer and promote the products or services they offer. This way functions to obtain consumers by influencing, encouraging, and convincing the company's product. Personal Sales is an oral presentation by a conversation with someone or more perspective buyers to make a sale. Daft (2002: 15) defines Personal Sales performance as the ability of organization to achieve their goals through the use of resources efficiently and effectively. High performance is the manager's final responsibility. Personal Sales performance is conceptually useful for testing performance in terms of behavior or activities undertaken by salesperson and the results can be useful for the business. Personal Sales performance is an important thing to pay attention, because it placed the company image. In addition, the image and brand will also impact consumers to make decisions to buys. Brand image (brand image) is a group of brand associations that are formed in the minds of consumers. Association is all things related to the brand term, (Rangkuti, 2006). According to Kotler (2008), brand image is a set of ideas and impressions formed by a person towards an object. Image is a picture which pictures the main impression or an outline, even a shadow that is owned by someone about something. Therefore, the image can be maintained. Meanwhile, according to Keller (2005), brand image can be explained as a perception of a brand that is described as a brand association that exists in consumers' memories. Brand Association (brand association) is other information that is associated with the brand in a memory and contains the meaning of the brand for consumers. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image. In other words, the brand image (brand image) is one of the important elements that encourage consumers to buy a product. The better brand image (brand image) which is attached to the product will attract consumers in buying the product, because consumers assume that a product with a trusted brand image could guarantee the product quality when the consumer uses the product. Besides the role of marketing through Personal Sales and brand image, One of promotional medias that is quite effective is Mouth words(WOM) communication. Indonesian society is the oral community, namely people often have their communication orally than their hands and eyes for writing and reading. Mouth wordsis a simple marketing which does not require large costs. The effectiveness is very large. Mouth wordsis currently very important in marketing studies considering that communication in Mouth wordscould impact consumer decisions to buys. Consumers trust Mouth wordsto value a product, and impact their decisions to buys than advertising. The story and experience of someone using a product sounds more interesting and reliable that can impact the listener to try the product. Promotions conducted by consumers usually will have their own strengths in influencing others. This promotion is recognized as mouth words promotions (Mouth wordsMarketing). By looking at the strength of mouth words marketing impact, a product producer needs to focus more on running Mouth words Marketing, because the impact of this marketing method for the company make the consumers talk (do the talking), promote (do the promotion), and sell (do the selling). The company has the ability to know which strategies should be carried out so that the products (spare parts) that are sold can get a good image on consumers. The company can periodically conduct surveys to find out whether the company's activities refer to improve the image that was previously owned or not. The following are data on the number of consumers and the results of spare part sales during January - December 2018, presented in Table 1.

**Table 1. Data of Consumers and Sales of Honda Spare Parts in Denpasar City in 2018**

Month	Consumers (People)	Sales (Rp)
January	4380	3.121.278.500
February	7200	3.145.302.800
March	5020	5.128.793.500
April	3720	3.115.914.700
May	5000	4.128.034.300
June	1563	3.136.776.150
July	4530	3.127.080.500
August	5535	2.127.241.650
September	7450	1.126.082.128

October	5600	7.136.701.000
November	3425	4.118.189.100
December	9430	1.122.866.900
Total	68.878	68.534.260.000

Source: Pre-Survey of Shop in Denpasar, Bali

Table 1 reveals the development of consumers and sales of Honda brand spare parts in Denpasar, Bali which is experiencing fluctuations every month due to the frequent Personal Sales on the consumers. Furthermore, the brand image in Denpasar, Bali, namely: Corporate Image, where Denpasar, Bali adopted the slogan of "ONE HEART" which aims to attract many consumers and provide a good reputation for the company and product image, the public feels comfortable using spare parts. In addition, mouth words communication also has an important role in Denpasar, Bali, such as, telling the positive things to consumers about the products sold in Denpasar, Bali so that there is recommendation to others to increase trust and decisions in buying Honda brand spare parts in Denpasar, Bali. From the background of the above problems, the authors are interested in conducting more in-depth research and studies entitled **“Personal Sales, Brand Image, Mouth wordstoward The Decisions to buy Of Honda Brand Spare Part (Case Study On Spare Part Shop in Denpasar, Bali Indonesia)”**.

## LITERATURE REVIEW

### *Personal Sales*

There are definitions of Personal Sales which are stated by some experts and most people believe that Personal Sales works by sending salesperson or individual to communicate directly with prospective buyers/consumers. Personal Sales is a sales activity that is carried out in a direct manner or face to face with the buyer to impact the buyer so that they want to buy the products they offer, (Assauri, 2009).Lupiyoadi, (2009) argues that Personal Sales is a personal presentation by the company's salesperson in selling and fostering good relations with consumers.

### *Brand Image*

Brand image is a set of ideas and impressions formed by a person towards an object. Image is a picture which figures the main impression or even the shadow that is owned by someone about something, (Kotler, 2008). Therefore, the image can be maintained. Keller (2005) suggests that brand image can be explained as a perception of a brand that is described as a brand association that exists in consumers' memories. Consumers will recall information about a brand. Generally, this happens when consumers participate in decision making. Sulistyari (2014) states that there are indicators that shape brand image, including: Corporate Image, Product Image, User Image

### *Mouth Words*

One of the most important factors in business is mouth words communication. Customers usually share their experiences with other potential customers. They convey their experiences in order that other people will get the same satisfaction. Research says that personal recommendation is the most important factor in business communication, where the customer experience will usually be trusted. Mouth words communication refers to the exchange of comments, thoughts, or ideas between two or more consumers, none of which are sources of marketing Mouth wordsis defined as a form of communication about products and services between independent people, which is not constituting part of the company providing the product, which occurs through a medium that is also independent, (Mowen, 2007). Mouth words communication can be considered as one of the traditional forms of marketing communication. A mouth word is informal interpersonal communication with the consumers themselves. A mouth word is considered the most credible form of advertising. The implication of marketers includes focusing on customer satisfaction. Technological developments also make consumers defter in avoiding traditional advertising. Mouth words is the simplest concept in marketing that will not be lost in mind. Mouth words indicators

according to Lupiyoadi (2008) can be measured using the following indicators: Talk about positive things, recommendation and encouragement

### **Decisions to buy**

According to Kotler (2012) the decisions to buy is a process consisting of five stages carried out by a consumer before arriving at the next decisions to buy. This study used four indicators to determine decisions to buys, namely: The stability of a product, the habit of buying a product, giving recommendation to others, making re-purchasing.

## **METHODOLOGY**

### **Research Sites**

This research was conducted in Denpasar, Bali.

### **Definition of Operational Variable**

The operational definition of this research can be seen in the following:

1. *Personal Sales*

To measure Personal Sales variables, the following indicators are used: Prospecting, Pre-Approach, Presentation and Documentation, Overcoming Objection, Closing, Follow-up and Maintenance.

2. *Brand image.*

There are several indicators on Brand image, namely: Corporate Image, Product Image, and User Image.

3. *Mouth words*

There are several indicators in Mouth words, namely: Talk about positive things, Recommendations, Encouragement.

4. *Decisions to buy*

This study used four indicators to determine decisions to buys, namely: Stability, Habits, Providing recommendations to others, Repurchasing.

### **Population, Sample, and Sample Determination Method**

#### **Research population**

For this study, the population used was consumers who had purchased Honda spare parts in Denpasar, Bali, which there were 68.878 buyers.

#### **Sample**

The sampling technique in this study used Slovin formula (Sevilla et. Al, 1960: 182) to determine the number of samples, Desired sampling in this case 10% (error tolerance) N population of 68.878 consumers, then in this study the sample criteria is: 98 persons. Based on the results of calculations with the Slovin method, the sample size obtained was 98 people to facilitate the calculation of the sample taken above. The minimum provisions of the Slovin calculation result is 98 people.

#### **The Sample Technique**

The technique used was Accidental Sampling. According to Sugiyono (2008: 77), Accidental Sampling is a technique of determining samples based on coincidence, namely who accidentally met with researchers can be used as a sample, if viewed by people who happened to meet, it matches the data source.

#### **Data analysis technique**

##### **Classic assumption test**

1. Normality test
2. Multicollinearity Test

3. Heteroscedasticity Test
4. Multiple Linear Regression Analysis Test.

The multiple linear regression equation is as follows:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Notes:

- Y' = Decisions to buy
- X<sub>1</sub> = Personal Sales
- X<sub>2</sub> = Brand Image
- X<sub>3</sub> = Mouth words
- a = A constant (Value is Y' if X<sub>1</sub>, X<sub>2</sub> ...X<sub>n</sub> = 0)
- b = Regression coefficient (increase or decrease value)

### Correlation Coefficient Analysis Test (R)

Analysis of the multiple correlation coefficient (R) was used to explain the strength and direction of the relationship between the independent variable and the dependent variable.

### The Analysis Test of the Coefficient of Determination (R<sup>2</sup>)

The smallest value of R<sup>2</sup> means the ability of independent variables in explaining the variation of the dependent variable which is very limited

## RESULT AND DISCUSSION

### Multiple Correlation Analysis

The multiple correlation analysis test can be seen in the table below:

**Table 2**  
**Multiple Correlation Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.924 <sup>a</sup>	.854	.850	1.688	.854	183.759	3	94	.000

Source : Data processed, 2019

In the table above, it can be seen that the magnitude of the relationship between Personal Sales, brand image and mouth words on simultaneous decisions to buys. It is obtained a correlation value of 0.924, this shows that there is a very strong impact.

### Data analysis technique

#### Classic assumption test

##### 1. Normality test

Based on Normality Test value of 0.939 > 0.05 indicates that the data is normally distributed, so, it can be concluded that the model meets the normality assumption.

##### 2. Multicollinearity Test

The multicollinearity test is as follows:

**Table 4**  
**Multicollinearity Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.162	1.247		3.337	.001		
Personal Sales	.155	.038	.274	4.041	.000	.337	2.968
brand image	.528	.090	.414	5.830	.000	.307	3.259
Mouth words	.351	.085	.309	4.148	.000	.280	3.577

Source : Data processed, 2019

Based on Table 4 above, it is shown that all independent variables have a tolerance value > 0.10, as well as the results of the calculation of VIF values, all variables have a VIF value < 10. This means that in the regression model created, there are no symptoms of multicollinearity.

### 3. Heteroscedasticity Test

Regression models do not contain heteroscedasticity when the significance value of the independent variable is the absolute residual statistical value above  $\alpha = 0.05$ .

**Table 5  
Heteroscedasticity Test Results.  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.340	.661		.514	.608
Personal Sales	.031	.020	.264	1.524	.131
brand image	-.028	.048	-.106	-.583	.562
Mouth words	.011	.045	.046	.243	.809

a. Dependent Variable: RES\_2

Source : Data processed, 2019

Based on Table 5, it is shown that each model has a significance value greater than 0.05. This means that in this regression model, there is no similarity in variance from one observation to another observation or there is no heteroscedasticity.

### Multiple Linear Regression Analysis

The following is the results of the multiple regression analysis conducted using the IBM SPSS Statistics 23.0 program

**Table 6  
Multiple Linear Regression Test Results  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.162	1.247		3.337	.001		
Personal Sales	.155	.038	.274	4.041	.000	.337	2.968
brand image	.528	.090	.414	5.830	.000	.307	3.259
Mouth words	.351	.085	.309	4.148	.000	.280	3.577

a. Dependent Variable: Decisions to buy

Source : Data processed, 2019

From the above equation, this research regression equation is :

$$Y = 4,162 + 0,155X1 + 0,528X2 + 0,351X3 + \epsilon_i$$

### Analysis of the Coefficient of Determination (R<sup>2</sup>)

The results of the coefficient of determination can be seen in the table below.

**Table 7**  
**Determination Coefficient Analysis Test Results (R<sup>2</sup>)**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 <sup>a</sup>	.854	.850	1.688

a. Predictors: (Constant), Mouth words, Personal Sales, brand image

b. Dependent Variable: Decisions to buy

Source : Data processed, 2019

Based on the table above, the coefficient of determination is shown from the Adjusted R Square value of 0.850. This means that 85% of the variation in the purchase decision variable can be explained by variations of the three independent variables total Personal Sales (X1), brand image (X2), mouth words(X3). Meanwhile, the rest (100% -85% = 15%) is explained by other causes outside the research model.

### Hypothesis testing

#### Partial Significant Test (t-Test)

**Table 8**  
**T-Test**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.162	1.247		3.337	.001
	Personal Sales	.155	.038	.274	4.041	.000
	brand image	.528	.090	.414	5.830	.000
	Mouth words	.351	.085	.309	4.148	.000

a. Dependent Variable: Decisions to buy

Source : Data processed, 2019

- The impact of Personal Sales (X1) on the decisions to buy (Y) of Honda spares parts. From the table above, it can be seen the  $t_{count}$  for the Personal Sales variable (X1) is = 4.041 and the value of sig.calculate = 0.000. Thus H0 is rejected and H1 is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, partially Personal Sales (X1) has a positive effect on decisions to buys (Y). This means that if there is an increase in Personal Sales (X1), it will increase decisions to buys (Y). Thus the hypothesis, which states that Personal Sales (X1) has a positive effect on decisions to buys (Y), is verified.
- The impact of brand image (X2) on the decisions to buy (Y) of spare parts. Thus H0 is rejected and H2 is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, partially brand image (X2) has a positive effect on decisions to buys (Y). This means that if there is an increase in brand image (X2), it will increase decisions to buys (Y). Thus, the hypothesis, which states that brand image (X2) has a positive effect on decisions to buys (Y), is verified.



3. The impact of mouth words(X3) on decisions to buys (Y) of spare parts. This means that statistically for one-sided test at the level of trust ( $\alpha$ ) = 5%, partially mouth words(X3) has a positive effect on decisions to buys (Y). This means that if there is an increase in mouth words(X3), it will increase decisions to buys (Y). Thus, the hypothesis, which states that mouth words(X3) has a positive effect on decisions to buys (Y), is verified.

#### **Simultaneous Significant Test (F-Test)**

The f-test was used to test H4, namely the impact of Personal Sales (X1), Brand image (X2) and Mouth words(X3) on Decisions to buy (Y). Significance testing simultaneously with the formula as follows: Based on the overall test results above, by a confidence level of 95%, an error of 5% and a degree of numerator-free 3 and a denominator of 94, a  $F_{table}$  value is 2.70 and a  $F_{count}$  value is 183.759, so that if compared, the value of  $F_{count}$  is greater than  $F_{table}$  and  $F_{count}$  which is in the rejection area  $H_0$  then  $H_4$  is accepted. This means that Personal Sales (X1), brand image (X2) and mouth words(X3) simultaneously impact the decisions to buy (Y). Thus, the hypothesis, stating that Personal Sales (X1), brand image (X2) and mouth words(X3) impact the decisions to buy (Y), is verified.

#### **Discussion**

##### **The Impact of Personal Sales on the Decisions to buy of Honda Brand Spare Parts in Denpasar, Bali**

The positive impact of Personal Sales on decisions to buys. This is revealed by the value of  $t_{count} = 4.041$  compared to the value of  $t_{table} = 1.661$ , then the  $t_{count}$  value is greater than the value of  $t_{table}$ , and  $t_{count}$  is in the rejection region  $H_0$ . Thus  $H_0$  is rejected and  $H_1$  is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, partially Personal Sales (X1) has a positive and significant effect on decisions to buys (Y). This means that if there is an increase in Personal Sales variable (X1), it will increase decisions to buys (Y). Thus, the hypothesis, stating that Personal Sales (X1) has a positive and partially significant impact on decisions to buys (Y) of Honda brand Spare Parts in Denpasar-Bali, is verified.

##### **The Impact of Brand Image on the Decisions to buy of Honda Brand Spare Parts in Denpasar, Bali.**

The positive impact of brand image on decisions to buys. This is revealed by the value of  $t_{count} = 5.830$  compared to the value of  $t_{table} = 1.661$ , then the  $t_{count}$  value is greater than the  $t_{table}$  value, and  $t_{count}$  is in the area of rejection of  $H_0$ . Thus  $H_0$  is rejected and  $H_2$  is accepted. ) = 5%, partially brand image (X2) has a positive and significant effect on decisions to buys (Y). This means that if there is an increase in the variable brand image (X2), it will increase decisions to buys (Y). Thus, the hypothesis which states that brand image (X2) has a positive and partially significant effect on decisions to buys (Y) of Honda brand Spare Parts in Denpasar-Bali is verified.

##### **The Impact of Mouth words toward the Decisions to buy of Honda Brand Spare Part**

The positive impact of mouth words on decisions to buys. This is revealed by the value of  $t_{count} = 4.148$  compared to the value of  $t_{table} = 1.661$ , then the  $t_{count}$  value is greater than the  $t_{table}$  value, and  $t_{count}$  is in the rejection region  $H_0$ . Thus,  $H_0$  is rejected and  $H_3$  is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, partially the mouth words(X3) has a positive and significant effect on decisions to buys (Y). This means that if there is an increase in the variable mouth words(X3), it will increase decisions to buys (Y). Thus, the hypothesis which states that mouth words(X3) has a positive and partially significant impact on decisions to buys of Honda brand Spare Parts in the City of Denpasar, Bali is verified.

## **The impact of Personal Sales, Brand image, Mouth words on the Decisions to buy of Honda Brand Spare Parts in Denpasar , Bali**

Impact of Personal Sales variables, brand image and mouth words on decisions to buys simultaneously. This is revealed by the value of  $F_{count} = 183.759$  compared to the value of  $F_{table} = 2.70$ , then the  $F_{count}$  value is greater than the  $F_{table}$  value, and  $t_{count}$  is in the rejection area  $H_0$ . Thus  $H_0$  is rejected and  $H_4$  is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, simultaneously Personal Sales (X1), brand image (X2) and mouth words(X3) have positive impact and significant to the decisions to buy (Y). This means that if there is an increase in Personal Sales variables (X1), brand image (X2), and mouth words(X3), it will increase decisions to buys (Y). Thus, the hypothesis, stating that Personal Sales (X1), brand image (X2) and mouth words(X3) have a positive and significant effect simultaneously on decisions to buys (Y) of Honda brand Spare Parts in Denpasar, Bali, is verified.

### **Conclusion**

Based on the data obtained from the results of the analysis, conclusions can be drawn as follows:

1. Personal Sales has a positive and significant impact partially on the decisions to buy of Honda brand Spare Parts in Denpasar, Bali. This can be proven through the results of a partially significant test (t-test) in which the value of  $t_{count}$  Personal Sales = 4.041 and  $t_{table} = 1.661$ , so that  $H_0$  is rejected and  $H_1$  is accepted, which means that Personal Sales has a positive and partially significant effect on the decisions to buy of Honda brand spare parts in Denpasar, Bali.
2. Brand image has a positive and partially significant impact on the decisions to buy of Honda brand spare part in Denpasar, Bali. This can be proven through the results of the partial significant test (t-test) in which the value of  $t_{count}$  brand image = 5,830 and  $t_{table} = 1,661$ , so that  $H_0$  is rejected and  $H_2$  is accepted, which means that brand image has a positive and partially significant effect on the decision to purchase Honda brand Spare Parts in Denpasar, Bali.
3. Mouth words has a positive and partially significant impact on decisions to buys of Honda brand Spare Parts in Denpasar City, Bali. This can be proven through the results of a partial significant test (t-test) in which the  $t_{count}$  of mouth words is obtained = 4.148 and the value of  $t_{table} = 1.661$ , so that  $H_0$  is rejected and  $H_3$  is accepted, which means mouth words has a positive and partially significant impact on the decisions to buy of Honda brand Spare Parts in Denpasar, Bali.
4. Personal Sales, brand image, and mouth words simultaneously impact the decisions to buy of Honda brand Honda spare parts. This can be proven through simultaneous significant test results (f-test) showing the results of the value of  $F_{table} = 2.70$  and the value of  $F_{count} = 183.759$ , so that if compared to the value of  $F_{count}$  greater than  $F_{table}$  and  $F_{count}$  is in the rejection area  $H_0$ , then  $H_4$  is accepted. This means that Personal Sales, brand image and mouth words have a simultaneous impact on the decisions to buy of Honda brand spare parts in Denpasar, Bali.

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