

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. This article shows which are the most important factors a client takes into account when buying Honda brand Parts, based on a quantitative study in Indonesia. The sample consists of 98 respondents, and the results show that personal sales give a positive and significant value to the purchase decision, t-count = 4041 and t-table = 1.661. Other factors that have a positive impact are the brand image that gives a positive and significant value to the purchase decision; t-test 5830 and t-table = 1.661 and mouth word with t-count = 4.148 and t-table 1.661. The study also proves that the assessment of Personal Sales, brand image and mouth words simultaneously impact the purchase decision of Honda brand Parts.

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

JEL Classification: *M21,M31*