

Benelli Bikes Purchase Decision in Makassar City

Mujahid^{1*}, Nasyirah Nurdin², Syamsul Riyadi³, Muh. Rial Ashar⁴

¹⁻⁴ Management Study Program of Fajar University

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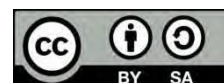
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ABSTRACT

Purchasing decision is a thought where individuals evaluate various options and decide on a choice on a product from many choices. Purchasing decisions are the stage in the purchasing decision-making process where consumers actually buy. The purpose of this study is to find out how the form of consumer decision making in choosing Benelli brand motorcycles in the city of Makassar. This type of research is a qualitative analysis, the results of the discussion found that consumers decide to buy Benelli brand motorcycles because they have a sense of satisfaction, quality and comfort when in Indonesia.

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Corresponding Author:

Mujahid

Management Study Program of Fajar University

Email: mujahid@unifa.ac.id

1. INTRODUCTION

The motorcycle dealer and motorcycle repair shop business is one part of the business that many people like because this business has a safe position. Everyone wants to buy a motorcycle and people who have motorcycles must do regular service so that the motorbike used does not break down quickly. Although the motorcycle dealer and motorcycle repair shop business requires considerable capital, this business will not disappear because more and more people are buying and using motorcycles as an alternative to travel.

South Sulawesi Province. The following is BPS data for all regions of South Sulawesi Province. The population of South Sulawesi Province in 2021 was 8,956,181 people, this number increased from the previous year (2020) which was 8,888,762 people. The growth of the population indirectly affects the number of motorcycle growth. The following is data on the growth of the number of motorcycles in South Sulawesi Province in 2021.

Benelli is an automotive company based in Italy and is the oldest automotive business. Benelli was first established in Pesaro, Italy in 1911. The establishment of Benelli was a hope desired by a widow named Teresa Benelli to create a business that could employ her six children, namely Giuseppe, Giovanni, Francesco, Filippo, Domenico and Antonio (Tonino). Benelli's business began with a car and motorcycle repair workshop that was able to produce its own parts, namely Benelli Garage. In 1920 the company was able to create a complete homemade engine with a single-cylinder engine model with a 2-stroke capacity of

75cc which was later adapted for bicycle frames. A year later in 1921, Benelli managed to design the first motorcycle with its own engine with a 98cc model.

According to Muchtar (2010), the success of a company can be seen through the application of the resulting business plan. There are several benefits resulting from business planning, namely business planning can make it easier for business actors to determine strategic steps for the company, business planning facilitates the company's cooperative relationship with investors and business partners, business planning can be used to evaluate the planning that has been made.

Deciding to buy is one of the main parts of buyer behavior refers to an act of buying or using goods or services. When a consumer decides to buy, a buyer is bound to something influential and intervenes in the consumer's decision to buy.

2. RESEARCH METHODS

The research method used is qualitative descriptive type research. This type of qualitative research is a research method used with researchers being an important component, and the results of qualitative research are more focused on meaning than generalization (Sugiyono 2014).

The research method is a trick so that the determination of a result to be achieved, in this case the method used by the author in the research is a qualitative way which can be described with sentences according to the results in the field so that it can produce a sympicuum, the scope of this research is in the field of management which focuses on the purchase decision of Benelli motorcycles in Makassar City.

This research uses several files that become the research stage along with the aspects studied. The variety of concepts obtained can be in the form of documentation files in the form of the final stage of collecting data that is carried out when researching. Next file form is a file The subject, the purpose of the subject is a file data that exists from summarizing the file is opinion, survey results and experiences obtained directly from the researcher and the information studied, similar to the way it is done, which is qualitative so that the subject variant file is classified in verbal form from the interview results.

3. RESULTS

The number of informants in this study amounted to 10 informants, who have different backgrounds and answers to the actions given by researchers. The first question asked by the author is what factors make you look for Benelli motorcycles?

From the interview results of 10 informants, 8 informants answered that the reason they were looking for Benelli motorcycles was because of the models offered, with a classic appearance, and some good choice models became the satisfaction of their customers. Said one informant:

"Classic model from Benelli that amazed me with Benelli bikes" (Yoyo July 18, 2022)

"I really like the model offered by Benelli bikes that follow the characteristics of young people now" (Amen June 20, 2022)

This proves that the validity of the model offered by Benelli motorcycles has its own value in the eyes of its customers, in this case Benelli also shows that the model offered has its own impression in determining its target market.

The second question asked by the author is, where do you know information related to Benelli motorcycles?

From the interview results of 10 informants, 10 respondents answered knowing through internet and social media medians and some also knew from close friends, here are some phrases from information related to the second question:

"I found out from my friend who also uses Benelli" (Lutfi July 20, 2022)

"I found out about Benelli through internet searches and social media" (Alvi July 18, 2022)

From the results above, we can draw a common thread, that the legitimate impact of social media is one of the supports for business actors in expanding their market, especially in Benelli motorcycle sales. Social media is a very good marketing medium because social media is like a full-speed plane where the information disseminated will include many people. Information in social media has viral characteristics, this condition makes it easy for users to connect to social media marketing.

The third question, have you ever used another brand of motorcycle? And what do you think about that?

Of the 10 informants, all answered that they had used other brands of motorcycles, but Benelli user consumers felt comfortable and satisfied when using Benelli motorcycles. One of the informants replied:

"Yes, I have used other brands of motorcycles, but when using Benelli I feel very comfortable" (Lutfi July 20, 2022)

"Yes, Perna. I am interested in Benelli motorcycles because of the model" (Maulana July 20, 2022).

If you look at the development of the automotive world is growing, one of which is Benelli motorcycles that have various types of motorcycles, in targeting the market Benelli comes with a retro design with world standard quality. From the results of interviews, several informants chose a clean motorbike because of its design and comfort when used.

The fourth question is, what made you decide to buy a Benelli motorcycle? Of the 10 informants and 3 answered because of quality and 7 others answered because of the model offered by Benelli.

"One of them is because of my love for classic bikes and also their quality" (Asrul July 30, 2022)

"In terms of quality and CC of Benelli motorcycles that can be used for long trips" (Lutfi July 20, 2022)

As for some who answer because of the model, namely:

"Because Benelli motorcycles offer a classic model that fits perfectly with the current motorcycle trend" (Maulana, July 20, 2022)

"Because the Klasik Benelli model is in accordance with the current motorcycle trend" (Jul 18, 2022)

One of the supports of consumer satisfaction is in terms of the model offered and the quality presented by the company.

The last question asked by the author is to find out the feelings of informants after using Benelli. How do you feel after using Benelli's motorcycle?

Of the 10 informants, 6 answered very confidently after using a Benelli motorcycle

"I feel happy and proud and more confident using Benelli" (Asrul July 30, 2022)

"I feel confident using the Benelli bike" (Jaka, July 30, 2022)

In addition, 4 of them felt comfortable using Benelli's motorcycle, the informant's answer:

"I feel comfortable and happy to meet other Benelli users in the community" (Maulana July 30, 2022)

"Very convenient when used on long trips" (Nugrah July 30, 2022)

Consumer satisfaction and comfort occur because of the quality of the products presented by a company. Consumers will feel satisfied when a product that feels in line with what consumers expect.

4. DISCUSSION

Buyer behavior is not only about what is bought or consumed by consumers, but where, how habits and under what conditions products or services are purchased. Purchasing decision is the process of activities that individuals carry out directly involved in decision making in the process of purchasing a product sold and offered by the seller. Purchasing decision is one of buyer selection which can be instigated by financial economics, technology, politics, culture, promotion, price, people, and processes, causing attitudes towards consumers in managing information and making decisions about what products to buy.

The results of the research carried out on ten informants who used Benelli motorcycles in the city of Makassar, the reason informants bought Benelli motorcycles was because consumers felt that the models offered by the Benelli company were young trends now, by offering several retro models and there were also models picking Benelli companies able to compete in the automotive world.

In this study also found that informants found information about Benelli motorcycles through social media and close friends in targeting the market Benelli applied the concept of marketing through social media so that it could cover many people, sales through internet accounts is one form of sales can be used in making aware, acknowledging, remembering, and also the response of one brand, products, businesses, individuals, groups by going through the internet or social web.

From the results of interviews also research that has been carried out on informants answered because of the good quality of products and the current trend model. In this case in line with theory, the definition of product quality according to Kotler and Keller (2013) defines product quality is the ability of a product to provide results / performance that matches or exceeds what consumers want. Everything that can be offered to the market for attention, bought, used, or consumed that can satisfy a desire or need. Consumer loyalty is a commitment from the buyer when he has made a purchase of an item or jaza again continuously. buyer loyalty Hur et al. (2013) define a "promise is a tightly grasped thing in order to make purchases of selected products and services on an ongoing basis in the future, which makes repeated purchases of goods and services with the same producer, although influencing and situational in nature and marketing efforts have the opportunity to make attitudes move to other producers' goods and services".

From the achievements of research conducted on Benelli motorcycle users in the city of Makassar and they said very satisfied in line with the theory put forward by Bitner (2013) argues that customer satisfaction not only increases loyalty but also retention. This finding is reinforced by other researchers who found that consumer satisfaction has a significant effect on loyalty.

In addition, some informants also said that they are confident in using Benelli brand motorcycles because they have aesthetic value with existing models. Consumer behavior is an influence on interaction and awareness, behavior and also the environment where there are people who do exchange things from in another sense, user behavior also uses perspective and feeling and makes consumers in behavior that is made in the stage of using, it can be said that the behavior of users coincides with the mindset and feelings they feel and the actions involved during the consumption stage".

The results of this study are the same as the research conducted by Denny Kristian and Rita Widayanti (2016) entitled "The Effect of Product Quality and Price on Honda Motorcycle Purchase Decisions on Students of Campus 1 of Krida Wacana Christian University". As quantitative research, the survey method is carried out using questionnaires. The sampling technique uses accidental sampling. The results of his research show that there is an influence of product quality and price on the purchase decision of Honda motorcycles.

We can see that the decision to buy a Benelli brand motorcycle found that the informant bought a Benelli motorcycle because he was satisfied with the Benelli motorcycle which he thought was in accordance with the current fascion, which made it a satisfaction for Benelli motorcycle consumers. The results of this study also found that informants were satisfied with Benelli motorcycles because of the quality and comfort when using Benelli motorcycles that made Benelli users loyal to the Benelli motorcycle brand.

5. CONCLUSION

Based on the information obtained by researchers in this study and poured into the results and discussion in the previous section related to the purchase decision of Benelli brand motorcycles because informants are very satisfied in terms of the models offered and the quality of Benelli brand motorcycles.

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