

Secondhand Motorcycle behind Pandemic Covid-19(Case Study of Kota Bandung Consumer City, Indonesia

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Abstract: Transportation equipment has become a major need for the people of Indonesia, especially now that public transportation is still inadequate in the midst of the Covid-19 Pandemic. Therefore, sechondhand motorcycles are one of the most economical, safe, and fast transportation solutions. Sechondhand motorcycle enthusiasts are generally consumers who buy vehicles more because of function, not style. This has led to the emergence of a new market, namely the sechondhand motorcycle market, which of course has a different market character from the new motorcycle market. The purpose of this study was to obtain the results of an analysis of how the influence of the quality of sechondhand motorcycles and prices on the purchasing decisions of sechondhand motorcycles in the city of Bandung. This study uses descriptive and verification methods using non-probability sampling technique in sampling. Data processing is done by multiple linear regression analysis, correlation coefficient, coefficient of determination, hypothesis testing. Based on the results of the study, it can be concluded that the quality of sechondhand motorcycle products has an effect on the purchasing decision variables. The price variable has an effect on the purchasing decision variable. Variables of sechondhand motorcycle product quality and price can influence purchasing decision variables.

Keywords: Covid-19 Pandemic, sechondhand, hypothesis