
The Effect of Marketing Mix on Brand Awareness and Its Impact on Purchasing Decision of Honda Matic Scoopy in Banda Aceh City

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Abstract

The purpose of this study was to analyze the effect of marketing mix variables that are product, price, promotion and distribution, on brand awareness and their impact on purchasing decisions for Honda Matic Scoopy motorbikes in Banda Aceh city, Indonesia. To analyze the effect of between variables, this research used the Structural Equation Modeling (SEM) as a method through the use of AMOS software. Respondents in the study were 200 consumers who use Scoopy Honda Matic motorbike in Banda Aceh City. The sample design used is nonprobability sampling with convenience sampling method. The result showed that for the Honda Matic Scoopy in Banda Aceh, product effected brand awareness, price effected brand awareness, promotion effected brand awareness, distribution did not effect brand awareness, brand awareness effected purchasing decisions, product did not effect brand awareness, price effected purchasing decisions, promotion did not effected purchasing decisions, distribution effected purchasing decisions, product effected purchasing decisions through brand awareness, price effected purchasing decisions through brand awareness, promotion did not effect purchasing decisions through brand awareness, and distribution did not effect purchasing decisions through brand awareness. The role of brand awareness here was as a full mediator for the effect of product on purchasing decisions, and was s a partial mediator for the effect of price on purchasing decisions. These findings can contribute to the realm of science, which the model can be as a reference for further researchers. The next idea for researches can develop this model such as to use other mediation variables that can mediate all variables in marketing mix, or even use moderation variables to strengthen the marketing mix such as gender or income in affecting the purchasing decisions.

Keywords : Marketing Mix, Product, Price, Promotion, Distribution, Brand Awareness and Purchasing Decisions.

1. Introduction

Nowadays business competition in the automotive world is getting fierce, especially on motorbikes. Amid the decline in national motorcycle demand, the conditions of competition in

the industry between motorcycle brands are getting tougher. The Suzuki motorcycle brand is getting worse and its market share continues to decline. Honda is still one of the leading motorcycle brands in Indonesia. Honda excellence is achieved through unique marketing brand flagship products, namely Scoopy. Until now, in Indonesia, Honda motorcycles including the Scoopy are still in a high demand.

Honda still dominates the national motorcycle market, although the demand for domestic sales (Indonesia) has changed dramatically. According to the Indonesian Motorcycle Industry Association (AISI), the national motorcycle sales from various brands decreased from 5,000,570 units in 2015 to 4,453,888 units in 2019 or decreased by 12.52 percent. The significant decrease in sales needs to be addressed with a variety of marketing policies and techniques such as increasing brand awareness to drive consumer purchasing decisions.

The number and value of Honda Motor Scoopy sales in Banda Aceh have been declining lately. Consumer demands are increasingly dynamic in making Scoopy purchasing decisions as a motorcycle brand. The dynamics of service demands and purchasing determinants require a dynamic and effective marketing policy. The marketing mix policy implementation will determine the company's success in achieving marketing objectives. The company has difficulty in recognizing which marketing mix variables have a more dominant influence on brand awareness and purchasing decisions of Honda Scoopy. Companies and intermediaries rarely evaluate the effectiveness of the marketing mix, brand awareness, and purchasing decisions. Based on the phenomenon, researchers are interested in examining the effect of marketing mix on brand awareness and its impact on purchasing decision. This research is expected to be a reference for companies and the automotive motorcycle industry and marketing intermediaries in evaluating the effectiveness of the marketing mix influence on brand awareness and its impact on Scoopy purchasing decisions

2. Literature Review

Purchasing Decision

Prospective buyers must be led to decide to buy what the company offers. The purchase decision is a process that continues in a dynamic process with a behavior. (Blackwell *et al.*, 2017) said purchasing behavior is the decision process and peoples' actions involved in buying and using products. (Peter and Olson, 2013) stated that consumer decision making is a problem-solving process that is directed to the target. The essence of consumer decision making is the process of integrating knowledge to evaluate two or more behaviors and determining choice. According to (Blackwell *et al.*, 2017), the purchasing decision process will go through several stages, namely the introduction of needs, finding information, alternative evaluation, purchasing decisions, and post-purchase behavior, which are explained as follows.

1. Introduction of Needs. Appears when consumers face a problem and there is a difference between the desired situation and the facts that occur.

2. **Information Search Process.** Information search process starts when consumers see the needs that can be met by buying or consuming a product. Consumers will look for information in their memories (internal search) and look for information from outside (external search).
3. **Alternative Evaluation.** Alternative evaluation of the product and brand, will be in accordance with consumer desires. Consumers will compare various brands that can provide the benefits of problems they face.
4. **Purchasing Decisions.** After three stages are carried out, the buyer will make a purchasing decision. If consumers choose to buy the products, consumers will be faced with several alternative decision- making such as products, brands, sellers, quantity, and time of purchase.
5. **Post-Purchase Behaviour.** After buying a product, consumers are either satisfied or dissatisfied. This stage can provide important information for the company whether its products and services can satisfy consumers or not and it will affect their subsequent behavior.

Brand Awareness

Purchasing decisions are influenced by brand awareness. Brand awareness is the ability of a brand to emerge in consumers' minds when they are thinking about certain products (Kotler and Keller, 2018). Brand awareness is a general-purpose of communication for all promotional strategies. (Peter and Olson, 2013). Someone who already has brand awareness can be very difficult to release a brand that has reached the dominant level of awareness that has brand awareness can automatically expose brand elements without assistance (Aaker, 2013). Brand awareness is important at the point of purchase and will increase familiarity and commitment to consider (Gunawardane, 2015). The level of brand awareness of goods and services according to (Kotler and Armstrong, 2008) and (Durianto, Sugiarto and Sitinjak, 2004) consists of four types.

1. **Top of Mind** is the first brand that comes to the customer's mind. This brand is the most remembered brand name.
2. **Brand Recall** is when the customers can recall the brand without assistance
3. **Brand Recognition** is the level where the recognition of a brand reappears after reminding through assistance
4. **Unaware of Brand** is the lowest level in the brand awareness pyramid where consumers are not aware of a brand.

Marketing Mix

(Kotler and Armstrong, 2008) mentioned that the marketing mix as a set of marketing variables, which can be controlled and integrated by the company to produce the desired

response in the target market. The marketing mix includes: products, price, distribution, and promotion.

Product

(Kotler and Armstrong, 2008) defined the product as something that is offered to the market to be considered, obtained, used, or consumed that can meet the needs. The products include physical objects, services, people, places, organizations, and ideas. The product is a satisfying instrument that cannot be separated from satisfying the needs and desires of consumers. To measure a product, it can be used the five aspects, they are: Performance, Features, Reliability, Conformance, Durability, and Aesthetics (Tjiptono, 2017). (Kresnamurti and Putri, 2012) used eight indicators to measure the product, that are ; form, product characteristics, performance quality, quality of accuracy, durability, reliability, ease of repair, and design for product quality.

Price

Price is the only element in the marketing mix that generates direct cash flow and also generates sales revenue. Price is the amount of money needed to get a number of goods along with certain services or a combination of both. Price determines the level of revenue and profit of the company. (Gitosudarmo, 2014).

Promotion

Promotion is used to communicate the company's activities to consumers. It is one of the determining factors for the success of a marketing program. Basically, promotion is a form of marketing communication. (Tjiptono, 2017) revealed that promotion is a marketing activity to spread information, influence, or increase the target market for companies and markets willing to accept, buy and be loyal to the products offered by a company. The main promotional tools for companies (Kotler and Armstrong, 2008) are :

1. Advertising is any paid form of non-personal presentation, promotion of ideas, goods, or services with a particular sponsor.
2. sales promotion is a short-term incentive to encourage the purchase or sale of a product or service.
3. Public relation means building good relations with various groups to build a good corporate image, and handle or respond to rumors, news, and unpleasant events.
4. Personal selling is a personal presentation for the purpose of generating sales and building customer relationships.
5. Direct marketing is a direct relationship with individual consumers that are specifically targeted to get an immediate response and build lasting customer relationships.

Distribution

Distribution is a marketing activity that aims to facilitate the delivery of goods and services from producers to consumers and its use (Tjiptono, 2005). Regarding the distribution, the

company's tasks are: (Kotler and Armstrong, 2008) 1. Conducting research: Collecting important information for planning and launching exchanges. 2. Promotion: The development and dissemination of persuasive information about company offerings. 3. Contact: Find and establish relationships with buyers. 4. Alignment, Bring offers that are in accordance with buyers' demands, including activities such as processing, valuation, and packaging. 5. Negotiation: Making an effort to reach final agreement on prices and other matters relating to the offerings so that the transfer of ownership or control can be carried out. 6. Physical distribution: The provision of transportation and storage of goods. 7. Costs: Requesting funds to cover the costs of marketing. And 8. Taking risk: Taking a risk with risk assessment in connection with the job execution.

Relationships between Variables

The Effect of Product on Brand Awareness

The product represented by the product quality has a significant effect on brand awareness for consumers of Prima XP Pertamina Lubricants in Padang City (Putra, 2009). (Juliana and Sihombing, 2019) showed that there was a positive relationship between product placement and brand awareness of Grab transportation services at the Indonesian Idol Event, Jakarta.

The Effect of Price on Brand Awareness

Price tends to influence brand awareness while directly affecting purchasing decisions. (Killa, 2008) mentioned that price partially influences brand awareness of the Toshiba, IBM, Compaq, Acer, and HP notebook brands.

The Effect of Promotion on Brand Awareness

Promotion did not only influence purchasing decisions, but it also positively influenced brand awareness in CV Panda Sakti case (Zuliyarso, Hidayat and Prihatini, 2014). The promotion significantly affects brand awareness and it mediates to purchasing decisions at some Alfamart in Surabaya (Ari, 2018).

The Effect of Distribution on Brand Awareness

Distribution or the place where the company offers products or services to prospective buyers affects brand awareness. (Marini, 2019) gained a partial and simultaneous distribution channel influence on brand awareness of Champ Socks.

The Effect of Brand awareness on purchase decision

Many studies have found the influence of brand awareness on purchasing decisions such as: Riduansyah et al (2016) showed that partially brand awareness affects the purchasing decision (Y) of Adidas brand at the Mal Olympic Garden Mall Store Malang. Martina and Hakim (2018), found the influence of Brand Awareness on the decision of domestic tourist visits in Malang Regency.

The Effect of Product on Purchasing Decisions

The product influences consumer purchasing decisions. (Heryanto, 2015) found that there was a real influence of the product on the decision to purchase HY crusher in Bandung Regency. (Kencana, 2018) found that there is a significant influence of the product on the decision to buy bakery products in Batam.

The Effect of Price on Purchasing Decisions

Generally, dominant prices influence consumer purchasing decisions. (Kencana, 2018) found that there was a significant influence of prices on purchasing decisions for bakery products in Batam. The price was less dominant than the product. (Heryanto, 2015)) Also found a real influence on the price of purchasing HY crusher machine products in Bandung Regency. research (Nangoy, Mandey and Kawet, 2016) found that there was a price effect on clothing purchasing decisions at Matahari Department Store, Manado Town Square.

The Effect of Promotion on Purchasing Decisions

(Heryanto, 2015) stated that there was a real promotion effected the purchase decision of HY crusher machines in Bandung Regency. Even though the product dominates its influence, promotion still influenced bakery purchasing decisions in Batam (Kencana, 2018). (Nangoy, Mandey and Kawet, 2016) found the influence of promotion on clothing purchase decisions at Matahari Department Store Town Square Manado. (Sakara and Alhassan, 2014) found the elements of promotion (sales promotion) had a positive influence on cellular purchases by students in Ghana. Furthermore, (Purnomo, Hadi and Prabawani, 2015) also found a partial effect of promotion on purchasing decisions at PT. Nasmoco Youth Semarang.

The Effect of Distribution on Purchasing Decisions

(Heryanto, 2015) stated that there is a real effect of distribution on the purchase decision for HY crusher products in Bandung Regency. (Kencana, 2018) also got a significant influence from the distribution channel on the purchasing decision of bakery products in Batam. (Nangoy, Mandey and Kawet, 2016): Distribution influences clothing purchase decisions in Manado Town Square. Research by (Arfiyandi and Adhilla, 2011) also stated that distribution influences purchasing decisions at MailBox distributionoutlets in Yogyakarta. (Wijaya, 2013) found that there was an effect of distribution on the purchasing decisions of Terminix services in Manado City.

Research Model

Based on the research question and the purpose of this study, as well as references of the theories and previous researches, the research model in this study is as follows:

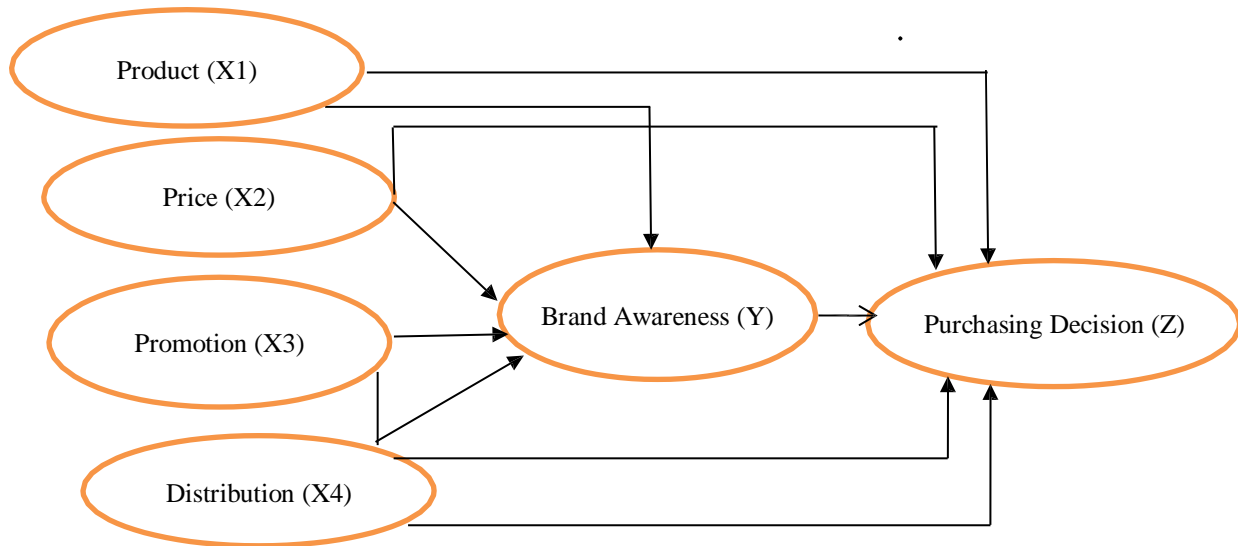


Figure 2.3 Research Model

Hypothesis

Referring to the research model, several hypotheses are obtained as follows:

- H1 : Product effected brand awareness of Honda Matic Scoopy in Banda Aceh.
- H2 : Price effected brand awareness of Honda Matic Scoopy in Banda Aceh.
- H3 : Promotion effected brand awareness of Honda Matic Scoopy in Banda Aceh.
- H4 : Distribution effected brand awareness of Honda Matic Scoopy in Banda Aceh.
- H5 : Brand awareness effected purchasing decisions of Honda Matic Scoopy in Banda Aceh.
- H6 : Product effected brand awareness of Honda Matic Scoopy in Banda Aceh.
- H7 : Price effected purchasing decisions of Honda Matic Scoopy in Banda Aceh.
- H8 : Promotion effected purchasing decisions of Honda Matic Scoopy in Banda Aceh.
- H9 : Distribution effected purchasing decisions of Honda Matic Scoopy in Banda Aceh.
- H10: Product effected purchasing decisions of Honda Matic Scoopy in Banda Aceh through brand awarness.
- H11: Product effected purchasing decisions of Honda Matic Scoopy in Banda Aceh through brand awarness.
- H12: Product effected purchasing decisions of Honda Matic Scoopy in Banda Aceh through brand awarness.
- H13: Product effected purchasing decisions of Honda Matic Scoopy in Banda Aceh through brand awarness.

3. Research Method

Research Design and Research Subject

This research was a descriptive and verification research. The research design referred to strategies or plans to shape research (Henn, Weinstein and Foard, 2005), which covered the

entire research process from conceptualizing problems in writing research questions, collecting data, analyzing, interpreting data, and writing the report (Creswell, 2010).

This study was focused on Honda Matic Scoopy users in Banda Aceh. The total population was unknown with certainty (non-probability). Therefore, 200 respondents were chosen as a sample by convenience sampling to meet the minimum number. This study was preceded by a pilot study on a small sample with 30 respondents to illustrate the phenomenon and test its validity and reliability.

Data Collection

The primary data was collected through surveys using questionnaires by enumerators. The answers provided in Likert scale. The respondents were Honda Matic Scoopy motorcycle users in Banda Aceh City.

Data Analysis Techniques

This study used inferential statistical tools and descriptive (deductive) statistics to analyze data and test the hypotheses. Inferential statistics in the form of Structural Equation Modeling (SEM). Amos are used for data analysis in order to test the proposed verification hypothesis. The instrument reliability test was carried out by means of the Cronbach Alpha coefficient with an alpha value greater than 0.60 (Malhotra, 2011). Cronbach Alpha coefficients are used to test the reliability of the instrument with an alpha value greater than 0.60 (Malhotra, 2011). The instrument reliability test also uses the Confirmatory Factor Analysis (CFA). The significance of the relationship between latent variables was tested using the measurement model and its structural model. This research was also accompanied by testing the mediating effect which refers to the approach of (F. Hair Jr *et al.*, 2014) and (Baron and Kenny, 1986). Mediation hypothesis testing was done through the Sobel test (Sobel, 1982).

4. Result and Discussion

Instrument Testing Result

The test results showed all valid instruments for Cronbach Alpha value above 0.6. The results of the variable reliability testing are displayed as follows:

Table 1. Reliability of Research Variables (Alpha)

No.	Variable	Variable Item	Alpha Value	Reliability
1.	Product Quality(X1)	8	0.716	Reliable
2.	Price (X2)	4	0.886	Reliable
3.	Promotion (X3)	4	0.619	Reliable
4.	Distribution (X4)	3	0.820	Reliable
5.	Brand Awareness(Y)	8	0.810	Reliable
6.	Purchase Decision (Z)	4	0.857	Reliable

Source: Primary Data 2020 (processed).

Data Analysis and Hypothesis Testing Results

The indicator measurement in forming latent variables was analyzed by using confirmatory for all constructs. The indicators that did not qualify due to the loading factor value were smaller than 0.5 were deleted, therefore the indicator was in accordance with the results of the Confirmatory Factor Analysis (CFA) or the full model with SEM. Data normality was also tested with non-parametric statistical Kolmogorov- Smirnov.

The discussion of hypothesis testing in this study refers to the Critical Ratio value of the causality of SEM processing results as shown in the following table.

Table 2. Standardized Regression Weight of Structural Equational Model

		Estimate	S.E.	C.R.	P
Brand Awareness	<--- Product Quality	.165	.076	2.053	.040
Brand Awareness	<--- Price	.268	.110	2.544	.011
Brand Awareness	<--- Promotion	.209	.124	1.980	.048
Brand Awareness	<--- Distribution	.133	.095	1.709	.088
Purchase Decision	<--- Brand Awareness	.381	.047	6.355	***
Purchase Decision	<--- Product Quality	.095	.043	1.653	.098
Purchase Decision	<--- Price	.322	.073	3.682	***
Purchase Decision	<--- Promotion	.085	.073	1.088	.277
Purchase Decision	<--- Distribution	.198	.060	3.199	.001

Source: Primary Data Processed, (2020)

H1: The Effect of Product Quality on Brand Awareness

Product quality affected the awareness of the Honda Scoopy brand in Banda Aceh with CR value of 2.053 and P value 0.040 (<0.05 , means significant). The results of this study are also the same as the results of (Putra, 2009) research which got a significant effect on brand awareness for Pertamina XP Prima Lubricant consumers in Padang City.

H2: The Effect of Price on Brand Awareness

The influence of price on brand awareness was significant with a CR value of 2.544, with its influence of 26.8%, as same as the research result by (Killa, 2008) showed that price tends to influence brand awareness while directly affecting the purchasing decisions of notebook brands; Toshiba, IBM, Compaq, Acer, and HP.

H3: The Effect of Promotion on Brand Awareness

The effect of promotion on brand awareness is indicated by a CR value of 1.980 with a significance level of 0.048. It was concluded that the company promotion policy gave effect to the Scoopy Matic Honda brand awareness. The effect of promotion on brand awareness is 20.9%. This result as same as the research result by (Ari, 2018) who found the promotion significantly affected brand awareness and it mediated purchasing decisions at some Alfamart in Surabaya.

H4: The Effect of Distribution on Brand Awareness

The test result also indicates the effect of distribution on brand awareness with a CR value of 1.709 at a significance level of 0.088. Thus, it can be stated that the distribution as part of the marketing mix affected the awareness of the Honda Matic Scoopy brand in Banda Aceh. This result are in line with a research of (Marini, 2019), which found there were a partial and simultaneous influences of the distribution on brand awareness of Champ Socks.

H5: The Effect of Brand Awareness on Purchasing Decisions

The influence of brand awareness on purchasing decisions obtained by the value of CR = 6.355 at a significance level of 0.0001. It can be interpreted that brand awareness influences purchasing decisions. The influence of brand awareness on purchasing decisions by 38.1%. In fact, brand awareness also influenced the decision to buy a Scoopy motorcycle in Banda Aceh. (Hakimah, 2016) found an influence of awareness on the decision to purchase food typical of the area "Tahu Merk POO" in Kediri.

H6: The Effect of Product on Purchasing Decisions

This study shows the quality of the product significantly had no effect on purchasing decisions marked by a CR value of 1.623 with a significance level of only 0.098. Thus, it can be concluded that product quality had no effect on purchasing decisions. In contrast with (Heryanto, 2015) who found that the product influenced the purchase decision of HY crusher products in Bandung Regency. Zulaikha and Idawati (2016) also found a significant influence on the product with the decision to buy a bakery in Batam.

H7: The Effect of Price on Purchasing Decisions

The results shows that the price influenced the purchase decision. The effect of prices on purchasing decisions with a CR value of 3.682 and a significance level of 0.0001. Thus it can be concluded that the price had an influence on purchasing decisions. The amount of price influence on purchasing decisions is 32.2%. (Kencana, 2018), also found a price effected the decision to buy bakery products in Batam, but less dominant than the product. (Nangoy, Mandey and Kawet, 2016) mentioned that price influenced clothing purchasing decisions at Matahari Department Store, Manado Town Square.

H8: The Effect of Promotion on Purchasing Decisions

From the result, a CR value of 1.088 is obtained for the effect of promotion on purchasing decision, with a significance level of 0.277. This means thath promotion had no direct influence on purchasing decisions. This result is in contrast with the research by (Heryanto, 2015) who found a promotion effected the purchase decision for HY crusher products in Bandung Regency. (Kencana, 2018) also found that there was a significant influence of promotions organized on purchasing decisions in bakery products at Batam. (Nangoy, Mandey and Kawet, 2016) stated that promotion influenced clothing purchase decisions in Town Square Manado. (Anggana and Idris, 2017) indicated that the promotion partially affected XL prepaid card purchasing decisions among Diponegoro University Students. (Sakara and Alhassan, 2014) stated the promotion of cellular sales to students in Ghana influenced their purchasing decisions. (Purnomo, Hadi and Prabawani, 2015) also found promotion influenced on purchasing decisions at PT. Nasmoco Youth Semarang.

In the case of Honda Matic Scoopy, the promotion did not affect the purchase decision directly. Promotion only had an influence through brand awareness on purchasing decisions. Consumer perceptions about this promotion variable can support the statements of other researchers who stated some promotional tools were perceived lowly by customers. Endorsers from Honda Scoopy dealers are less able to promote products to consumers. (Zuliyarso, Hidayat and Prihatini, 2014) found promotion had an effect on the decision to purchase a Honda motorcycle at a dealer in Semarang.

H9: The Effect of Distribution on Purchasing Decisions

Distribution has an influence on the decision to buy a Honda Matic Scoopy in Banda Aceh city, with the result of CR value 3.199. (Heryanto, 2015) also found a real influence of distribution on the purchase decision of HY crusher machines in Bandung. (Kencana, 2018) also stated that the influence of the distribution on the purchasing decision of bakery products in Batam. (Nangoy, Mandey and Kawet, 2016) found that distribution influenced clothing purchasing decisions at Matahari Department Store Manado Town Square. (Arfiyandi and Adhilla, 2011) also got the influence of distribution on purchasing decisions at Mail Box distribution outlets in Yogyakarta. (Wijaya, 2013) found that distribution channels significantly

affected the decision to purchase Terminix Services in Manado City. Conclusion hypothesis testing in this study resulted in the following table:

Table 3. Hypothesis Testing Conclusion

No	Hypothesis	CR Cut off >1.96	P-Value Cut off < 0,05	Conclusion
1	Testing the effect of product quality on brand awareness	2.053	0.040 (Sig.< 5%)	H1 Accepted
2	Testing the effect of price on brand awareness	2.544	0.011 (Sig.< 5%)	H2 Accepted
3.	Testing the effect of promotion on brand awareness	1.980	0.048 (Sig.< 5%)	H3 Accepted
4.	Testing the effect of distribution on brand awareness	1.709	0.088 (Sig.> 5%)	H4 Rejected
5.	Testing the effect of brand awareness on purchasing decisions	6.355	0.000 (Sig.< 5%)	H5 Accepted
6.	Testing the effect of product quality on purchasing decisions	1.653	0.098 (Sig.> 5%)	H6 Rejected
7.	Testing the effect of prices on purchasing decisions	3.682	0.000 (Sig.< 5%)	H6 Accepted
8.	Testing the effect of promotion on purchasing decisions	1.088	0.277 (Sig.> 5%)	H7 Rejected
9.	Testing the effect of distribution on purchasing decisions	3.199	0.001 (Sig.< 5%)	H8 Accepted

*** Significant level 5%

H10, H11, H12, and H13: The Effect of Product, Price, Promotion and Distribution on Purchasing Decisions through Brand

Awareness

In the case of the purchasing decision of Honda Scoopy in Banda Aceh, it results that brand awareness mediated the relationship between product quality and purchasing decisions (H10 is accepted). The existence of brand awareness became fully mediator between product quality and purchasing decisions, because directly the product did not affect the purchasing decisions. Also, price affected purchasing decisions through brand awareness (H11 is accepted), while directly price also affected purchasing decisions. So brand awareness had a role also as a partial mediating variable between price and purchasing decisions.

Other than that, brand awareness did not act as a mediator on the effect of promotion on purchasing decision (H12 is rejected), while promotion did not have a direct influence also on purchasing decisions. However, not like the promotion, directly distribution was proven had an influence on purchasing decisions but brand awareness also did not play a role in the effect of distribution on purchasing decisions (H13 is rejected).

5. Conclusion

The result showed that for the Honda Matic Scoopy in Banda Aceh, product effected brand awareness, price effected brand awareness, promotion effected brand awareness, distribution did not effect brand awareness, brand awareness effected purchasing decisions, product did not effect brand awareness, price effected purchasing decisions, promotion did not effected purchasing decisions, distribution effected purchasing decisions, product effected purchasing decisions through brand awareness, price effected purchasing decisions through brand awareness, promotion did not effect purchasing decisions through brand awareness, and distribution did not effect purchasing decisions through brand awarness. The role of brand awareness here was as a full mediator for the effect of product on purchasing decisions, and was s a partial mediator for the effect of price on purchasing decisions. These findings can contribute to the realm of science, which the model can be as a reference for further researchers. The next idea for researches can develop this model such as to use other mediation variables that can mediate all variables in marketing mix, or even use moderation variables to strengthen the marketing mix such as gender or income in affecting the purchasing decisions. This research model also useful for practitioners such as the producer or distributors of the Honda Matic Scoopy in Banda Aceh to consider the variables to be a basis of their strategy to increase the sales in the future.

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