# THE INFLUENCE OF BRAND IMAGE, PRICE, CONSUMER TASTES, CELEBRITY ENDORSERS AND PROMOTIONS ON THE DECISION TO PURCHASE A YAMAHA N-MAX MOTORCYCLE IN THE DISTRICT WEST PASAMAN

# PENGARUH BRAND IMAGE, PRICE, CONSUMER TASTE, CELEBRITY ENDORSER DAN PROMOTION TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA N-MAX DI KABUPATEN PASAMAN BARAT

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*Abstract*
*This study aims to test and analyze the correlation of attitudes on the performance of employees of KSP Mekar Sai Bandar Lampung. This study is quantitative research with the subjects are employees of KSP Mekar Sai, and the population is 38 employees of KSP Mekar Sai. Based on the two independent variables studied, one variables are weak correlation between each variable Attitude on the Employee Performance of KSP Mekar Sai. There is a correlation between Attitudes to the Performance as indicated by the Spearman correlation coefficient and Kendall's correlation coefficient of 0.397. The results of this study are a momentary assessment when the research is carried out so that research results can change for different situations and conditions if carried out by other researchers.*

*Keywords: Attitudes, Correlation, Performance*

**Abstrak**
Penelitian ini bertujuan untuk menganalisis pengaruh Brand Image, Price, Consumer Taste, Celebrity Endorse dan promotion secara parsial maupun simultan Terhadap Keputusan Pembelian Sepeda Motor Yamaha N-Max Di Kabupaten Pasaman Barat. Dalam penelitian ini didapatkan kesimpulan bahwa Brand Image, Price, Consumer Taste dan Promotion secara simultan berpengaruh signifikan terhadap keputusan pembelian Sepeda Motor Yamaha Nmax. Hasil Uji Determinasi menunjukan besar pengaruh variabel adalah 46,5% dan sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

*Kata kunci:* Keputusan Pembelian, Brand Image, Price, Consumer Taste, Celebrity Endorser Dan Promotion

## I. INTRODUCTION

In the past, motorbikes were included as secondary goods, but in the current era motorbikes are included as primary goods. This is because motorbikes are a need that must be met and must be owned by every individual. Primary needs are basic needs needed by humans. Meanwhile, secondary needs are needs to complement the primary needs themselves. Tertiary needs in general are needs that are fulfilled to express the social status of the individual (N. Gregory Mankiw et al., 2012).

| No | Merek | Tahun | Terjual (Unit) |
|----|-------|-------|----------------|
| 1 | Honda | 2020 | 4.385.888 |
|   | Yamaha |     | 1.348.211 |
| 2 | Honda | 2021 | 4.759.202 |
|   | Yamaha |     | 1.455.088 |
| 3 | Honda | 2022 | 4.910.688 |
|   | Yamaha |     | 1.434.217 |

Source : Asosiasi Industri Sepeda Motor Indonesia (AISI) in 2022

**Sales Data for Motorcycle Companies in Indonesia for 2020-2022**

In order to meet various segments of Yamaha users, this company produces various types of products, including Nmax motorbikes for women's tastes. Nmax is the variant that ranks first in sales of Yamaha motorbikes in West Pasaman. The success of marketing this product certainly cannot be separated from the marketing mix strategy carried out by Yamaha representatives or main dealers in West Pasaman

**NMAX Motorcycle Sales in West Pasaman 2020-2022**

| NO | Jenis Sepeda Motor | Tahun 2020 | Tahun 2021 | Tahun 2022 |
|----|--------------------|------------|------------|------------|
| 1 | NMAX | 243 | 616 | 565 |
| 2 | Mio | 73 | 64 | 110 |
| 3 | Lexi | 39 | 50 | 10 |
| 4 | Fino | 14 | 33 | 32 |

Source : CV.Tjahaja Baru Simpang Empat 2023

Yamaha NMAX is Yamaha's newest scooter which comes with VVA (Variable Valves Actuation) technology which was first applied to a motorbike in the world and the first automatic motorbike in the ASEAN motorbike market to be equipped with an ABS (Anti-lock Brake System) system which was adopted from a motorbike. Yamaha. PT Yamaha Indonesia Motor Manufacturing (YIMM) has succeeded in capturing the market, thanks to its decision to assemble NMAX locally and offer it at a much more competitive price. Meanwhile, Honda, which relies on PCX imported completely (completely built up) CBU from Vietnam, is difficult to match. As a result, almost all consumers in this large scooter segment run to Yamaha. Meanwhile, Honda is still enjoying the medium body scooter segment with the Vario 150 which is also selling well. This is what influences consumers to make purchasing decisions.

Purchasing decisions are several stages carried out by consumers before making a decision to purchase a product (Kotler and Kotler, 2016). The five stages of the purchasing process are problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior (Kotler and Kotler, 2016). Schiffman and Kanuk (2014) state that a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that for someone to make a decision, several alternative choices must be available. A purchasing decision is an action taken by a consumer due to perceived impulses or motives that give rise to interest or encouragement to fulfill needs.

Market segmentation PT Yamaha Indonesia Motor Manufacturing does not have a specific area to target Yamaha motorbike products so it serves most areas of Indonesia, generally aimed at all levels of society, both upper, middle and lower classes, especially aimed at people who like speed in driving according to with Yamaha's tagline, namely "Yamaha is getting ahead of the gas poll", and has market segments for automatic class, duck class and sport class motorbikes. Yamaha in Indonesia is currently

*continuing to strengthen itself, one of which is by participating in the automatic motorbike segment.*

*The automatic motorbike segment was chosen because apart from the ease of riding an automatic motorbike, the automatic motorbikes produced by Yamaha are the NMAX 155 VVA, Lexi 125 VVA, Xmax 250, Freggo 125, Aerox 155 VVA, Aerox 155 RVersion, Aerox 155 Gp Monster. Aerox 155 S-Version, Aerox 155 S Doxou. X-Ride 125, Fino 125 Grande. Fino 125, Mio S 125, and Mio M3 125 CW. But the superior product from Yamaha automatic is the Yamaha NMAX. Yamaha NMAX is claimed to be the most economical automatic motorbike in terms of fuel consumption. Apart from being economical, Yamaha also stated that the Yamaha NMAX will appear stylish and agile, while the most superior feature is the Y-Connect feature, which can save the motorbike parking location which is connected to our cellphone so that we can find out the motorbike parking location easily.*

*Definition and Purpose of Cooperative*
*Brand image*

*Brand image According to (Kotler and Kotler, 2016) Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. Brand image is related to consumer attitudes in the form of beliefs and preferences towards a brand, both positive and negative. A positive or negative brand image is more easily recognized by consumers, so consumers will make their choice to buy products that have a good image. Vice versa, if the brand image is negative, consumers tend to consider further when buying a product. Brand image is a perception or assumption by the public that considers whether a product is good or not, because if the brand image is good then consumers will not feel hesitant in purchasing the product, they will even feel pride in owning a product that has a good image itself.*

*Price*

*Price is the amount of money that consumers have to pay to get the desired goods. Meanwhile, according to (Kotler and Kotler, 2016), price is a factor that has a real and strong influence on consumers' decisions to make purchases. From a consumer's perspective, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. In certain situations consumers are very sensitive to price, so that a price that is relatively high compared to its competitors can eliminate a product from consumer consideration*

*Consumer tastes*

*Consumer tastes (Malinda, et al (2018) know that taste is a feeling of having a need fulfilled or has exceeded the customer's expected needs and will continue to hope that they will get a feeling of having those needs fulfilled. As stated (Emawati (2018), consumer tastes have a positive influence on decisions (Malinda, et al (2018) stated that consumer tastes do not influence purchasing decisions because under any circumstances consumers will continue to buy primary goods to meet their needs. A customer who is satisfied with the value provided by a product or service will be very likely to become a customer for a long time. By fulfilling consumer expectations, the consumer's taste will tend to continue to become a standard for him in looking for the desired product and will become a loyal customer.*

*Celebrity Endorser*

*Celebrity Endorser according to Rachbini in the journal (Adiba, Surosof, and Afif (2020) are famous people who use their public recognition to recommend or present products in advertisements. Even according to Clemente in the journal (Manggalania and Soesanto (2021) Celebrity Endorser is the use of celebrities in advertising with the purpose of recommending the use of the sponsored product. Celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness which often represent the desired appeal of the advertised brand.*

*Promotion*

*Promotion is a one-way flow of information or persuasion that is created to direct a person or organization to action that creates an exchange in marketing so that in this case promoting a company's product requires marketing communications (Basu Swastha, 2008). According to (Belch & Belch, 2015), Sales promotion is a marketing activity that provides added value or incentives to sales force, distributors or main customers*

*Framework*

      *The conceptual framework is a formulation to clarify the mindset in conducting research regarding the influence of brand image, price, consumer tastes, Celebrity Endorsers and promotions on purchasing decisions for Yamaha N-Max motorbikes in West Pasaman Regency, as is known the dependent variable in this research is the purchasing decision ( Y) while the independent variables are brand image (X1), price (X2), consumer tastes (X3), Celebrity Endorser (X4) and promotion (X5) variables*
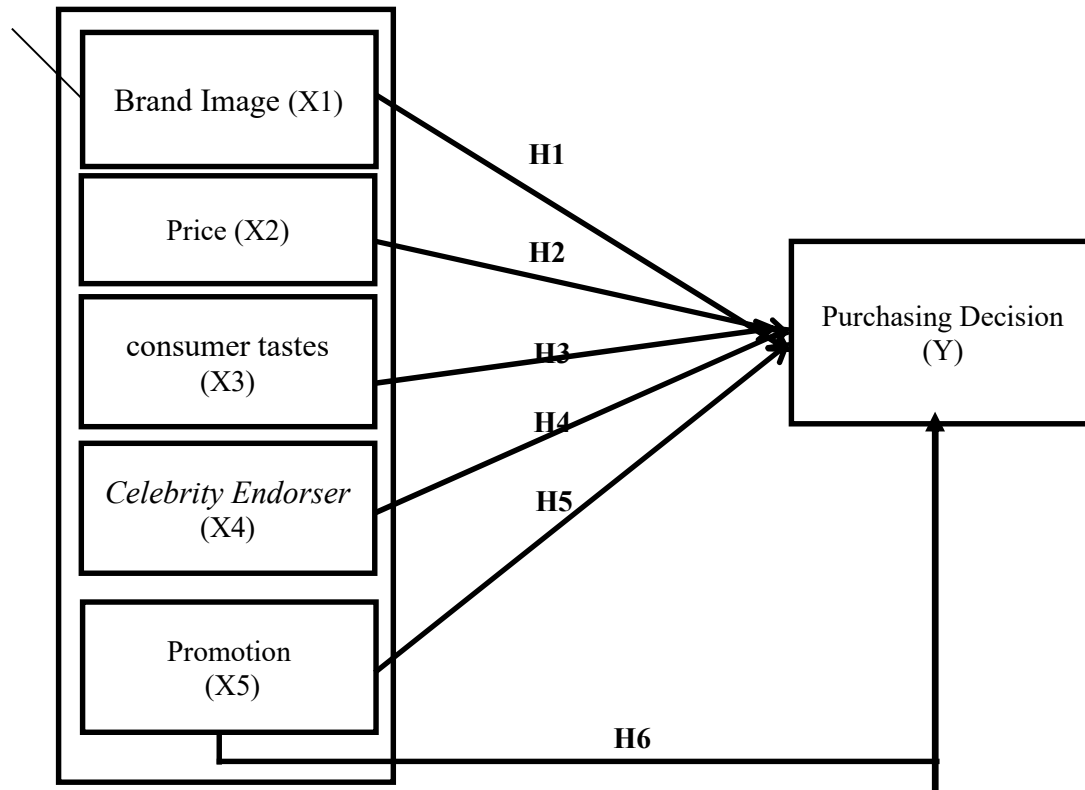
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┌─────────────────────────────────────────┐
│  ┌────────────────────┐                  │
│  │  Brand Image (X1)  │         H1       │
│  └────────────────────┘                  │
│  ┌────────────────────┐         H2       │      ┌─────────────────────┐
│  │    Price (X2)      │                  │      │ Purchasing Decision │
│  └────────────────────┘         H3       │      │         (Y)         │
│  ┌────────────────────┐                  │      └─────────────────────┘
│  │  consumer tastes   │         H4       │
│  │      (X3)          │                  │
│  └────────────────────┘         H5       │
│  ┌────────────────────┐                  │
│  │ Celebrity Endorser │                  │
│  │      (X4)          │                  │
│  └────────────────────┘                  │
│  ┌────────────────────┐                  │
│  │    Promotion       │                  │
│  │      (X5)          │                  │
│  └────────────────────┘        H6        │
└─────────────────────────────────────────┘
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*Figure. Research Framework*

## II.    METHODS

*Types of research*

      *Based on the background and formulation of the problem examined in this research, this type of research is descriptive and associative research. According to Sugiyono, (2015). This research was conducted on people who use NMAX motorbikes in West Pasaman Regency This research was carried out in February 2024 until completion.*

*Population and Sample*

      *In this study, the author took the research population as all people who use Yamaha NMAX motorbikes in West Pasaman Regency The sampling technique used in this research was purposive sampling purposive sampling by taking subjects not based on random, stratum or area but based on a specific objective. The criteria for the sampling technique are as follows: a) Consumers aged 17 years and over. b) Using a Yamaha NMAX Brand Motorbike c) Live in West Pasaman Regency Based on this explanation, the sample in this study was 120 people who used Yamaha NMAX motorbikes in West Pasaman Regency. Because according to Sugiyono (2015), the sample is 20 x the number of research variables. There are 6 (six) variables in this research, namely 5 (five) independent variables consisting of Brand Image, Price, Consumer Taste, Celebrity Endorser and promotion and 1 (one) dependent variable, namely purchasing decisions. Therefore the number of samples is 20 x 6 = 120*

*Variable Operational Definition*

*According to Sugiyono (2015) a research variable is anything in the form of anything that is determined by the researcher to be studied so that information about it is obtained. Then the conclusions are drawn. To avoid different interpretations of this research, it is necessary to explain what variables will be studied.*

## III. RESULTS AND DISCUSSION

*Research Instrument Requirements Test*

*Validity is a measure that shows the levels of validity of an instrument. An instrument is said to be valid and valid and has high validity. On the other hand, an invalid instrument means it has low validity (Sugiyono, 2015). The validity test is an index that shows the extent to which a measurement tool really measures what is being measured. The criterion for determining whether or not the questionnaire is valid is comparing it with the correlation coefficient produced with the critical criterion at α=0.05 from rtable = 0.361. If r0>rtabel then the questionnaire is said to be valid*

*Reliability shows an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good (Sugiyono, 2015).*

*Table 2 Reliability Test Results*

| No | Variabel | Cronbach's Alpha | Batas Nilai | Reliabel |
|----|----------|------------------|-------------|----------|
| 1 | Keputusan Pembelian | 0.935 | 0,700 | Reliabel |
| 2 | Brand Image | 0,863 | 0,700 | Reliabel |
| 3 | Price | 0,878 | 0,700 | Reliabel |
| 4 | Consumer Taste | 0,833 | 0,700 | Reliabel |
| 5 | Celebrity Endorser | 0,903 | 0,700 | Reliabel |
| 6 | Promotion | 0,907 | 0,700 | Reliabel |

*Source: Output SPSS*

*The t test basically shows how much influence an independent variable individually has in explaining the dependent variable. The hypothesis test used in this research consists of two types, namely the t test and the f test, where the t test is as in the table below:*

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 3.648 | 7.180 | | .507 | .613 |
| | Brand Image | .281 | .119 | .164 | 2.354 | .020 |
| | Price | .678 | .093 | .528 | 7.275 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| Consumer Taste | .158 | .110 | .101 | 1.437 | .153 |
| Promotion | .313 | .074 | .301 | 4.024 | .000 |

a. Dependent Variable: Keputusan Pembelian

Based on the results of the data processing in the table above, it can be seen that the influence of the independent variable on the dependent variable is partially as follows:

a. Hypothesis 1: There is a significant positive influence between Brand Image (X1) on the decision to purchase a Yamaha Nmax motorbike in West Pasaman (Y). For the Brand Image variable, the value obtained is tcount 2.354 > ttable 1.658 with a significant value of 0.020 < 0.05, meaning Ha is accepted and H0 is rejected, so it can be said that there is a significant influence between Brand Image on the decision to purchase a Yamaha Nmax motorbike.

b. Hypothesis 2: There is a significant and positive influence between price (X2) on the decision to purchase a Yamaha Nmax motorbike. For the Price variable, the tcount value is 7.255 > ttable 1.658, while the significant value is 0.000 < 0.05, meaning that Ha is accepted and H0 is rejected, so it can be said that there is a significant positive influence between price on the decision to purchase a Yamaha Nmax motorbike. This means that if the price increases by one unit, purchasing decisions will increase by one unit.

c. Hypothesis 3: There is no significant and positive influence between Consumer Taste (X3) on the decision to purchase a Yamaha Nmax motorbike in West Pasaman. For the Consumer Taste variable, the value obtained is tcount 1.437 < ttable 1.658 with a significant value of 0.153 > 0.05, meaning Ha is rejected and H0 is accepted, thus it can be said that there is no positive and significant influence between Consumer Taste on the decision to purchase a Yamaha Nmax motorbike.

d. Hypothesis 5: There is a positive and significant influence between Promotion (X5) on purchasing decisions for Yamaha Nmax motorbikes in West Pasaman. For the Promotion variable, the value obtained is tcount 4.024 > ttable 1.658 with a significant value of 0.000 < 0.05, meaning Ha is accepted and H0 is rejected, thus it can be said that there is a positive and significant influence between Promotion on the decision to purchase a Yamaha Nmax motorbike

## IV. CONCLUSION

Based on the results of the data analysis that has been carried out, the following conclusions can be drawn:

1. Brand Image (X1) is 0.281 which has a positive sign. Based on data analysis for the Brand Image variable, the tcount value was 2.353 > ttable 1.658, while the significant value was 0.020 <0.05, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that there is a partial positive and significant influence between Brand Image on the decision to purchase a Yamaha Motorbike. Nmax. This means that if Brand Image increases by one unit, purchasing decisions will increase by 0.281 units.

2. Price (X2) is 0.678 which is positive. Based on data analysis for the Price variable, the tcount value was 7.275 > ttable 1.658, while the significant value was 0.000 < 0.05, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that partially there is a positive and significant influence between Price on purchasing decisions for Yamaha Nmax Motorbikes. . This means that the lower the price, the better the decision to purchase a Yamaha Nmax motorbike

3. Consumer Taste (X3) is 0.158 which has a positive sign. Based on data analysis for the Consumer Taste variable, the tcount value was 0.158 > ttable 1.658, while the significant value was 0.153 > 0.05, meaning that Ha was rejected and H0 was accepted. Thus, it can be said that personally there is no positive and significant influence between Consumer Taste on the decision to purchase a bicycle. Yamaha Nmax motorbike.

4. Promotion (X4) is 0.313 which has a positive sign. Based on data analysis for the promotion variable, the tcount value was 4.024 > ttable 1.658, while the significant value was 0.000 < 0.05, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that in particular there is a positive and significant influence between promotions on purchasing decisions for Yamaha Nmax motorbikes. . This means that the better the promotion, the better the decision to purchase a Yamaha Nmax motorbike

5. *Brand Image, Price, Consumer Taste and promotion simultaneously have a significant influence on purchasing decisions for Yamaha Nmax Motorbikes. The percentage influence of the variables Brand Image, Price, Consumer Taste and promotion simultaneously have a significant influence on purchasing decisions for Yamaha Nmax Motorbikes, amounting to 46.4%. While the remaining 53.6% is explained by other causes outside the research.*

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