

The Influence of Brand Image, Lifestyle and Word of Mouth (WOM) on Purchasing Decisions for N-Max Motorbikes

Reza Eka Putra^{1*}, Sri Yanti²

¹ University of Batam, Batam, Indonesia

² University of Batam, Batam, Indonesia

* Corresponding Email: rezaekaputra00@gmail.com

Abstract – The purpose of this study is to find out and analyze the influence of brand image, life style and word of mouth on the purchase decision of N-Max motorcycles at yamaha PT dealers. Graha Auto Perkasa. The method used in this study is to use quantitative methods in associative approaches or studies. The population in this study was N-Max motorcycle users from 2019-2021 with a total of 5274 people, the sample of this study was 100 respondents. The collection technique used in this study used a questionnaire / questionnaire that was tested for validity and reliability, the data analysis technique of this study used Multiple Linear Regression, Classical Assumption Test, Hypothesis Test (t Test and F Test) and Coefficient of Determination. Data processing in this study used the SPSS Software version 25 program. The results of this research show that the brand image has a positive and significant effect on the decision to buy N-Max motorcycles at yamaha PT dealers. Graha Auto Perkasa Batam with a probability value of $0.038 < 0.05$. Life style has a positive and significant effect on the purchase decision of the N-Max motorcycle at yamaha dealer PT. Graha Auto Perkasa Batam with a probability value of $0.000 < 0.05$. Word of mouth negatively and significantly affects the purchase decision of N-Max motorcycles at yamaha dealer PT. Graha Auto Perkasa Batam with a probability value of $0.000 < 0.05$. The coefficient of determination value of 81.1% shows the contribution of brand image, life style, and word of mouth (WOM) to purchasing decisions and the remaining 18.9% is influenced by various other variables.

Keywords: Brand Image, Life Style, Word of Mouth (WOM), Buying Decision

1. INTRODUCTION

The development of the business world at this time which is dynamic and full of competition requires companies to provide good quality. Diverse wants and needs also require companies to be able to meet consumer expectations, companies must use the right marketing strategy in order to survive and win the competition.

In the era of globalization, competition between companies is getting tighter, people are

required to be able to apply all efficiency in all their activities. The same thing must also be done by the community in meeting their needs. This certainly affects other people in choosing a means of transportation. In the current condition, transportation is a favorite of the community because it is considered the most effective and efficient way to facilitate and relieve the community. This community choice is of course an opportunity for large companies that are experienced in the transportation sector,



to continue to increase their sales by implementing the right marketing strategy. One of the efforts made by the company includes shaping product quality, brand image and promotion. If a company is able to build product quality, brand image and strong promotion in the minds of customers through the right marketing strategy, it can be stated that the brand has high equity.

Yamaha Company is one of the companies engaged in the automotive production sector, one of which produces two-wheeled vehicles. In the Yamaha automotive industry, it is also inseparable from the increasingly sharp competition due to the large number of companies that produce similar products. In carrying out its sales activities, the company must be able to design marketing strategies that are directed at achieving company goals in increasing consumer purchases of products.

Table 1 Sales Data of N-Max Motorcycles at Yamaha Dealer PT. Graha Auto Perkasa

Year	Total Sales
2018	1831
2019	1911
2020	710
2021	822

PT Yamaha Indonesia Motor manufacturing (YIMM) managed to capture the market, thanks to the decision to locally assemble the N-Max and offer it at a much more competitive price. Meanwhile, the Aerox and Gear are hard to match. As a result, almost all consumers in this scooter segment ran to the Yamaha N-Max. From the table above, it can be seen that sales of N-MAX motorbikes from 2018 to 2019 have increased.

However, in 2019 to 2020 there was a significant decline from 1911 to 710, this was due to the pandemic that hit and resulted in instability in various sectors, including the economic sector which affected various economic actors including the object of this research, namely Yamaha Dealer Pt. Graha Auto Perkasa Batam, therefore this study aims

to measure how much influence brand image, life style and word of mouth have on purchasing decisions for N-MAX motorbikes at Yamaha Dealer Pt. Graha Auto Perkasa Batam.

2. METHODS

The research method used in this research is a quantitative approach. This study will test whether or not the influence of Brand Image (X1), Life style (X2), and Word Of Mouth (X3) on customer loyalty. This research was conducted at the Yamaha dealer PT. graha auto perkasa Batam. Which is located at Bintang Mas Block C Shophouse complex, No. 5-7, Sei Panas Batam City.

Population and Sample

In this study, the population was taken from the total sales data of N-MAX motorbikes from 2019-2021 at PT. Graha Auto Perkasa-Yamaha which amounted to 5274 people. The sample used in this study were N-Max Motorcycle users. The sample selection in this study used a non-probability sampling method with purposive sampling technique. The criteria for this sampling are customers who use N-Max motorbikes. Sampling techniques in this study using the Slovin formula. Based on the calculation of the sample size of 100 respondents.

Data Collection Technique

The data collection technique used in this research is a questionnaire. Questionnaire is a data collection technique by giving a set of questions / written statements to respondents to answer. The questionnaire in this study is closed, where each statement has been accompanied by a number of answer choices. The questionnaire method is measured using a Likert rating scale.

3. RESULTS AND DISCUSSION

Results

Respondents consisted of 100 respondents divided into 17 women and 83 men. The age of respondents starts from less than 20 years to more than 40 years. Long time using Yamaha N-Max motorbikes 1-5 years.

Hypothesis Testing Results

This hypothesis testing is based on research data processing using the SPSS 25 program.

Validity Test

Table 2. Brand Image Validity Test

Item	r hitung	r tabel	Probabilitas	Keterangan
X1.P1	0.652	0.361	0.000 < 0.05	Valid
X1.P2	0.496	0.361	0.005 < 0.05	Valid
X1.P3	0.837	0.361	0.000 < 0.05	Valid
X1.P4	0.820	0.361	0.000 < 0.05	Valid
X1.P5	0.810	0.361	0.000 < 0.05	Valid
X1.P6	0.768	0.361	0.000 < 0.05	Valid
X1.P7	0.711	0.361	0.000 < 0.05	Valid
X1.P8	0.621	0.361	0.000 < 0.05	Valid
X1.P9	0.732	0.361	0.000 < 0.05	Valid
X1.P10	0.846	0.361	0.000 < 0.05	Valid

Y1.P3	0.850	0.361	0.000 < 0.05	Valid
Y1.P4	0.782	0.361	0.000 < 0.05	Valid
Y1.P5	0.638	0.361	0.000 < 0.05	Valid
Y1.P6	0.596	0.361	0.000 < 0.05	Valid
Y1.P7	0.670	0.361	0.000 < 0.05	Valid
Y1.P8	0.854	0.361	0.000 < 0.05	Valid
Y1.P9	0.838	0.361	0.000 < 0.05	Valid
Y1.P10	0.893	0.361	0.000 < 0.05	Valid

Based on the table of validity test results above, it is obtained that r count of all statement items used in this study obtained a value above the value of the r table provision of 0.361 and obtained a significance value below the value of the significance level provision of 0.05. Based on the provisions of r table and significance, the variable instrument validity test is declared valid.

Reliability Test

Table 3. Life Style Validity Test

Item	r hitung	r tabel	Probabilitas	Keterangan
X2.P1	0.795	0.361	0.000 < 0.05	Valid
X2.P2	0.813	0.361	0.000 < 0.05	Valid
X2.P3	0.771	0.361	0.000 < 0.05	Valid
X2.P4	0.746	0.361	0.000 < 0.05	Valid
X2.P5	0.753	0.361	0.000 < 0.05	Valid
X2.P6	0.783	0.361	0.000 < 0.05	Valid

Table 6. Reliability Test

No	Variable	CA Value	CA Value Level	Description
1	Brand Image	0.903	0.60 / 90.3%	Reliable
2	Life Style	0.864	0.60 / 86.4%	Reliable
3	Word Of Mouth	0.847	0.60 / 84.7%	Reliable
4	Purchase Decision	0.930	0.60 / 93.0%	Reliable

Table 4. Word Of Mouth Validity Test

Item	r hitung	r tabel	Probabilitas	Keterangan
X3.P1	0.836	0.361	0.000 < 0.05	Valid
X3.P2	0.719	0.361	0.000 < 0.05	Valid
X3.P3	0.726	0.361	0.000 < 0.05	Valid
X3.P4	0.742	0.361	0.000 < 0.05	Valid
X3.P5	0.761	0.361	0.000 < 0.05	Valid
X3.P6	0.744	0.361	0.000 < 0.05	Valid

From the results of the data processing above, it can be seen that the Cronbach's Alpha value of each variable is above the level of reliability used, namely > 0.60 or > 60%, so that all variables in this study can and are suitable for use.

Table 5. Purchasing Decision Validity Test

Item	r hitung	r tabel	Probabilitas	Keterangan
Y1.P1	0.876	0.361	0.000 < 0.05	Valid
Y1.P2	0.841	0.361	0.005 < 0.05	Valid

Classical Assumption Test

Normality Test

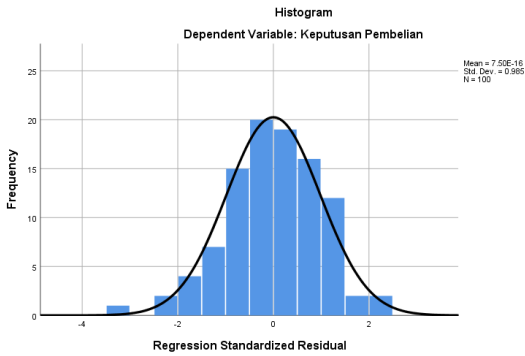


Figure 2 Histogram

Based on the graph, it can be seen that this histogram graph forms a bell. So it can be concluded that the data distribution is normal and in accordance with the assumptions of the normality test.

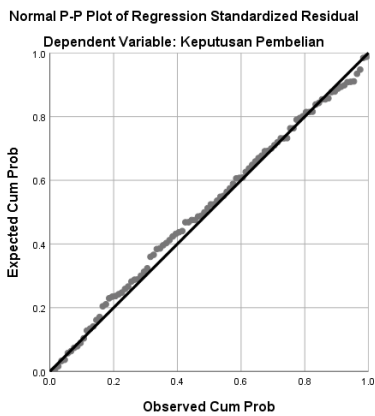


Figure 3 Probability P-Plot

Based on the test results, it can be seen that the points spread and follow the direction of the diagonal line. So it can be concluded that the data distribution is normal and in accordance with the assumptions of the normality test.

Table 7. Kolmogorov-Smirnov One-Sample Kolmogorov-Smirnov Test Unstandardized Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44334326
Most	Absolute	.053

Extreme Differences	Positive	.046
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the table above, the value obtained from the Kolmogorov-Smirnov normality test results is 0.200. This value is greater than 0.05 so it can be said that the residual values are standardized, normally distributed and meet the normal test assumptions.

Multicollinearity

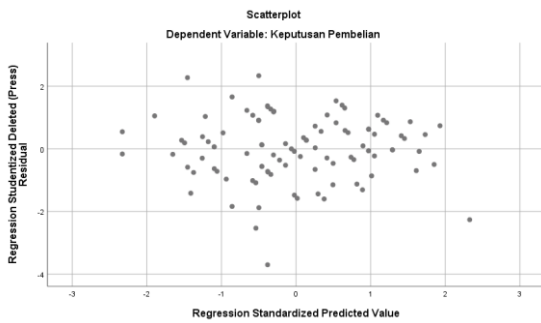
Table 8. Multicollinearity Test

Model	Coefficients ^a				
	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)					
Brand Image	.067	.210	.094	.653	1.532
Lifestyle	.876	.837	.666	.757	1.321
Word of Mouth	-.488	-.427	-.206	.576	1.737

a. Dependent Variable: Keputusan Pembelian

Based on the results of the table above, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model because the Tolerance value > 0.10 and the VIF value < 10.

Heteroscedasticity Results



Based on the above, it can be seen that the points spread randomly not forming a certain pattern that is clearly spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity problem, so that a good and ideal regression model can be fulfilled.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	21.642	2.520		8.587	.000	16.639	26.645
Brand Image	.118	.056	.116	2.108	.038	.007	.229
Lifestyle	.951	.063	.765	14.997	.000	.825	1.077
Word of Mouth	-.357	.077	-.271	-4.633	.000	-.510	-.204

a. Dependent Variable: Keputusan Pembelian
 $Y = 21,642 + 0,118X_1 + 0,951X_2 + -0,357X_3 + e$

Partial Test (t Test)

Table 10 Partial Test (t test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.642	2.520		8.587	.000
Brand Image	.118	.056	.116	2.108	.038
Lifestyle	.951	.063	.765	14.997	.000
Word of Mouth	-.357	.077	-.271	-4.633	.000

a. Dependent Variable: Keputusan Pembelian

Test

1) The Effect of Brand Image on Purchasing Decisions

The test results with SPSS 25 for the brand image variable (X1) on the Purchase decision (Y) obtained a tcount value of 2.108 > ttable 1.984, tcount > ttable, which means that brand image has a significant positive effect on purchasing decisions for Yamaha N-MAX motorbikes at Yamaha dealer PT. Graha Auto Perkasa Batam with a significance value of 0.038 smaller than 0.05 (0.038 < 0.050), meaning that H0 is rejected and Ha is accepted.

2) The effect of life style on purchasing decisions

The test results with SPSS 25 for the life style variable (X2) on the Purchase decision (Y) obtained a tcount value of 14.997 > ttable 1.984, tcount > ttable which means that life style has a significant positive effect on purchasing decisions for Yamaha N-MAX motorbikes at the Yamaha dealer PT. Graha Auto Perkasa Batam with a significance value of 0.000 smaller than 0.05 (0.000 < 0.050) meaning that H0 is rejected and Ha is accepted.

3) The effect of WOM on purchasing decisions

The test results with SPSS 25 for the WOM variable (X3) on Purchasing decisions (Y) obtained a tcount value of -4.663 < t table 1.984, tcount < t table which means that WOM has a significant negative effect on purchasing decisions for Yamaha N-MAX motorbikes at Yamaha dealers PT. Graha Auto Perkasa Batam with a significance value of 0.000 less than 0.05 (0.000 < 0.050) meaning that H0 is rejected and Ha is accepted.

Simultaneous Test (F Test)

Table 11. Simultaneous Test (F Test)

ANOVA ^a				
Model	Sum of Squares	Df	Mean Square	F Sig.
1 Regression	883.149	3	294.383	137.028 .000 ^b
Residual	206.241	96	2.148	

Total	1089.390 99	2.108 > t table 1.984, with a significant value of
a. Dependent Variable: Keputusan Pembelian		0.038 < 0.05, meaning that based on the
b. Predictors: (Constant), Word of Mouth, Lifestyle, Brand Image		hypothesis test that has been carried out, the results obtained are H ₀ rejected and H _a is accepted from the results of this study indicate that brand image has a positive and significant effect on purchasing decisions for Yamaha N-Max motorbikes at Yamaha dealers PT. Graha Auto Perkasa Batam.

The F value in Table 12 above is 137,028 > 2.70 with a significant value of 0.000 < 0.05, so H₀ is rejected and H_a is accepted, so it can be concluded that brand image, life style, and word of mouth simultaneously have a positive and significant influence on purchasing decisions for Yamaha N-MAX motorbikes at Yamaha dealer PT. Graha Auto Perkasa Batam.

Table 12. Coefficient of Determination Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.811	.805

a. Predictors: (Constant), Word of Mouth, Lifestyle, Brand Image

b. Dependent Variable: Keputusan Pembelian

Based on the results of testing the regression coefficient of determination, it can be seen that the R-square value obtained in this study is 0.811 or 81.1%. This means that 81.1% is given to the brand image, life style and word of mouth variables together on purchasing decisions, while the remaining 18.9% is influenced by other independent variables not included in this study.

4. RESULT AND DISCUSSION

The Effect of Brand Image on Purchasing Decisions for Yamaha N-MAX Motorbikes at Yamaha Dealer PT Graha Auto Perkasa Batam.

Brand Image has an effect on purchasing decisions for Yamaha N-Max motorbikes at Yamaha dealer PT Graha Auto Perkasa Batam. This is indicated by the calculated t value of

2.108 > t table 1.984, with a significant value of 0.038 < 0.05, meaning that based on the hypothesis test that has been carried out, the results obtained are H₀ rejected and H_a is accepted from the results of this study indicate that brand image has a positive and significant effect on purchasing decisions for Yamaha N-Max motorbikes at Yamaha dealers PT. Graha Auto Perkasa Batam.

This means that in making purchasing decisions, where N-Max motorcycle users see the brand image or brand image of the product. If the better the brand image of the N-Max motorcycle in the eyes of customers, the more purchasing decisions will increase. In this case, the Yamaha N-Max motorcycle has shown brand identity (brand identity), brand personality (brand personality), brand association (brand association), brand attitude (brand attitude and behavior), and brand benefit and competence (brand benefits and advantages), which can encourage customers to make purchasing decisions. The results of this study are in line with research conducted by Junaedi, 2014 with the title The Effect of Brand Image on Purchasing Decisions for Honda Beat Motorbikes (Case Study of Unismuh Makassar Students) which states that Brand Image has a significant effect on purchasing decisions for Honda beat motorbikes for unismuh Makassar students [1].

The Effect of Life Style on Purchasing Decisions for Purchasing Yamaha N-MAX Motorbikes at Yamaha Dealer PT. Graha Auto Perkasa Batam.

Life Style affects the decision to purchase a Yamaha N-Max motorcycle at the Yamaha dealer PT. Graha Auto Perkasa Batam. This is indicated by the calculated t value of 14.997 > t table 1.984, with a significant value of 0.000 < 0.05, meaning that based on the hypothesis test that has been carried out, the results obtained are H₀ rejected and H_a accepted. The results of this study indicate that life style has a positive and significant effect on purchasing decisions for Yamaha N-Max at Yamaha dealer PT. Graha Auto Perkasa Batam.

One of someone's decisions to buy an N-max product is life style, where N-max products are very popular with students, young people (millennials), in terms of appearance N-max is very suitable for use by millennials, N-Max motorcycle users determine with their daily life style or lifestyle if the N-Max motorcycle fits their (customers') lifestyle, the more purchasing decisions will occur. In this case, it can be shown by the activities (activity), interests (interest) and opinions (opinion) of customers on N-Max motorbikes so that purchasing decisions are formed.

The results of this study are in line with research conducted by Fira Rahma Deni 2018 with the title The Effect of Lifestyle on Purchasing Decisions for Yamaha Brand Motorbikes in Batusangkar City. Which states that life style has a significant effect on purchasing decisions for Yamaha Brand Motorbikes in Batusangkar City [2].

The Effect of Word Of Mouth on Purchasing Decisions for Yamaha N-MAX Motorbikes at Yamaha Dealer PT. Graha Auto Perkasa Batam.

Word of mouth has an effect on purchasing decisions for Yamaha N-Max motorbikes at Yamaha dealer PT. Graha Auto Perkasa Batam. This is indicated by the calculated t value of $-4.633 < t \text{ table } 1.984$, with a significant value of $0.000 < 0.05$, meaning that based on the hypothesis test that has been carried out, the results obtained are H_0 rejected and H_a accepted. The results of this study indicate that word of mouth has a negative and significant effect on purchasing decisions for Yamaha N-Max at Yamaha dealer PT. Graha Auto Perkas Batam.

This means that in making purchasing decisions, N-Max motorcycle users are influenced by word of mouth from customers who have bought the product first. If the better the level of word of mouth, the faster the purchasing decision will increase. In this case, it is indicated by customers telling, recommending and inviting potential consumers to make purchasing decisions on Yamaha N-Max motorbikes.

The results of this study are in line with research conducted by Indar Riyanto 2021 with the title The Effect of Price Perception and Word Of Mouth on Purchasing Decisions (Case Study at Toko Mas Mahkota Indah Serang. which states that word of mouth has a significant negative effect on purchasing decisions (Case Study at Toko Mas Mahkota Indah Serang [3]. Word of mouth can have a negative effect because when buyers or users use products from services or goods, they feel dissatisfied with the services or products used. Users feel that their experience in using a product or service does not match the expectations they want. The disappointment of this buyer is what causes word of mouth to have a negative effect.

The Effect of Brand Image, Life Style and Word Of Mouth on Purchasing Decisions for Yamaha N-MAX Motorbikes at Yamaha Dealer PT. Graha Auto Perkasa Batam

The F test results show the calculated F value of $137,028 > 2.70$ with a significant value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, so it can be concluded that brand image, life style, and word of mouth simultaneously have a positive and significant influence on purchasing decisions for Yamaha N-MAX motorbikes at Yamaha dealer PT. Graha Auto Perkasa Batam.

From the results of the three variables brand image, life style and word of mouth which have the greatest impact, namely the life style variable, which is 0.951 This means that in making purchasing decisions, N-Max motorcycle users determine their daily life style or lifestyle. Where N-max products are very popular with the public, students, and young people (millennials), if the N-Max motorcycle matches the customer's lifestyle, the more purchasing decisions will occur. In this case, it can be shown by the customer's activity, interest and opinion on the N-Max motorcycle so that a purchase decision is formed.

5. CONCLUSION

Based on the research conducted on the influence of brand image, lifestyle, and word of

mouth on purchasing decisions for Yamaha N-MAX Motorbikes at Yamaha Dealer PT. Graha Auto Perkasa Batam, involving 100 respondents, several key conclusions can be drawn in response to the research questions. Firstly, the brand image variable has a partially positive and significant impact on purchasing decisions for Yamaha N-MAX Motorbikes. Secondly, the lifestyle variable also shows a partially positive and significant influence on purchasing decisions. However, the word of mouth variable exhibits a partially negative and significant impact on these decisions. The results of the F-test demonstrate that, collectively, brand image, lifestyle, and word of mouth significantly affect purchasing decisions. The coefficient of determination reveals that 81.1% of the variations in purchasing decisions can be explained by these variables, while the remaining 18.9% is attributed to factors outside the scope of this study. Based on these findings, it is recommended that N-Max motorcycle manufacturers focus on creating bike designs that align with the lifestyle of their target consumers. Additionally, they should work on enhancing their brand image to attract more buyers. PT. Graha Auto Perkasa Batam is advised to engage in more external promotional activities, including collaboration with the N-Max motorcycle community, to showcase the modern N-Max motorcycle. Future researchers are encouraged to increase the sample size for a more comprehensive understanding of the impact of brand image, lifestyle, and word of mouth on purchasing decisions.

6. REFERENCES

- [1] Junaedi. "Pengaruh Brand Image Terhadap Pengambilan Keputusan Pembelian Sepeda Motor Honda Beat (Studi Kasus Pada Mahasiswa Unismuh Makassar)." Skripsi. Universitas Muhammadiyah Makassar, Makassar, 2014.
- [2] Deni Fr. Pengaruh Gaya Hidup Terhadap Keputusan Pembelian Sepeda Motor Merek Yamaha Di Kota Batusangkar. 2018.
- [3] Riyanto, Indar, dan Fuadi. "Pengaruh Persepsi Harga dan Word of Mouth

terhadap Keputusan Pembelian (Studi Kasus pada Toko Mas Mahkota Indonesia Serang)." *Jurnal Manajemen dan Bisnis Indonesia* 17, no. 2 (Agustus 2021): 177-190.