

The Influence of Brand Image, Service Quality, and Product Promotion on Motorcycle Purchasing Decisions at Yamaha Mataram Sakti

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ABSTRACT

This study discusses the retail sales of Yamaha vehicles which have decreased in the 3 (three) year period 2022-2024. The purpose of this study was to determine and analyze the effect of Brand Image, Service Quality and Promotion on Yamaha Motorcycle Purchasing Decisions at Mataram Sakti Dealers. The object used in this research is 1 (one) authorized Yamaha Matasam Sakti dealer in Semarang City. The sample in this study were consumers who bought Yamaha motorbikes at Mataram Sakti Dealers. The sampling method uses the sampling method, namely sampling from the population based on certain criteria. The data analysis technique used in this research is multiple linear regression. The results showed that brand image has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions. Product promotion has a positive and significant effect on purchasing decisions. From the results of this study it can be concluded that both partially and simultaneously, brand image, service quality, and promotion have a significant influence on purchasing decisions. Therefore, companies are advised to increase efforts to improve consumer purchasing decisions.

Keywords: Brand Image, Service Quality, Promotion, Purchase Decision.

INTRODUCTION

The need for personal transportation is a very important need, compared to public transportation, most people prefer to use private vehicles, especially motorbikes, to carry out daily activities. The development of the motorcycle industry is currently growing rapidly. This is related to the variety of motorcycle products that are developing. As we know, the means of transportation that is often used by the public is a motorcycle because of its efficient use. So that it requires the motor industry to continue to develop and be innovative in meeting the needs of its consumers. (Makanoneng et al., 2022).

Table 1. Yamaha Motorcycle Sales Data At Yamaha Mataram Sakti Dealer in 2022 - 2024

YEAR/ MONTH	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
2022	23	27	24	26	28	28	36	26	31	21	15	33	318
2023	26	15	22	25	28	30	13	20	25	16	16	24	260
2024	22	14	16	17	14	16	18	25	18	13	12	20	205

Yamaha as a growing automotive company has realized this competition. In Indonesia there are many distributors of Yamaha products, one of which is Yamaha Mataram Sakti which tries to carry out its business policies to achieve the desired market share. Based on Yamaha motorcycle sales data for the period 2022 - 2024 obtained from Yamaha Mataram Sakti Dealer, the following data can be presented (Table 1).

It can be concluded that there was a decrease in Yamaha sales for three years at Yamaha Mataram Sakti Dealer. Where in 2022 sales were 318 units, then in 2023 decreased to 260 units, and in 2024 decreased to 205 units. This shows that purchasing decisions for Yamaha motorbikes have decreased. A decline in sales cannot be allowed to continue. In situations like this, companies must identify the factors that contribute to the decline in sales. To do this, companies must study consumer behavior when they choose to buy the products offered and what factors influence consumer purchases.

METHODOLOGY

This type of research is quantitative, according to Triyadi et al. (2024) quantitative research is: "Research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses".

Operational Definition of Variables

The variables used as independent variables are Brand Image (X1), Service Quality (X2), and Product Promotion (X3) while the dependent variable is Purchasing Decision (Y).

Population and Sample

The population in this study are consumers who have and will purchase Yamaha motorbikes at Yamaha Mataram Sakti whose numbers are unknown. The sample in this study were 96 respondents.

Sampling Technique

This research uses the Quota Sampling Technique. Quota Sampling is a technique for determining samples from a population that has certain characteristics until the desired number (quota) (Sugiyono, 2019).

Data Collection Technique

Data collection techniques in this study are through questionnaires, interviews, observations, and collecting documentation data.

Data Analysis Technique

The analysis technique as a tool to draw conclusions in testing the hypothesis of this study is: Multiple Linear Regression Test to find out how much influence the independent variables have on the dependent variable together.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.261	.980		3.326	.001		
	CITRA MERK	.207	.084	.223	2.476	.015	.434	2.305
	KUALITAS PELAYANAN	.168	.081	.215	2.072	.041	.328	3.047
	PROMOSI PRODUK	.564	.085	.512	6.641	.000	.592	1.689

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 1. T Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	467.623	3	155.874	64.056	.000 ^b
	Residual	223.867	92	2.433		
	Total	691.410	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 2. F Test Results

RESULTS AND DISCUSSION

The t test is conducted to test the correctness of the hypothesis of the effect of each independent variable partially. If $t_{count} > t_{table}$ or significant value < 0.05 , then the hypothesis is accepted. The rejected hypothesis means that the dependent variable has a significant effect on the independent variable.

The f test is conducted to show how the independent variables simultaneously influence the dependent variable. If $F_{count} > F_{table}$ with a significant value of less than 0.05, it means that all independent variables are simultaneously significant to the dependent variable. Determination Coefficient Test According to Siregar (2017) The coefficient of determination is a number used to determine the contribution or contribution given by one or more independent variables (X) to the dependent variable (Y).

This coefficient shows how much the percentage of variation in the independent variables used in the model is able to explain the variation in the dependent variable. The R^2 value ranges from 0 - 1, if the R^2 value is close to 1, it means that the greater the independent variable is able to explain the dependent variable.

T Test (Partial)

The T test aims to determine how each independent variable affects the dependent variable with a significance of 5%. According to Ghazali (2012) the provisions for making decisions in this test are 1. If $T_{count} > T_{table}$ or significant value < 0.05 , then the hypothesis is accepted.

Based on the t test results table, obtained Ttest (2.476) $>$ Ttable (1.986), H_0 is rejected and H_a is accepted. This means that the brand image variable (X1) partially has a significant effect with a positive value on the purchasing decision variable (Y).

Based on the t test results table, it is obtained that Ttest (2.072) $>$ Ttable (1.986) then H_0 is rejected and H_a is accepted. This means that the service quality variable (X2) partially has a significant effect with a positive value on the purchasing decision variable (Y).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.261	.980		3.326	.001		
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	PROMOSI PRODUK	.564	.085	.512	6.641	.000	.592	1.689

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 3. Multiple Linear Regression Results

Based on the t test results table, obtained Ttest (6.641) > Ttable (1.986), Ho is rejected and Ha is accepted. This means that the product promotion variable (X3) partially has a significant effect with a positive value on the purchasing decision variable (Y).

F Test (Simultaneous)

The F (simultaneous) test aims to determine the effect of brand image variables (X1), service quality (X2), and product promotion (X3) simultaneously or together on purchasing decision variables (Y).

F Test Results

According to Ghozali in (Kadek Yunita Wendistha, 2024) the F test is declared influential if $F_{test} > F_{table}$ and significance $0.00 < 0.05$. Based on the table of F test results above, it is obtained that F_{test} is 64.056 with a significance of 0.000. So, the value of F_{test} (64.056) > F_{table} (2.70) and significance $0.00 < 0.05$ so it can be concluded that the independent variable simultaneously affects the independent variable. Then Ho is rejected and Ha is accepted.

Multiple Linear Analysis

Based on the results of multiple regression analysis in the figure above, the multiple regression equation is obtained as follows:

$$Y = 0.223 \text{ brand image} + 0.215 \text{ service quality} + 0.512 \text{ product promotion}$$

The results of the multiple regression equation above provide an understanding that:

- The regression coefficient value of Brand image (b1) is positive at 0.223, meaning that brand image has a positive effect on purchasing decisions. If the brand image increases while other variables are constant, the purchase decision will also increase.
- The regression coefficient value of service quality (b2) is positive at 0.215, meaning that service quality has a positive effect on purchasing decisions. If the service quality increases while other variables are constant, the purchase decision will also increase.
- The positive brand image regression coefficient (b3) of 0.512 means that brand image has a positive effect on purchasing decisions. If the brand image increases while other variables are constant, the purchase decision will also increase.

Coefficient of Determination (R2)

According to Siregar (2017) the coefficient of determination to show how much the percentage of variation in the independent variables used in the model can explain the variation in the dependent variable. If the R2 value is close to 1, it means that the greater the independent variable is able to explain the dependent variable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.666	1.560

Figure 4. Results of the Coefficient of Determination (R2)

Based on the table above, obtained R2 (R Square) of 0.676 or 67.6%. This shows that the percentage contribution of the independent variable (X) to the dependent variable (Y) is 67.6% or the dependent variable (X) can explain 67.6% of the dependent variable (Y), while the remaining 32.4% is influenced or explained by other variables not included in this research model such as price, product quality, and other variables that also measure the level of consumer purchasing decisions.

Discussion

The Effect of Brand Image on Purchasing Decisions

Based on the research results above, it is stated that the brand image variable has a Ttest of 2.476 with a significance of 0.01 and a Ttable of 1.986. The promotion variable in this study has met the criteria, namely TTest > Ttable (2.476 > 1.986) and significant < 0.05. Then the brand image variable is stated to have a partial and significant effect on purchasing decisions for Yamaha motorbikes at Yamaha Mataram Sakti Dealers.

These results are in accordance with research conducted by (Tanady & Fuad, 2020) with the title Analysis of the Effect of Brand Image and Service Quality on Tokopedia Purchasing Decisions in Jakarta which found that brand image has a positive effect on purchasing decisions.

The Effect of Service Quality on Purchasing Decisions

Based on the research results above, it is stated that the service quality variable has a Ttest of 2.272 with a significance of 0.41 and a Ttable of 1.986. The promotion variable in this study has met the criteria, namely TTest > Ttable (2.072 > 1.986) and significant < 0.41. Then the service quality variable is stated to have a partial and significant effect on purchasing decisions for Yamaha motorbikes at Yamaha Mataram Sakti Dealers.

The results of this study are in line with the research conducted by (Wahyuni & Pardamean, 2016) entitled "The Effect of Advertising, Price and Service Quality on Simpati Card Purchasing Decisions at the Perbanas Institute." states that service quality has a positive and significant effect on purchasing decisions. Purchase decision. This means that the better the quality of service carried out by the company, it will increase consumer purchasing decisions.

The Effect of Product Promotion on Purchasing Decisions

Based on the research results above, it is stated that the product promotion variable has a Ttest of 6.641 with a significance of 0.00 and a Ttable of 1.986. The promotion variable in this study has met the criteria, namely Ttest > Ttable (6.641 > 1.986) and significant < 0.00. then the product promotion variable is stated to have a partial and significant effect on purchasing decisions for Yamaha motorbikes at Yamaha Mataram Sakti Dealers.

These results are in line with the results of research from (Alfajri, 2018) with the title "Relationship between Promotion Strategy and Gadget Purchasing Decisions" which states that there is a significant relationship between promotion strategies and purchasing decisions. This means that the more promotion provided, the higher the consumer purchasing decision for a product. It can be

interpreted that the more promotion of a product can be more attractive and reach many people, the more confident consumers will be in deciding to buy a product.

The Effect of Brand Image, Service Quality, and Product Promotion on Purchasing Decisions

Based on the research results above, that F_{test} is 64.056 with a significance of 0.00. If it is known that $F_{table} 2.70$ becomes $F_{test} 64.056 > F_{table} 2.70$ and significance $0.00 > 0.05$, it is stated that the variables of brand image, service quality, and promotion simultaneously or simultaneously influence the decision to purchase a Yamaha motorcycle at Yamaha Mataram Sakti Dealer.

CONCLUSION

The decision to purchase a Yamaha motorcycle at Yamaha Mataram Sakti Dealer is influenced by a number of factors, including brand image, service quality, and product promotion, as discussed in the study. According to the research objective, which is to ascertain how variable X affects variable Y, the following conclusions can be drawn from the results of hypothesis testing. 1) The effect of brand image (X1) on purchasing decisions (Y) If H_a is accepted and H_o is rejected, it shows that there is a positive brand image influence. This means that when purchasing decisions increase, the company's brand image will also increase. 2) The effect of service quality (X2) on purchasing decisions (Y) H_a is accepted and H_o is rejected. This shows that service quality has a positive impact. This means that the better the quality of service will increase company profits. 3) The effect of product promotion (X3) on purchasing decisions (Y) H_a is accepted and H_o is rejected, indicating that the effect of product promotion has a positive impact. From these results it can be concluded that better product promotion can have an impact on purchasing decisions for company products. Given this, in future studies, researchers should consider the limitations that exist and add other independent variables and creativity in the future. Because 32.4% is influenced by other variable factors not examined. Such as career, economy, etc.

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