

The Influence of Brand Image, Celebrity Endorser and Price Perception pn The Purchase Decision of Yamaha Mio Motorcycles

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Abstrak

This research was aimed at knowing: (1) the influence of brand image towards the buying decision of the brand Yamaha Mio Motorcycle, (2) the influence of celebrity endorsers on the buying decision of the brand Yamaha Mio Motorcycle, (3) the influence of price perception towards buying decision of brand Yamaha Mio Motorcycle and (4) the influence of brand image, celebrity endorser and price perception towards buying decision of brand Yamaha Mio Motorcycle. This research used a quantitative approach by applying a survey method. This research used purposive sampling or took the samples based on specific characteristics. The samples of this research were 100 buyers of Yamaha Mio Motorcycle Branch Tanah Kusir Jakarta. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used to answer the hypothesis is multiple regression. Yamaha is expected to keep attention to the level of consumer confidence in Selebiriti as a representative of Yamaha Mio. To increase consumer confidence for example by increasing the use of celebrities who have credibility and high popularity and are favored by many consumers, so that later will form a good image in the minds of consumers of the product and make purchasing decisions.

Keywords: Brand Image, Celebrity Endorser, Price Perception, Buying Decision

INTRODUCTION

Lately, the development of business in Indonesia has shown rapid success in achieving profits and instilling its brand image into the minds of consumers. The greater the success of a brand image embedded in the minds of consumers, making the minds of consumers loyal to a product or service provided by existing market shares, this has a positive impact on the profits obtained by companies that have a brand image of the product. Consumers who feel satisfaction with a brand image of their chosen product

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influence the minds of consumers to continue to make purchases of a product or service. According to Terence (2000: 12), brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand.

One of the largest motorcycle manufacturers in Indonesia is Yamaha. Yamaha Motor Company was first established on July 1, 1955, in Iwata, Shizuoka, Japan. In Indonesia, Yamaha motorcycles are under the name PT. Yamaha Indonesia Motor Mfg. was established in 1974 and produces motorcycles with high-quality standards along with after-sales service spread throughout Indonesia with a total network of more than 3,000 dealers and workshops. Yamaha has the slogan More Ahead, Yamaha has a unique characteristic and strives to be a pioneer in innovation that exceeds customer desires, with the aim of a better future. Yamaha continues to innovate in presenting the latest products, one of which is the Yamaha Mio Series products.

Through this research, several problems can be formulated such as: 1) Does the brand image have a positive and significant influence on the purchase decision of Yamaha Mio Series motorcycles? 2) What are the celebrity endorsers for the purchase decision of Yamaha Mio Series motorcycles? 3) Does price perception have a positive and significant effect on the purchase decision of Yamaha Mio Series motorcycles?

Based on the formulation of the problem above, the objectives to be achieved in this study are as follows: 1) To analyze and find out the influence of brand image on the purchase decision of Yamaha Mio motorcycles at Yamaha Tanah Kusir – Bintaro. 2) To analyze and find out the influence of celebrity endorsers on the purchase decision of Yamaha Mio motorcycles at Yamaha Tanah Kusir–Bintaro. 3) To analyze and determine the influence of Price Perception on the purchase decision of Yamaha Mio motorcycles in Yamaha Tanah Kusir – Bintaro.

This research is expected to be useful for various parties. Some of the uses that are expected to arise because of this research are as follows:

Theoretical Benefits, Researchers hope that the results of this study will provide broader knowledge in the field of marketing, especially about brand image, celebrity endorsers, and price perceptions, which influence consumer purchasing decisions. **Practical Benefits,** Researchers hope that the results of this study can contribute to Yamaha, both from manufacturers, distributors to dealers to improve superior marketing strategies in introducing their products to increase sales figures for Yamaha Mio motorcycles.

The hypothesis is a temporary answer that still has to be proven true through research. Based on the theoretical framework above, the formulation of the hypothesis is structured as follows:

H1: Brand Image (X1) positive and significant influence on the purchase decision of Yamaha Mio motorcycles.

H2: Celebrity Endorser (X2) positive and significant influence on the purchase decision of Yamaha Mio motorcycles.

H3: Persepsi Harga (X3) has a positive and significant influence on the purchase decision of Yamaha Mio motorcycles.

RESEARCH METHOD

Data collection techniques are ways to collect data and other information in the research to be carried out. In this study the author collected data using field research (Field Research) namely by researching companies to obtain primary data this research was carried out by collecting data through questionnaires, namely asking several

questions related to the problem studied, and then the results were tested using predetermined criteria.

Validity is the accuracy or accuracy of an instrument in measuring what it wants to measure. Zulfanef (2008: 110) defines validity as the extent to which a measurement (test) variable measures (tests) the variable to be measured. Validity testing is performed using corrected item-total correlation. This technique states that if the value of $r_{\text{calculate}} > r_{\text{table}}$ then the variable can be said to be valid.

Reliability Test

Conducted to test the extent to which instrument items can reflect construct similarities. And also used to determine the consistency of measuring instruments, whether the measuring instruments used are reliable and remain consistent if the measurements are repeated (Priyatno, 2008: 25). To test the reliability of instrument items considered valid Cronbach's Alpha Reliability is used.

- 1) If Cronbach's Alpha value > 0.6 , then the instrument is said to be reliable.
- 2) If Cronbach's Alpha value < 0.6 , then the instrument is said to be unreliable.

Classical Assumption Test

The classical assumption test is the testing of statistical assumptions that must be met in multiple linear regression analysis based on ordinary least squares (OLS). For model makers, assumptions are the author's assumptions in forming statistical models that can be used in certain data conditions. As for model users, assumptions are useful limitations to find out whether the statistical model used is feasible for the condition of the observation data. When assumptions are not met, researchers usually use various solutions so that their assumptions can be fulfilled, or switch to more advanced methods so that their assumptions can be resolved, for that the following testing is needed:

Normality Test

The normality test is used to test whether, in a regression model, confounding or residual variables have a normal distribution. It is well known that the t and F tests assume that the residual values follow the normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample number. There are two ways to detect whether residuals are normally distributed or not: by chart analysis and statistical tests. To test whether the data is normally distributed or not, a statistical test One Sample Kolmogorov-Smirnov Test is performed. Residuals are normally distributed if they have a significance value greater than 0.05 (Imam Ghazali 2011:160-165).

The Automobile

The autocorrelation test aims to test whether, in the linear regression model, there is a correlation between confounding errors in period t with confounding errors in period t-1 (previous). If there is a correlation, then there is an autocorrelation problem (Imam Ghazali 2011: 110). This study tests the presence or absence of autocorrelation symptoms using the Durbin-Watson Test (DW test).

Heteroskedasticity Test

The heteroskedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroskedasticity, that is, the presence of variance inequality from residuals for all observations in the regression model. A good regression model requires that there is no heteroskedasticity problem because heteroskedasticity causes the estimator or estimator to be inefficient and the value of the coefficient of determination will be very high. There are several heteroskedasticity testing methods, in this study using the Glejser test, with the test criteria are as follows:

- 1) If the significance value is greater than 0.05 then there is no heteroskedasticity.
- 2) If the significance value is less than 0.05 then heteroskedasticity exists.

Uji Multikolinearitas

The multicollinearity test is used to test whether the regression model found a correlation between independent variables (Imam Ghozali 2011: 105-106). To test multicollinearity, you will look at the value of the Variance Inflation Factor (VIF) in the regression model of each independent variable. According to Santoso in Priyatno (2008: 39), in general, if the VIF is less than 5 (five), then the variable does not have a multicollinearity problem with other independent variables. **Test Model Eligibility**

Uji F

The F test is used to see the effect of the independent variable on the dependent variable together or simultaneously. The F value can be calculated by the following test criteria:

- 1) F count with a smaller significance level α (0.05), then H_0 is rejected.
- 2) F count with a greater significance level α (0.05), then H_0 is accepted.

Test Coefficient of Determination (R²)

Determination analysis is a measure to determine the suitability or decision of the relationship between the independent variable and the dependent variable in a regression equation. This coefficient shows how much the percentage of variation of the independent variable used in the model can explain the variation of the dependent variable (Priyatno, 2008:70).

Research Hypothesis Test (Test t)

The t-test is used to determine the influence of brand image (X1) on purchasing decisions (Y), celebrity endorsers (X2) on purchase decisions (Y), and the effect of price (X3) on purchasing decisions (Y). With the following test criteria:

- 1) H_0 is accepted if $-t_{table} \leq t_{calculate} \leq t_{table}$ or a significant value of > 0.05 .
- 2) H_0 is rejected if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or significant value < 0.05 .

RESULTS AND DISCUSSION The Influence of Brand Image on Purchasing Decisions

Based on the results of statistical tests that have been carried out show a positive influence of Brand Image on the purchase decision of Yamaha Mio motorcycles. This is obtained from the statistical results of the regression test with a calculated t value of 6.389 with a significance value of 0.000 smaller than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.576; then the first hypothesis in this study is proven, namely "Brand Image has a positive influence on the Purchase Decision of Yamaha Mio Motorcycles" Setiadi (2003: 180) argues that brand image refers to the memory scheme of a brand that contains consumer interpretations of attributes, advantages, uses, situations, users and characteristics of marketers and/or characteristics of the maker of the product/brand.

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the results of statistical tests that have been carried out show the positive influence of Celebrity Endorsers on the purchase decision of Yamaha Mio motorcycles. This is obtained from the statistical results of the regression test with a calculated t value of 5.097 with a significance value of 0.000 smaller than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.739; So the first hypothesis in this study is proven to be "Celebrity Endorser Positively Influences Yamaha Mio Motorcycle Purchase Decision" Celebrity can be used as a quick tool to represent the targeted market segment (Royan, 2005).

The use of celebrities as advertising stars is believed to have appeal. The use of celebrities as advertising stars is believed to have its appeal, which has the advantage of publicity and the power to get attention from consumers. Celebrities also have the power

to be used as a tool to persuade, seduce, and influence target consumers with their fame. By utilizing this fame, it is expected to attract consumers to make purchases of advertised products. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image.

A strong brand image can provide several main advantages for a company, one of which will create a competitive advantage. Products that have a good brand image tend to be more easily accepted by consumers. Customer perception of a good brand image can be a consideration for consumers in making purchases. So brand image is a variable that affects consumer perception to buy products.

The Influence of Price Perception on Purchasing Decisions

Based on the results of statistical tests that have been carried out show a positive influence of price perception on the purchase decision of Yamaha Mio motorcycles. This is obtained from the statistical results of the regression test with a calculated t value of 4.395 with a significance value of 0.000 smaller than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.874; then the first hypothesis in this study is proven, namely "Price Perception has a positive effect on Yamaha Mio Motorcycle Purchase Decisions".

Pricing is the most crucial and difficult among the elements in the retail marketing mix (merchandise, promotion, atmosphere in outlets, prices, and retail service) Tjiptono (2011: 31) said that price is a price mix about strategy and tactics such as price levels, discount structures, payment terms, and the level of price discrimination among various customer groups.

The Influence of Brand Image, Celebrity Endorser, and Price Perception on Purchasing Decisions

Based on the results of statistical tests that have been carried out show a positive influence of the Influence of Brand Image, Celebrity Endorser, and Price Perception on Yamaha Mio Motorcycle Purchase Decisions. This is obtained from the results of the F test obtained a calculated F value of 19.577 with a significance of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that the fourth hypothesis in this study is proven to be "BrandImage, Celebrity Endorser, and Price Perception simultaneously influence the Purchase Decision of Yamaha Mio Motorcycles".

The results of the Adjusted R² test in this study obtained a value of 0.360. This shows that purchasing decisions are influenced by brand image, celebrity endorser, and price perception variables by 36%, while the remaining 64% are influenced by other factors not included in this study. The strategy used by companies in offering their products to attract consumer buying interest in these products is through advertising. The audience's liking for an ad cannot be separated from the supporters of the ad itself, namely the model (endorser).

A company that advertises its products using celebrity endorsements tries to match the image of the product with the personality or physique of the endorser chosen. The use of endorsers is expected to provide positive associations between products and endorsers. Such associations can simply appear in the form of certain thoughts or images attributed to a brand. The connection to a brand will be stronger if it is based on many experiences to communicate it.

Various associations that consumers remember can be assembled to form an image of the brand in the minds of consumers. A good image is one effective way to capture consumers, because consumers will consciously or unconsciously choose a product that has a positive brand image, to create a good perception in the eyes of consumers, and will influence consumer purchasing decisions

CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn as follows: Brand Image has a positive and significant effect on purchasing decisions. This is evidenced by a regression coefficient of 0.576 and a t-count significance value of 0.000 (sig < 0.05). The t-count value obtained is greater than the t-table, which is 6,389 > 1,982. Celebrity Endorsers have a positive and significant influence on purchasing decisions. This is evidenced by a regression coefficient of 0.739 and a t-count significance value of 0.000 (sig < 0.05). The t-count value obtained is greater than the t-table, which is 5.097 > 1.982.

Price perception has a positive and significant influence on purchasing decisions. This is evidenced by a regression coefficient of 0.874 and a t-count significance value of 0.000 (sig < 0.05). The t-count value obtained is greater than the t-table, which is 4.395 > 1.982. The amount of adjusted R2 in this study was 0.360. This shows that purchasing decisions are influenced by brand image, celebrity endorsers, and price perception by 36%, while the remaining 64% are influenced by other factors not included in this study. This article is a part of joint research and publication between the Faculty of Economics and Business, Universitas Nasional, Jakarta, and the Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu.

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