

Yamaha Nmax Motorcycles Purchase Decisions in The Sumbawa District: Effects of Product Design, Lifestyle, And Reference Groups

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Abstract- Due to the lack of mass transportation facilities in Indonesia, private vehicles, both motorbikes and cars, have become the people's main choice. According to data from the Ministry of Transportation, 72 percent of families choose motorbikes for their main transportation. Of every 1,000 residents in Indonesia, there are 210 motorcycles or a scale of 4.7:1. Motorcycles have become idols because they are affordable, practical, and have low operating costs. Motorcycles are a means of transportation that can help users in carrying out their daily activities. Especially when driving on roads that usually experience severe traffic jams. Motorcycles can be more effective and time-saving to solve the problem of traffic jams. This study aims to examine whether the Effect of Product Design, Lifestyle and Reference Groups on Purchase Decisions (Case Study on Yamaha NMAX Motorcycles in Sumbawa District). This research uses quantitative methods. The sample in this study amounted to 100 respondents obtained by non-probability sampling method with purposive sampling technique. The data obtained were processed using multiple linear analysis techniques through SPSS software. The results of the analysis in this study indicate that the variables of Product Design, Lifestyle and Reference Groups have a significant effect on purchasing decisions. The data obtained were processed using multiple linear analysis techniques through SPSS software. The results of the analysis in this study indicate that the variables of Product Design, Lifestyle and Reference Groups have a significant effect on purchasing decisions. The data obtained were processed using multiple linear analysis techniques through SPSS software. The results of the analysis in this study indicate that the variables of Product Design, Lifestyle and Reference Groups have a significant effect on purchasing decisions.

Indexed Terms- Product Design, Lifestyle, Reference Group and Purchase Decision.

I. INTRODUCTION

Transportation is one of the necessities of daily life. Both in rural and urban settings. Where transportation can make getting to a destination easier. Transportation has been moving slowly in its development. It even continues to evolve gradually. The more advanced the mode of transportation, the less time it takes to travel. So that the energy used does not deplete human energy. Machine-powered vehicles, such as motorcycles, are already in use. The lack of mass transportation facilities in Indonesia makes private vehicles, both motorbikes and cars, the main choice of the community. This is the factor that causes families in Indonesia to have a "must" have a motorbike. According to data from the Ministry of Transportation, 72 percent of families choose motorbikes for their main transportation. Of every 1,000 residents in Indonesia, there are 210 motorcycles or a scale of 4.7:1 (Kompas.Com). Motorcycles have become idols because they are affordable, practical, and have low operating costs. Motorcycles are a means of transportation that can help users in carrying out their daily activities. Especially when driving on roads that usually experience severe traffic jams. Motorcycles can be more effective and time-saving to solve the problem of traffic jams.

Based on data from the Indonesian Motorcycle Industry Association (AIS) in 2019, scooter-type motorcycles sold more so that they controlled a market share of up to 87.2%. At that time, motor sport earned 7.1% and underbone was only 5.8%. In 2020, scooter-type motorcycles still dominate the market share with 87.9%. AISI data also reveals that the automatic

scooter or scooter segment is the backbone of sales of the motorcycle industry in Indonesia. This segment accounts for 87.9 percent of total sales, while sporty models contribute 6.1 percent and ducks 6 percent. With the development of the times and the increasing demand for transportation has brought benefits for automotive companies, especially in the field of motorcycles which are needed by many consumers.

Yamaha as one of the largest automotive companies in Indonesia, Yamaha is aware of intense competition in the automotive industry. Yamaha always strives to sell high quality products that are more valuable than competitors' products. Yamaha offers a variety of motorcycle products that can be designed and manufactured according to consumer needs. Yamaha differentiates its products from those of its competitors and gains more value in the eyes of consumers. Yamaha also always provides new innovations in each of its products. Yamaha again presenting a big scooter called Yamaha NMAX. This motorbike has VVA (Variable Valves Actuation) technology which was first applied to motorbikes in the world, the first automatic motorbike in the ASEAN market that is equipped with an ABS (Anti-lock Brake System) system adopted from large sport motorbikes. This motorbike is also the first Yamaha Indonesia scooter that has classy features, namely rear disc brake, 4 valves, and a digital fuel speedometer that can show instant fuel consumption (real time) and average fuel consumption (average). (www.yamaha-motor.co.id)

Table 1 NMAX Sales Data

No	Year	Number of Units
1.	2018	224,829 units
2.	2019	627,421 units
3.	2020	810,433 units

Source: Indonesian Motorcycle Industry Association (AISI)

Yamaha Nmax was one of the top five best-selling motorcycles in Indonesia in 2017. According to data from the Indonesian Motorcycle Industry Association (AISI), sales reached 104,600 units. Nmax sales are very good, because the only scooter with a price above Rp. 25 million can occupy the position of the best-selling motorcycle. It can also be seen in table 1 that NMAX sales data always increases every year so that

it is still the best-selling motorcycle to date.

Factors that cause motorcycle customers to choose automatic type motorcycles as their choice. Starting from the model, color, shape, comfort, ease of maintenance, economical fuel consumption, well-known brands, quality and quantity, and several other factors. But the most interesting is the product design, lifestyle. The reason is, on this factor the level of competition between motorcycles is quite high. What customers are looking for is the attractiveness of the design, complexity, and the many advantages that customers can get (Rudiyanto, 2020).

The appeal of NMAX motorcycles can be seen from the product design. The luxurious appearance and different from most motorcycles, makes NMax popular. The simple and simple exterior, without a single sheet of decal makes NMax look elegant. NMAX also has a spacious trunk, if most motorbikes can only put a helmet on, then this is not the case with NMAX's trunk. The luggage area, besides being able to be used to store helmets, is also suitable for storing a bag containing a 14-inch laptop. The NMax is also Yamaha's first model to use a Variable Valve Actuation (VVA) combustion processing system. A system that allows the motor to have the optimal ability to be invited to save fuel or boost performance. So NMAX is very suitable for traveling long distances. A person's buying behavior can be said to be unique, because everyone's preferences and attitudes towards objects are different. In addition, consumers come from various segments, so what is wanted and needed is different. The two-wheeled vehicle products purchased by the community are not just for driving needs, but also for the lifestyle that is developing in the community. NMAX is a motorcycle that is used to support appearance. A motorcycle with a large body and a luxurious and dashing appearance, makes the rider appear confident when riding it. Motorcycles with large bodies have become a trend among today's society.

Having many communities spread across almost all of Indonesia, of course, makes us as consumers definitely think that the Nmax is a scooter that is selling well, and of course that thought is true. There are approximately 200 communities located throughout Indonesia, with 70 clubs directly under the Yamaha

Riders Federation Indonesia (YRFI) which is the parent organization of the community of all Yamaha users in Indonesia (www.berita.rajamobil.com). Some of these motorcycle clubs have visited Sumbawa district in the Horizon Unlimited Indonesia 2017 (HUI) event which took place in the Kencana Beach Resort area. In this event, Sumbawa people know more about motorcycle clubs around the world, the club that dominates the most in the event is the NMAX motorcycle community.

II. STUDY OF LITERATURE

A. Product Design

According to Kotler and Keller (2016), "Product design is the totality of features that affect the look, feel, and function of a product based on customer needs".

Product design indicators according to Azany (2014), namely:

1. Design variations, namely the designs offered have many variations or choices.
2. The latest model, namely the model or design will change shape, size and color according to a predetermined time.
3. Design follows the trend, namely the model or product design follows the times, starting from color, shape and size.

B. Lifestyle

Setiadi (2013) defines lifestyle broadly, namely how people spend their time (activities), what they consider important in their environment (interests) and what they think about themselves and the world around them (opinions).

Lifestyle indicators are as follows (Priansa, 2017):

1. Activity
2. Interest
3. Opinion

C. Reference Group

Reference groups are all people who have a direct (face-to-face) or indirect influence on their attitudes or behavior (Kotler and Keller, 2016).

The reference group indicators are as follows (Sunyoto and Sumarwan, 2014):

1. Experiences from friends using the product

2. Information from friends about the product
3. Opinions of friends about the product
4. Friendship Group
5. Shopping Group (Shopping Group)
6. Working Group (Work Group)
7. Virtual Groups or Communities
8. Consumer Action Group

D. Buying decision

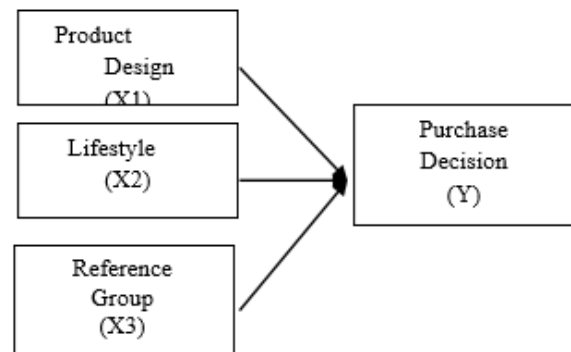
Purchase decision is the stage in the buyer's decision-making process where consumers actually buy (Kotler & Armstrong, 2014).

According to Kotler and Armstrong (2012), there are five indicators in making purchasing decisions as follows:

1. Recognition of needs Represents a buyer's decision, where the consumer is aware of a problem or need.
2. Information search Is a buyer decision where consumers want to find more information; consumers may simply increase attention or perform an active search for information.
3. Evaluation of alternatives It is a buyer's decision in which consumers use information to evaluate alternative brands in a choice set.
4. Purchase decision It is the buyer's decision about which brand is the most preferred, but two factors can lie between the purchase intention and the purchase decision.
5. Post-purchase behavior is a buyer's decision in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

E. Conceptual Framework and Research Hypotheses

The conceptual framework in this study can be seen in the image below.



Based on the picture above, the research hypotheses can be drawn as follows:

- H1: Product Design Has a Significant Influence on Purchase Decisions on Yamaha Nmax Motorcycles in Sumbawa District.
- H2: Lifestyle has a significant effect on purchasing decisions on Yamaha Nmax Motorcycles in Sumbawa District.
- H3: Reference Groups Have Significant Influence on Purchase Decisions on Yamaha Nmax Motorcycles in Sumbawa District.

III. RESEARCH METHODS

This type of research uses quantitative research with an associative approach. Associative method is a method that intends to explain the causal relationship and influence between variables through hypothesis testing. Quantitative method is a scientific method whose information is in digital form, which can be processed and analyzed using mathematical or statistical calculations, (Sekaran, 2017). According to Sugiyono (2012), associative states are research that aims to determine the influence or relationship between two or more variables. Because this research is digital, the analysis uses statistical data to measure and obtain research results through questionnaires. In this study, the authors want to examine the effect of product design, lifestyle and reference group as independent variables (X), and purchasing decisions as the dependent variable (Y). The data analysis method used in this research is instrument test (validity and reliability) and data analysis (classical assumption test, multiple linear regression and hypothesis testing).

The results of the validity test in this study are as follows:

Table 2 validity test results

Variable	Items	r- count	r- table 5%	Information
Product Design (X1)	X1.1	0.780	0.361	Valid
	X1.2	0.914	0.361	Valid
	X1.3	0.872	0.361	Valid
	X1.4	0.425	0.361	Valid
Lifestyle (X2)	X2.1	0.431	0.361	Valid
	X2.2	0.618	0.361	Valid
	X2.3	0.554	0.361	Valid
	X2.4	0.738	0.361	Valid
	X2.5	0.623	0.361	Valid
	X2.6	0.541	0.361	Valid
Reference Group (X3)	X3.1	0.777	0.361	Valid
	X3.2	0.673	0.361	Valid
	X3.3	0.530	0.361	Valid
	X3.4	0.777	0.361	Valid
	X3.5	0.712	0.361	Valid
	X3.6	0.673	0.361	Valid
Purchase Decision (Y)	Y1	0.880	0.361	Valid
	Y2	0.664	0.361	Valid
	Y3	0.812	0.361	Valid
	Y4	0.927	0.361	Valid
	Y5	0.541	0.361	Valid

Source: Primary data processed

Based on the results of the validity test above, it can be concluded that all the instruments in this study were declared valid because the value of r arithmetic > r table so that all instruments in this research could be used as research questionnaires.

Table 3 reliability test results

Variable	onbach's Alpha	Cut Of Value	Information
Product Design (X1)	0.737	0.60	Reliable
Lifestyle (X2)	0.614	0.60	Reliable
Reference Group (X3)	0.781	0.60	Reliable
Buying decision (Y)	0.844	0.60	Reliable

Source: Primary data processed

Based on table 3.4 the value of Cronbach's alpha product design variable (X1) is 0.737. The value of Cronbach's alpha lifestyle variable (X2) is 0.614. The value of cronbach's alpha for the reference group variable (X3) is 0.781 and the value of cronbach's alpha for the purchase decision is 0.844, which is greater than 0.60, so it can be concluded that all variables in this study are reliable.

IV. RESULTS AND DISCUSSION

1. RESULTS

Furthermore, after the data has been collected, it is necessary to test the classical assumptions before proceeding to other tests. The results of the classical assumption test in this study are as follows:

Table 4 Heteroscedasticity Test Results

Model	Sig
(Constant)	0.285
Product Design	0.684
Lifestyle	0.733
Reference Group	0.837

Source: Primary data processed

Table 4.7 shows that the significance value of product design (X1) is 0.684 greater than 0.05, the significance value of lifestyle (X2) is 0.733 greater than 0.05 and the significance value of the reference group (X3) is 0.837 more greater than 0.05. So it can be concluded that from the three independent variables in this study there is no heteroscedasticity.

Table 5 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Design (X1)	0,764	1,310
Lifestyle (X2)	0.571	1,752
Reference Group (X3)	0.708	1.413

Source: Primary data processed

Based on table 4.8 above, it is known that the product design variable (X1) with a tolerance value of 0.764 greater than 0.10 and a VIF value of 1.310 less than 10, a lifestyle variable (X2) with a tolerance value of 0.571 greater than 0.10 and a VIF value 1.752 is smaller than 10, the reference group variable (X3) with a tolerance value of 0.708 is greater than 0.10 and a VIF value of 1.413 is smaller than 10. So it can be concluded that based on the decision making requirements of the multicollinearity test, there is no multicollinearity in the regression model.

Table 6 Normality Test Results

	standardized Residual
Kolmogorov-Smirnov Z	.505
asympt. Sig. (2-tailed)	.960

Source: Primary data processed

Based on the table, it is known that the significance value of Asymp. Sig. (2-tailed) of 0.960 is greater than 0.05. So according to the decision-making requirements in the Kolmogorov Smirnov normality test, the data in this study has a normal distribution.

Table 7 Multiple Linear Regression Test Results

Model	nstandardized Coefficients	
	B	Std. Error
1 (Constant)	2,894	1.865
Product Design	.328	.113
Lifestyle	.292	.096
Reference Group	.185	.073

Source: Primary data processed

Based on the results of the regression analysis in the table above, it can be seen that the regression equation is as follows:

$$Y = 2.894 + 0.328X_1 + 0.292X_2 + 0.185X_3 + e$$

The regression coefficient describes the magnitude of the influence of the independent variable on the dependent variable.

- a. The constant of 2.894 indicates that if all the independent variables, namely product design, lifestyle and reference group, do not change or are constant, then the value of the purchase decision is 2.894.
- b. The product design regression coefficient of 0.328 indicates that if the product design increases by one unit, the value of purchasing decisions also increases by 0.328 assuming other variables remain or do not change.
- c. The lifestyle regression coefficient of 0.292 indicates that if the lifestyle increases by one unit, the value of purchasing decisions also increases by 0.292 assuming other variables remain or do not change.
- d. The reference group regression coefficient of 0.185 indicates that if the reference group increases by one unit, the value of purchasing decisions also increases by 0.185 assuming other variables remain or do not change.

Table 9 t test results

Model	t	Sig
(Constant)	1.5510.124	
Product Design	2,9170.004	
Lifestyle	3.0560.003	
Reference Group	2,5480.012	

Source: Primary data processed

Based on the results of the analysis in the table above, it shows that the tcount value of the product design variable (X1) is $2.917 > t_{table}$ is 1.984 and the significance value is $0.004 < 0.05$, which can be concluded that H_a is accepted and H_o is rejected. This means that product design has a significant effect on purchasing decisions. This shows that product design has a positive and significant effect on purchasing decisions on Yamaha NMAX motorcycles in Sumbawa sub-district, so that the hypothesis (H1) is accepted.

Furthermore, the lifestyle variable shows that the tcount value is $3.056 > t_{table}$ is 1.984 and the significance value is $0.003 < 0.05$, which can be concluded that H_a is accepted and H_o is rejected. This means that lifestyle has a significant effect on purchasing decisions. This shows that lifestyle has a positive and significant effect on purchasing decisions

on Yamaha NMAX motorcycles in Sumbawa sub-district, so that the hypothesis (H2) is accepted.

The reference group variable shows that the tcount is $2.548 > t_{table}$ is 1.984 and the significance value is $0.012 < 0.05$, so it can be concluded that H_a is accepted and H_o is rejected. This means that the reference group has a significant effect on purchasing decisions. This shows that the reference group has a positive and significant effect on purchasing decisions on Yamaha NMAX motorcycles in Sumbawa sub-district, so that the hypothesis (H3) is accepted.

2. DISCUSSION

a. The Effect of Product Design on Purchase Decisions on Yamaha Nmax Motorcycles in Sumbawa District.

The results of the analysis using SPSS 20.0 for windows show that the results of the t-test that were carried out obtained a tcount value of $2,917 > t_{table}$ of 1,984 and a significance value of $0.004 < 0.05$, meaning that the more good and attractive the design will increase purchasing decisions on Yamaha NMAX motorcycles. in Sumbawa district.

The respondents gave very good statements on the indicators used, namely design variations, the latest models and trend-following designs. In the decision to purchase a motorcycle, product design variations can be a consumer's decision before making a purchase, where the Yamaha NMAX motorcycle has a unique design variation with a large body, a spacious trunk, if most motorbikes the trunk can only put a helmet, NMAX luggage besides being able to storing helmets can also store other items, and NMAX has a motorcycle seat with soft padding that makes users feel comfortable.

The latest model of every motorcycle can be an attraction for consumers. The NMAX model carries connectivity features using the Communication Control Unit (CCU) technology in the highest variant. The system is connected to the Bluetooth-based Y-connect (Yamaha motorcycle connect) application. Then it is equipped with an electric power socket located on the left front compartment, so the driver doesn't have to bother to charge the smartphone battery while traveling. Along with the development of the times, consumers prefer automatic motorcycles.

NMAX motorbikes also follow this trend which is a sporty automatic motorbike, because this motorbike is more economical, fuel efficient and can be used by the whole family.

b. The Influence of Lifestyle on Purchase Decisions on Yamaha Nmax Motorcycles in Sumbawa District.

The results of the analysis using SPSS 20.0 for windows show that the results of the t-test that were carried out obtained a tcount of $3.056 > t_{table}$ of 1.984 and a significance value of $0.003 < 0.05$, meaning that lifestyle has a significant effect on purchasing decisions. This shows that the higher the lifestyle, the higher the purchase decision on Yamaha NMAX motorcycles in Sumbawa district.

The respondents gave very good statements on the indicators used, namely activities, interests and opinions. In making a purchase of a product. Consumers will pay attention to whether the products purchased are able to support daily activities, such as Yamaha NMAX motorcycles to make it easier for consumers when traveling. Consumers also need to feel interested in a product according to what is needed, especially for driving in this study. When they feel interested, consumers will automatically buy the product. In addition, consumers will always have the opinion that if they use the product, it can make them more confident or feel better when using the product compared to other products.

c. Reference Groups Influence on Purchase Decisions on Yamaha Nmax Motorcycles in Sumbawa District.

The results of the analysis using SPSS 20.0 for windows show the results of the t-test that were carried out obtained a tcount of $2,548 > t_{table}$ of 1,984 and a significance value of $0.012 < 0.05$, meaning that the reference group had a significant effect on purchasing decisions.

The respondents gave very good statements on the indicators used, namely information from friends about the product, experiences from friends using the product, friendship groups, work groups and virtual community groups. In deciding to purchase a motorcycle, consumers will consider suggestions from the closest people, such as information from friends

about the product, experiences from friends using the product, if they think the product has good specifications according to consumer needs, consumers will not hesitate. to buy the product.

In addition, friendship groups and work groups are quite influential on consumer product purchasing decisions. Usually consumers tend to see the products used by friends who are in the group that triggers consumer interest in buying these products. Cyber community groups also have a large enough influence, where all existing trends first appeared in cyberspace. It can also attract consumers to buy the product on the grounds of following the trend.

V. CONCLUSIONS AND RECOMMENDATIONS

1. Conclusion

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows :

1. The results of multiple linear regression analysis and t-test give the results that product design has a positive and significant partial effect on purchasing decisions on Yamaha NMAX motorcycles in Sumbawa district. This means that the better and more attractive the design, the greater the decision to purchase Yamaha NMAX in Sumbawa District
2. Lifestyle has a positive and significant effect on purchasing decisions on Yamaha NMAX motorcycles in Sumbawa sub-district. This means that the higher the lifestyle, the greater the decision to purchase Yamaha NMAX in Sumbawa District
3. The reference group has a positive and significant positive and significant effect on purchasing decisions on Yamaha NMAX motorcycles in Sumbawa sub-district. This means that the more reference groups there are, the greater the decision to purchase Yamaha NMAX in Sumbawa District will be

2. Suggestion

Based on the limitations and weaknesses that exist in this research, it can be put forward some suggestions that can be considered for further research, namely:

1. For the Yamaha company, this research is expected to be able to provide an overview to companies related to purchasing decisions on product design,

lifestyle and reference groups. And it is hoped that this research can be used as well as possible by the company to determine future strategies to improve the national economy. As well as efforts to meet consumer needs so that consumers can be steady in making purchasing decisions that have an impact on increasing sales turnover.

2. For consumers, this research is expected to be a consideration for consumers before making a motorcycle purchase decision. So that consumers can find out in advance the shortcomings and advantages of the product to be purchased.
3. For further research, it would be nice to add some factors in motorcycle purchasing decisions that were not examined by this study. Adding some references and expanding the research so as to get good relevant results.

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