

# **The Effect of Brand Image On Consumer Purchase Decisions on Products Yamaha (Case Study on PT. Alfa Scorpai Faithful Budi)**

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## **Abstract**

Customers' purchasing decisions on the products offered are experiencing a decline where many old consumers have never made repeat purchases of products where consumers usually always look for the latest products from Yamaha when they want to buy motorcycle products. The Yamaha brand seems to give a bad impression on consumers so that when researchers interview about products from Yamaha, consumers are a little indifferent. In addition, there are also various brand images obtained, namely that motorcycles still seem wasteful in using fuel by consumers, have higher prices than competitors with similar products.

The purpose of this study was to determine the effect of brand image on purchasing decisions at PT. Alfa Scorpio Medan.

The method used in this research is descriptive method, this type of research is quantitative data, primary data obtained through questionnaires. The research population that will be used in the study are all consumers who make purchases at the company during the 2021 period as many as 544 consumers. Because the population used is 544 consumers, the population will be reduced by using the Slovin sampling technique with a 90% confidence level and an error rate of 10% where 85 samples are obtained. The analytical technique used is multiple linear analysis and statistical tests, namely t-test (partial) and F-test (simultaneous) using SPSS (statistical package for the social sciences) software.

The test results show that partially the brand image variable has a positive and significant effect on purchasing decisions where the influence given is 22.4%.

The conclusion of this study is that partially, the brand image variable has a positive and significant effect on purchasing decisions at PT. Alfa Scorpio Medan.

## **Keywords**

Brand Image, Purchase Decision

## **1. Introduction**

Currently, economic developments and times make people able to carry out their activities effectively and efficiently so that in this case, the use of mobility from one place to another is very necessary because it not only saves the distance to be achieved, but also saves time. can be used for other activities. Therefore, the choice of means of transportation to be used is very important in influencing their mobility. With transportation which is currently a major need for the community in carrying out their activities, business competition in Indonesia, especially in the transportation business sector, becomes very tight because all business actors are competing to start their business by opening their own showroom.

The automotive sector is also believed to bring a lot of profit when their sales are going well, so it is not surprising that people see lots of showrooms offering their automotive products from various brands, designs and prices in attracting consumer purchasing decisions on the products they offer. According to Firmansyah (2018: 27), purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process.

PT. Alfa Scorpii or called Alfa Scorpii in this standard guideline has been in the automotive business world for more than 20 years as a main dealer of Yamaha brand motorcycles. Its service coverage is centered in the northern part of Sumatra (for now it has entered 4 provinces, namely North Sumatra, NAD, Riau Mainland and Riau Islands). Alfa Scorpioi sales continued to increase and opened various dealer branches ranging from Main Dealers and Independent Dealers in Medan. One of the dealers in Medan is the Setia Budi branch where based on initial observations made, it can be seen that sales are decreasing from year to year.

This is indicated because customer purchasing decisions on the products offered are experiencing a decline where many old consumers have never made repeat purchases of products where consumers usually always look for the latest products from Yamaha when they want to buy motorcycle products. Consumers who are considered to always like products from Yamaha have now used competitor products. Consumers who used to make frequent purchases have now turned to competitors and no longer recommend products to other consumers. Thus it can be seen that consumer confidence in the brand begins to disappear from time to time.

Factors that influence the decline in product purchasing decisions are brand image. According to Firmansyah (2019:31), brand image is a consumer's perception of a brand which is based on consumer memory about a product, as a result of what someone feels about the brand. Based on the initial observations that the researchers did where it was found that the Yamaha brand seemed to give a bad impression on consumers so that when researchers interviewed about products from Yamaha, consumers were a little indifferent. In addition, there are also various brand images obtained, namely motorcycles still seem wasteful in using fuel by consumers, have higher prices than competitors with similar products, are less able to provide comfort when driving while competitor products are more comfortable when driving, units must always indent, competitors have networks that are easier to reach in purchasing products, Yamaha motorcycles are known as rich people's motorcycles because there are many products with relatively higher prices, do not have a unique brand while competitors have them, each product almost has a different design. same.

So based on the background of the problems described above, researchers are interested in conducting research with the title "The Effect of Brand Image on Consumer Purchase Decisions on Yamaha Products (Case Study At PT. Alfa Scorpii Setia Budi)."

## **2. Literature Review**

According to Firmansyah (2019: 66), Brand Image is a consumer's perception of a brand which is based on consumer memory about a product, as a result of what someone feels about the brand. Measurement of brand image can be done based on aspects of a brand, namely:

1. Brands are memorable
2. Brands are easy to recognize
3. Good brand reputation

According to Firmansyah (2018: 27), Purchasing Decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is

considered the most appropriate action in buying by first going through the stages of the decision-making process. Thus a customer in making a buying decision there are several measurements, namely:

1. Problem Recognition (Problem Recognition)
2. Information Search (Information Search)
3. Alternative Evaluation
4. Purchase Decision (Purchase Decision)
5. Post-Purchase Behavior

### 3. Methods

The research design in this study is a quantitative descriptive study. In conducting research, especially for quantitative research, one of the important steps is to make a research design. Research design is a strategy to achieve predetermined research objectives and acts as a guide or guide for researchers during the research process.

Research design is like a road map for researchers who guide and determine the direction of the research process correctly and precisely in accordance with the goals that have been set, without the right design a researcher will not be able to conduct research properly because the person concerned does not have clear direction guidelines. Descriptive research is conducted with the aim of describing or describing facts about the population systematically and accurately. In descriptive research, the facts of the research results are presented as they are.

This study also uses causal associative where causal associative research is research that aims to determine the relationship between two or more variables. With this research will be able to build a theory that serves to explain, predict and control a symptom.

### 4. Data Collection

Data collection through questionnaires is done by asking questions to the parties related to the problem. To assess respondents' responses, the author uses a Likert scale that uses several question items to measure individual behavior by responding to 5 choice points on the question.

## 5. Results and Discussion

### 5.1 Numerical Results

The results of the Kolmogorov-Smirnov One Sample statistical test can be seen in the table below:

**Table. 1. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.39957694
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.049
Kolmogorov-Smirnov Z		.791
Asymp. Sig. (2-tailed)		.558

a. Test distribution is Normal.

b. Calculated from data.

In the table above, it can be seen that the results of the Kolmogorov-Smirnov normality test prove that the resulting significant level value is greater than 0.05, so it can be concluded that the statistical test for normality is classified as normally distributed.

The test results of simple linear regression analysis can be seen in the following table:

**Table. 2 Analisis Regresi Linear Sederhana**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	29.370	2.237	
Citra Merek	.497	.101	.473

Dependent Variabel : Keputusan Pembelian

Constant ( $\alpha$ ) = 29.370 indicates a constant value, if the value of the independent variable (X) namely Brand Image is 0, then the purchase decision is fixed at 29.370. The coefficient of X(b) = 0.497 indicates that the Brand Image (X) variable has a positive effect on purchasing decisions of 0.497. This means that every increase in Brand Image (X) by 1 unit, then the purchase decision will increase by 0.497.

The following are the results of hypothesis testing using the t-test can be seen in the table below:

**Table 3. Pengujian Parsial**

Model		
	t	Sig.
1 (Constant)	13.130	.000
Citra Merek	4.893	.000

Dependent Variabel : Keputusan Pembelian

Based on the table above, it can be seen that the value of hypothesis testing using t-test obtained a significance value that is smaller than 0.05. In addition, the value of tcount also has a value greater than ttable (1,976) so it can be concluded that pricing has a significant effect on customer purchasing decisions.

The results of testing the coefficient of determination can be seen in the table below as follows:

**Tabel 4. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 <sup>a</sup>	.224	.215	2.479

a. Predictors: (Constant), Citra Merek

b. Dependent Variable: Keputusan Pembelian

Based on the table of determinant coefficient test results above, it can be seen that the value of R Square (R<sup>2</sup>) or the coefficient of determination obtained is 0.224, meaning that the purchasing decision variable can be explained by the Brand Image variable of 22.4% while the remaining 77.6% is influenced by other factors. from outside this research model such as price, promotion, product quality, location, discount and various other variables.

## 6. Conclusion

After discussing the problem of the influence between Brand Image and purchasing decisions at PT. Alfa Scorpil Setia Budi Medan branch, it can be concluded that brand image has a positive and significant influence on purchasing decisions at PT. Alfa Scorpil Setia Budi Medan branch where hypothesis testing using the t test obtained a significance value smaller than 0.05. In addition, the value of tcount (4,893) also has a value greater than ttable (1,976).

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### **Biography**

**Leonardo Prasetyo** is a student of Politeknik Cendana, Medan, Indonesia in Management Major