

THE INFLUENCE OF BRAND LOYALTY, BRAND AWARENESS, AND PERCEIVED QUALITY ON CONSUMER BUYING DECISION OF YAMAHA VIXION MOTORCYCLE IN MANADO

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ABSTARCT

In the modern society brand not only represent the product or company but also have a strong association with perceived quality, consumers' life style, consumer loyalty. The purpose of this study is to create a deeper consideration of what the influence of brand loyalty, brand awareness, and perceived quality can have, when people go for purchasing, choose the products between different brands, especially private vehicle like motorcycle. This study also tries to explore the relation between brands loyalty, brand awareness, and perceived quality and the consumer decision making process to buying motorcycle in Manado. The research method associate with multiple linear regression analysis technique with 100 respondents as sample of the research taken from people in Manado as consumers of motorcycle. From the study it is revealed that when consumer choose to purchasing one of some brand motorcycle, it's because they are influenced of brand loyalty, brand awareness and perceived quality. And this study also reveals that branded motorcycle have a great place in consumer mind, when customers go for purchasing a motorcycle they prefer to purchase a well know branded motorcycle.

Keywords: *brand loyalty, brand awareness, perceived quality, buying decision*

INTRODUCTION

The automobile industry is one of the most important industries in the world, industry that produces automobiles and other gasoline-powered vehicles, such as buses, trucks, and motorcycles etc. Motorbike which a part of auto industry is one of the favorite good that famous in Indonesia. People start to think the kinds of vehicle that can avoid the traffic jam situation which disturbs their activities. Motorcycle is the answer. People who have jobs that really needs time efficiency have solved the common problem by buying motorcycle to get rid of the inconvenience of being trapped in the crowded of traffic.

Even people who have four-wheel rides may think to have another type of vehicle like motorcycles. The road condition and also the traffic problem that occurred in Indonesia especially in Manado, support this vehicle, motorbike, to be a people's favorite transportation tools. But most people are always looking to buy a motorcycle from a motorcycle brand, whether branded or not branded. Most of the customers prefer to buy a branded product because they know this product has been developed by maintaining a good quality etc.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society (Leslie and Malcolm, 1992). One of the well known manufacturers of branded motorcycle is Yamaha. There are so many varied famous motorcycle offered by Yamaha for their customers. Yamaha suit different background of the customer. It can be termed as the most

searched motorcycle based specifications. And because the advantages of this bike that make this brand is famous and is searched by many people.

Some brands like Yamaha Vixion have very strong position in the market as they are more consumer friendly and customer purchases these branded products on trust and without any hesitation. Successful brand should be the representative of various elements together including design, packing, quality, style etc. Customers want to see all the elements in brand product according to his need.

Now days customers have a good knowledge about the brand products, they trust the well known brand name because branded products are offering them good quality what they expect from the brands. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. Based on description above, this research is interested in conducting an analysis of marketing strategic that were implemented by Yamaha Motorcycle and their influences on consumer buying decision.

Research Objectives

The objectives of this research are to analyze the influence of :

1. Brand loyalty on consumer buying decision of Yamaha Vixion motorcycle in Manado.
2. Brand awareness on consumer buying decision of Yamaha Vixion motorcycle in Manado.
3. Perceived quality on consumer buying decision of Yamaha Vixion motorcycle in Manado.

THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2008:4) define marketing is managing profitable customer relationship. Furthermore, marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Kotler, et.al (2009:5). American Marketing Association marketing is an organizational function and set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. By looking at the definition above and the title of this research, researcher found correlation each other. Which is in the word "individuals and groups". Brand name is the output of individuals and groups considerations to make a decision.

Brand Definition

Kotler, and Keller (2006:211) define brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition. Brand identify the source or maker of a product and allow consumers either individuals or organization to assign responsibility to a particular manufacturer or distributor.

Brand Loyalty

Yee and Sidek(2008) find there are many operational definitions of brand loyalty. In general, brand loyalty can be defined as the strength of preference for a brand compared to other similar available options. This is often measured in terms of repeat purchase behavior or price sensitivity. Bloemer and Kasper (1995) defined true brand loyalty as having six necessary conditions which are: 1) the biased (i.e. non-random); 2) behavioral response (i.e. purchase); 3) expressed over time; 4) by some decision-making unit; 5) with respect to one or more alternative brands out of a set of such brands; and 6) a function of psychological processes.

Brand Awareness

Kotler, et.al (2009:532) defined brand awareness is consumers ability to identify the brand under different condition, as reflected by their brand recognition or recall performance. Awareness if most of the target audience is unaware of the project, the communicator's task is to build awareness. Following A.C. Nielsen China (2009), as noticed Kotler, et.al (2009:534). Brand awareness is the essential indicator of brand health although not the only one.

Brand awareness plays vital role in consumer decision making process; if customer had already heard the brand name, the customer would feel more comfortable at the time of making decision. Customers normally do not prefer to buy an unknown brand, especially if it an expensive product like motor car, TV, refrigerator, apartment etc. Therefore companies' strong brand name is a winning track as customers choose their brand over unknown brand.

Perceived Quality

Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets (Aaker, 1991). It is an essential characteristic for every brand; perceived quality defines a customer's perception and the product's quality or superiority. The perceived quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest in the brand. Perceived quality will enable a strong brand to extend further and will get a greater success possibility than a weak brand.

Consumer Behavior

Fouladivanda, et.al(2013) define consumer behavior as the activities in which people possess and as well, consume and finally dispose products and services. The field of consumer behavior covers a lot of ground: it is the study of the processes involved when individuals or groups select purchase use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. (Solomon, 2011:33). Consumer behavior mainly sheds light on how consumers decides to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses study of what, when, why and where the consumers will buy their products. It also focuses on how often the consumers use the products.

Consumer Buying Decision

It's true that a consumer may not necessarily go through all the decision making steps for every purchase he or she makes. At times, consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. Other times, in case of high involvement products consumer may take a long time before reaching a final purchase decision. It depends on consumers' importance of the products like purchase of a car or home. More over consumers try to make an estimated brand universe on the basis of available information about the brands, and to make an estimated the utility function on the basis of past consumption experience (Solomon, 2006:163).

Conceptual Framework

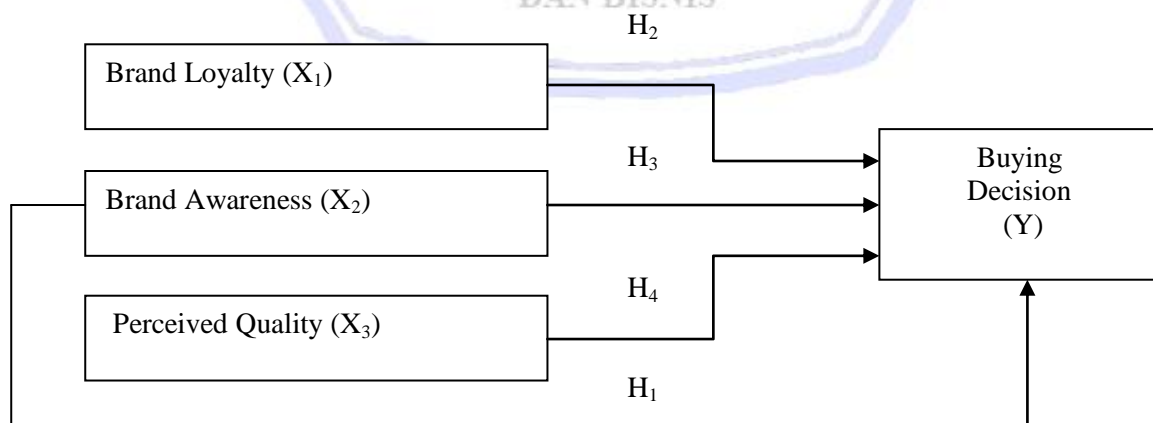


Figure 1. Conceptual Framework

Source: Theoretical Review

Research Hypothesis

1. H₁: Brand Loyalty, Brand Awareness, and Perceived Quality has suspected significantly influence Consumer Buying Decision of Yamaha Vixion motorcycle in Manado simultaneously.
2. H₂: Brand Loyalty influence Consumer Buying Decision of Yamaha Vixion motorcycle in Manado partially.
3. H₃: Brand Awareness influence Consumer Buying Decision of Yamaha Vixion motorcycle in Manado partially.
4. H₄: Perceived Quality influence Consumer Buying Decision of Yamaha Vixion motorcycle in Manado partially.

RESEARCH METHOD

Type of Research

This research use causal type of research where it will analysis influence of brand loyalty, brand awareness, and perceived quality on consumer to buying motorcycle

Place and Time of Research

This study is conducted in Manado during September to November 2013.

Population and Sample

The population is the entire group of people, events or things of interest that the researcher wishes to investigate, and sample is a subset of a population, it comprises some members selected from it (Sekaran&Bougie, 2009:262). The population in this research is mainly in this research is people in Manado who using motorcycle. The sample of this research is 100 respondents who used Yamaha Vixion. The random sampling was applied in this research regarding to obtain information quickly and efficiently.

Data Collection Method

There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this research will be used the primary data and secondary data. The primary data get from respondent. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

Data Analysis Method

Validity and Reliability Test

To analyze the validity of questionnaire, Person Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. Validity for each variable is good where the values are above minimum level of 0.30. The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:162).

Multiple Regressions on Analysis Method

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The method of analysis used in this study is multiple regression models approach the return. Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value more than one X to estimate or predict corresponding Y value. The formula of multiple linear regression is as follows :

$$Y = \beta X_1 + \beta X_2 + \beta X_3 + \varepsilon$$

Whereas:

- β : Beta
- α : Alfa or constant
- ε : Error
- Y : Consumer Buying Decision
- X₁ : Brand Loyalty
- X₂ : Brand Awareness

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the score of indicator is positive and more than 0.3 ($r > 0.3$). The result show brand loyalty (X₁) 0.464, brand awareness (X₂) 0.672, and perceived quality (X₃) 0.626. This means that all the indicators are valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbanch, which will show the instrument, is reliable if the coefficient is more than 0.6. The value of Cronbach Alpha is 0.876 which are more than 0.6. Therefore, the measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Classical Assumption Test

Multicollinearity

Table 1. Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
1. Brand Loyalty	.775	1.290
Brand Awareness	.606	1.651
Perceived Quality	.600	1.667

a. Dependent Variable : Purchase Decision

Source : SPSS Data Analysis, 2013

The Multicollinearity problem shows through the Collinearity statistics, in the tolerance and variance inflated factors (VIF) table. If the tolerance value more than 0.10 and the VIF value less than 10, it indicates there is no multicollinearity. Table above shows that the tolerance values of brand loyalty, brand awareness, and perceived quality are more than 0.10, and their values of VIF are less than 10, so, it shows this research is free from multicollinearity.

Heteroscedasticity

Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis.

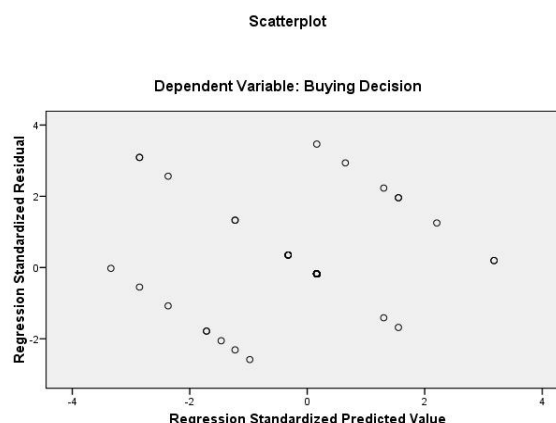


Figure2. Heteroscedasticity Result

Source: SPSS Data Analysis 2013

Figure 2 shows that the patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.

Normal P-P Plot of Regression Standardized Residual

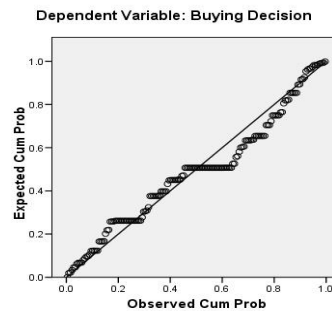


Figure 3. Normality Result

Source: SPSS Data Analysis (2013)

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	.458	.340		1.348	.181
	Brand Loyalty	.145	.072	.156	2.000	.048
	Brand Awareness	.414	.086	.423	4.797	.000
	Perceived Quality	.339	.099	.305	3.437	.001

a. Dependent Variable : Buying Decision

Source: SPSS data analysis, 2013

From the analysis, obtained by linear regression equation as follows:

$$Y = 0.458 + 0.145 X_1 + 0.414 X_2 + 0.339 X_3$$

1. Constant 0.458 shows the influence of brand loyalty (X_1), brand awareness (X_2), perceived quality (X_3), and buying decision (Y). It means that, in a condition where all independent variables are constant (zero), consumer buying decision (Y) as dependent variable is predicted to be 0.458.
2. X_1 (brand loyalty) has an effect to Y (consumer buying decision) as many as 0.145. In condition where other variables are constant, if there is one unit increasing in X_1 (brand loyalty), Y (consumer buying decision) is predicted to be increased by 0.145.
3. X_2 (brand awareness) has an effect to Y (consumer buying decision) as many as 0.414. In condition where other variables are constant, if there is one unit increasing in X_2 (brand awareness), Y (consumer buying decision) is predicted to be increased by 0.414.
4. X_3 (perceived quality) has an effect to Y (consumer buying decision) as many as 0.339. In condition where other variables are constant, if there is one unit increasing in X_3 (perceived quality), Y (consumer buying decision) is predicted to be increased by 0.339.

Independent variables of this research, which are Brand Loyalty (X_1), Brand Awareness (X_2) and Perceived Quality (X_3) have an influence on Consumer Buying Decision of Yamaha Vixion Motorcycle in Manado (Y).

Multiple Coefficient of Determination (R^2)

Table 3. Table R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.740 ^a	.547	.533	.275

- a. Predictors : (constant), Perceived Quality, Brand Loyalty, Brand Awareness
Source : SPSS Data Analysis, 2013

The value of R is 0.740 indicating a substantial positive association between independent and dependent variable. The value of R^2 is 0.547 means that brand loyalty (X_1), brand awareness (X_2), and perceived quality (X_3) as independent variables have moderate positive association and influence consumer buying decision (Y) as much as 54.7% while the rest 45.3% other factor is not included in this research.

Hypothesis Test

F-Test

F test is used to determine the whole effect of all independent variables to dependent variable. This test is done by comparing the f_{count} with f_{table} . If f_{count} is higher than f_{table} , H_0 is rejected and H_1 is accepted.

Tabel 4. F-Test

Model	Sum of squares	Df	Mean squares	F	Sig.
1. Regression	8.760	3	2.920	38.717	.000 ^a
Residual	7.240	96	.075		
Total	16.000	99			

- a. Predictors : (Constant), Perceived quality, brand loyalty, brand awareness
b. Dependent Variable : Buying Decision
Source : SPSS data analysis, 2013

Table 4 shows the value of F_{count} . To know the value of F_{table} the calculation would be as follows:

$$F_{count} = 38.717$$

$$F_{table} = \text{FINV}(0.05, k-1, n-k)$$

$$= \text{FINV}(0.05, 3-1, 100-3)$$

$$= 3.09$$

k = the number of variables

n = the number of respondents

Based on the ANOVAF-test results on table 4.33, $F_{count} = 38.717$ with a significance level of 0.000. In this research, $F_{count} > F_{table}$ (F_{count} is more than F_{table}), then the regression model of F-Test can be $38.717 > 3.09$ that means H_0 is rejected and H_1 is accepted. The regression model can be used to declare that the independent variable of brand loyalty (X_1), brand awareness (X_2), and perceived quality (X_3) simultaneously affects the dependent variable consumer buying decision (Y).

T-Test

T-Test is a test to determine the significance of the effect of independent variables X_1 (brand loyalty), X_2 (brand awareness), and X_3 (perceived quality) partially that will explain the dependent variable Y (consumer buying decision). According to T-Test, if $t_{count} > t_{table}$ (t_{count} is more than t_{table}), H_0 is rejected and if $t_{count} < t_{table}$ (t_{count} is less than t_{table}), H_0 is not rejected. The value of t_{table} is gained with $t_{table} = \text{TINV}(0.05, n-k)$. The values of each variable are shown on the table 7 below:

Table 5. T-Test Result

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.458	.340		1.348	.181
	Brand Loyalty	.145	.072	.156	2.000	.048
	Brand Awareness	.414	.086	.423	4.797	.000
	Perceived Quality	.339	.099	.305	3.437	.001

a Dependent variable : Buying decision
Source : SPSS data analysis,2013

The partial influence for each independent variable will be explained as follows :

1. Brand Loyalty and Consumer Buying Decision

The value of t_{count} of X_1 (brand loyalty) is 2.000 and the value of t_{table} is 1.985, $t_{count} > t_{table}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_2 is accepted which means X_1 (brand loyalty) influences Y (consumer buying decision) partially.

2. Brand Awareness and Consumer Buying Decision

The value of t_{count} of X_2 (brand awareness) is 4.797. The result is H_0 is rejected and H_3 is accepted which means X_2 (brand awareness) influences Y (consumer buying decision) partially.

3. Perceived Quality and Consumer Buying Decision

The value of t_{count} of X_3 (perceived quality) is 3.437. The result is H_0 is rejected and H_4 is accepted which means X_3 (perceived quality) influences Y (consumer buying decision) partially.

Discussion

F-test shows that brand loyalty, brand awareness, and perceived quality influence consumer buying decision simultaneously and significantly. It shows that the consumer purchasing decision of Yamaha Vixion motorcycle in Manado is influenced by brand loyalty, brand awareness, and perceived quality simultaneously and significantly.

T-test shows that brand loyalty influences consumer buying decision partially, and significance by use multiple regression analysis. It means that brand loyalty influences consumer buying decision partially and significantly. Partially, brand loyalty is important to give influences to the consumer buying decision. Among the independent variables, brand loyalty gives the least influence to the consumer buying decision. The survey showed that the respondents would still be influenced by the promotion of the other brands of motorcycle. T-test shows that brand awareness influences consumer buying decision partially, and significance by use multiple regression analysis. It means that brand awareness influences consumer buying decision partially and significantly. Partially, brand awareness is important to give influences to the consumer buying decision. The survey showed that brand awareness is the most influencing variable among the independent variables to the consumer buying decision. Yamaha is popular brand of motorcycle in Manado. Most of the respondents can easily recognize the logo of Yamaha Vixion and the respondents agreed that the brand of Yamaha Vixion is worth the price. Brand name awareness plays vital role in consumer decision making process; if customer had already heard the brand name, the customer would feel more comfortable at the time of making decision.

T-test shows that perceived quality influences consumer buying decision partially, and significance by use multiple regression analysis. It means that brand loyalty influences consumer buying decision partially and significantly. Partially, perceived quality is important to give influences to the consumer buying decision. It is supported by Hwang and Kim (2007) who explained perceived value as a trade-off between the benefits of consumption and costs. It is an essential characteristic for every brand; perceived quality defines a customer's perception and the product's quality or superiority. The perceived quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest in the brand. Perceived quality will enable a strong brand to extend further

and will get a greater success possibility than a weak brand. Most of the respondents of the survey agreed that Yamaha Vixion motorcycle has a good quality and Yamaha Vixion is comfortable to ride.

Multiple regression analysis shows that in a condition where all independent variables are constant (zero). The value of R is indicating a substantial positive association between independent and dependent variable. The value of R^2 means that brand loyalty, brand awareness, and perceived quality as independent variables have moderate positive association and influence consumer buying decision

CONCLUSION AND RECOMMENDATION

Conclusion

The research objectives of this research conclude:

1. Brand loyalty, brand awareness, and perceived quality influence consumer buying decision simultaneously and significantly.
2. Brand loyalty influence consumer buying decision partially and significantly.
3. Brand awareness influence consumer buying decision partially and significantly.
4. Perceived quality influence consumer buying decision partially and significantly.

Recommendation

The results of the analysis explain three of the independent variables include in this research that are brand loyalty, brand awareness and perceived quality have a significant effect to the consumer buying decision of Yamaha Vixion motorcycle in Manado. From three of these independent variables, perceived quality have a strongest effect of Yamaha Vixion motorcycle in Manado. So, for the marketers it is recommended to keep enhancing the quality of the product and avoid the failure of production because currently the brand of Yamaha Vixion is trusted by the customers, and once the brand fall, it is difficult to get back the trust of the customers. The marketers also need to keep improving the promotion strategy since the customers can be easily distracted with promotional programs.

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