



# ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, BRAND IMAGE AND LIFESTYLE ON PURCHASE DECISION OF MOTORCYCLE KAWASAKI KLX 150CC AT PT. GREENTECH CAKRAWALA MOTORINDO IN PEKANBARU

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## Abstract

This study aims to determine and analyze the effect of product quality, promotion, brand image and lifestyle on purchasing decisions of the Kawasaki KLX 150cc motorcycle PT. Greentech Cakrawala Motorindo in Pekanbaru. The data used in this study are primary data obtained from questionnaires. Respondents from this study were 150 respondents who visited the Kawasaki Greentech Dealer. The data analysis technique used is multiple linear regression analysis using the t test and F test for hypothesis testing. The results of this study indicate that not all variables have an effect, the product quality and brand image variables have no effect, while the promotion and lifestyle variables have an influence on the purchase decision of the 150cc KLX Kawasaki PT. Greentech Cakrawala Motorindo. Of the four variables, the promotion and lifestyle variables had the most dominant influence on the purchase decision of the 150cc KLX Kawasaki PT. Greentech Cakrawala Motorindo.

**Keywords:** Product Quality, Promotion, Brand Image, Lifestyle, Purchasing Decision

## 1.0 INTRODUCTION

A motorcycle is a two-wheeled vehicle that is driven by an engine. With the position of the two wheels in a straight line and at high speed the motorcycle remains stable due to the gyroscopic force. While at low speeds, the stability or balance of the motorcycle depends on the handlebar settings of the rider. Motorcycles today have various sizes, models, and shapes because they are adapted to the needs of their use. There are several types of motorcycles currently available such as trail, sport, automatic, and duck. Consumers themselves become an important factor in the success or failure of a company in marketing its products. So that companies must be able to recognize early on what are the needs and expectations of consumers today and in the future. Here the company needs a marketing manager who is able to understand consumer behavior so that he can provide a good market definition to keep up with this continuous change and design the right marketing mix. The use of motorcycles in Indonesia is very popular because the price is relatively cheap and affordable for most people and the use of fuel and operational costs are quite efficient. Indonesia is one of the largest markets for motorcycles. In fact, Indonesia is the number one country with the most motorcycle sales in ASEAN.

Kawasaki is an Automotive Brand originating from Japan, which has several flagship models such as Ninja, Dtracker, and also KLX. For motorcycles, Kawasaki Ninja, which is Kawasaki's flagship brand since the beginning of 2000, has always been the champion of motor sport in Indonesia, with full sports models, sales have exploded since the Ninja S and Ninja R were first introduced. Armed with a 2-stroke engine that has power and agile acceleration, the Ninja R and Ninja S are the prima donnas of motor sport in Indonesia. Armed with the success of the Kawasaki Ninja motorcycle, this manufacturer May 2009 released a dirt bike with a capacity of 150cc, the newest model was released in 2013 using the KLX 150cc identity. Since it was first released, the KLX 150cc dirt bike has been the main choice for dirt bike fans in Indonesia. This is due to the lack of motorcycle manufacturers in Indonesia that produce trail bikes. In 2017 the Kawasaki KLX 150cc was still in control in the 150cc Trail motorcycle segment, whereas in that year Honda just introduced the 150cc CRF motorcycle. As time goes by, CRF sales are increasing, it can be seen in 2018 when Honda took over the market leader in trail bike sales in Indonesia, which was 6,982 units. While Kawasaki with sales of 4,421 units in 2018. From this data, it is known that there are problems with consumer decisions in buying Kawasaki motorcycles.

Product quality can be interpreted as a dynamic condition related to products, services, human resources, processes, and the environment that meets or exceeds expectations (Tjiptono 2012). Brand image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers (Kotler & Keller, 2009). While promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Walukow et al., 2014). Lifestyle is defined as a way of life how people spend time, and what they think about themselves and the world around them (Setiadi, 2010).

In theory, there are many factors that can influence purchasing decisions, including Product Quality (Arianto & Albani, 2019; Igir et al., 2015), Brand Image (Sari & Nuvriasari, 2018; Yanto, 2018), Promotion (Lubis & Rohmah, 2018; Yan et al., 2018) and Lifestyle (Mokoagouw, 2016; Amelia, 2016).

## **2.0 LITERATURE REVIEW**

### **Purchase Decision**

Consumer purchasing decisions are one of the actions or strategies taken by consumers in determining and deciding to buy a product. According to Kotler Philip and Gary Armstrong (2012) that purchasing decision, behavior refers to the final buying behavior of consumers, both individuals, and households who buy goods and services for personal consumption. The purpose of consumer purchases can be classified into final consumers and organizational consumers where the final consumer is an individual or household whose purchase purpose is to fulfill their own needs while organizational consumers are for business purposes (Tjiptono 2011).

The conclusion from the definition of the purchase decision is one of the processes in which a consumer chooses a product to buy. The indicators used in this study refer to Soewito (2013), namely (1) Perceived needs, (2) Pre-purchase activities, (3) Wearing behavior, and (4) Post-purchase behavior.

### **Product Quality**

Product quality is quality covering efforts to meet or exceed customer expectations which include products, services, people, processes, and the environment (Fandy Tjiptono, 2010). Product quality is also an ever-changing condition (e.g. what is considered quality today may be perceived as less quality in the future). Product quality is an important thing that every company must strive for if they want their products to compete in the market. Due to the increasing economic capacity and education level of the community, some people are increasingly critical of consuming a product. The conclusion from the definition of product quality is the ability of a product to meet consumer expectations and needs.

The indicators used in this study refer to Kotler, P. & Keller (2012), namely (1) form, (2) features, (3) customization, and (4) performance quality. ), (5) Conformance Quality, (6) Durability, (7) Reliability.

### **Promotion**

According to Buchari Alma (2016), promotion is a kind of communication that provides explanations that convince potential consumers about goods and services with the aim of getting attention, educating, reminding, and convincing potential consumers. Promotion that plays an important role in the media to bridge the interests of producers with customers must be very well understood by a company manager. From the above definition, it is concluded that promotion plays an important role in explaining to potential consumers the benefits and objectives of products and services and convincing potential consumers.

The indicators used in this study refer to Kotler (2009), namely (1) Sales Promotion, (2) Advertising, (3) Sales Force, (4) Public Relations/Public Relations, and (5) Direct Marketing.

### **Brand Image**

Brand image is a description of consumer associations and beliefs about a particular brand (Tjiptono, 2015). Brand image is the perception and belief that consumers hold, as reflected in consumers' associations or memories. A brand is a manufacturer's promise to consistently deliver a set of features, benefits, services, and quality to consumers. From the above definition, it is concluded that brand image is defined as a name, logo, or symbol to identify a product and differentiate it from other products.

The indicators used in this study refer to Aaker (2011), namely (1) consumer perceptions of companies that make goods or services, (2) consumer perceptions of users or users of these goods or services including the users themselves, lifestyle, and social status, (3) The consumer's perception of the product includes the attributes, benefits, use, and guarantees provided by the product, (4) The consumer's perception of the celebrity who supports the advertisement of the product.

### **Lifestyle**

According to (Kotler, 2009) Lifestyle is broadly defined as a person's pattern of living in the world that is revealed in his activities, interests, and opinions. Lifestyle describes the whole person who interacts with his environment. Lifestyle shows how people live, how they spend money, and how they allocate their time. The lifestyle dimension is a classification of consumers based on AIO activities (activity), interest (interest), and opinion (opinion). From the above definition, it is concluded that lifestyle describes how a person behaves, namely how he lives using his money and takes advantage of the time he has.

The indicators used in this study refer to Aaker (2011), namely (1) Activities (activities), (2) Interest (interest), and (3) Opinion (opinion).

### Research Hypothesis

A hypothesis is a provisional conjecture whose truth remains to be tested. The hypotheses developed in this study based on the literature review and previous research that have been described are as follows:

#### Relationship between Product Quality and Purchase Decision

In research conducted by Idris (2013), product quality has a positive effect on purchasing decisions. This is in line with research conducted by Rahmawati (2017)

H<sub>1</sub> : Product quality has a positive effect on purchasing decisions Kawasaki KLX 150cc motorcycle PT. Greentech Horizon Motorindo in Pekanbaru

#### Relationship between Promotion and Purchase Decision

Previous researchers Dewi & Prabowo (2018), Mega Setiawati & Lumbantobing (2017), and Achidah et al. (2016) concluded that promotion has a positive and significant effect on purchasing decisions.

H<sub>2</sub> : The promotion has a positive effect on purchasing decisions Kawasaki KLX 150cc motorcycle PT. Greentech Horizon Motorindo in Pekanbaru

#### The Relationship between Brand Image and Purchase Decision

Previous researchers Rahmawati (2017) showed that brand image has a positive effect on purchasing decisions. This is in line with research by Amperaningrum & Ridant (2014).

H<sub>3</sub> : Brand image has a positive effect on purchasing decisions Kawasaki KLX 150cc motorcycle PT. Greentech Horizon Motorindo in Pekanbaru

#### Relationship between Lifestyle and Purchase Decision

In previous research, Dewi & Prabowo (2018) showed that Lifestyle had a positive effect on purchasing decisions.

H<sub>4</sub> : Lifestyle has a positive effect on purchasing decisions Kawasaki KLX 150cc motorcycle PT. Greentech Horizon Motorindo in Pekanbaru

## 3.0 METHODOLOGY

### Population and Sampling

This research was conducted in Pekanbaru precisely at the Kawasaki Greentech Dealer. This research was carried out for 6 months, starting from August 2019 to January 2020. The population in this study was the people of Pekanbaru who made purchases on the KLX 150cc motorcycle in 2018 which amounted to 1,344 units.

The research sample is part or representative to be studied. The criteria for respondents or samples to be selected are customers who buy a Kawasaki KLX 150cc motorcycle from PT. Greentech Horizon Motorindo in Pekanbaru. The number of samples in this study is determined the number of samples taken in this research will be determined using the Slovin formula because the total population can be known with certainty. Thus, based on the results of the calculation of the Slovin formula, the number of samples is determined to be 100 people. To anticipate invalid data, in this study, a questionnaire will be distributed to 150 respondents.

### The Definition of Research Operational Variables

Table 1. Definition of Operational Variables

No	Variable	Definisi	Indikator	Scale
1.	Product Quality (X1)	Product quality is the ability of a product to carry out its functions which include reliability, durability, accuracy, ease of operation, and product repair.	1. Shape 2. Features 3. Adjustment 4. Performance Quality 5. Conformity Quality 6. Durability 7. Reliability	Interval

No	Variable	Definisi	Indikator	Scale
			(Kotler dan Keller, 2012)	
2.	Promotion (X2)	Promotion is communication to potential customers that aims to provide information about the product you want to market.	1. Sales Promotion 2. Advertising 3. Sales Force 4. Public Relations/Public Relations 5. Direct Marketing (Keller Phillip & Kevin Lane Keller, 2009)	Interval
3.	Brand Image(X3)	Brand Image is a description of consumer associations and beliefs about a brand. Brand image is the perception and belief held by consumers, as reflected in the association or memory of consumers.	1. Consumer perceptions of companies that make goods or services. 2. Consumers' perceptions of the users or users of the goods or services, including the users themselves, lifestyle, and social status. 3. Consumer perceptions of the product include attributes, benefits, use, and guarantees provided by the product. 4. Consumers' perceptions of celebrities supporting the advertisement of the product. (Aaker, 2011)	Interval
4.	Lifestyle (X4)	An attitude/behavior shown by customers to the company where customers will remain loyal to the products offered by the company by making repeat purchases and recommending them to others by word of mouth and committing to only use the products offered by the company and rejecting similar products offered by the company. Offered by other companies.	1. <i>Activities</i> 2. <i>Interest</i> 3. <i>Opinion</i> (Sunarto dalam Silvy, 2009)	Interval
4.	Purchase Decision (Y)	Purchasing decision is a buyer decision-making process in which consumers actually buy	1. Perceived need 2. Activities before buying 3. Behavior when wearing 4. Post-purchase behavior (Soewito, 2013)	Interval

### Data Collection Technique

The data collection technique used in this study is a questionnaire, a research tool in the form of a list of questions given to respondents to be filled in in order to obtain the required information/information.

### Validity Test

A validity test is a measure of the extent to which the accuracy and accuracy of a measuring instrument in carrying out its size function. A validity test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the statement in the questionnaire is able to reveal something that will be measured by the questionnaire.

In this study, the validity test is calculated by having a corrected item value greater than 0.3, thus it can be concluded that all statements for these variables are declared valid (Ghozali, 2011).

### Reliability Test

The reliability test is useful for showing the consistency of measurement results when repeated measurements are made on the same object. The main idea in the concept of reliability is the extent to which the measurement result score is free from measurement error. The results of the questionnaire are declared reliable or reliable if a person's answer to the question is consistent or stable over time (Ghozali, 2011).

In this study, the reliability test was carried out by looking at the results of the calculation of the Cronbach Alpha value. Ghozali (2011) states that a variable is said to be reliable if it gives a Cronbach's Alpha value ( $\alpha$ ) > 0.6, that is, if repeated research is carried out with different times and dimensions, it will produce the same conclusion.

### **Classic Assumption Test**

#### **Normality Test**

The data normality test aims to test whether in a regression model, the dependent variable and the independent variable or both have a normal distribution or not. A good regression model is a data that is normally distributed or close to normal. The normality test in this study was carried out on the regression residuals, using the Normal Probability Plot of Regression Stand. In the Normal Probability Plot, normal data is data that forms points that spread not far from the diagonal line and follow the direction of the diagonal line, then the regression model fulfills the assumption of normality. In addition to the Normal Probability Plot of Regression Stand, the normality test in this study was also carried out through the Kolmogorov-Smirnov Test statistical test. The residual is concluded to be normally distributed if it has a significance value > 0.05 (Ghozali, 2011).

#### **Multicollinearity Test**

According to Ghozali (2011) multicollinearity test aims to test whether in the regression model there is a correlation between independent (independent) variables. The limit of the VIF value for each variable is 10. If the VIF value is < 10, it can be concluded that the data is free from multicollinearity symptoms. Meanwhile, if the VIF value is > 10, it is indicated that the occurrence of multicollinearity symptoms in the independent variables of the study (Ghozali, 2011).

#### **Heteroscedasticity Test**

The heteroscedasticity test is the residual generated from the correlation model with the independent variable. The heteroscedasticity test has the aim of testing whether in a regression model there is an inequality of variance or residuals from one observation to another. If the other observations are the same, it is called homoscedasticity and if they are different, it is called heteroscedasticity. Tests in this study used the Glejser Test. In the Glejser test, it is proposed to regress the absolute value of the residual on the independent variable. Probability results are said to be significant if the significance value is above the 5% confidence level (Ghozali, 2011).

#### **Autocorrelation Test**

This autocorrelation test is used to determine the relationship between a data (observation) with other data in one variable. If there is a correlation, it is called an autocorrelation symptom (Ghozali, 2011). The autocorrelation test in this study was carried out using Durbin Watson (DW) statistics. Durbin Watson as part of non-parametric statistics is used to test whether there is a high correlation between residuals or not.

### **Test Model**

#### **F Test (Simultaneous Significance)**

To test the truth of the relationship between the independent variables in the regression model, F-test analysis (ANOVA) was used. This F-test analysis was conducted to compare the calculated F with the F table. Before comparing the F values, it is necessary to determine the confidence level ( $1-\alpha$ ) and the degrees of freedom in order to determine the critical value.

#### **Coefficient of Determination Test (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) aims to measure how far the model's ability to explain the variation of the independent variable is indicated by the magnitude of the value of the coefficient of determination (R<sup>2</sup>) which is between zero and one. If the value (R<sup>2</sup>) obtained is close to 1 (one), it can be said that the stronger the model explains the relationship of the independent variable to the dependent variable.

#### **Multiple Linear Regression Test**

The analytical method used is the multiple linear regression analysis method. Sugiyono (2014) states that multiple linear regression analysis intends to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value). The regression equation used in this study is as follows:  $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$  Where: Y = Purchase Decision, X<sub>1</sub> = Product Quality, X<sub>2</sub> = Promotion, X<sub>3</sub> = Brand Image, X<sub>4</sub> = Lifestyle, = Term of error, a = Constant,  $\beta_1$   $\beta_2$   $\beta_3$   $\beta_4$  = Regression Coefficient.

#### **Hypothesis Test (t Test)**

Hypothesis testing (t-test) was conducted to determine whether each independent variable (independent) partially (individually) had a significant influence on the dependent variable. The criteria for accepting or rejecting the hypothesis were seen from the comparison of the calculated t value with the t table value.

### Data Analysis

This research used descriptive analysis technique, multicollinearity test, coefficient of determination test to determine the value of R2 and regression. Then the data was processed using Smart PLS to provide the required results. The test of hypothesis used by a statistical t test.

## 4.0 RESULTS AND DISCUSSION

### Characteristics of Respondents

Table 2. Characteristics of Respondents

Demographics	Category	Frequency	(%)
Gender	Male	115	77%
	Female	35	23%
	<b>Total</b>	<b>150</b>	<b>100%</b>
Age	≤ 20 year	25	17%
	21 – 30 year	102	68%
	31 – 40 year	17	11%
	>40 year	6	4%
	<b>Total</b>	<b>150</b>	<b>100%</b>
Job	Private Employees	30	20%
	Civil Employees	30	20%
	Student	57	37%
	Self-employed	22	15%
	Others	11	8%
	<b>Total</b>	<b>150</b>	<b>100%</b>
Income	Rp.0-2.500.000	25	16%
	Rp.2.500.001-5.000.000	61	41%
	>Rp.5.000.001	64	43%
	<b>Total</b>	<b>150</b>	<b>100%</b>

Source: 2019 Research Results (Processed Data)

Based on table 2, it can be seen that the characteristics of the respondents based on gender consisted of 115 men with a percentage of 77% of the total respondents and 35 women with a percentage of 23% of the total respondents. While respondents with characteristics based on income, the majority of respondents are in income above Rp 5,000,001 consisting of 64 people or 43%, income 0 – Rp 2,500,000 consisting of 25 people or 16%, income between Rp 2,500,001 – Rp 5,000 .000 consists of 61 people or 41%. For characteristics based on occupation, it consists of 22 people or 15% of people having jobs as entrepreneurs, 30 people or 20% as civil servants, 57 people or 37% as students, and 30 people or 20% as private employees and for other jobs, there are 11 or 8%.

### Descriptive Analysis Product Quality Variable

Based on the questionnaire that has been distributed, the highest score of 4.22 belongs to item no 2 which states that "The unique shape of the KLX 150cc really attracts my attention." This states that the KLX 150cc motorcycle has a very attractive shape so consumers choose the KLX 150cc compared to other brands, and the lowest score of 3.18 belongs to item no 3 which states that "The KLX 150cc feature has very good features." This states that the features of the Kawasaki KLX 150cc motorcycle are that it still uses a speedometer that is still a needle, so many consumers have asked Kawasaki to change the speedometer to digital. The overall average score is 3.98, thus the overall indicator of the product quality variable can be said to be good.

### Promotion Variable

Based on the questionnaire that has been distributed, the highest score of 4.27 belongs to item no 2 which states "The promotion in the form of additional prizes on the sale of KLX 150cc motorbikes is very interesting." This means that additional prizes such as the Knalpot Racing jersey to the motocross helmet are very attractive to consumers. The lowest score of 3.92 belongs to item no 4 which states "Advertising through print media such as newspapers and magazines is very effective." This states that Kawasaki rarely publishes advertisements through print media, the print media that advertises Kawasaki is RiauPos. The overall average score is 4.11, thus the overall indicators of the promotion variables can be said to be good.

### Brand Image Variable

Based on the questionnaire that has been distributed, the highest score of 4.25 belongs to item no 2 which states "KLX 150cc has a quality that does not need to be in doubt." This indicates that the engine quality from Kawasaki is always stable and loyal year after year, so it is no longer doubted by consumers. The lowest score of 3.97 belongs to item no 5 which states "Brand Ambassador for Kawasaki KLX 150cc motorcycles has an effect on consumer interest." this may be because the Kawasaki KLX 150cc Brand Ambassador is not as well-known as Titi Kamal. The overall average score is 4.11, thus the overall indicator of the brand image variable can be said to be good.

### Lifestyle Variables

Based on the questionnaire that has been distributed, the highest score of 4.24 belongs to item no 5 which states "Kawasaki KLX150cc can increase my confidence." This states that a person's confidence can increase according to the motor they use. The lowest score of 4.10 belongs to item no 3 which states "I am very comfortable using a 150cc Kawasaki KLX motorcycle." this may be because the KLX 150cc has a height above the average motorbike from other brands. The overall average score is 4.16, thus the overall indicators of the lifestyle variables can be said to be good.

### Purchase Decision Variables

Based on the questionnaire that has been distributed, the highest score of 4.44 belongs to item no 1 which states "I am looking for information about motorcycles first before deciding to make a purchase." This states that consumers will seek information before buying the desired motorcycle. The lowest score of 3.99 belongs to item no 6 which states "All the features on the KLX 150cc make it very easy for me to achieve my goals." this may be due to the absence of some features that still use manual techniques such as a speedometer that is still a needle. The overall average score is 4.12, thus the overall indicator of the brand image variable can be said to be high.

### Validity and Reliability Test

The results of testing the validity of the data collection instruments in this study can be seen from the tables below.

**Table 3. Validity Test**

	Statement	Corrected - Item Total Correlation	Information
Product Quality (X1)	X1.1	0,364	Valid
	X1.2	0,388	Valid
	X1.3	0,408	Valid
	X1.4	0,430	Valid
	X1.5	0,444	Valid
	X1.6	0,530	Valid
	X1.7	0,433	Valid
	X1.8	0,349	Valid
	X1.9	0,386	Valid
	X1.10	0,454	Valid
	X1.11	0,312	Valid
	X1.12	0,349	Valid
	X1.13	0,375	Valid
Promotion (X2)	X2.1	0,228	Not Valid
	X2.2	0,502	Valid
	X2.3	0,398	Valid
	X2.4	0,452	Valid
	X2.5	0,476	Valid
	X2.6	0,471	Valid
	X2.7	0,499	Valid
	X2.8	0,485	Valid
Brand Image (X3)	X3.1	0,233	Not Valid
	X3.2	0,296	Not Valid
	X3.3	0,445	Valid
	X3.4	0,394	Valid

	Statement	Corrected - Item Total Correlation	Information
	X3.5	0,292	Not Valid
Lifestyle (X4)	X4.1	0,318	Valid
	X4.2	0,438	Valid
	X4.3	0,468	Valid
	X4.4	0,613	Valid
	X4.5	0,553	Valid
Purchase Decision (Y)	Y.1	0,434	Valid
	Y.2	0,524	Valid
	Y.3	0,503	Valid
	Y.4	0,353	Valid
	Y.5	0,519	Valid
	Y.6	0,445	Valid
	Y.7	0,557	Valid

Source: Research Results 2019 (Processed Data)

Based on table 3, it is known that all statement items for product quality variables (X1), Lifestyle (X4), and Purchase Decisions (Y) have a corrected item value greater than 0.3, thus it can be concluded that all statements for these variables are declared valid. For the variables of promotion and brand image, there are invalid questions in question X2. X3.1, X3.2, and X3.5 have corrected item values that are smaller than 0.3 so that these items are excluded from the research model. Meanwhile, for the reliability test, it is known that all variables have a Cronbach alpha value greater than 0.6 so all variables can be declared reliable.

#### Reliability Test

The results of reliability testing on data collection instruments in this study can be seen from the tables below.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Information
Product Quality (X1)	0,709	Reliable
Promotion (X2)	0,717	Reliable
Brand Image (X3)	0,589	Reliable
Lifestyle (X4)	0,739	Reliable
Purchase Decision (Y)	0,731	Reliable

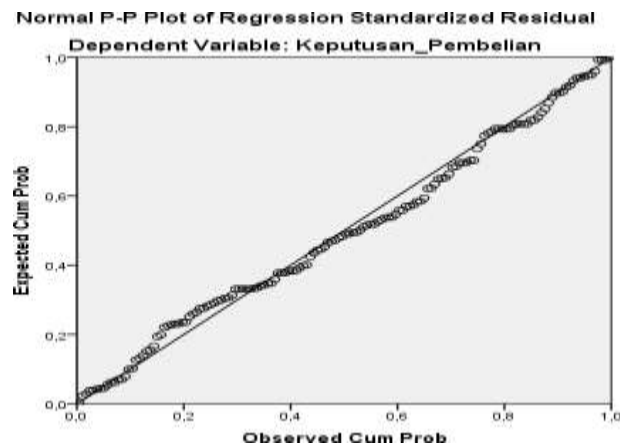
Source: Research Results 2019 (Processed Data)

From table 4 it can be seen that the results of the reliability test on the variables of product quality, promotion, brand image, lifestyle and purchasing decisions show that each variable has a reliability value that is 0.6. Thus, it means that all variables in this research instrument are reliable.

#### Classic Assumption Test

##### Normality Test





Source: Research Results 2019 (Processed Data)

Figure 2. Graph of Normality Test results

It can be seen that the dots (dots) spread around the diagonal line and the distribution follows the direction of the diagonal line so it is stated that the regression model in the study is feasible to use to measure purchasing decisions for a Kawasaki KLX 150cc motorcycle PT. Greentech Cakrawala Motorindo in Pekanbaru, means that the residual data is distributed with normal.

Table 5. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test	
N	150
Kolmogorov-Smirnov Z	0,750
Asymp. Sig. (2-tailed)	0,627

Source: Research Results 2019 (Processed Data)

In this study, it can be seen that the value of Kolmogorov-Smirnov Z for the purchasing decision variable (Y) is 0.750 with Asymp.Sig. (2-tailed) 0.627 > 0.05. This means that the data is normally distributed so that the sample data is good and feasible to be used in this study.

### Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model.

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Information
Product Quality (X1)	0,664	1,506	No Multicollinearity
Promotion (X2)	0,681	1,469	No Multicollinearity
Brand Image (X3)	0,809	1,236	No Multicollinearity
Lifestyle (X4)	0,641	1,561	No Multicollinearity

Source: Research Results 2019 (Processed Data)

Based on table 6, shows the results of the multicollinearity test. The test results show that none of the independent variables has tolerance > 0.10 and VIF value < 10. Thus, the regression model in this study is proven to be free from multicollinearity symptoms.

### Heteroscedasticity Test

The purpose of this heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation with other observations. Another way to test heteroscedasticity is by doing the glejser test, the glejser test is done by regressing the independent variable with the absolute value of the residual.

Table 7. Glejser test

Model	t	Sig.	Information
X1	0,991	0,323	There is no heteroscedasticity
X2	1,386	0,168	There is no heteroscedasticity
X3	-3,727	0,000	There is heteroscedasticity

X4	-0,836	0,405	There is no heteroscedasticity
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Source: Research Results 2019 (Processed Data)

Based on the heteroscedasticity test with the glacier method, the significance value of the product quality variable with sig 0.323, promotion variable with sig 0.168, and lifestyle variable with sig 0.405 does not occur in heteroscedasticity. Meanwhile, in the brand image variable with sig 0.000, heteroscedasticity occurs.

If all other classical assumptions are met except for the assumption of heteroscedasticity, then the OLS estimator is still linear and still unbiased. But it no longer has a minimum variance, meaning that it is no longer efficient, and this also applies to large samples (Gujarati, 2007). Meanwhile, Alfian Lains (2003) states that the problem of heteroscedasticity becomes more acute in cross-sectional data because of the unequal size of the observation units, but this case is not so serious in time series data due to the almost equal size of the observation units.

### Autocorrelation Test

To detect whether or not there is a correlation between the confounding errors (errors) in the regression model used, the Durbin-Watson Statistics test must be carried out.

**Table 8. Autocorrelation Assumption Test Results**

Independent Variable	Durbin-Watson Test	Information
Product Quality, Promotion, Brand Image, Lifestyle	1,648	There is no autocorrelation

Source: Research Results 2019 (Processed Data)

Based on table 8 and from the results of the tests that have been carried out, the dw value is 1.648 for the regression model of product quality, promotion, brand image, and lifestyle variables on purchasing decisions at PT. Greentech Horizon Motorindo in Pekanbaru. Durbin Watson's value of 1.648 indicates that there is no autocorrelation in the regression model used.

### Model Test

#### F Test

To test the effect of product quality, promotion, brand image, and lifestyle simultaneously on purchasing decisions, the test results can be seen in the following table:

**Table 9. Simultaneous Test (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	428,040	4	107,010	21,075	,000
	Residual	29,446	145	5,708		
	Total	1164,293	149			

Source: Research Results 2019 (Processed Data)

Based on table 9, the calculated F results are 21.075 while the F table is 2.43. This means that F count > F table and a significance value of 0.000, meaning < 0.05, so it can be concluded that product quality, promotion, brand image, and lifestyle simultaneously significantly influence purchasing decisions for Kawasaki KLX 150cc motorcycles PT. Greentech Horizon Motorindo in Pekanbaru.

### Coefficient of Determination Test (R2)

The coefficient of determination (R2) is used to explain the proportion of the dependent variable that can be explained by several variations of the independent variable. A small value of R2 means the ability of the independent variable to almost provide all the information needed to predict the dependent variable.

**Table 10. Coefficient of Determination Test (R2)**

Model	R	R Square	Adjusted R Square
1	0,606 <sup>a</sup>	0,368	0,350

Source: Research Results 2019 (Processed Data)

Table 10 shows the adjusted R square of 0.350. This means that the purchasing decision variables explained by the product quality, promotion, brand image, and lifestyle variables are 35%, and the remaining 75% are influenced by other variables not examined.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of product quality, promotion, brand image, and lifestyle variables partially or simultaneously on purchasing decisions.

**Table 11. Multiple Linear Regression**

Variable	Unstandardized Coefficients		Std. Error
	a	B	
(Constant)	11,071		2,410
X1		0,034	0,050
X2		0,461	0,077
X3		-0,181	0,124
X4		0,259	0,105

Source: Research Results 2019 (Processed Data)

Based on table 12, the partial test results can be explained as follows:

$$Y = 11,071 + 0,034X_1 + 0,461X_2 - 0,181X_3 + 0,259X_4$$

### Hypothesis Test (t Test)

Partial hypothesis testing (t-test) is useful for testing the partial effect of variable X on variable Y. This study will examine the partial effect of variable X, namely product quality, promotion, brand image and lifestyle on variable Y, namely purchasing decisions. . Partial test results in this study can be seen in table 13 below:

**Table 12. Multiple Linear Regression**

Model	t-count	t-table	Information
X1	0,681	1,655	Rejected
X2	6,002	1,655	Accepted
X3	-1,461	1,655	Rejected
X4	2,465	1,655	Accepted

Source: 2019 Research Results (SPSS Processed Data)

From table 12, the partial test results can be explained as follows: (1) The results of the t-test using a significance level of 0.05 indicate that the t value for the product quality variable is 0.681, which is smaller than the t table 1.655 with a greater significance of 0.497. of 0.05, so it can be concluded that the hypothesis is rejected. This means that the product quality variable partially has no effect and is significant on purchasing decisions. (2) The results of the t-test using a significance level of 0.10 indicate that the t-value for the promotion variable is 6.002, which is greater than t-table 1.655 with a significance of 0.000 which is smaller than 0.05, so it can be concluded that the hypothesis is accepted. This means that the promotion variable partially has a significant effect on purchasing decisions. (3) The results of the t-test using a significance level of 0.10 show that the t value for the brand image variable is -1.461, which is smaller than the t table 1.655 with a significance of 0.146 which is greater than 0.05, so it can be concluded that the hypothesis is rejected. . This means that the brand image variable partially has no effect and is not significant on purchasing decisions. (4) The results of the t-test using a significance level of 0.05 indicate that the t-count value for the lifestyle variable is 2.465, which is greater than t-table 1.655 with a significance of 0.015 which is greater than 0.05, so it can be concluded that the hypothesis is accepted. This means that lifestyle variables partially and significantly influence purchasing decisions.

### Discussion of Research Results

#### Effect of Product Quality on Purchase Decisions

From the results of hypothesis testing, it is known that the product quality variable has no significant effect on purchasing decisions. From descriptive statistical analysis, it can be seen that the average value of the product quality variable is 3.98 which is categorized as good. However, there were some respondents who gave unfavorable responses to several statement items of product quality, such as the features of the Kawasaki KLX 150cc motorcycle which still uses the needle on the speedometer. Of course, this is a problem when other features of the Kawasaki KLX 150cc motorcycle are also owned by its competitors, or even lagging behind its competitor Honda CRF 150cc. This causes consumers to prefer to buy competing products, which can be seen from the sales data of the Kawasaki KLX 150cc which decreased in 2019 after the appearance of the Honda CRF 150cc motorcycle.

#### Effect of Promotion on Purchase Decision

From the results of hypothesis testing, it is known that the promotion variable has a significant effect on purchasing decisions. From the descriptive statistical analysis, it was found that the average value of the promotion variable was 4.11 which was categorized as good. Respondents gave a positive value to the promotions carried out by Kawasaki such as providing cashback and additional prizes, namely, cross helmets to racing exhausts, and

interesting promotions on several online media such as Instagram and YouTube.

### Effect of Brand Image on Purchase Decisions

From the results of hypothesis testing, it is known that the image variable has no significant effect on purchasing decisions. From the descriptive analysis, it can be seen that the average brand image variable is 4.11 which is categorized as good. However, there were some respondents who gave unfavorable responses to several items from the brand image such as the Kawasaki brand ambassador who rarely appeared to introduce the Kawasaki KLX150cc motorcycle. The high maintenance is also the reason that the Kawasaki brand image is not too good, such as spare parts and high service costs.

### Effect of Lifestyle on Purchase Decision

From the results of hypothesis testing, it is known that lifestyle variables have a significant effect on purchasing decisions. From the descriptive analysis obtained that the average lifestyle variable is 4.16 which is categorized as good, the results of the analysis can be said that the Kawasaki KLX 150cc motorcycle can increase the confidence of the consumer, and the Kawasaki KLX 150cc design is suitable for a modern lifestyle.

## 5.0 CONCLUSION

This study aims to determine the effect of product quality, promotion, brand image, and lifestyle on purchasing decisions of Kawasaki KLX150 cc motorcycles in Pekanbaru. The conclusions that can be drawn from the results of research that have been carried out include: (1) Product quality has no significant effect on purchasing decisions. That is, where the better the quality of the product does not increase purchasing decisions. (2) Promotion has a significant effect on purchasing decisions. This means that promos in the form of additional useful gifts are very attractive to consumers. (3) Brand image has no significant effect on purchasing decisions. That is, where a brand that has a good name will have no effect on purchasing decisions. (4) Lifestyle has no significant effect on purchasing decisions. That is, it is concluded that the Kawasaki KLX 150cc can affect a person's lifestyle.

Based on the conclusions obtained in this study, suggestions are proposed as a complement to the research results that can be given as follows: (1) For companies, terms of product quality, promotion, brand image and lifestyle have a significant influence on purchasing decisions. So from these four factors must be maintained, if it needs to be improved so that consumer purchasing decisions increase (2) For consumers, it is expected that consumers can get a picture of the product to be purchased by looking at the quality of the product, promotion, brand image and lifestyle. (3) Theoretical benefits It is hoped that this research can be used as a reference for future research that will conduct similar research but with different objects and variables.

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