



The effect of lifestyle and brand image On Customer's Purchase Decision (study case of Yamaha Nmax In Central Jakarta)

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Abstract: In Indonesia, motorcycles are a popular transportation. Motorcycle users are numerous, with 85% of Indonesian households owning a motorcycle. The motorcycle industry in Indonesia is growing rapidly. Innovations in the motorbike industry are constantly taking place considering motorbike brands are becoming more and more competitive. Brands are becoming more focused in innovation and one of the ways they carry this out is by targeting a more segmented customer base. This is reflected in the variety of marketing strategies, including the variety of product design available in the market, variety of price range, up to the variety of advertisement channels and key opinion leaders used, making it in the best interest of brands to know the lifestyle of their customers to create a product that suits their needs. Brand image influences the perception of customers regarding how good or bad a product made by the brand is. By taking a case study of the Yamaha Nmax motorcycle customers in central Jakarta, this study aims to determine the effect of lifestyle and brand image on customer's purchase decision. With a sample of 100 customers, the results showed that lifestyle and brand image influence purchasing decision for Yamaha Nmax customers both partially and simultaneously.

Keywords: lifestyle, brand image, purchase decision

I. BACKGROUND

When talking about transportation in Indonesia, the role of motorbikes is one not to turn a blind eye to. With limited public transportation available and a relatively low economic power of the general public, motorcycles have become the most popular method of commuting with 132 million units in circulation and an estimate of 85% of household ownership of motorcycles. In



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return, this has resulted in the growth of the Indonesian motorcycle industry, which is expected to be valued at 8.05 billion US dollars in 2025 noting an estimated annual growth rate of 4.53% [1]. With these facts at play, innovations in the motorbike industry are constantly taking place considering motorbike brands are becoming more and more competitive.

With the increase in competition, brands are becoming more focused in innovation and one of the ways they carry this out is by targeting a more segmented customer base. This is reflected in the variety of marketing strategies, including the variety of product design available in the market, variety of price range, up to the variety of advertisement channels and key opinion leaders used, making it in the best interest of brands to know the lifestyle of their customers to create a product that suits their needs. Therefore, to see how the two correlates is of importance to be studied.

On the other hand, brand image influences the perception of customers regarding how good or bad a product made by the brand is. It is argued by Kenneth and Donald (2018) [2] that brand image influences the sales of a company as bad brand image makes a customer more reluctant to buy a product from a certain brand. Additionally, brand image may also affect how customers perceive certain brands to be reliable, better quality, or give them more social status, making it an important factor to consider in the decision making process to create a purchase. Therefore, logically it is of a great importance to see how these factors affect a purchase decision.

Previous studies have examined how lifestyle and brand image may affect purchase intention in different industries, such as electronics whose research was conducted by Wijaya, (2017) [3], e-commerce or online shopping whose research were conducted by Ani et al. (2021) [4], Erdawati (2020) [5] and Silvy (2018) [6], and farming supplies whose research was conducted by Annisawati and Sitorus (2022) [7]. While most have found a positive effect in previous studies, it is to be noted that research in the Indonesian motorcycle industry is fairly scarce [8]. Therefore, it is of importance to add to empirical evidence to provide more knowledge in this area.

This study aims to determine the effect of lifestyle and brand image on purchase intention, with a case study on customer's Yamaha Nmax The study was conducted on customers of Flagshop motorcycle dealers in Central Jakarta.

2. LITERATURE REVIEW

Kotler [9] defined four main factors that affect purchase decision making, which are cultural, social, individual, and psychological factors. Lifestyle is considered to be one of the components under individual factors, while brand image is considered to affect the customer's psychology by affecting their perception.

Lifestyle itself is defined by Kotler [9] as activity, interest, and opinion which reflects an individual's interaction with its environment. Widjaja (2017) [3] has expressed how customers are motivated to make a purchase due to the needs that arise from its lifestyle, which is also supported by Kasali (2018) [10]. This is further proven by previous research which has found





lifestyle to be a significant predictor of purchase decision, such as in Erdawati (2020) [5] and Silvyta (2018) [6] which studied it in the context of online shopping, in Wijaya (2017) [3] which studied the purchase of electronics.

Brand image on the other hand is defined by Kenneth and Donald (2018) [2] as the feelings consumers and businesses hold regarding the overall organization as well as its individual products or product lines. Kenneth and Donald, argues of brand image's importance as it affects customer perception and therefore their willingness to purchase a product, which directly affects sales. This is supported by previous research regarding brand image which found it significantly affecting purchase decision, such as in Ani et al. (2021) [4] which studied it in the context of online shopping, Annisawati and Sitorus (2022) [7] which studied it in the farming supplies industry, as well as Pratami et al. (2020) [8] which studied it in a similar context with this research in the motorcycle industry.

The two factors, lifestyle and brand image, have been found to be significant predictors of purchase decision in various studies. However, it is important to observe that evidence in the motorcycle industry is fairly scarce, and the study which incorporated it has studied a product with different characteristics and target market to the one used in this study, which may yield different results [8]. Therefore, to contribute into the empirical evidence, this study aims to rechallenge the argument to observe its effects in the particular case study. In this study, the following hypotheses are made:

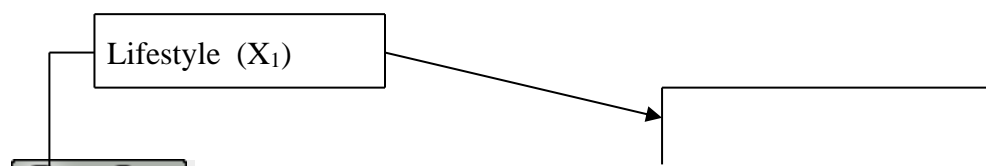
H1 : Lifestyle has a significant positive effect on purchase decisions.

H2 : Brand image has a significant positive effect on purchase decisions.

H3 : Lifestyle and brand image together have a significant positive effect on purchase decision

3. Methodology

To conduct this study, a case study on the motorcycle brand Yamaha for the Nmax model is chosen. The study uses a quantitative method with logistic regression model to analyze the effect between independent variables of lifestyle (X_1) and brand image (X_2) towards the dependent variable of purchase decision (Y), the model of which is described on exhibit 3.1. Logistic regression model was be chosen because the dependent variabel, purchase decision was categorized by 2, namely buying (code 1) or not buying (code 0). To collect data, a questionnaire with a 5 point likert scale is used which point 1 strongly disagree to 5 strongly agree. Variable X_1 is measured using 10 questions, variable X_2 is measured using 10 questions and variable Y is measured using 10 questions. The population studied is limited to customers of the Central Jakarta Yamaha Flagship Shop and a purposive sampling method is then employed with an arbitrarily determined sample size of 100 people. The data is then processed using IBM SPSS 22.



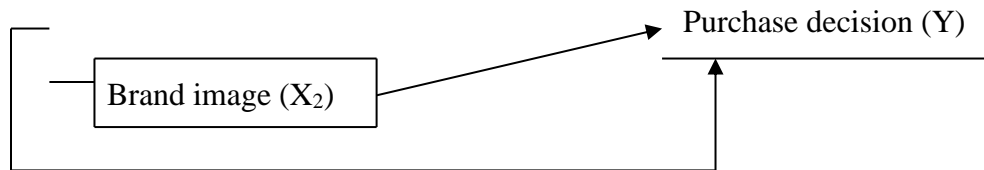


Exhibit 3.1 Conceptual Model

Data analysis starts from conducting validity and reliability tests. The validity test uses the Pearson correlation coefficient value where if the significance value is < 0.05 then the question used is valid. The validity test is used to see if the questions used can measure the variables. Reliability test is used to see the consistency of answers / constructs. The reliability test uses the Cronbach's alpha value, if the Cronbach's alpha value > 0.6 means reliable.

Logistic regression analysis begins by assessing the feasibility of the regression model using the Hosmer and Lemeshow's goodness of fit test. If the significance value is > 0.05 , it means that the model can explain the observation value. The next step is to assess whether the hypothesized model is fit or not fit with the data used (overall model fit), using the Log-Likelihood value (-2LL). If there is a decrease in the -2LL value from block 0 to block 1, the hypothesized model fits the data. To test whether the independent variables X_1 and X_2 partially affect variable Y , the Wald test is used, if the significance value is < 0.05 , it is said that the independent variables X_1 or X_2 have a significant effect on variable Y . Meanwhile, to test whether the independent variables X_1 and X_2 simultaneously affect variable Y , the omnibus test is used with a significance < 0.05 , indicating that the variables X_1 and X_2 together have a significant effect on variable Y . The coefficient of determination shows the magnitude of the contribution of the independent variables X_1 , X_2 in influencing Y . In logistic regression the coefficient of determination uses the Nagelkerke R Square value [11].

4. RESULT AND DISCUSSION

The respondents of this study consisted of 75 men and 25 women. The age range of respondents was 20-30 years old as many as 60 people, 31-40 years old 28 people and > 40 years old 12 people. Of the occupations, 60 were self-employed, 25 were private employees, 6 were civil servants, 6 were students, and 3 were in other occupational categories. Based on education, the most people have a D3 education, namely 40 people, 27 people have a high school education, 14 people have a junior high school education, 10 people have a Bachelor's degree and 9 people in other education categories.

Before analyzing the effect size, validity and reliability test of the model was conducted. This study employs a significance level of 0.05 and found all items valid with sig. < 0.05 , additionally all variables were also found as reliable with cronbach's alpha > 0.60 .

Table 4.1 Validity and Reliability Test

Variable	Item	Sig.	Cronbach's Alpha
Lifestyle	X_{11}	0,000	0,905





	X ₁₂	0,000	
	X ₁₃	0,000	
	X ₁₄	0,000	
	X ₁₅	0,000	
	X ₁₆	0,000	
	X ₁₇	0,000	
	X ₁₈	0,000	
	X ₁₉	0,000	
	X ₁₁₀	0,000	
Brand image	X ₂₁	0,000	0,890
	X ₂₂	0,000	
	X ₂₃	0,000	
	X ₂₄	0,000	
	X ₂₅	0,000	
	X ₂₆	0,000	
	X ₂₇	0,000	
	X ₂₈	0,000	
	X ₂₉	0,000	
	X ₂₁₀	0,000	
Purchase intention	Y ₁	0,000	0,758
	Y ₂	0,000	
	Y ₃	0,000	
	Y ₄	0,000	
	Y ₅	0,000	
	Y ₆	0,000	
	Y ₇	0,000	
	Y ₈	0,000	
	Y ₉	0,000	
	Y ₁₀	0,000	

All of the questions are valid and reliable. Then we analyze a regression logistik. The first step of regression logistic is the Hosmer and Lemeshow's goodness of fit test. The result can be seen at the table below.

Table 4.2 The Hosmer and Lemeshow's goodness of fit test.

Step	Chi-square	df	Sig.
1	4.928	6	.826

The significance value is $0,826 > 0.05$, it means that the model can explain the observation value. So we can continue the analyze. The next step is to assess whether the hypothesized model is fit





or not fit with the data used (overall model fit), using the Log- Likelihood value (-2LL). The result is shown below.

Table 4.3 The Log-Likelihood value (-2LL)

Blok 0 :

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 0	1	128.219	.640
	2	128.207	.663
	3	128.207	.663

Blok 1 :

Iteration		-2 Log likelihood	Coefficients		
			Constant	RATAX1	RATAX2
Step 1	1	112.729	.612	.384	-.391
	2	108.613	.280	.685	-.686
	3	107.265	.147	.961	-.957
	4	106.906	-.119	1.180	-1.174
	5	106.855	-.124	1.298	-1.292
	6	106.853	-.122	1.325	-1.319
	7	106.853	-.122	1.326	-1.320
	8	106.853	-.122	1.326	-1.320

There is a decrease in the -2LL value from block 0 to block 1, from 128,207 decrease to 106,853,it means the hypothesized model fits the data.

Table 4.4 Wald test

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 1 ^a	Life style (X ₁)	4.326	.700	5.592	1	.000	3.765
	Brand image(X ₂)	5.320	.692	6.634	1	.000	4.267
	Constant	-11.022	2.073	.000	1	.000	.978

From table 4.4 we can see that the logistic regression equation is :

$$Y = -11,022 + 4,326 X_1 + 5,320 X_2.$$

From table 4.4 it can also be seen the effect of lifestyle on purchasing decision and the effect of brand image on purchasing decision. The effect size is then tested using Wald test and found that both relations are significant with sig. < 0.05. The power of the effect is described in the B





value. Therefore, if lifestyle increases by 1 point, purchase decision will increase by 4.326 points assuming brand image is constant. Accordingly, if brand image increases by 1 point, purchase decision will increase by 5.320 points. Therefore, both H1 and H2 are accepted.

Table 4.5 Omnibus test

		Chi-square	df	Sig.
Step 1	Step	21.354	2	.000
	Block	21.354	2	.000
	Model	21.354	2	.000

The Omnibus test shows the effect of lifestyle and brand image together on purchasing intention. The omnibus test results can be seen in table 4.5 where the significant value is < 0.05, which means that lifestyle and brand image together influence purchase decision. It mean H3 is accepted.

Table 4.6 Nagelkerke R square

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	106.853 ^a	.192	.766

From table 4.6 the coefficient of determination shows a value of 0.766, which means that the contribution of lifestyle and brand image in influencing purchasing decisions is 76,6 %, the remaining 23,4 % is influenced by other variables.

By analyzing the results we have found that lifestyle affects purchase decision positively. This is in line with previous studies from Erdawati (2020), Silvy (2018), and Wijaya (2017) in which all have argued its significance on purchase decision. This implies that the customers who have bought Yamaha Nmax mostly buy it considering its suitability on their lifestyle. This could, for example, resonate to their activities, their social status or targeted social status, their values, or their value regarding the budget they're willing to spend for motorcycles. This gives an insight on a potential study regarding different lifestyles' effect on the motivation to purchase certain motorcycle brands and models.

Similarly, brand image affects purchase decision positively. This is in line with the previously conducted research by Annisawati (2022) and Ani (2021). Furthermore, this result provides additional evidence on its role in the motorcycle industry, supporting the findings of Pratami et al. (2020). This implies that customers are buying Yamaha Nmax with positive associations for the brand Yamaha itself. Consequently, the better Yamaha is at maintaining or improving its brand image, the more inclined customers are to buy its products. On the other hand, they cannot afford the risk of letting their brand image drop as it will affect purchases.

5. CONCLUSION

The conclusion of this study is that lifestyle and brand image influence the purchase decision on customer's Yamaha Nmax both partially and simultaneously.





Limitations And Future Research

This study poses several limitations and suggests potential research to be conducted as follows:

1. This study only conducted observations on existing customers of Yamaha Nmax. There is a possibility that potential customers or non customers consider different factors in the purchase decision, which gives an insight into future study topics.
2. While this study assessed users' lifestyle fit with purchase decisions, it has not considered other individual factors that might influence decisions such as economic power. Future studies can integrate this factor to be able to study the purchase decision in a deeper level.

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