

**The Influence of Brand Image on Purchasing Intention
of Yamaha Aerox 155 in Makassar**

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ABSTRACT

This study aimed to analyze the influence of brand image on purchasing intention of Yamaha Aerox 155 in Makassar. Population of the study was Z-Generation in Makassar Metropolitan City. Using accidental sampling method, a hundred respondents were selected. Data were collected using questionnaire. Descriptive analysis was applied prior to regression analysis. The results of this study showed that brand image is partially positive and significant effect on intention to purchase Yamaha Aerox 155 in Makassar.

Of this study was obtained R Square of 0428, which means that 42.8% of variation explained by the variation of buying interest in the brand image variables, the sremaining 57.2% is explained by other variables outside of this study

Keywords: Brand Image, Purchasing Intention, Yamaha

1. INTRODUCTION

The business activities are increasingly competitive (Abdullah & Bin Mansor, 2018; Gruenbichler et al., 2021; Lee-Anant et al., 2023). Consequently, businessmen are required to think creatively in order to compete with others (Abukari et al., 2024). In determining the right market target, it is necessary to research and study the motives, behavior, and habits of buyers (Skuratova et al., 2022). Each consumer has different motive, behavior, and buying habits.

The motorcycle business is highly competitive, with many different brands competing for market share (Cavazza et al., 2019). Some of the major players include Japanese manufacturers such as Honda, Yamaha, Kawasaki, and Suzuki are known for their reliable and high-performance motorcycles; American manufacturers such as Harley-Davidson is an iconic brand with a loyal following, while newer companies like Zero Motorcycles are making inroads in the electric motorcycle market; and European manufacturers such as BMW, Ducati, and KTM offer a range of premium motorcycles with advanced technology and features.

Factors that contribute to competition in the motorcycle business include price, motorcycles can range in price, so manufacturers compete on price to attract different customer segments; performance, many riders are looking for high-performance motorcycles, so manufacturers invest heavily in research and development to improve engine power, handling, and braking; features, modern motorcycles often come with a variety of features, such as anti-lock brakes, traction control, and electronic suspension. Manufacturers compete by offering the latest and most desirable features; styling, motorcycle styling is a subjective matter, but it can be

a major factor in a customer's purchasing decision, manufacturers compete by creating motorcycles that are both stylish and functional. The next is brand reputation, some brands have a long history of producing high-quality motorcycles, which gives them a competitive advantage, manufacturers work hard to build and maintain a positive brand reputation. To succeed in the motorcycle business, manufacturers need to offer a combination of price, performance, features, styling, and brand reputation that appeals to their target market. They also need to be able to adapt to changing market conditions and customer preferences.

In today's competitive market, brand image is more important than ever (Alić et al., 2020). It can be the key differentiator that sets a company apart from its rivals and helps it build a sustainable business (An et al., 2020). A strong brand image can increase customer loyalty and drive sales as when customers have a positive perception of a brand, they are more likely to stick with it, even if there are cheaper alternatives (Cuong & Khoi, 2022). As a result, good brand image can drive sales which a trusted and respected brand is more likely to attract new customers and convince them to buy (Chakraborty & Bhat, 2018b). In addition, brand image also enhances credibility as a strong brand image can make a company seem more reliable and trustworthy, which is especially important for high-value purchases (Chakraborty & Bhat, 2018b). Finally, brand image creates an emotional connection because the image resonates with customers on an emotional level and builds deeper relationships and fosters brand advocacy.

Brand value demonstrates the capabilities of a brand to conduct its business activities in a way that permits managers to achieve a company's business objectives (Cuong & Khoi, 2022). Brand competitiveness, instead, reflects upon the ability of the brand to drive the market better than competitors in a marketplace (Alić et al., 2020). Competing in a marketplace through business customers requires brand managers to make efficient use of the brand in order to differentiate the value they offer to business customers from that of their competitors (Ab Hamid et al., 2023). Business customer firms seek rational benefits from brand value and, in turn, they enable a brand to become competitive in the consumer market (Chakraborty & Bhat, 2018a). Delivery of value in a format desired by business customers allows them to utilize the same for achieving their business objectives too.

Strong brand image is very important for consumers' from Z generation – Gen-Z (Gentina, 2020). Gen-Z, those born roughly between 1997 and 2012, are a unique generation with distinct purchasing patterns (Zanina et al., 2023). Here's a breakdown of some key characteristics of digital natives, Gen-Z grew up with the internet and mobile devices, making online shopping second nature. They are comfortable researching products, comparing prices, and making purchases online.

Competition in the automotive world is getting tighter every day, especially motorcycle competition (Alliprandini et al., 2022). Today, motorcycle sales continue to increase, this can be seen from the increasing number of two-wheeled vehicles passing on the streets. Motorcycles are a means of transportation that is popular with the public because they are fuel efficient and affordable for most people, one of which is in Makassar.

In Indonesia, motorcycle market competition is enlivened by the three largest manufacturers, namely Honda, Yamaha and Suzuki. Honda as the market leader in the national motorcycle automotive production world is inseparable from the increasingly tight competition with other manufacturers. The data above shows that Honda brand motorcycles dominate the market share of 69.13%, followed by Yamaha factories at 26.94% and Suzuki at 2.57%. Although Honda is the market leader in Indonesia, in the South Sulawesi region Yamaha has been able to dominate motorcycle sales for 5 consecutive periods.

In the last five years, Yamaha has dominated motorcycle sales in Sulawesi. For example, this year, throughout the period January - August, Yamaha's market share in Sulawesi reached 57.6 percent. The highest sales contribution came from Mio J at 24%. In 2024, the highest market share was in July, which was 60 percent. Yamaha's dominance in South Sulawesi is

because the brand image of this tuning fork manufacturer is so strong, and is driven by good cooperation between main dealers, dealers and leasing, consumer trust, and Yamaha motorcycle performance that matches the character of the South Sulawesi community. Based on the description above, the author is interested in knowing how strong the influence of Brand Image is on purchasing interest by choosing Yamaha motorcycle products as the object of research which is stated in the form of a thesis with the title: "The Influence of Brand Image on Purchasing Intention of Yamaha Aerox 155 in Makassar"

2. THEORETICAL BASIS

Brand image and purchasing intention theories

Capital market oriented brand value model, Alliprandini et al., (2022) stated that capital market oriented brand value models evaluate that any one brand is as much as possible worth as much as the consumer is willing to buy. The market value-driven model states that the brand value is calculated on the basis of similar trademarks at market prices (Chakraborty & Bhat, 2018b). Cost-oriented brand value the measurement model is based on the concept of net asset value, which is often used by corporations in the field of evaluation.

Aaker's brand value model is one of the most popular brand value models to highlight the factors that create the product brand value for the consumer (Gelaidan et al., 2022). Brand value is understood as a value and liability related to the brand, its name and symbol, which is an integral part or part of the consumer's receipt of the product or service (Gidaković et al., 2022). Aaker separates five brand value factors - brand loyalty, brand understanding, perceived quality, brand associations and other related values with the brand.

Brand awareness can be a prerequisite for buying product. The high quality of the product or service encourages consumers to buy, and this means additional profit for the manufacturer. The brand associations are a typical consumer attitude to the brand. Other brand values are the legal and institutional benefits the state can afford to offer a brand and thus protect its value.

Stimulus-organism-response (SOR) theory explains how organisms mediate the association between stimulation and response by a range of mechanisms that stimulate consumer's cognitive and emotional states, which subsequently affect their behavioral responses (Islam and Rahman, 2017). The intermediaries facilitate the conversion of environmental stimuli into consumer behavior outputs, such as purchasing or refraining from purchasing. The brand value offered by a manufacturer provides emotional value to consumers, rational value to its business customers and reflects its operational efficiency as an important element of the value it provides to both consumers and business customers (Juhász et al., 2023). A brand that can provide these three different types of value to its customers can generate demand for its products in a competitive market (Cuong & Khoi, 2022). Fulfilment of demand generated through brand value requires brand managers to shift their focus back on to the activities of their firm (Dandis et al., 2023).

Brand value can be applied as the strategic outcome of marketing initiatives of a firm useful to measure the effectiveness of efficiency of other organizational strategies (Gidaković et al., 2022). Literature on brand competitiveness suggests that fulfilment of demand makes a brand competitive in a marketplace (Gelaidan et al., 2022).

The emotional satisfaction provided by the brand reflects the value that it provides to consumers and facilitates the capturing of a large share of the market by the brand in the form of customer equity (Yuan et al., 2021). Business customers consider such an ability to be brand value because it allows them to achieve a higher level of growth. Consistency in the emotional value provided by a brand allows its business customers to emotionally associate with the brand. Business customers buy in bulk anticipating that the demand for a brand's products will facilitate fast movement of its products into their customer segment (Ab Hamid et al., 2023).

Business customers assess this as rational brand value because it increases their profitability and helps them to achieve their business objectives.

The Theory of Planned Behavior (TPB) is considered the most famous theory of attitude-behavior relationship in social psychology (Ahmmadi et al., 2021). It has been widely used in many behavioral fields and has been proven to significantly improve the predictive and explanatory power of behavioral research. TPB purports that the combination of three core components including attitude, subjective norms, and perceived behavioral control shapes an individual's behavioral intentions (Alam et al., 2024). And put forward the basic hypothesis of the behavior intention model, that is, the more positive an individual's attitude toward a certain behavior, the stronger his behavior intention; and the more positive the subjective norm of a certain behavior is, the stronger the individual's behavioral intentions will be stronger. When the attitude and subjective norms are more positive and the perceived behavior control is stronger, the individual's behavioral intention will also be stronger. The TPB has indicated the change in consumers' attitudes is the main inducement of the change in consumers' behavior. The prediction of consumer behavior is directly related to the sales of products and the decision-making of the company (Shetu, 2022). Hence, planning behavior is an important research issue in consumption behavior, as well as a major concern of marketing researchers.

In consumption behavior, the three original constructs of individual attitude, subjective norm, and perceived behavioral control in TPB are not sufficient to explain the consumers' purchasing behaviors (Amalia & Darmawan, 2023). Shetu (2022) further expanded the original construction of TPB to include cultural identity, moral norms, emotional values, etc. As mentioned above, the application of traditional cultural symbols in product design not only endows products with unique cultural quality but also increases consumers' emotional resonance and cultural identity. When consumers are faced with the choice of domestic and foreign products, they will have a preference for domestic brands and prejudice against foreign products, and this tendency is most prominent when their group is threatened externally.

Z Generation (Gen-Z)

Gen-Z, those born roughly between 1997 and 2012, are a unique generation with distinct purchasing patterns (Juhasz et al., 2023). Here's a breakdown of some key characteristics are digital natives, value driven, and Omnichannel Shoppers.

Online shopping is the first the norm for Gen-Z (Gentina, 2020). Gen-Z grew up with the internet and mobile devices, making online shopping second nature. They are comfortable researching products, comparing prices, and making purchases online. Social media platforms like TikTok, Instagram, and YouTube are not just for entertainment; they are crucial for product discovery and brand engagement (Gentina, 2020). Influencer marketing and social commerce play a significant role in their purchasing decisions.

Value-Driven is the second character of the Gen-Z (Zanina et al., 2023). While not always the cheapest option, Gen-Z seeks value for their money. They are savvy shoppers who compare prices, look for deals, and are willing to wait for sales. They are willing to pay a premium for high-quality products that align with their personal style and values. They appreciate unique items that stand out from the crowd.

Conscious Consumers is the third character of Gen-Z. Gen-Z cares about social and environmental issues. They are more likely to support brands that are transparent, ethical, and sustainable. They want to know where products come from and how they are made. They value authenticity and can spot inauthentic marketing from a mile away. They prefer brands that are genuine, relatable, and have a strong social mission.

Omnichannel Shopper is the fourth character of Gen-Z. Gen-Z seamlessly blends online and offline shopping experiences (Zatwarnicka-Madura et al., 2022). They might research products online and then buy them in-store, or vice versa. They expect a consistent and

integrated experience across all channels. They are comfortable making purchases on their smartphones and expect mobile-optimized websites and apps.

Brand Image and Purchase Intention

The concept of brand image has been recognised for its significant influence on customer loyalty and repurchasing behavior (Cuong & Khoi, 2022). Brand loyalty will increase when customers' expectations match what the business is offering. Customers who appreciate natural products and are exposed to a natural brand image will be more loyal to the brand. Brand image exhibits a direct influence on consumer loyalty. As a result, products that are able to sustain favorable associations and evaluations that contribute to a positive brand image will increase customer loyalty and intent to purchase these brands.

The most intangible brand element is its brand value, which is reflected in it changes in the brand, user thinking, feelings and actions, as well prices, market share and profitability (Chakraborty & Bhat, 2018a). The brand value can be measured by examining it awareness, associations, expected quality and consumer loyalty. The brand benefit can be reflected in what consumers feel, feel and behave as regards the brand, as well as the prices, market share and profitability of the brand creates for the company.

3. RESEARCH METHODS**Population and sample**

Population is a generalization area consisting of subjects who have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Aguinis, Herman, 2025). The population in this study is the Makassar community who has purchased Yamaha Aerox 155. The sample is part of the number and characteristics possessed by the population. The sampling technique is the incidental sampling technique, namely the technique of determining samples based on coincidence, namely anyone who is accidentally met by researchers can be used as a sample if the person is considered suitable and meets as a data source (Hoffmann et al., 2023). The sample in this study is people who are interested in buying a motorbike. The number of samples if the population is not known for certain is as follows:

$$n = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2$$

$$n = \left(\frac{(1,96) \cdot (0,25)}{0,05} \right)^2$$

$$n = 96,04 = 100 \text{ respondents}$$

Descriptive Analysis

This analysis is used to provide a description or picture of research data in the form of average, standard deviation, mode, maximum-minimum. This descriptive analysis aims to change the raw data set into an easy-to-understand form of more concise information, namely in the form of a percentage.

Validity Test and Reliability Test

Validity analysis is the process of evaluating the accuracy and meaningfulness of research measurements. It assesses whether the research or measurement truly measures what it intends to measure. A questionnaire is valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The measurement of validity in this study was carried out using Correct Item-Total Correlation (Ahmad et al., 2021). The level of validity

can be measured by comparing the r-count value in the Correct Item-Total Correlation column table with the r-table value with the provision for degree of freedom ($df = n - k$), where n is the number of samples used and k is the number of independent variables.

Reliability refers to the extent to which a measurement or research method produces consistent and dependable results over time, across different samples, or across different observers. A reliable measurement is free from random errors that can distort the results. The reliability test is to test the level of reliability of the questionnaire which, if tried repeatedly on the same group, will produce the same result. A factor is declared reliable if Cronbach Alpha > 0.60 .

Simple Linear Regression

Simple linear regression is a statistical method used to model the relationship between two continuous variables. It aims to find the best-fitting straight line that represents the relationship between the independent variable (x) and the dependent variable (y). Simple linear regression analysis as a preference analysis used to determine the effect of brand image on the interest in buying Yamaha Aerox 155 in Makassar.

4. RESULT AND DISCUSSION

Yamaha Aerox 155 Description

Yamaha Aerox 155 has several advantages. The advantages of Yamaha Aerox 155 start from sporty riding position, LED lights, variable valve actuation technology, digital speedometer, stop and start system feature, super-wide tubeless tires, and smart key system. All of the advantages relate to current development technology in motorcycle technology.

In terms of riding position, Aerox 155 offers a position that tends to lean forward, especially when compared to its sibling, NMAX. This riding position makes it easier for Aerox 155 to be used in traffic jams condition. In addition, this riding position is also more comfortable to be used on winding roads.

In term of powerful engine, Yamaha Aerox 155 motorbike is equipped with an engine with a capacity of 155cc. Similar to is its sibling, NMAX. However, with a slimmer body shape, it can make the performance of the Yamaha Aerox 155 motorbike even more optimal.

In term of light, Yamaha Aerox 155 has LED Light Features on the Front and Rear Lights. The use of LED lights is indeed an important feature for almost all the latest motorbikes. In addition to the smaller power required, the brighter light, and the maintenance of this LED lamp is also easier.

Equipped with a Digital Speedometer, the presence of this digital speedometer feature makes it easier for riders to find out complete information about the Yamaha Aerox 155 motorbike being ridden.

Has Variable Valve Actuation (VVA) Technology make the engine's pulling performance more powerful, but still fuel efficient thanks to the valve opening actualization system. VVA allows two valve opening lifting systems. If the pull is still at low rpm, then the valve lifter that functions is the low opening type. If the engine is revved, then the one installed is the high opening lifter.

Stop & Start System (SSS) Feature which functions to reduce fuel consumption. This reduction in fuel consumption does not need to be until the motorbike is stopped. In addition, the SSS work system is supported by a Smart Motor Generator (SMG) which makes the sound of the motorbike smoother when turned on.

The Yamaha Aerox 155 motorbike uses super-wide tubeless tires measuring 110 / 80-14 (front) and 140 / 70-14 (rear) which are larger than the N-Max tires measuring 110 / 70-13 and 130 / 70-13 front-rear.

Finally, the Yamaha Aerox 155 is known to adopt Smart Key System technology. This technology is a sophisticated key system without a key (keyless). In addition to the Smart Key System, Yamaha also installs an Immobilizer, plus an Answer Back System to make it easier for riders to find the motorbike's parking position.

Respondent Description

The study identify respondents in term of gender and age. Table 1 provide gender while table 2 about age of respondents.

Gender of Respondents

Most of the respondents were male. Table 1 show the gender of the respondents.

Table 1
Gender of Respondents

Gender	Freq	Percentage (%)
Male	73	73
Female	27	27
Total	100	100

Source: Primary data

As can be seen from table 1, 73 respondents were male and 27 were female. The phenomena reveal male are more active in searching information about the motor cycle.

Age of the respondents

As has been described in research method, respondents of the study were Gen-Z. So the age range is between 13 and 28. Details of the respondents age are presented in table 2 below.

Table 2
Age of Respondents

Age (year)	Freq	Percentage
13 - 16	17	17
17 - 20	57	57
21 - 24	15	15
25 - 28	11	11
Jumlah	100	100

Source: Primary data

As can be seen in table 2, more than half the age of respondents were between 17 to 20 years old. As many as 57 respondents were between 17 to 20 years old. Age range between 13-16 is 17, followed by 21 to 24 years old. The age range indicates that the highest curiosity for the Yamaha Aerox 155 were between 17 to 20 yers old.

Validity and Reliability Test

An instrument can be declared valid if the calculated r value $>$ r table value {Citation}. A research sample of 100 respondents at a significance level of 5% obtained an r table value of 0.1966.

Table 3
Validity Test

Variabel	Indikator/ Item	<i>Corrected Item-Total Correlation</i>	Keterangan
Producer Image (X1)	X1.1	.658	Valid
	X1.2	.476	Valid
	X1.3	.587	Valid
	X1.4	.465	Valid
User image (X2)	X2.1	.841	Valid
	X2.2	.805	Valid
	X2.3	.652	Valid
	X2.4	.860	Valid
Product image (X3)	X3.1	.771	Valid
	X3.2	.834	Valid
	X3.3	.789	Valid
	X3.4	.773	Valid
Intention to buy (Y)	Y	1,000	Valid

Source: Data Analysis

Based on the validity test results table above, it is known that all question items used in this study are valid, which is indicated by the value of each question item having a positive correlation coefficient value and greater than 0.3.

Reliability Test is a process used to evaluate the consistency and dependability of a measurement instrument (Ahmad et al., 2021). This could be a survey, questionnaire, test, or any other tool used to collect data. The goal of reliability testing is to ensure that the instrument produces consistent results over time and across different situations. Cronbach's Alpha measurement for the study was applied for the study. The Cronbach's Alpha Score is presented in table 4 below.

Table 4
Reliability Test

Cronbach's Alpha	N of Items
.936	12

Source: Data Analysis

Table 4 provide evidence that Cronbach's Alpha score is 0.936 which show high reliability score for the data.

Regression Analysis

Regression analysis helps to understand how a dependent variable changes in response to one or more independent variables. In case for the study, it helps to understand the influence of brand image to purchasing intention for the Yamaha Aerox 155. The regression results is presented in table 5 on the next page.

Table 5

Regression Model						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		b	Std. Error	beta		
1	(Constant)	.300	.395		.760	.449
		.074	.009	.654	8.560	.000

Source: Data Analysis

From the regression table, t test can be conducted. The t-test is intended to determine how far the influence of one independent variable (User Image, Manufacturer Image, and Product Image) individually in explaining the dependent variable (purchase intention). The test results with SPSS for the Brand Image variable (X) on purchase intention (Y) obtained an empirical t value of 8,560 with a significance level of 0.000. By using the significance limit (α) = 0.05, the significance limit value α (0.05) > significance level 0.000 then it can be concluded that the brand image variable has a significant influence on purchase intention (Y).

Discussion

The study result reveals that brand image has positive significant influence on purchasing intention. The result confirms Cuong and Khoi (2022) research result that brand image has positive significant influence on purchasing intention. Positive Brand loyalty will increase when customers' expectations match what the business is offering. Brand image exhibits a direct influence on consumer loyalty. As a result, products that are able to sustain favorable associations and evaluations that contribute to a positive brand image will increase customer's loyalty and intent to purchase these brands.

The most intangible brand element is its brand value, which is reflected in it changes in the brand, user thinking, feelings and actions, as well prices, market share and profitability (Chakraborty & Bhat, 2018a). The brand value can be measured by examining it awareness, associations, expected quality and consumer loyalty. The brand benefit can be reflected in what consumers feel, feel and behave as regards the brand, as well as the prices, market share and profitability of the brand creates for the company.

5. CONCLUSION AND SUGGESTION

This study aims to identify the influence of brand image described in the dimensions of producer image, user image and product image on purchasing intention of Yamaha Aerox 155 in Makassar. From the formulation of the research problem proposed and the discussion that has been presented, the following conclusions are obtained From the results of the descriptive analysis, it can be concluded that the respondents' responses to the brand image variable are at a high range level. Based on scale 1 to 5, the average response was more than 4. Brand image has positive and significant influence on purchase intention of Gen-Z. The finding indicates that brand image is very important for business management.

It suggested that the company needs to pay attention to consumer behavior in order to develop the company and be able to expand its market share and must be able to maintain or even improve positive image formed from Yamaha Aerox 155 products so that it can attract Gen-Z intention to buy.

Further and in-depth research is needed on other variables besides brand image, including the dimensions of the producer's image, user image and product image that influence consumer buying intention.

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