

The Effect Of Advertising, Brand Image And Lifestyle On Purchasing Decisions For Honda Scoopy Motorcycles

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The Effect Of Advertising, Brand Image And Lifestyle On Purchasing Decisions For Honda Scoopy Motorcycles (Case Study of Honda Scoopy Motor Bikers in Bengkalis)

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Abstract. This study aims to analyze the effect of advertising, brand image and lifestyle on purchasing decisions for Honda Scoopy motorbikes in Bengkalis. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study were 100 respondents, data processing using the IBM SPSS version 27 application with multiple linear regression analysis testing which includes validity test, reliability test, T test, F test, and coefficient of determination (R²). The results of this study indicate that: 1) Advertising has a positive and significant effect on purchasing decisions for Honda Scoopy motorbikes in Bengkalis, 2) Brand Image has a positive and significant effect on Purchasing Decisions for Honda Scoopy Motorbikes in Bengkalis, 3) Lifestyle has a positive and significant effect on the Honda Scoopy Motorcycle Purchasing Decision in Bengkalis, 3) the coefficient of determination (R²) is 0.565. This means that advertising, brand image and lifestyle affect the purchase decision of a Honda Scoopy motorcycle in Bengkalis by 56.5%, while the remaining 43.5% is influenced by other variables not examined in this study.

Keywords: Advertising, Brand Image, Lifestyle, Purchase Decision

Abstrak. Penelitian ini bertujuan untuk menganalisis pengaruh iklan, citra merek dan gaya hidup terhadap keputusan pembelian sepeda motor Honda Scoopy di Bengkalis. Penelitian ini menggunakan metode kuantitatif dengan menggunakan metode non probability sampling dengan purposive sampling. Sampel dalam penelitian ini sebanyak 100 responden, pengolahan data menggunakan aplikasi IBM SPSS versi 27 dengan pengujian analisis regresi linier berganda yang meliputi uji validitas, uji reliabilitas, uji T, uji F, dan koefisien determinasi (R²). Hasil penelitian ini menunjukkan bahwa: 1) Iklan berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Honda Scoopy di Bengkalis, 2) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy di Bengkalis, 3) Gaya Hidup berpengaruh positif dan signifikan terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy di Bengkalis, 3) nilai koefisien determinasi (R²) sebesar 0,565. Hal ini berarti iklan, citra merek dan gaya hidup berpengaruh terhadap keputusan pembelian sepeda motor Honda Scoopy di Bengkalis sebesar 56,5%, sedangkan sisanya sebesar 43,5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Iklan, Citra Merek, Gaya Hidup, Keputusan Pembelian

1. INTRODUCTION

The development of the times and the increasingly modern Lifestyle of this society can also lead to the development of increasingly varied and complex consumer needs. One of them is the need for transportable vehicles. Along with the increase in community mobility, which requires convenience in all its activities, and as a result of the increase in human population, it

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has a huge impact on meeting the needs of transportation, especially two-wheeled vehicles. Motorcycles, unlike cars, are in high demand compared to cars as they allow fast travel.

Motorcycles are the most popular among the public. Many other means of transportation. Compared to public transportation, Motorcycle are chosen to support daily life. Motorcycles are considered more practical and agile in order to get through the congestion that often occurs in Indonesia. In choosing a Motorcycle, people are increasingly selective in choosing a Motorcycle. Because of the many interests of the public in Motorcycle, the Motorcycles industry competes to attract the attention of consumers with various kinds of Motorcycle innovations and effectiveness (Pratama and Hayuningtias, 2022).

Honda itself has various types of Motorcycle. Starting from duck Motorcycle, sports Motorcycle, and automatic Motorcycle or commonly called scooters. The most popular type of Honda Motorcycles is an automatic Motorcycles, one of which is Scoopy. This Honda Scoopy automatic Motorcycle is a type of Honda Motorcycle that is of interest to the people of Indonesia, especially among young people. This Honda Scoopy Motorcycle has a contemporary design and also the toughness of the engine that has been tested to be the most important factor in determining the choice of an automatic Motorcycle. In addition, there are supporting features such as a cellphone charger, spacious luggage, and much more. Because of the many features, the sophistication of Honda Scoopy, many people decide to buy Honda Scoopy (Pratama and Hayuningtias, 2022).

PT Astra Honda Motor (AHM) offers a variety of matic motorcycles in Indonesia. One of of which has a unique character is the Honda Scoopy. The name Honda Scoopy comes from the word Scooter + Scoopy which means a scooter with a shape like a spoon (round or curve). Motorcycle concept Scoopy follows the Retro Modern flow which has a classic feel but packed with modern touch. Since its first release in May 2010, this motorcycle has often confirmed itself as the King of Retro Scooters in Indonesia. Honda Scoopy matic motorcycle has been Scoopy has spread to almost all provinces in Indonesia. This is evidenced by the existence of the Association of Scoopy Association (Septiani and Kusmayadi 2021).

Looking at the above phenomenon that based on AISI data for 2021-2022, sales of Honda brand Motorcycle dominate the first position in the market. In addition, Honda Scoopy Motorcycle are more attractive to consumers than other brands of automatic Motorcycle. Therefore, The Author is interested in testing and measuring how much influence Advertising,

*THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPY MOTOR BIKERS IN BENGKALIS)*

Brand Image and Lifestyle have on purchasing decisions, in this case The Author conducted research on the Honda Scoopy Motorcycles in Bengkalis.

Based on the description above, The Author are interested in conducting research with the title "The Effect of Advertising, Brand Image and Lifestyle on Purchasing Decisions for Honda Scoopy Motorcycles (Case Study of Honda Scoopy Motor Bikers in Bengkalis)". The results of this study this research is expected to find out how the effect of Advertising, Brand Image and Lifestyle on Purchasing Decisions.

The research objectives, to determine the partial effect of advertising, brand image, and lifestyle on purchasing decisions for honda scoopy motorbikes in Bengkalis and to determine the simultaneous influence of advertising, brand image, and lifestyle on purchasing decisions for honda scoopy motorbikes in Bengkalis.

2. LITERATURE REVIEW

According Tomarda 2018 in Lorinda and Amron (2023), Advertising is one of the paid promotional mix factors used by the industry to offer and sell its product to consumers by sharing data about these products in attractive packaging. According to Philip and Kevin 2016 in Tarigan et al. (2022), Brand Image is perception and beliefs made by consumers, as reflected in the associations that occur in consumers' memories. Brand Image are assumptions that arise from various information, beliefs, ideas, and impressions received by users on a particular product or service Based on Setiadi 2015 in Dermawan et al. (2021), Lifestyle can be broadly defined as the way people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). According to Philip and Keller (2016) in Rizal and Yani (2022), state that the core of consumer purchasing decisions is a process that combines knowledge to evaluate two or more cognitive behaviors and choose one of them.

The result of this study are in line with the result of research conduct by Nur'aeni and Hidayat (2022) with the title The Effect of Advertising, Brand Image, and Product Design on Purchasing Decisions Honda Scoopy Motorcycle. The results showed that partially Advertising had a significant effect on Purchasing Decisions Honda Scoopy Motorcycle. It means there is a positive and significant effect partially Advertising on purchasing decisions. Between the Effect of Advertising on Purchasing Decisions for Honda Scoopy Motorcycles in Bengkalis.

Meanwhile, the result of this study are in line with the result of research conduct by Binabu et al. (2023) with the title **The Influence of Lifestyle, Country of Origin and Brand Image on the Decision to Purchase a Honda Motorcycle**. The results showed that the significance on the Lifestyle variable. It means there is a positive and significant influence partially Lifestyle on purchasing decisions. Between the Effect of Lifestyle on Purchasing Decisions for Honda Scoopy Motorcycle in Bengkalis. Based on the test results that have been carried out, Honda Scoopy has a good Lifestyle in terms of consumer activities such as going to work and college using a Honda Scoopy Motorcycles, interest in the quality provided and opinions about the design of Honda Scoopy Motorcycles according to consumer tastes. This makes Honda Scoopy Motorcycles in great demand by Honda Scoopy Motor Bikers in Bengkalis. Honda Scoopy must be able to follow the Lifestyle of consumers in order to create more Purchasing Decisions in Bengkalis.

From this study there are four hypotheses, namely, H1 Advertising has a positive and significant effect on Purchasing Decisions, H2 Brand Image has a positive and significant effect on Purchasing Decisions, H3 Lifestyle has a positive and significant effect on Purchasing Decisions and H4 Advertising, Brand Image and Lifestyle has a positive and significant effect on Purchasing Decisions.

3. RESEARCH METHOD

The location of this research was conducted in Bengkalis. The type of study is associative research. The data used in this study are qualitative and quantitative. Source data of this study namely primary and secondary. The population in this study are all consumers Honda Scoopy Motor Bikers in Bengkalis. In this study, the population size is unknown. If the exact number of populations is not known, then the calculation of the number of samples can use the Cochran formula (Sugiyono, 2019).

$$n = \frac{Z^2 pq}{e^2}$$

Information:

n = Number of samples needed

Z = Normal curve for deviation 5% = 1.96

P = 50% chance of correct = 0.5

*THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPY MOTOR BIKERS IN BENGKALIS)*

q = 50% chance of lag = 0.5

e = Sampling error rate = 5%

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 96 \text{ person}$$

From the calculation results obtained a minimum sample size of 96 people. To get better population data results, the number of samples taken is 100 people.

In this study, the researcher used the Nonprobability Sampling method with the Purposive Sampling Technique. Based on Sugiyono (2019), Data collection techniques are the most strategic step in research because the main purpose of research is to obtain data. Without knowing the data collection techniques, this research will not get data that meets the data standards that have been determined. This study uses a collection of techniques based on techniques, namely questionnaire techniques, and literature study.

The measurement scale used in this study is the Likert Scale. The Likert scale is a measurement scale used to regulate attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, social phenomena have been specifically determined, and here in after referred to as research variables (Sugiyono, 2019).

According to Indriin (2019), the SPSS program was used to test this validity. The testing technique that is often used by researchers to test validity is using multiple correlations. This study uses IBM SPSS version 27. According to Wahyuni (2014), the level of reliability is empirically indicated by a number called the reliability coefficient value. According to Sugiyono (2018:220) an instrument is declared reliable if the reliability coefficient is at least 0.6. If the measuring instrument has a Cronbach Alpha <0.60 then the measuring instrument is not reliable.

This study has two independent variables and one dependent variable. Therefore just use the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Autocorrelation Test. The data analysis model used in this study is multiple linear regression. In this case, the researcher describes the typical hypothesis (specific) of the theory to be tested empirically using the t-test, f-test, and coefficient of determination test.

Based on the formulation of the problem, the authors formulate the following hypothesis:

H1: Advertising has a positive and significant effect on Purchasing Decisions

H2: Brand Image has a positive and significant effect on Purchasing Decisions

H3: Lifestyle has a positive and significant effect on Purchasing Decisions

H4: Advertising, Brand Image and Lifestyle has a positive and significant effect on Purchasing Decisions

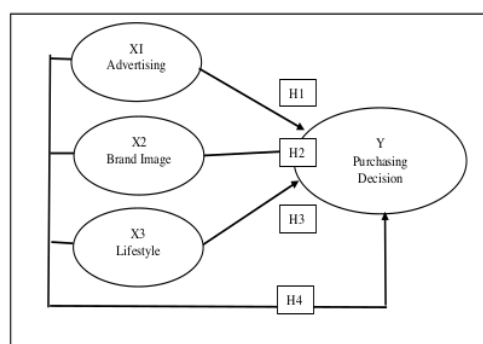


Figure 1. Research Model

Source: Data Processed, 2023

4. RESULTS AND DISCUSSION

This research was conducted in Bengkalis city. The object of research to be carried out is Honda Scoopy Motorcycle. The respondent data obtained will be tested with the classic assumption test. The classic assumption test used consists of a data normality test using the P-Plot test in the form of a diagonal line or holographic graph showing a normal distribution pattern, thus, the regression model fulfills the normality assumption. Based on the multicollinearity test results, all variables have a tolerance value above 0.10 and a VIF value <10. Thus, it can be concluded that the regression model in this study does not occur Multicollinearity between independent variables. Based on the Heteroscedasticity Test using the Scatterplot Graph shows that there is no clear pattern, as well as points that spread evenly below and above or around the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model in this study. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. Based on the results of the autocorrelation test, it is known that $DU < DW < 4 \cdot DU$. Thus, it can be concluded that there is no autocorrelation in the regression model in this study.

**THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPIY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPIY MOTOR BIKERS IN BENGKALIS)**

Table 1. Result of t Test

Model	Unstandardized		Standardized		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	2.748	1.483		1.852	.067		
Advertising	.121	.045	.192	2.672	.009	.875	1.142
Brand Image	.243	.038	.465	6.436	.000	.869	1.151
Lifestyle	.180	.028	.434	6.400	.000	.985	1.015

Source: Processed Data 2023 of SPSS 27

Based on table 1. Test the effect of the advertising variable (X1) on the decision to purchase Honda Scoopy motorcycles in Bengkulu. From the calculation it turns out that the t_{count} value (2.672) > t_{table} (1.98498) with a significant level of 0.005 < 0.05. So the conclusion is that H1 is accepted and Ho is rejected. This means that the advertising variable partially has a positive and significant effect on the decision to purchase Honda Scoopy motorcycle in Bengkulu.

The influence of the brand image variable (X2) on the decision to purchase Honda Scoopy motorcycles in Bengkulu. From the calculation results obtained the t_{count} value (6.436) > t_{table} (1.98498) with a significant level of 0.000 < 0.05. So the conclusion is H2 accepted and Ho rejected. This means that the brand image variable partially has a positive and significant effect on the decision to purchase Honda Scoopy motorcycles in Bengkulu.

Test the effect of lifestyle variables (X3) on the decision to purchase Honda Scoopy motorcycles in Bengkulu. From the calculation, it turns out that the t_{count} value (6.400) > t_{table} (1.98498) with a significant level of 0.001 < 0.05. So the conclusion is H3 is accepted and Ho is rejected. This means that the lifestyle variable has a positive and significant effect on the decision to purchase Honda Scoopy motorcycles in Bengkulu.

Based on table, it shows that the multiple linear regression equation obtained from the results of the analysis test is as follows:

$$Y = 2.784 + 0.121 X1 + 0.243 X2 + 0.180 X3 + e$$

The regression equation means the following, The constant value (a) is 2.784, this means that if the independent variables, namely advertising, brand image and lifestyle, are considered constant, the value of the dependent variable, namely the purchase decision, is 1.863 units. The regression coefficient value of Advertising (X1) is 0.121, This shows that the Advertising variable has a positive effect on Purchase Decision. The better the Advertising of displayed, the higher the level of Purchase Decision. The regression coefficient for Brand Image (X2) is 0.243, The better the brand given to consumers, the higher the level of Purchase Decision. The regression coefficient for Lifestyle (X3) is 0.180, The increasingly following consumers the Lifestyle, the higher the level of Purchase Decision.

Table 2. Result of F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.416	3	51.805	41.481	.000 ^b
	Residual	119.894	96	1.249		
	Total	275.310	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Lifestyle, Advertising, Brand Image						

Source: Processed Data 2023 of SPSS 27

Based on the test results in Table 4.22 it can be seen that the value F_{count} amounted to 41.481 with a value F_{table} 2.70 thus $F_{count} > F_{table}$ or $41.481 > 2.70$ and a significant level $0.000 < 0.05$ then H_0 is rejected and H_4 is accepted, it can be concluded that the Advertising (X1), Brand Image (X2) and Lifestyle (X3) simultaneously has a significant effect on Purchase Decision.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 ^a	.565	.551	1.11754
a. Predictors: (Constant), Lifestyle, Advertising, Brand Image				
b. Dependent Variable: Purchase Decision				

The magnitude of the influence between Advertising variables (X1), Brand Image (X2) and Lifestyle (X3) on Purchase Decision (Y) simultaneously can be seen from the magnitude of the correlation between Advertising, Brand Image variables and Lifestyle with the square (R Square) of the Purchase Decision variable. The coefficient of determination is defined as the square of the correlation coefficient squared and then multiplied by 100%. Based on the results of the R Square value of 0.565, which means that the Advertising, Brand Image and

*THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPY MOTOR BIKERS IN BENGKALIS)*

Lifestyle variables can affect the Purchase Decision variable by 56.5% and the remaining 43.5% is explained by other variables that affect Purchase Decision outside of this study.

As explained above, advertising influences purchasing decisions on Honda Scoopy motorcycles in Bengkalis. This shows that the Advertising variable has a positive effect on Purchase Decision. The better the Advertising of displayed, the higher the level of Purchase Decision. This research variable is the same as the research conducted by Nur'aeni and Hidayat (2022) with the title The Effect of Advertising, Brand Image, and Product Design on Purchasing Decisions Honda Scoopy Motorcycle.

Brand Image variable, this variable is a variable that also determines whether consumers are interested in buying a Honda Scoopy Motorcycles. In line with research conducted by Nur'aeni and Hidayat (2022) with the title The Effect of Advertising, Brand Image, and Product Design on Purchasing Decisions Honda Scoopy Motorcycle. This study also uses the Brand Image variable, the results of which show that the Brand Image variable has a positive and significant effect on Purchasing Decisions Honda Scoopy Motorcycle.

Furthermore, Lifestyle variable, this variable is a variable that also determines whether consumers are interested in buying a Honda Scoopy Motorcycles. in line with research conducted by Binabu et al. (2023) with the title The Influence of Lifestyle, Country of Origin and Brand Image on the Decision to Purchase a Honda Motorcycle.

All advertising, brand image and lifestyle variables have a significant influence on the decision to purchase Honda Scoopy motorcycles in Bengkalis. This finding is in line with research conducted by Nur'aeni and Hidayat (2022) with the title The Effect of Advertising, Brand Image, and Product Design on Purchasing Decisions Honda Scoopy Motorcycle and Binabu et al. (2023) with the title The Influence of Lifestyle, Country of Origin and Brand Image on the Decision to Purchase a Honda Motorcycle.

5. CONCLUSIONS AND SUGGESTIONS

Conclusions:

1. Based on the results of linear regression testing between the Advertising, this shows that the Advertising (X1) has positive and significant effect on Purchasing Decisions (Y) of 0.121, meaning that if the Advertising variable (X1) increases by 1 level, assuming that the Brand Image variable (X2), Lifestyle (X3) and constant (a) is 0 (zero), then Purchase Decision increases by 12.1%. Having a positive effect will

certainly make customers more interested in making purchases and Advertising factors can influence customers to make purchasing decisions.

2. ²⁵ Based on the results of linear regression testing between the Brand Image, this shows that the Brand Image (X2) has positive and significant effect on Purchasing Decisions (Y) of 0.243, meaning that if the variable Brand Image (X2) increases by 1 level with the assumption that the Advertising variable (X1), Lifestyle (X3) and constant (a) is 0 (zero), then Purchase Decision increases by 24.3%. Brand Image is also one of the factors that cause someone to be interested in making a purchase, customer tend to see and assess the image of a product brand before making a decision. The Honda Scoopy Motorcycle brand image will greatly influence consumers in making purchasing decisions.
3. Based on the results of linear regression testing between the Brand Image variable and the Purchase Decision variable, this shows that the Lifestyle (X3) has positive and significant effect on Purchasing Decisions (Y) of 0.180, meaning that if the variable Lifestyle (X3) increases by 1 level with the assumption that the Advertising variable (X1), Brand Image (X2) and constant (a) is 0 (zero), then Purchase Decision increases by 18%. Having a positive effect will certainly make customers more interested in making purchases and Lifestyle factors can influence customers to make purchasing decisions.
4. From the results of simultaneous testing conducted between three independent variables and one dependent variable simultaneously, it can be obtained that Advertising, Brand Image and Lifestyle simultaneously have a positive and significant effect on Purchase Decision on Honda Scoopy Motorcycle products in Bengkalis. From the calculation of the coefficient of determination (R²) of 56.5% is a value that can explain the purchase decision of the three variables, namely Advertising and Brand Image and Lifestyle and the remaining 43.5% is explained by other variables that effect Purchase Decision outside of this study.

Suggestions:

1. Honda companies must continue to innovate and think about how products can survive in the global automotive market, so that Indonesians increasingly choose Scoopy because of lifestyle and brand image as the main choice. Improved on the design of more sophisticated and modern features to attract consumer interest and

**THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPY MOTOR BIKERS IN BENGKALIS)**

also conduct market research and ask for input from consumers regarding the design of the products produced. Because then the company can find out what needs to be improved and maintained.

2. From the results of this study, it can be suggested that there are still consumers who are hesitant about the presence of Honda Scoopy Motorcycles as premium automatic Motorcycles on Bengkalis, the company need to raise image about the Honda Scoopy brand through intensive Advertising and others.
3. This study uses a questionnaire as a data collection technique, the results are likely to be biased. Therefore, it is recommended for further researchers to add other data collection techniques such as interviews to avoid bias and the data obtained are in accordance with the actual conditions.
4. Future research is expected to improve the limitations of this study by increasing the number of samples and research variables such as consumer perceptions, price perceptions, customer values and others which are considered to be able to influence purchasing decisions, the company will get better and comprehensive results.

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*THE EFFECT OF ADVERTISING, BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS
FOR HONDA SCOOPY MOTORCYCLES
(CASE STUDY OF HONDA SCOOPY MOTOR BIKERS IN BENGKALIS)*

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The Effect Of Advertising, Brand Image And Lifestyle On Purchasing Decisions For Honda Scoopy Motorcycles

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13
