

The Effect Of Product Innovation, Consumer Attitude And Advertising At The Purchase Decision Of Yamaha Motorcycle In CV Sejati Mitra Motor Medan Marelan

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Abstract: Yamaha as a growing automotive company realizes intense competition among automotive industries. Yamaha continuously convinces the consumers provide the best further. There are many Yamaha distributors in Medan selling various parts of its products. Nowadays, in Indonesia, the selling of motorcycle is still dominated by four well-known brands such as Honda ,Yamaha, Suzuki , and Kawasaki. These brands have been familiar to the Indonesian. Yamaha, one of the biggest motorcycle companies in the world, is the second leading company selling motorcycle in Indonesia. In 2012, the selling of Yamaha Motorcycle was recorded as many as 2.433.354 units, while as many as 3.147.873 units were registered at AISI (Indonesian Motorcycle Industry Association) in 2011. Target market of Yamaha decreased to 39.14% in 2011 and to 34.07% in 2012. The purpose of the study was to find out and analyze the influence of product innovation, consumer's attitude and advertisement attraction on the decision to buy Yamaha Motorcycle at CV. Mitra Motor Sejati Medan Marelan. The data obtained were analyzed through multiple linear regression tests. The result of the study showed that simultaneously the innovation of product, customer's attitude and advertisement attraction had a positive and significant impact on the decision to buy Yamaha motorcycle. Partially, the product innovation and customer's attitude had a positive and significant impact on the decision to buy Yamaha motorcycle. Determination coefficient showed the ability of the innovation product (X1), the consumer's attitude (X2), and advertisement attraction (X3) could explain the adequately strong variation on the decision to buy Yamaha Motorcycle.

Index Terms: Product innovation, customer's attitude, advertisement attraction, buying decision.

1 INTRODUCTION

In introducing its products, Yamaha aggressively carried out promotional activities to attract consumers' buying interest, between making advertisements through print or electronic media, distributing leaflets to the public, holding musical performances, and holding free services for Yamaha motorcycle users. Advertising is based on information about the advantages and benefits of a product, which is then arranged in such a way that it raises interest in those who see or hear it, thus advertising will influence consumers' buying behavior towards a product (Shimp, 2003). To be more attractive to consumers, Yamaha uses advertising stars from celebrities or people who are known to the general public. Among others, Jorge Lorenzo (MotoGP 2009 Runner-Up), Valentino Rossi, Komeng, Dedy Mizwar (Indonesian Artist) and others. This strategy is expected to have a direct impact on the level of Yamaha motorcycle sales. The emergence of new competitors located adjacent to each Yamaha dealer in Medan will also hamper the level of motorcycle sales. Honda is one of the competitors who opens a dealer that is located close by. This causes consumers to compare products before choosing and buying products that are in line with their wishes and expectations. Report on sales of Yamaha motorcycles for all types at CV Mitra Sejati Medan Marelan during January - December 2012 showed in Table 1.

Table 1. Yamaha Motorcycle Sales at CV Mitra Motor Sejati Medan Marelan during January - December 2012

| Month | Selling (Unit) | Percentages (%) |
|------------------|----------------|-----------------|
| January | 130 | 8.93 |
| February | 143 | 9.83 |
| March | 125 | 8.59 |
| April | 142 | 9.76 |
| May | 106 | 7.29 |
| June | 118 | 8.11 |
| July | 134 | 9.21 |
| August | 137 | 9.42 |
| September | 128 | 8.80 |
| October | 110 | 7.56 |
| November | 89 | 6.12 |
| December | 93 | 6.39 |
| Total | 1.455 | 100 |
| Mean Percentages | | 8,33 |

Source: CV Mitra Motor Sejati Medan Marelan (2013)

In Table 1.1 it can be seen that the number of Yamaha motorcycle sales varies and shows a downward trend in the sales of the last six months in 2012. The tendency of a decline occurs because many factors influence consumers in taking final decisions in considering product purchases, including product innovation, attitude consumer and ad attractiveness. In 2012 it was not a pleasant year for Yamaha. Even though in MotoGP they managed to become champions but for marketing problems, Yamaha was entering a gray period. Yamaha sales in the world have decreased, as well as talking about the benefits that Japanese companies get. In its financial report, Yamaha revealed that their sales in 2012 had fallen 5.4% compared to 2011. In 2012 Yamaha reported sales of 1.207 trillion yen down from the previous year which reached 1.276 trillion yen. While profit decreased by 72.2% to 7.5 billion yen in 2012 from 27 billion yen in 2011. Yamaha successfully released 6.09 million motorcycles worldwide. This figure dropped by 6.98 million motorcycles that they were able

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to sell worldwide in 2011. The decline in Yamaha's sales and profits was due to a decrease in demand for motorcycles in Europe, Indonesia and Brazil and adjustments in stock levels in emerging markets. Indonesia is a very potential market for other countries to market their products. Already many motorcycle manufacturers from various countries have entered the automotive market in Indonesia. The Indonesian Motorcycle Industry Association (AISI) estimates that the motorcycle market will continue to increase in the coming years with increases ranging from 12.5 to 15 percent, so that it is estimated that before 2015, Indonesia's motorcycle market can reach more than 10 million units. Based on the background and the problems described above, research is carried out with the title: "The Influence of Product Innovation, Consumer Attitudes and Attractiveness of Ads on Purchasing Decisions of Yamaha Motorcycles at CV Mitra Motor Sejati Marelان Medan.

Research Purposes

1. To determine the effect of Product Innovation, Consumer Attitudes and Attractiveness of Ads on the Decision of Yamaha Motorbike Manufacturing at CV Mitra Motor Sejati Marelان Medan.
2. To find out the effect of Product Innovation on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelان.
3. To determine the influence of Consumer Attitudes on the Purchase Decision of Yamaha Motorbike at CV Mitra Motor Sejati Medan Marelان.
4. To find out the effect of Ad Attractiveness on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Marelان Medan.

Hypothesis

1. Product Innovation, Consumer Attitudes and Attractiveness Advertising has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelان.
2. Product Innovation has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelان.
3. Consumer attitudes have a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelان.
4. Attractiveness of Ads has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelان.

2.METHODOLOGY

The research used is descriptive quantitative research that measures the strength of the relationship between two or more variables. The population of this study was the number of all registered customers who bought Yamaha motorbikes in 2012, totaling 1455 consumers at CV Mitra Motor Sejati Medan Marelان. In this study, the classic assumption test that will be used is data normality test, multicollinearity test and heterosensitivity test. Data analysis method used in this study uses a multiple linear regression analysis model with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = purchase decision

a = Constants

b₁, b₂, b₃ = regression coefficient of independent variables

X₁ = Product Innovation

X₂ = consumer attitude

X₃ = Ad Attractiveness

e = Variables that are not examined

3.RESULTS AND DISCUSSION

Classic Assumption Testing

1. Normality Test

Normality test described into Figure 1 below.

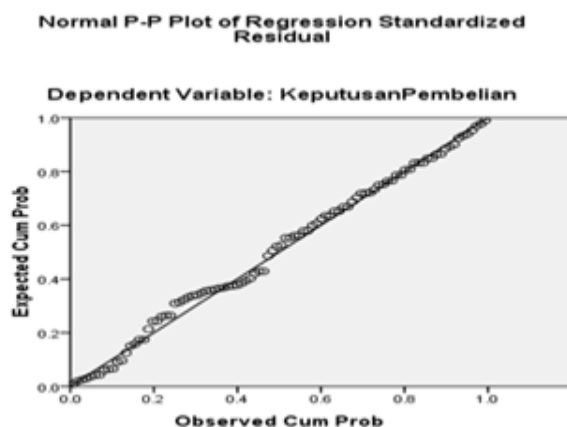


Figure 1. Normality test

Source: Research Results, 2013 (Data processed)

Figure 1 above, shows that the data has been normally distributed and the regression equation has met the norms of normality.

2. Multicollinearity Test

Table 2 showed Multicollinearity Test Results Coefficients a

| Model | Collinearity Statistics | |
|-----------------------|-------------------------|-------|
| | Tolerance | VIF |
| Product inovation | .352 | 2.839 |
| 1 Consument behaviour | .416 | 2.405 |
| Add attractiveness | .457 | 2.186 |

a. Dependent Variable: Purchase Decision

Source: Research Results, 2013 (data processed)

In Table 2, the results of product innovation variables, consumer attitudes and ad attractiveness of VIF values are less than 10 and tolerance values close to 1. This shows product innovation, consumer attitudes and ad attractiveness do not occur in multicollinearity symptoms.

3. Heteroscedasticity test

Based on Figure 2, heteroscedasticity does not occur so that

the regression model is suitable to be used to predict purchasing decisions based on independent variables.

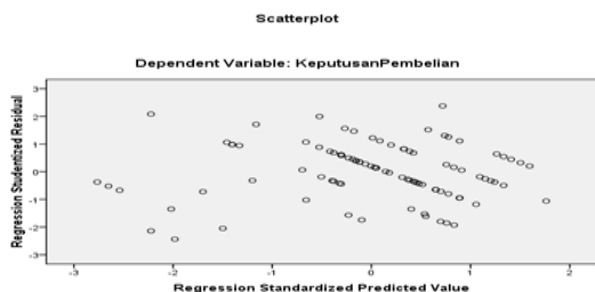


Figure 2. Heteroscedasticity Test

4. Hypothesis testing

Multiple Linear Regression Test Results

Table 3. Multiple Linear Regression Test Results Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | t | Sig. |
| (Constant) | 3.053 | .758 | | 4.028 | .000 |
| Product innovation | .255 | .069 | .39 | 3.680 | .000 |
| Consumer behaviour | .187 | .078 | .24 | 2.409 | .018 |
| Add attractiveness | .141 | .057 | .23 | 2.488 | .015 |

Dependent Variable: Purchase Decision

Source: Research Results, 2013 (Data processed)

Based on Table 4.10. then the multiple linear regression equation in this study is as follows:

$$Y = 3,053 + 0,255X1 + 0,187X2 + 0,141 X3$$

Table 4. Determination Coefficient Value (R Square) Summary model

| Model | R Square | | | |
|-------|-------------------|----------|-------------------|----------------------------|
| | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .792 ^a | .627 | .614 | .98237 |

a. Predictors: (Constant), Attractive Advertising, Attitude Consumer, Product Innovation

b. Dependent Variable: Purchase Decision

Source: Research Results, 2013 (data processed)

Based on Table 4 above the value of Adjusted R Square is 0.614 meaning that the ability of product innovation (X1), consumer attitude (X2) and ad attractiveness (X3) can explain the variation of the purchasing decision is 61.4%, the remaining 38.6% is explained by independent variables that are not examined such as price and location.

Table 5 showed Simultaneous Hypothesis Testing Results

ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|-------------------|
| Regression | 145.698 | 3 | 48.566 | 50.325 | .000 ^a |
| Residual | 86.855 | 90 | .965 | | |
| Total | 232.553 | 93 | | | |

a. Predictors: (Constant), Attractive Advertising, Attitude Consumer, Product Innovation

b. Dependent Variable: Purchase Decision

In Table 5, F results obtained calculated 50.325 while F table at $\alpha = 0.05$ with a numerator of 3 and a denominator of 90 obtained table F 4.73 of this result is known $F_{count} > F_{table}$, and significance 0.000 or smaller than $\alpha = 0.05$ So the position of the significance test point is in the rejection area of H_0 or it can be concluded that H_1 is accepted which means product innovation, consumer attitudes and attractiveness of advertising together have a positive and significant effect on purchasing decisions.

Hypothesis Testing Results Partially

The partial test results state that a variable inflation, interest rate, rupiah exchange rate, return on assets, debt to total equity ratio, non-performing loans and Net Interest Margin have a significant effect on the movement of stock returns of banking companies.

DISCUSSION

Effect of product innovation, consumer attitudes and attractiveness of advertisements on purchasing decisions

The results of the research that has been done, simultaneously product innovation, consumer attitudes and ad attractiveness have a positive and significant effect on the purchase decision of CV Mitra Motor Sejati Medan Marelan. This shows that product innovation, consumer attitudes and ad attractiveness have a significant effect on increasing purchasing decisions. Product innovation as the creation of new products that can be marketed and the process of changing applications for new technologies into products that can be marketed, consumer attitudes describe consumer trust in various attributes and benefits of the object which is a consistent response both positive and negative responses to the product As a result of the process of evaluating products and advertising is a marketing effort that provides a variety of short-term intensive efforts to encourage the desire to buy products, advertising activities aimed at influencing buying behavior inform, persuade and remind.

Effect of product innovation on purchasing decisions

The results showed that product innovation had a positive and significant effect on the purchase decision of CV Mitra Motor Sejati Medan Marelan. Product innovation is the creation of new products that can be marketed and the process of changing applications for new technologies into products that can be marketed According to Lamb at .al (2001) "Product innovation is a marketing strategy that requires the creation of new products that can be marketed, the process of changing applications for new technologies into products that can be marketed. Thus product innovation plays an important role in

terms of increasing purchasing decisions. Product innovation for each company must develop new products. New product innovations shape the future of the company. Replacement products must be created to maintain or build sales. Companies can add new products through acquisitions and / or new product innovations. "

Effect of consumer attitudes on purchasing decisions

The results showed that consumer attitudes had a positive and significant effect on the purchase decision of CV Mitra Motor Sejati Medan Marelan. Consumers' attitude as giving a response to an object is either liked or disliked consistently. According to Robbins (2006) consumer attitudes are evaluative statements or judgments relating to objects, people or events. The results of this study are supported by previous research by Wahyuni (2008) conducting a study with the title: "The Effect of Consumer Motivation, Perception, and Attitude on the Decision to Purchase" Honda "Brand Motorcycles in the West Surabaya Region. The purpose of this study was to determine and analyze the influence of motivation, perceptions and attitudes of consumers on purchasing decisions.

Influence of ad attractiveness on purchasing decisions

The results showed that the variable attractiveness of advertising had a positive and significant effect on the purchase decision of CV Mitra Motor Sejati Medan Marelan. Ads that have the ability to attract market attention (audience) goals, messages to be delivered can be presented in an attractive and creative delivery style, advertising allows everyone to receive the same message about the product being advertised, the same ad message can be repeated to stabilize receiving information, and the high frequency of ad serving will allow people to easily understand and remember the ad According to Tjiptono (2004) revealed that attractive advertising is an ad that has an appeal that has the ability to attract market attention (audience) targets. The results of this study are supported by previous research by Sulistiani (2004) conducting a study with the title: "Analysis of the Influence of Marketing Communication and Brand Image and Attractiveness of Ads on Samsung Mobile Purchasing Decisions (Survey of Samsung Care Bimasakti Visitors Malang). The purpose of this research is to find out and analyze the influence of marketing communication and brand image and attractiveness of advertisements. The research method used by using multiple linear regression analysis models. From the F test results, it is known that marketing communication and brand image and attractiveness of ads have a positive and significant effect on the purchase decisions of Nokia mobile phones and based on the t test, it is known that partially marketing communication and brand image and attractiveness of ads have a positive and significant influence on purchasing decisions, which are dominant. affect the purchase decision of Samsung Mobile in Bimasakti Care Malang is the attraction of advertising.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion in the previous chapter it can be concluded as follows:

1. Product innovation, consumer attitudes and advertising attractiveness simultaneously have a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelan.

2. Partial product innovation has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelan.
3. The partial attitude of consumers has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelan
4. The partial attitude of consumers has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles at CV Mitra Motor Sejati Medan Marelan
5. The coefficient of determination shows that the ability of product innovation, consumer attitudes and attractiveness of advertisements can explain the variation of the purchase decision of 61.4% while the remaining 38.6% is explained by independent variables not examined.

Suggestion

Based on the previous conclusions, the researcher suggests the following:

1. It is recommended that Yamaha companies and distributors of CV Mitra Motor Sejati Medan Marelan must fulfill the desires of consumers by creating and selling product innovations in accordance with consumer desires. Product innovations created must be adapted to keep up with current technological developments and trends.
2. It is suggested that CV Mitra Motor Sejati Medan Marelan must pay attention to the attitude of consumers by looking at the desires of consumers, seeing market demand and giving confidence to consumers that the products offered are free of defects.
3. It is recommended that Yamaha Companies and CV Mitra Motor Sejati Medan Marelan make attractive advertisements by providing clear and accurate information on the marketed products.
4. The next researcher is expected to be able to add another variable that has a big influence on the management of the company tables and figures will be processed as images. You need to embed the images in the paper itself. Please don't send the images as separate files.

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