THE INFLUENCE OF LIFESTYLE AND POPULARITY ON BUYING DECISION AND BRAND EXPERIENCE VARIO MOTORCYCLE (CASE STUDY OF THE VILLAGE TEMBILAHAN KOTA KECAMATAN TEMBILAHAN DISTRICT INDRAGIRI DOWN)

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Article Information

Keywords

Abstract

The development of the industrial world, especially the automotive industry in Indonesia, has experienced quite a significant development, this is indicated by the number of requests which each year increases, in line with the needs and demands of the community for adequate transportation facilities. Indonesian people, especially in the city of Tembilahan, are now more fond of automatic motorbikes than the duck type. The type of duck motorbike is a type of small motorcycle that is built on a frame that mostly consists of a large diameter pipe. There are several factors that researchers see that occur in the field, especially in purchasing products, namely the lifestyle in the environment and the existing popularity. The results of the study: Lifestyle does not affect purchasing decisions. Popularity influences purchasing decisions Lifestyle and popularity influence purchasing decisions as a whole. And the path analysis obtained an indirect effect of lifestyle on brand experience through purchasing decisions, namely -, 125%, while the indirect effect of popularity on brand experience through purchasing decisions is 7.14%.

INTRODUCTION

The development of the industrial world, especially the automotive industry in Indonesia, has experienced quite a significant development, this is indicated by the number of requests which each year increases, in line with the needs and demands of the community for adequate transportation facilities.

This is proven by the increasingly crowded city streets and increasingly congested traffic by motorized vehicles. This is followed by the birth and growth of new companies that always make their best efforts to gain and maintain existing market share.

In fulfilling such high market demand, producers, especially the motorcycle industry that produces vehicles, have many reasons to fulfill all the demands of potential buyers. The following is the total market share of the motorcycle industry as follows:

Merek	Januari	Februari	Persen
Honda	441.165	407.728	77,11%
Yamaha	110.110	102.487	19,31%
Suzuki	9.100	8.560	1,%
Kawasaki	8.606	13.002	1,96%
TVS	143	49	0,02%
Total	569.124	531.826	100%

Based on the Table some companies dominate the share of the market or have some sales highest in the market in the country. Sales of bicycles motorcycles in Indonesia increased in April 2019 then. Data from the Association of Industrial Bike Motor Indonesia (AISI) showed an increase in sales of as much as 19.4% percent when compared to February 2018. Honda is on rank first with a share of the market amounted to 77, 11 %. The competition which increasingly competitive makes some manufacturers of motors are doing various kinds of strategies and issuing various kinds of types of products to be able to compete with companies motorcycle more.

The Indonesian people, especially those in the city of Tembilahan, now prefer automatic motorbikes compared to motorbikes. This type of motorbike is a type of small bicycle motorbike that is built on the largest frame consisting of large diameter pipes.

Community dominates the segment of the market of motor cost with ease of use as a scooter, a model that is suitable for men and women, and the nature of control that can be relied upon. Before the advent of motor types Matic, the motor types of ducks are very in enjoy doing and become a trend in the society at the time it was. Along with the development of the times and the advancement of technology, today the demand for the motor type of duck decreased since the advent of motor types Matic are now being crowded and many interested people in Indonesia, especially in cities Tembilahan.

There are several factors that researchers see that occur in the field, especially in making product purchases, namely the lifestyle in the environment and the existing popularity.

Several studies are related to research conducted by Pangestu and Sri Suryoko (2016), with the results showing that lifestyle and price variables have a positive and significant effect on purchasing decisions. This can be seen from the results of linear regression analysis of simple variables of lifestyle on purchasing decisions and t-test. Of the two variables analyzed partially and simultaneously the coefficient value of the price variable is greater than the lifestyle variable. From these two variables, it was also found that the price variable had a major effect on the purchasing decision of Peacockoffie Semarang, namely 0.288 while the lifestyle variable was 0.057. While the coefficient of determination (R^2) shows the results of the analysis of 19,6 % variable decision of purchase can be explained by two variables that, while the remaining 80.4% is explained by variables other. Suggestions that can be given to improve purchasing decisions Peacockoffie should establish a standard operating procedure (SOP) in service and product presentation. Raharjo (2012), with the results of the study showing that the quality variable has a positive and significant influence on consumer purchasing decisions. With such a hypothesis first received. The results of the regression analysis show that the price variable has a positive and significant effect on consumer purchasing decisions. With such a hypothesis both

accepted. The results of the regression analysis show that the promotion variable has a positive and significant effect on consumer purchasing decisions. With such a hypothesis third received. The results of the analysis of regression showed that the variables awareness of the brand (brand awareness) gives influences positively and significantly to the decision of purchasing consumer. With such a hypothesis fourth received. The results of the analysis of regression showed that the variable image of the brand (brand image) gives influence positively and significantly to the decision of purchasing consumer. With such a hypothesis, the fifth received results of the analysis of regression showed that the variable personality of the brand (brand personality) give influence positively and significantly the decision of purchasing consumer. With such a hypothesis sixth accepted. The results of the analysis of regression showed that the variables popularity (popularity) gives influence positively and significantly to the decision of purchasing consumer. With such a hypothesis seventh accepted. The results of the analysis of regression showed that the variables sale is a variable that gives the effect of the most dominant in the decision of buying a car Hyundai i20, which is the value of the coefficient of 0.336. With such variable promotion is the variable that is most dominant in the decline in sales of cars Hyundai i20.

However, determining a decision can also be influenced by other variables such as brand experience. In the opinion of Brakus et al. in Setyawan and Michael Adiwijaya (2018) states that the brand experience is as sensations, feelings, cognition, and responses of consumers are generated by the brand, associated stimuli are caused by the design of the brand, the identity of the brand, communications marketing, people and environment brand such. So that the brand experience can be said as a response to the internal and subjective of the customer after doing contact directly or not directly with companies.

Brand experience is a consumer's internal response after making direct or indirect contact with a product. Brand experience is very important for the company to create a moment that is beautiful and immediately be accepted by consumers so as consumers will feel appreciated and catch the impression that both of the companies after doing a purchase. Consumers who have been doing the contact is direct and not directly with a product will appear impression in private through the emotions that will determine the choice of consumers. The positive brand experience gained by consumers will push them to decide between buying the product-specific (Brakus et al., 2009). As a product provider, it is necessary to look at important things that affect the consumer experience in playing futsal. Experiences that come from consumers, especially the students certainly have a variety of considerations to finally take the decision.

Meanwhile, research related to brand experience was conducted by Setiawan and Michael Adiwijaya (2018) with partial research results. Brand Awareness influences the Purchase Decision of consumers Baskhara Futsal Arena Surabaya. In partial, Brand Experience influences the Purchase Decision (Y) on consumer Baskhara Futsal Arena Surabaya. In partial, Word of Mouth influences the Purchase Decision of consumers of Baskhara Futsal Arena Surabaya. By simultaneous or together Brand Awareness, Brand Experience and Word of Mouth influences the Purchase Decision on consumers Baskhara Futsal Arena Surabaya. Of the three variables independently, Brand Experience which has the effect of dominant against the Purchase Decision on consumers Baskhara Futsal Arena Surabaya

The formulation of the problem that the researcher will propose includes how much lifestyle has a direct or indirect effect on the decision to buy a vario motorbike in Tembilahan City Village, Tembilahan District, Indragiri Hilir Regency, how much popularity has a direct or indirect effect on the decision to buy a vario motorbike in Tembilahan Kota Village Tembilahan Subdistrict, Indragiri Hili Regency, how much does lifestyle affect directly or indirectly on the brand experience of vario motorbikes in Tembilahan City Village, Tembilahan District, Indragiri Hilir Regency, how much popularity has a direct or indirect effect on the brand experience of vario motorbikes in Tembilahan Village Kota Kecamatan Tembilahan, Indragiri Hilir Regency, and how much the purchase decision has a direct or indirect effect on the brand experience of the vario motorbike in Tembilahan Village, Tembilahan District, Indragiri H Regency ilir.

The purpose of this study was to determine how much lifestyle has a direct or indirect effect on the decision to buy a vario motorbike in Tembilahan City, Tembilahan District, Indragiri Hilir Regency, to find out how much popularity has a direct or indirect effect on the vario motorcycle purchase decision in Tembilahan Village. Kota Tembilahan District, Indragiri Hilir Regency, to find out how much lifestyle has a direct or indirect effect on the brand experience of vario motorbikes in Tembilahan Village, Tembilahan District, Indragiri Hilir Regency, to find out how much popularity has a direct or indirect effect on the brand experience of the vario motorbike in Tembilahan Village, Tembilahan District, Indragiri Hilir Regency, and to find out how much the purchase decision has a direct or indirect effect on the brand experience of the Vario motorbike in the Village Tembilahan City, Tembilahan District, Indragiri Hilir Regency.

METHODS

This study uses quantitative research, quantitative research, quantitative research according to Echdar (2017), quantitative research is research that uses quantitative data (form data or extrapolated data). Quantitative methods are also called traditional methods because this method has been a traditional research method. This method is a scientific method because it meets scientific principles, namely concrete, objective, measurable, rational, and systematic, using statistical analysis.

The object of the research was carried out in the community who purchased Honda Vario motorbikes in Tembilahan City Village, Tembilahan District, Indragiri Hilir Regency.

Population according to Sugiyono (2010), states that the population is a generalization area consisting of objects and subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. So that becomes the target population in the study of this is the community village of Tembilahan Kota subdistrict Tembilahan district Indragiri Hilir who has been doing a purchase Motorcycles, Honda Vario.

The sample according to Sugiyono (2010) states that the sample is part of the population that has certain characteristics or conditions to be studied. Because not all data and informants will be processed and not all people or objects will be examined, but it is sufficient to use a representative sample. Based on the number of population of the magnitude of the number is not known by the researchers then determining the sample in the study of this. Research using techniques withdrawal sample method Issac with the level of error of 10%. The following is the determination of the sample in this study :

$$N = \frac{Z^{2\,\alpha/2}}{4e^a}$$

Then the samples are the number of samples obtained for 96 samples which be sampled in the study of this.

Types and sources of data in this study use two types and data sources including primary data and secondary data. Primary data is a data source that directly provides data to data collectors. The primary data obtained from answers to questionnaires distributed to respondents, people who have bought and used motorcycles Honda Vario in the village of Tembilahan Kota subdistrict Tembilahan district Indragiri Hilir, and secondary data is a data source that does not directly provide data to data collectors, for example through others or documents. In this study, secondary data obtained from the data contained in journals, the internet, previous research reports, and books supporting books more.

The data analysis technique in this study uses path analysis, path analysis is a development technique of multiple linear regression. This technique is used to test the amount of contribution (contribution) which shows by the path coefficient on each path diagram of the causal relationship between the variables X1, X2, and X3 to Y and their impact on Z (Basuki and Nano Prawoto, 2017), the stages of the path analysis are:

1. Sample Data
   a. Validity test

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      b. Reliability Test
2.   Testing Data Analysis Requirements
      a. Normality Test of Estimated Error Data
      b. Regression Linearity Test
3.   Calculating Path Coefficients (Sample Data)
4.   Finding and Testing the Significance of Path Coefficients.
5.   Looking for the magnitude of direct, indirect, and total influence.
6.   Interpretation.

RESULT

There are several stages in the path analysis process in answering research hypotheses based on research data analysis, as follows:

First Stage

The first stage in the path analysis process can be formulated a correlation diagram for the independent variable as well as the dependent variable and variable Z, as follows:
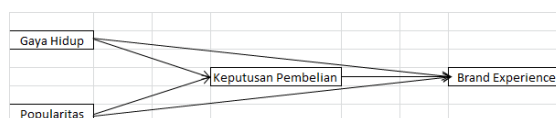
Based on these diagrams, lifestyle, popularity, purchasing decisions, and brand experience are formulated.

Test Ex inherits

Based on the linearity test on the relationship between lifestyle and popularity of purchasing decisions, you can use the Anova table, stated linearity if the significance value is above 0.05, then it can be stated linear and vice versa. then the following results from the equation from the linearity test are:

Model	F	Sig
Regression	7,257	.001
Residual		
Total		

Based on the results of the table above, a significance value of below 0.05 can be generated or it can be stated that the lifestyle and popularity of decisions are linear. The following are the results of research on brand experience :

Model	F	Sig
Regression	952.700	.000
Residual		
Total		

So based on the table of lifestyle and popularity of *brand experience* using path analysis, it can be stated or linear.

Path Analysis Calculations

a. The Effect of Lifestyle and Popularity on the Decision to Purchase a Vario Motorbike in the Village of Tembilahan District, Indragiri Hilir Regency Combined and Partially

Coefficients³

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.886	2.472		4.404	.000
	Gaya Hidup	-.080	.120	-.066	-.664	.508
	Popularitas	.424	.111	.376	3.806	.000

a. Dependent Variable: Keputusan Pembelian

Based on the table above, the magnitude of the influence of lifestyle is -0.066 and popularity is 0.376

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367ᵃ	.135	.116	1.34545

a. Predictors: (Constant), Popularitas, Gaya Hidup

Based on the table above, it can be seen that the R square value is 0.135, this figure shows that lifestyle and popularity are combined with purchase decisions, while the rest is influenced by other factors not examined.

b. The Effect of Lifestyle and Popularity on the Vario Motorcycle *Brand Experience* in Tembilahan Village, Indragiri Hilir Regency, Combined and Partially

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.371	.657		-.564	.574
	Gaya Hidup	1.524	.029	.989	52.327	.000
	Popularitas	-.036	.029	-.025	-1.229	.222
	Keputusan Pembelian	.025	.025	.019	.981	.329

a. Dependent Variable: Brand Experience

Based on the table above, the magnitude of the influence of the lifestyle is 0.989, the popularity is -0.025 and the purchase decision is 0.019.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984ᵃ	.969	.968	.32518

a. Predictors: (Constant), Keputusan Pembelian, Gaya Hidup, Popularitas

Based on the table above, it can be seen that the R square value is 0.969, this figure shows that lifestyle, popularity, and purchasing decisions with brand experience are combined while the rest is influenced by other factors that are not examined.

Influence Calculations

a. Direct Influence
    1) The Effect of Lifestyle on Purchasing Decisions
        $X_1 \rightarrow Y_1 = -0.066$ or -6.6%
    2) The Effect of Popularity on Purchasing Decisions
        $X_2 \rightarrow Y_1 = 0.376$ or 37.6%
    3) The Effect of Lifestyle on *Brand Experience*
        $X_1 \rightarrow Y_2 = 0.989$ or 98.9%
    4) Effect of Popularity on *Brand Experience*
      $X_2 \rightarrow Y_2 = -0.025$ or 0.02%

b. Indirect Influence
    1) Lifestyle Influence Of *Brand Experience* Through Purchase Decision
        $X_1 \rightarrow Y_1 \rightarrow Y_2$
    $(-0.066 \times 0.19) = -0.012 = -1.25\%$
    2) The Influence of Popularity on *Brand Experience* Through Purchasing Decisions
        $X_2 \rightarrow Y_1 \rightarrow Y_2$
    $(0.376 \times 0.19) = -0.071 = 7.14\%$

CONCLUSIONS

Then the conclusions obtained in this study consist of:
a. Lifestyle does not affect purchasing decisions.
b. Popularity influences purchasing decisions
c. Lifestyle and popularity have a combined effect on purchasing decisions
d. Path analysis obtained an indirect effect of lifestyle on *brand experience* through purchasing decisions, namely -, 125%, while the indirect effect of popularity on *brand experience* through purchasing decisions is 7.14%.

Suggestion

So the suggestions that can be made by researchers are :

a. It is hoped that companies, especially automatic motorbikes, can increase their marketing even better

b. Popularity is the most dominant variable in influencing purchasing decisions, for that the company further enhances the strategy that can increase popularity among buyers. One of the ways that can increase popularity is by increasing or using the marketing mix.

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