

The Effect of Sales Promotion and Brand Awareness on Purchase Intention Yamaha Lexi Motorcycle

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Abstract: The purpose of this research was to determine the effect and the correlation of sales promotion and brand awareness on purchase intention of Yamaha LEXI. The respondents were motorcycle users who live in DKI Jakarta. The method was the quantitative descriptive method. Multiple linear regression analysis in SPSS 24 was used to process the data. The results of this research indicate that sales promotion and brand awareness have significant effect on purchase intention of Yamaha LEXI to the respondents. Moreover, the correlation are strong and positive.

1 INTRODUCTION

The vehicle has now become one of the important needs in the scope of human productivity. According to Puspokusumo, Sule, and Kaltum (2018), Both men and women have a role in developing business and entrepreneurship, for it is very difficult to say that vehicles are not needed to help in the world of work and business development. Vehicles really help someone's activity to move from one place to another more quickly in order to save time and energy

One type of vehicle is a motorcycle. According to Pandia and Andri (2017), In Indonesia, motorcycles are the most popular vehicle by the public. According from the Indonesian's Central Statistics Agency data, the number of motorcycle vehicles in Indonesia has always been the largest per year (Buchori and Saladin). Every year, the number of motorcycle vehicles rises around 6 million to 9 million units per year.

In the province of DKI Jakarta alone the number of motorcycle users reached 13.3 million or 73.9% more than other motor vehicle users based on data obtained from the Central Statistics Agency as of October 3, 2018 through the Katadata.co.id website (Kotler and Keller, 2010). With the large number of motorcycle users in DKI Jakarta, the competition of motorcycle manufacturers is increasingly competitive (Kotler and Susanto, 2010). They are competing in

developing accurate strategies so that their products can be sold in the market (Kotler and Keller, 2011). There are several motorcycle manufacturers that have been circulating in Indonesia, one of which is Yamaha.

Yamaha has produced more than 30 types of motorcycles that can be enjoyed by all Indonesian people (Kotler et al., 2014). One of the latest output motorcycles from Yamaha is the Yamaha LEXI. Yamaha LEXI is included in the MAXI family of Yamaha, which includes AEROX 155cc, NMAX 155cc, XMAX 250cc, and TMAX DX 560cc types. Yamaha's goal in releasing LEXI is to meet market demands that wish to have a motorcycle from the Yamaha MAXI family but with a smaller body and engine capacity, and a more affordable price (Kotler and Armstrong, 2016). In addition, the Yamaha LEXI is intended to compete with the toughest type of motorbike competitor, the Honda Vario 125 which already exists.

However, Yamaha LEXI sales have not been able to compete with the toughest competitors (Mahardika, 2017). Proven in terms of sales, in the first semester of 2018 (January - June 2018) the total sales of Yamaha LEXI were still far behind those of its toughest opponents, the Honda Vario 125 according to data processed by AISI During January - June 2018, the Honda Vario 125 managed to record sales with a total of 301,176 units, while Yamaha

LEXI only got total sales of 36,530 units (Narimawati, 2010).

Yamaha looks difficult in selling LEXI. Every way has been done by Yamaha to boost sales of LEXI, one of them is sales promotion. According to Tom MC Ifle (2016), Sales promotion or sales promotion is commonly called an offer program designed to foster consumer appeal to the products offered (Pandia and Andri, 2017). Every company that releases a product needs a sales promotion so that their products can be demanded and sold to consumers (Puspokusumo et al., 2018). From the many sales promotions that Yamaha has held for LEXI, it seems that they have not been able to attract consumers to buy their new products (Singarimbun and Effendi, 2015). Even the sales promotions that have been held are only a few consumers interested. The reason why consumers are less interested in LEXI is one of them because the discount given by the dealer is sometimes not in accordance with the expectations of consumers (Sugiyono, 2012). In addition, consumers are limited to Yamaha LEXI test rides because test rides for LEXI are usually only available at certain events. Of course both of these problems become problems that are quite influential for LEXI sales.

Another problem is brand awareness. Most people know the brand "YAMAHA" but don't know the product, especially LEXI. In addition, the public only knows products from competitors in the same product segment. The issue of brand awareness from LEXI has become a chore for Yamaha itself. According to (Utami, 2015), The brand itself is a distinguishing name or symbol, such as a logo, which identifies the product or service offered by the seller and distinguishes the product or service from or with competitors' offers. While brand awareness is the level of consumer awareness of a brand. Brand awareness is an important component in a company's success in selling its products.

Purchase intention in Yamaha LEXI is very low. This can be seen from the few users who have used LEXI rarely recommend LEXI to other consumers because the size of the motorcycle is large enough to make the legs feel sore quickly and the price is more expensive than its competitors. Yamaha LEXI is sold starting from the Jakarta OTR price of Rp 21.36 to Rp 26.96 million while the Vario 125 is sold from the Jakarta OTR price of Rp 20.26 to Rp 21.13 million. Some of these things make consumers not interested in buying Yamaha LEXI.

Based on the background that the author has described, the author is eager to help the promotion team of Yamaha Indonesia Motor Manufacturing to

evaluate whether the sales promotion has been done well and also whether the brand awareness of Yamaha LEXI has spread evenly among the public. Thus, the research objective is to find out the relationship of promotion and brand awareness of Yamaha LEXI to the purchase intention of motorcycle users in DKI Jakarta.

2 METHODS

This research is quantitative. The data obtained for this research are primary data and secondary data. The method to collect data is a questionnaire using Likert scale. After doing the formulation of the operationalization of variables, the researchers perform data analysis. The data analysis will be validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression analysis.

The population in this study is motorcycle users in DKI Jakarta. The reason that the researchers choose them as the population is because DKI Jakarta became one of the city with biggest motorcycle users in Indonesia. They actively use motorcycle for daily activities.

The sample design used is non probability such as the random sampling method. Sugiyono (2012) explained that the sampling method was a random sampling of population members without regard to the start in the population.

In this research, researchers use SPSS 24 for data processing such as validity, reliability, normality, multicollinearity, heteroscedasticity, regression, and hypothesis testing. The hypotheses of this study are as follows:

Ha1: Sales promotion has a significant effect on purchase intention.

H01 : Sales promotion has no significant effect on purchase intention.

Ha2: Brand awareness has a significant effect on purchase intention.

H02 : Brand awareness has no significant effect on purchase intention.

Ha3: Sales promotion and brand awareness simultaneously have significant effect on purchase intention.

H03: Sales promotion and brand awareness simultaneously have no significant effect on purchase intention.

Ha4: There is a strong and positive relationship between sales promotion and brand awareness with purchase intention.

H04: There is no strong and positive relationship between sales promotion and brand awareness with purchase intention.

This research is quantitative and causal by measuring the change of dependent variable (purchase intention) caused by independent variable (sales promotion and brand awareness). Then, data are collected through questionnaires. The questionnaire contains faulty items. Sixteen items measure sales promotion, sixteen items measure brand awareness, and eight items for purchase intention. Five points of Likert scale are used that one means strongly disagree, and five means strongly agree.

3 RESULT AND DISCUSSIONS

Yamaha Indonesia Motor Manufacturing or abbreviated as YIMM is a company established by Yamaha Motor Corporation as the parent company of assembling, distributing and selling motorcycles throughout Indonesia. PT YIMM was established on July 6, 1974 in cooperation with Yamaha Motor Corporation and investors from Indonesia. PT YIMM is incorporated in the Motorcycle Industry Association in Indonesia (AISI) along with four other companies that produce motorcycles in Indonesia, namely Honda, Kawasaki, Suzuki, and TVS.

Yamaha Indonesia Motor Manufacturing has its head office located in Pulogadung, East Jakarta as the head office and motorcycle assembly plant. In addition, PT YIMM also opened a special branch office for a motorcycle assembly plant in Karawang, West Java, known as the West Java Factory. PT YIMM is now headed by Mr. Minoru Morimoto as been sold nationally. In addition, PT YIMM also exports its assembled motorbikes abroad. Yamaha dealers in Indonesia are spread throughout the provinces in Indonesia so that all Indonesian people can buy and enjoy Yamaha motorcycles.

Yamaha LEXI is a motorcycle from Yamaha that is part of the Yamaha MAXI family. MAXI Yamaha is a premium automatic scooter line-up from Yamaha aimed at consumers who want to have automatic scooters but with premium designs and features. Yamaha LEXI has three variants, namely standard type, type S, and type S-ABS. Yamaha LEXI is powered by a 125cc engine with Bluecore and VVA (Variable Value Actuation) technology that makes fuel efficient but is still powerful and reliable. LEXI has several excellent features, namely a full digital speedometer, long seats, spacious luggage capacity,

stop start system (reducing unnecessary fuel consumption when the motor is stopped), a socket for charging gadgets, a wide footrest, hazard lights, and a large headlamp with a luxurious design. The S type is equipped with an additional sub-tank suspension that is useful to stabilise the damping when on the road and also features a keyless system that is a keyless system where each consumer will be given a remote control which will then give a signal to the key fob to start the engine and open the seat. For the SABS version features ABS (Anti-lock Braking System) which is a braking system on the motor so that wheel locking does not occur when braking is sudden / hard so it is safer and more stable.

In this study, the authors used a random sampling method with a population of 13,0 million people in motorcycle users in DKI Jakarta. Then, to determine the number of samples from the poulasi, slovin formula is used so that a sample size of 100 respondents is obtained. From the data collected, the results showed that 63% of respondents were male and 37% of respondents were female. In addition, in terms of age, 56% of respondents aged 17-25 years, 19% of respondents aged 46-55 years, 14% of respondents aged 26-35 years, 10% of respondents aged 36-45 years, and 1% of respondents aged over 56 year. After that the validity, reliability, and normality test is carried out and the results are all the questions of the respondents are valid, reliable, and normal. All items did not even experience multicollinearity or heteroscedasticity. The next step is to do multiple linear regression analysis.

Table 1: Coefficients Table.

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	
	B	Std. Error	Beta			
1						
	(Constant)	-.099	.440		-.224	.823
	Sales Promotion	.328	.066	.351	4.971	.000
	Brand Awareness	.381	.048	.563	7.969	.000

Based on table 1 it can be seen that the sales promotion (X1) has a significant relationship to purchase intention (Y) with a significance score of $0.000 > 0.05$. In addition, brand awareness(X2) also has a significant relationship to purchase intention (Y) with a significance score of $0.000 > 0.05$. Of the two results, it can be concluded that sales promotion (X1) and brand awareness (X2) have a significant

influence independently on consumer purchase intention (Y)

Ha1 : Sales promotion has a significant effect on purchase intention

Ha2 : Brand awareness has a significant effect on purchase intention.

Table 2: ANOVA Table.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3832.833	2	1916.416	94.014	.000 ^b
Residual	1977.277	97	20.384		
Total	5810.110	99			

The value of R or correlation coefficient shows the result $0.804 > 0.05$. This value means that sales promotion (X1) and brand awareness (X2) have a strong and positive relationship to buying interest (Y). Ha4 : There is a strong and positive relationship between sales promotion and brand awareness with purchase intention. R square or coefficient of determination value from table 3 shows the coefficient result is 0.647 which means that 64.7% of buying interest (Y) is influenced by sales promotion (X1) and brand awareness (X2), while 35.3% is influenced by other factors. Based on the results of this research, the authors suggest to other researchers to look for other factors influencing purchase intention in order to help other companies in developing their business.

4 CONCLUSIONS

Based on research results that have been obtained, it can be concluded as follows:

- There is a significant influence between the variables of sales promotion (X1) on purchase intention (Y). The majority of consumers place sales promotion as an important factor before making a purchase. Some sales promotions such as price discounts, direct gift giving, and free trials become promotions that can increase consumer buying interest when buying a product. Every time there is an increase in the value of sales promotion, the value of the purchase intention will increase, and vice versa if the value of the sales promotion decreases, the value of the purchase intention will decrease.

- There is a significant influence between brand awareness (X2) variables on purchase intention (Y). Consumers also believe that the brand is one important factor before deciding to buy. The brand becomes very important because the brand is a reflection of the quality of a product. In addition, the brand can also increase the confidence of consumers when using products. For this reason, the brand becomes a vital factor in sales activities. . Every time there is an increase in the value of sales promotion, the value of the purchase intention will increase, and vice versa if the value of the sales promotion decreases, the value of the purchase intention will decrease.
- There is a significant and simultaneous influence between sales promotion (X1) and brand awareness (X2) and purchase intention (Y). sales promotion will succeed in increasing purchase intention if the brand awareness of a product is well formed in the minds of consumers. Likewise with brand awareness, success will increase purchase intention if the sales promotion offered by the company to consumers is attractive and in accordance with what consumers want. If the two independent variables work well, the independent variable will experience a very large increase.

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