

The Influence Of Brand Image, Trust, And Personal Selling On The Purchase Decision Of Yamaha Motorcycles (Case Study On Students Of The Faculty Of Economics, Universitas Prima Indonesia Medan)

Pengaruh Citra Merek, Kepercayaan, Dan Penjualan Personal Terhadap Keputusan Pembelian Sepeda Motor Yamaha (Studi Kasus Pada Mahasiswa/I Fakultas Ekonomi Universitas Prima Indonesia Medan)

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ABSTRACT

Yamaha faces intense competition with Honda, which continues to dominate the market. The low level of purchasing decisions for Yamaha products is influenced by several important factors such as brand image, consumer trust, and the sales strategies applied. Yamaha products are still perceived as less fuel-efficient, having higher prices, and having limited spare parts availability. In contrast, Honda is more trusted by consumers as it is considered superior in those aspects. Furthermore, Yamaha's personal selling strategies have not been effectively implemented in reaching potential markets. This study uses a population consisting of all students from the Faculty of Economics at Universitas Prima Indonesia who purchased Yamaha motorcycles during 2023. Although the exact number of the population is unknown, the sample size was determined using the Lemeshow formula with a ten percent margin of error, resulting in ninety-six respondents as the sample. The research findings show that brand image has a positive and significant influence on the decision to purchase Yamaha motorcycles. Trust also has a positive and significant effect on purchasing decisions. Likewise, personal selling shows a positive and significant influence. Overall, brand image, trust, and personal selling together have a significant effect on the decision to purchase Yamaha motorcycles.

Keywords: Brand Image, Trust, Personal Selling, Purchase Decision

ABSTRAK

Yamaha menghadapi persaingan yang ketat dengan Honda, yang terus mendominasi pasar. Tingkat keputusan pembelian produk Yamaha yang rendah dipengaruhi oleh beberapa faktor penting seperti citra merek, kepercayaan konsumen, dan strategi penjualan yang diterapkan. Produk Yamaha masih dianggap kurang efisien dalam hal konsumsi bahan bakar, memiliki harga yang lebih tinggi, dan ketersediaan suku cadang yang terbatas. Di sisi lain, Honda lebih dipercaya oleh konsumen karena dianggap unggul dalam aspek-aspek tersebut. Selain itu, strategi penjualan langsung Yamaha belum diterapkan secara efektif dalam menjangkau pasar potensial. Studi ini menggunakan populasi yang terdiri dari seluruh mahasiswa Fakultas Ekonomi Universitas Prima Indonesia yang membeli sepeda motor Yamaha pada tahun 2023. Meskipun jumlah populasi yang tepat tidak diketahui, ukuran sampel ditentukan menggunakan rumus Lemeshow dengan margin kesalahan sepuluh persen, menghasilkan 96 responden sebagai sampel. Hasil penelitian menunjukkan bahwa citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha. Kepercayaan juga memiliki efek positif dan signifikan terhadap keputusan pembelian. Demikian pula, penjualan langsung menunjukkan pengaruh positif dan signifikan. Secara keseluruhan, citra merek, kepercayaan, dan penjualan langsung bersama-sama memiliki efek signifikan terhadap keputusan pembelian sepeda motor Yamaha.

Kata Kunci: Citra Merek, Kepercayaan, Penjualan Langsung, Keputusan Pembelian

1. Introduction

Competition in the Indonesian trade industry is currently intensifying and becoming increasingly fierce, as every company competes to expand its market share and attract new consumers. With the growing number of competitors, consumers now have more options to choose products that match their needs and expectations. This condition makes consumers more selective and careful in making purchasing decisions. Consumer behavior itself is considered unique because each individual has different preferences, attitudes, needs, and desires. Therefore, companies must be able to deeply understand consumer behavior and create products that can address various needs and be used in daily activities. In addition, companies also need to design effective strategies to capture consumer attention and encourage them to purchase the products offered.

The automotive industry in Indonesia continues to show positive growth year after year. Various types of motor vehicles are now present in society to support daily mobility activities. Among all these automotive products, motorcycles are the most popular choice among Indonesians. This is because motorcycles are considered more flexible and efficient for meeting daily transportation needs. As a result, the motorcycle industry has become one of the most promising sectors in the automotive business in Indonesia. One of the well-known motorcycle brands in Indonesia is Yamaha, which has been present since 1969 through the company Yamaha Indonesia Motor Manufacturing (YIMM). In its competition in the national automotive market, Yamaha faces a major competitor that is widely recognized by the Indonesian public—Honda.

Currently, consumer purchasing decisions toward Yamaha motorcycles remain relatively low, as the Indonesian motorcycle market is still dominated by Honda as the market leader. This condition is caused by several factors, such as perceptions of brand image, the level of consumer trust, and the effectiveness of personal selling. Yamaha is perceived to have a number of negative images that cause some consumers to hesitate in choosing its products. One of the prevailing perceptions among the public is that Yamaha motorcycles are not fuel-efficient, even though the company has adopted the latest engine technology to improve efficiency. Additionally, Yamaha is also considered to have relatively high product prices and limited spare parts availability, which reduces consumer buying interest.

In terms of trust, many consumers are not fully confident in the quality of Yamaha's products. Most of the public still views Honda as the primary choice in terms of motorcycle reliability and quality. This leads consumers to be more inclined to choose Honda when planning to purchase a new motorcycle. On the other hand, Yamaha's personal selling activities have not yet been optimized. The efforts made by marketing personnel often fail to reach the right target market, resulting in unsatisfactory marketing achievements and contributing to low sales performance.

2. Literature Review

Brand Image

According to Yudhanto (2019), brand image refers to a collection of perceptions or views formed in the minds of consumers regarding a brand, derived from various information received through multiple sources. Firmansyah (2019) mentions that brand image is the perception that spontaneously arises in the minds of consumers when they recall or think about a particular product brand.

Trust

Rizal (2020) explains that trust is an individual's willingness to place their expectations on the abilities, integrity, and goodwill of another party to meet their needs or interests, either explicitly or implicitly. Meanwhile, according to Sumarwan and his colleagues (2018),

consumer trust is a form of consumer knowledge about an object, including its characteristics and the benefits it possesses.

Personal Selling

Sholihin (2019) states that personal selling is a method of introducing products and explaining their benefits directly to prospective customers through face-to-face interaction. Firmansyah (2020) adds that personal selling is one of the most effective methods in the advanced stage of the purchasing process because it can shape preferences, foster confidence, and encourage consumer purchasing decisions.

Purchase Decision

According to Sawlani (2021), a purchase decision is one of the stages in the series of psychological processes and physical activities that occur when consumers decide to buy a product at a certain time to fulfill their needs. Meanwhile, Firmansyah (2018) defines a purchase decision as a problem-solving process in which an individual chooses the best action from several available alternatives after going through a process of consideration and decision-making.

3. Research Methodology

The population in this study includes all students of the Faculty of Economics at Universitas Prima Indonesia who purchased Yamaha motorcycles during 2023. However, the exact number of this population is unknown. Therefore, the researcher used the sampling method based on the Lemeshow formula with a margin of error of 10%, resulting in a total sample of 96 respondents. This type of research is quantitative research. The nature of this study is causal research, also known as explanatory research, which investigates whether there is a cause-and-effect relationship between two separate events. This occurs when a change in one independent variable causes a change in the dependent variable. The sampling technique used is accidental sampling, where customers encountered by chance are selected as research samples.

4. Result and Discussion

Normality Test

Normality testing can be conducted in two ways, namely using a histogram graph and a normal probability plot of regression. If the data is spread around the diagonal line and follows the direction of the diagonal line, then both the histogram graph and the normal probability plot of regression indicate a normal distribution pattern, meaning the regression model meets the normality assumption.

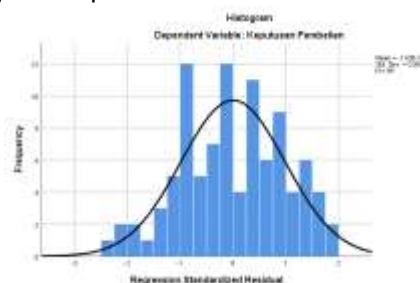


Figure 1. Histogram Graphic

Based on the figure above, it can be seen that the curve forms a bell shape, not skewed to the left or right. This indicates that the data is normally distributed and meets the normality assumption.

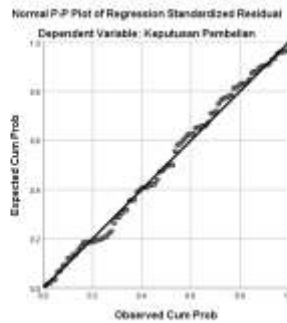


Figure 2. Normal Probability Plot Of Regression Graphic

Based on the figure above, it can be seen that the data points are spread around the diagonal line and follow the direction of the diagonal line. Therefore, it can be concluded from the figure that the residuals of the regression model are normally distributed.

One of the normality tests is the Kolmogorov-Smirnov test with the following criteria:

1. If the Asymp. Sig. value > 0.05, the data is normally distributed.
2. If the Asymp. Sig. value < 0.05, the data is not normally distributed.

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.52522220
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.049
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed data, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.05, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The following are the test results:

Table 2. Multicollinearity Test

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta		Tolerance	VIF
1 (Constant)	4.281	.932		4.594	.000	
Citra Merek	.424	.068	.442	6.233	.000	.356 2.810
Kepercayaan	.345	.052	.473	6.683	.000	.357 2.801
Penjualan Personal	.102	.032	.139	3.170	.002	.931 1.074

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2025

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, which can be concluded that no problems were found in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. The measurement method uses Scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, then it identifies that heteroscedasticity has occurred and vice versa if there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

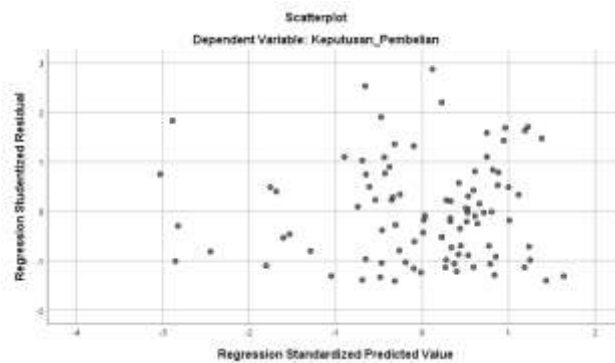


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points are spread randomly and do not form a clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input from independent variables.

Multiple Linear Regression Analysis

Based on the number of independent variables, regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression, it only consists of one independent variable and one dependent variable, while for multiple linear regression, it consists of 2 or more independent variables and one dependent variable.

Table 4. Multiple Linear Regression Analysis Test

Model		Coefficients ^a					Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
		B	Std. Error	Beta					
1	(Constant)	4.281	.932			4.594	.000		
	Citra Merek	.424	.068	.442		6.233	.000	.356	2.810
	Kepercayaan	.345	.052	.473		6.683	.000	.357	2.801
	Penjualan Personal	.102	.032	.139		3.170	.002	.931	1.074

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2025

$$\text{Purchase Decision} = 4.281 + 0.424 \text{ Brand Image} + 0.345 \text{ Trust} + 0.102 \text{ Personal Selling} + e$$

Based on the equation above, then:

1. Constant (a) = 4.281. This means that if the independent variables, namely Brand Image (X1), Trust (X2), and Personal Selling (X3) are 0, then the Purchase Decision (Y) is 4.281.
2. If there is an increase in Brand Image, the Purchase Decision will increase by 42.4%.
3. If there is an increase in Trust, the Purchase Decision will increase by 34.5%.
4. If there is an increase in Personal Selling, the Purchase Decision will increase by 10.2%.

Coefficient of Determination

R Square (R²) is often referred to as the coefficient of determination is measuring the goodness of fit of the regression equation that is to provide the proportion or percentage of total variation in the dependent variable explained by the independent variable. The R² value lies between 0 - 1 and the model fit is said to be better if R² is getting closer to 1. An important property of R² is that its value is a function that never decreases from the number of independent variables in the model. Therefore, to compare two R² from two models, must take into account the number of independent variables in the model. This can be done using Adjusted R Square.

Table 5

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 ^a	.836	.830	1.550

a. Predictors: (Constant), Penjualan Personal, Kepercayaan, Citra Merek
b. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2025

Based on the table above, the Adjusted R Square determination coefficient value is 0.830. This shows that the ability of the Brand Image (X1), Trust (X2), and Personal Selling (X3) variables explains its influence on Purchasing Decisions (Y) by 83%. While the remaining 17% is the influence of other independent variables that were not examined in this study.

Simultaneous Hypothesis Test (F Test)

The F statistical test basically shows whether all independent or free variables included in the model have a joint influence on the dependent variable. The following are the steps in the F statistical test at a 95% confidence level with degrees of freedom $df_1 = (k-1)$ and $df_2 = (n-k)$. Criteria: If $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted, If $F_{count} < F_{table}$ H_0 is accepted and H_a is rejected.

Table 6.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1122.960	3	374.320	155.826	.000 ^b
	Residual	220.999	92	2.402		
	Total	1343.958	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Penjualan Personal, Kepercayaan, Citra Merek

Source: Processed data, 2025

Based on the table above, it is obtained that the F_{table} value (2.70) and significant $\alpha = 5\%$ (0.05) are F_{count} (155.826) and sig.a (0.000a). This indicates that the research results

accept H_a and reject H_0 . The comparison between F_{count} and F_{table} can prove that simultaneously Brand Image, Trust, and Personal Selling have a positive and significant effect on Purchasing Decisions.

Partial Hypothesis Test (t-Test)

The t-test is a test conducted to determine the relationship between independent variables and dependent variables partially. The level of significance is 5%. Criteria: If $t_{count} > t_{table}$, H_0 is rejected and H_a is accepted, If $t_{count} < t_{table}$ H_0 is accepted and H_a is rejected.

Table 7.

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	4.281	.932		4.594	.000		
Citra Merek	.424	.068	.442	6.233	.000	.356	2.810
Kepercayaan	.345	.052	.473	6.683	.000	.357	2.801
Penjualan Personal	.102	.032	.139	3.170	.002	.931	1.074

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2025

1. The calculated t value for the Brand Image variable (X1) shows that the calculated t value (6.233) > t_{table} (1.985) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a significant positive influence partially between Brand Image and Purchasing Decisions.
2. The calculated t value for the Trust variable (X2) shows that the calculated t value (6.683) > t_{table} (1.985) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a significant positive influence partially between Trust and Purchasing Decisions.
3. The calculated t value for the Personal Selling variable (X3) shows that the calculated t value (3.170) > t_{table} (1.985) with a significance level of $0.002 < 0.05$ so it can be concluded that there is a significant positive influence partially between Personal Selling and Purchasing Decisions.

5. Conclusion

The conclusions that researchers can draw from the results of this study are as follows:

1. Brand Image has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles.
2. Trust has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles.
3. Personal Selling has a positive and significant effect on the Purchase Decision of Yamaha Motorcycles.
4. Simultaneously, Brand Image, Trust and Personal Selling have a significant effect on the Purchase Decision of Yamaha Motorcycles.

Recommendation

The research results suggest:

1. For Researchers
It is expected that this research can be further developed by researchers to explore other factors that may have an influence on consumer decisions in making purchases.
2. For Companies

Companies are advised to continue to improve consumer purchasing decisions by paying attention to and strengthening aspects such as brand image, consumer trust levels, and personal selling effectiveness.

3. For the Faculty of Economics, Universitas Prima Indonesia
This research is expected to be a source of reference or consideration for the S1 Management study program, Faculty of Economics, Universitas Prima Indonesia in developing similar research that discusses related variables.
4. For Future Researchers
It is recommended for future researchers to consider adding other variables outside of Brand Image, Trust, and Personal Selling as predictor factors in purchasing decisions, so that the information obtained will be broader and more comprehensive regarding the factors that influence consumer decisions.

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