



The Effect of Brand Image and Country of Origin on Consumer Buying Interest: Case Study on Yamaha NMAX Motorcycle in Denpasar City



Ni Nyoman Rusmiati ^a

I Gusti Ayu Sugiati ^b

A.A. Sri Purnami ^c

I Made Suniastha Amerta ^d

Article history:

Submitted: 18 March 2020

Revised: 27 April 2020

Accepted: 09 May 2020

Keywords:

brand image;
consumer behavior;
country of origin;
intention to buy;
purchase intention;

Abstract

Positive perceptions and consumer trust in a brand will create a good brand image. Therefore the company must be able to create an attractive brand and describe the benefits of the product under the wishes of consumers so that consumers have a positive perception of the brand. Besides, what consumers often use to consider choosing a product is the country of origin of the product. The country of origin is generally considered to be a characteristic of a product. So the purpose of this study was to determine the effect of brand image and country of origin on the purchase intention of Yamaha NMAX motorcycles in Denpasar City. The results showed that: Brand Image and country of origin have a positive and significant influence on the purchase intention of Yamaha NMAX motorcycles in Denpasar City.

International research journal of management, IT and social sciences © 2020.

This is an open access article under the CC BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Ni Nyoman Rusmiati,

Faculty of Economics and Business, Warmadewa University, Denpasar, Indonesia.

Email address: rusmiatiwarmadewa@gmail.com

^a Faculty of Economics and Business, Warmadewa University, Denpasar, Indonesia

^b Faculty of Economics and Business, Warmadewa University, Denpasar, Indonesia

^c Faculty of Economics and Business, Warmadewa University, Denpasar, Indonesia

^d Faculty of Economics and Business, Warmadewa University, Denpasar, Indonesia

1 Introduction

At this time the needs of the community for transportation facilities to support their daily activities are increasing. One means of transportation the most widely used by the people of Indonesia is private transportation, which is a motorcycle. One of the motorcycles on the market is the Yamaha NMAX motorcycle that has existed since 2015. Advantages owned by Yamaha NMAX are as a basis for consideration and evaluation of consumers.

The advantages of Yamaha NMAX include: Features Yamaha NMAX, the engine is more resilient than competitors, Dimensions are classified as a large body scooter. The other considerations which are often used by consumers, namely about the country of origin of the product. Before deciding what products to buy, for some consumers will see where the country of origin of the product is, the country of origin is generally considered to be a characteristic of a product.

The objectives of this study are (1) To determine the effect of brand image and country of origin on the purchase intentions of Yamaha NMAX motorcycle consumers in Denpasar City; (2) To find out the effect of brand image on the purchase intention of NMAX motorcycle consumers in Denpasar City; (3) For know the influence of country of origin on the purchase intention of NMAX motorcycle consumers in the city of Denpasar (Lee & Shin 2010; Balakrishnan *et al.*, 2014; Bian & Forsythe, 2012).

Literature review

Consumer behavior

Perilaku consumers describe a study of the various processes involved when individuals or groups choose, buy, which meet their needs and desires. Consumer behavior occurs because it is based on certain motives. Every consumer action is taken to achieve the goal of satisfying a need and or desire (Jaminyasa *et al.*, 2017; Mowen, 2004; Stephen, 2016).

Brand image

The definition of a brand image according to Kotler & Keller (2009), is the perception held by consumers when they first hear the slogan that is remembered and embedded in the minds of consumers. Consumers will embrace perceptions and beliefs under the experiences they have felt and summarized in their memories (Cretu & Brodie, 2007; Michel & Rieunier, 2012; Chien *et al.*, 2011).

Country of origin

Country of origin or commonly referred to as the country of origin (COO) is the country where a product originates. COO itself is a reflection or mental image of a product from a particular country. One of the effects that COOs have on potential customers, that is, often prospective consumers have the perception that certain companies or brands are associated with certain countries (Dinata *et al.*, 2015; Pereira *et al.*, 2005; Godey *et al.*, 2012).

Purchase intention

According to Sehifman & Kanuk (2008), expressed interest is one of the psychological aspects of a person and has a considerable influence on behavioral attitudes. According to Kotler & Keller (2009), buying interest is a consumer behavior that arises in response to objects that indicate the customer's desire to make a purchase. So from some of these definitions, it can be concluded that buying intention is a consumer behavior where this intention arises from within consumers that consumers need a product and shows the desire to make a purchase.

2 Materials and Methods

This study uses primary data types obtained by giving questionnaires to the people in Denpasar City. The population is consumers who have made purchases of Yamaha NMAX motorcycle products in Denpasar with an unknown population number (infinite), and the determination of samples using non-probability sampling methods, namely sampling techniques that do not provide the same opportunities for each element or member of the population to be selected as a sample (Rahyuda *et al.*, 2004). The data analysis method used in this research is inferential analysis. Data analysis includes correlation and regression analysis which is useful for finding the effect of one construct on another. However, before the data can be processed for inferential analysis, the data must be free from the classical assumption test (Sugiyono, 2006).

The hypotheses in this study are: (1) Brand image and country of origin have a positive and significant effect on purchase intentions of Yamaha NMAX motorcycles; (2) Brand image has a positive and significant effect on the purchase intention of NMAX motorcycles in Denpasar City; (3) Country of origin has a positive and significant effect on the purchase intention of Yamaha NMAX motorcycles in Denpasar City.

3 Results and Discussions

3.1 Results

Multiple linear regression analysis was used to determine the effect of brand image and country of origin on the purchase intention of Yamaha NMAX motorcycles. Multiple linear regression is expressed in terms of multiple linear regression equation (Sugiyono, 2006):

$$Y = a + b_1 X_1 + b_2 X_2 + e_i$$

Information :

- Y = Intention to buy a Yamaha NMAX motorcycle
- a = Constant value
- X1 = *Brand image*
- X2 = *Country of Origin*
- b1 = Regression coefficient *brand image* (X1)
- b2 = Coefficient country of origin (X2) regression
- e_i = Residual variable.

Based on the results of data processing using SPSS 17.0 for windows, the results can be seen in the following Table 1:

Table 1
Results of multiple linear regression analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,552	2,545		2,968	.004
X1	.427	.126	.364	3,399	.001
X2	.614	.192	.342	3,196	.002

a. Dependent Variable: Y

From the summary of the results of data analysis above, the value of $a = 7.552$ is obtained; $b_1 = 0.364$; $b_2 = 0.342$; Based on the values a , b_1 , b_2 above, then the multiple linear regression equation is arranged as follows:

$$Y = 7,552 + 0,427X_1 + 0,614X_2$$

- $a = 7,552$, which means that if the brand image and country of origin are in a constant state, the purchase intention will be 7,552 or the intention to buy a Yamaha NMAX motorcycle in Denpasar City will remain as before.
- $b_1 = 0,427$, which means that if the brand image increases by one unit, the purchase intention of buying Yamaha NMAX motorbikes in Denpasar City will increase by 0.427 assuming the country of origin variable is fixed.
- $b_2 = 0,614$, which means that if the country of origin increases, by one unit, the intention to buy a Yamaha NMAX motorcycle in Denpasar will increase by 0.614 assuming the variable brand image is in a fixed state.

Statistical Test F (F-test)

This test is used to test the significance of the multiple correlation coefficient or regression coefficient so that it is known whether the simultaneous influence of brand image and country of origin on consumer purchase intentions is real (significant) or only obtained by chance. (Sugiyono, 2006) is formulated as follows:

$$F\text{-hitung} = \frac{R^2 / (k - 1)}{(1 - R^2) / (n - k)}$$

The statistical test steps are:

- a. Determine the hypothesis formulation
 In determining the formulation must be adjusted to the sound of the hypothesis
 H₀: b_{1,2} = 0, means there is no positive and significant effect simultaneously *brand image* and country of origin for consumer purchase intentions.
 H_i: b_{1,2} > 0, means there is a positive and significant effect simultaneously *brand image* and country of origin for consumer purchase intentions.
- b. Determination of the F-calculated value
 The results of data processing with SPSS 17.0 for windows, can be seen in Table 2 as follows.

Table 2
F-Calculated test results
ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	168,254	2	84.127	17,549	.000a
	Residual	321,189	67	4,794		
	Total	489,443	69			

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Y

- c. Draw the area of rejection and acceptance H₀

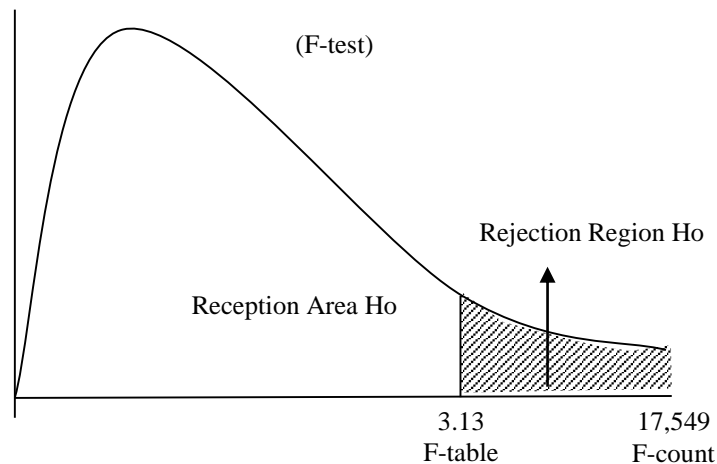


Figure 1. Reception and Rejection Region H₀

- d. Decision
 The results of calculations with the SPSS program and according to the image of acceptance and rejection of H₀ as well as predetermined criteria, the F-calculated value is obtained 17,549 greater than F-table of 3.13 is in the area of rejection of H₀, then H₀ is rejected or H_i is accepted, it means that there is indeed a positive and

- b. Testing the regression coefficient b_2
- 1) Determine the hypothesis formulation
 - Ho: $b_2 = 0$, means there is no significant influence individually *country of origin* on consumer purchase intentions
 - Hi: $b_2 > 0$, means there is influence positive and significant individual country of origin on consumer purchase intentions.
 - 2) Draw the area of acceptance and rejection of Ho

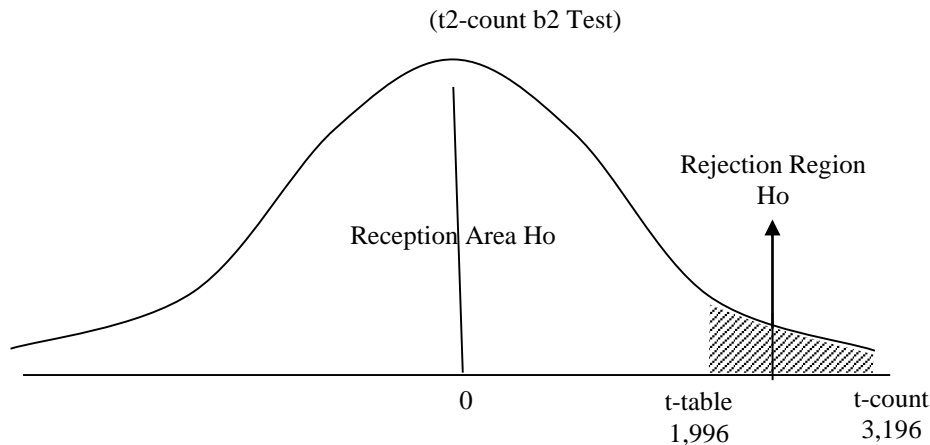


Figure 3. Reception and Rejection Region Ho

3) Conclusion

According to the calculation results and based on Figure 10, the t-count value for the country of origin variable is 3.196 greater than t-table (1.996), is in the area of rejection of Ho, which means Ho is rejected and H1 is accepted, which means that the country of origin partially significant effect on the intention to buy a Yamaha NMAX motorcycle in Denpasar and not accidentally obtained (Moon *et al.*, 2008; Hajli, 2015; Ueasangkomsate & Santiteerakul, 2016).

3.2 Discussion

- 1) The influence of brand image on the intention to buy a Yamaha NMAX motorcycle in the city of Denpasar
The results found that brand image had a positive and significant influence on the purchasing intentions of Yamaha NMAX motorcycles in Denpasar City in Denpasar City. The results of this study are consistent with research conducted by Rizkia (2015); Wina (2016); and Judge *et al.* (2017), which found that brand image had a positive and significant influence on consumer purchase intentions.
- 2) The influence of country of origin on the intention to buy a Yamaha NMAX motorcycle in Denpasar
The results found that product quality had a positive and significant effect on the purchasing intentions of Yamaha NMAX motorcycles in Denpasar City. The results of this study are consistent with research conducted by Rafida (2015); Parlina & Ramli (2017); and Kusumaningtyas (2017), which found that country of origin had a positive and significant influence on purchasing intentions of Yamaha NMAX motorcycles in Denpasar City.

4 Conclusion

From the results of the analysis that has been done, it can be drawn conclusions related to the influence of brand image and country of origin on the purchase intention of Yamaha NMAX motorcycles in Denpasar City are as follows:

- 1) Brand image and country of origin have a positive and significant influence on the purchase intention of Yamaha NMAX motorcycles in Denpasar City.
- 2) Brand image has a positive and significant effect on the intention to buy a Yamaha NMAX motorcycle in Denpasar.

- 3) The country of *Origin* has a positive and significant effect on the intention to buy a Yamaha NMAX motorcycle in Denpasar.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451. <https://doi.org/10.1016/j.jbusres.2011.10.010>
- Chien, P. M., Cornwell, T. B., & Pappu, R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*, 64(2), 142-149. <https://doi.org/10.1016/j.jbusres.2010.02.010>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial marketing management*, 36(2), 230-240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Dinata, Jovita S., Srikandi Kumadji., & Kadarisman Hidayat. (2015). Country of origin and its Effect on Quality and Interest in BCI (Survey of Prospective Customers Who Are Interested in Buying an iPad in Indonesia) *Journal of Business Administration (JAB)*, 25(1), 1-8.
- Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Oh, H., ... & Weitz, B. (2012). Brand and country-of-origin effect on consumers' decision to purchase luxury products. *Journal of Business research*, 65(10), 1461-1470. <https://doi.org/10.1016/j.jbusres.2011.10.012>
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(2), 183-191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
- Jaminyasa, I. M., Pulawan, I. M., Martadiani, A. M., & Amerta, I. M. S. (2017). The marketing mix affect on the consumer buying decision (case study of sausage products at PT. Aroma Denpasar). *International Journal of Social Sciences and Humanities*, 1(2), 65-74. <https://doi.org/10.29332/ijssh.v1n2.44>
- Judge, T. A., Weiss, H. M., Kammeyer-Mueller, J. D., & Hulin, C. L. (2017). Job attitudes, job satisfaction, and job affect: A century of continuity and of change. *Journal of Applied Psychology*, 102(3), 356. <https://psycnet.apa.org/doi/10.1037/apl0000181>
- Katler, P., & Keller, K.L. (2009). *Marketing Management Volume I, Thirteenth Edition*. Jakarta: Erlangga
- Kusumaningtyas, R., & Van Gelder, J. W. (2017). *Towards responsible and inclusive financing of the palm oil sector* (Vol. 175). CIFOR.
- Lee, K. H., & Shin, D. (2010). Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention. *Public Relations Review*, 36(2), 193-195. <https://doi.org/10.1016/j.pubrev.2009.10.014>
- Michel, G., & Rieunier, S. (2012). Nonprofit brand image and typicality influences on charitable giving. *Journal of Business Research*, 65(5), 701-707. <https://doi.org/10.1016/j.jbusres.2011.04.002>
- Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, product type, and price influences on consumer purchase intention to buy personalized products online. *Journal of business research*, 61(1), 31-39. <https://doi.org/10.1016/j.jbusres.2006.05.012>
- Mowen, J. C. (2004). Exploring the trait of competitiveness and its consumer behavior consequences. *Journal of Consumer Psychology*, 14(1-2), 52-63. https://doi.org/10.1207/s15327663jcp1401&2_7
- Parlina, A., & Ramli, K. (2017). Performance Comparison of Clustering Algorithms on Scientific Publications. *Advanced Science Letters*, 23(4), 3730-3732.
- Pereira, A., Hsu, C. C., & Kundu, S. K. (2005). Country-of-origin image: measurement and cross-national testing. *Journal of Business Research*, 58(1), 103-106. [https://doi.org/10.1016/S0148-2963\(02\)00479-4](https://doi.org/10.1016/S0148-2963(02)00479-4)
- Rafida, V. (2015). Pengaruh Country Of Origin terhadap Minat Beli dengan Perceived Quality Sebagai Variabel Intervening (Studi pada Pengunjung Artomorro Selluler Kota Madiun). *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(2).
- Rahyuda, I. K. I Gst. Wayan Murjana Yasa, dan Ni Nyoman Yuliarmi. 2004. *Metodologi Penelitian*.
- Rizkia (2015). The influence of Brand Image on Microsoft Mobile (Nokia) Consumer Purchase Interest (Survey on Mega Cellular Padjajaran).
- Schiffman, Leon G, and Leslie Lazar. 2008. *Consumer Behavior*. New Jersey: Prentice Hall.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21. <https://doi.org/10.1016/j.copsy.2015.10.016>
- Sugiyono, D. R. (2006). *Statistika untuk penelitian*. Bandung: CV. Alfabeta.
- Ueasangkomsate, P., & Santiteerakul, S. (2016). A study of consumers' attitudes and intention to buy organic foods for sustainability. *Procedia Environmental Sciences*, 34, 423-430. <https://doi.org/10.1016/j.proenv.2016.04.037>
- Wina (2016). Effect of Brand Image with Consumer Purchase Interest in Aqua Bottled Water.