



The Influence of Lifestyle, Design and Price Perceived on Purchase Intention Yamaha NMAX Motorcycles in Tangerang City

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Abstract: The purpose of this study was to determine the Analysis of Lifestyle, Design, and Price Perception of Interest in Buying a Yamaha NMAX Motorcycle in the City of Tangerang. The sample used in this study were 180 respondents with a quantitative method approach. The data collection method used is a questionnaire and using Accidental Sampling for sampling. This study uses SEM data analysis techniques and data processing using Partial Least Square (PLS). From the results of the study, it was found that Lifestyle, Design and Price Perception had a positive and significant effect on Purchase Interest of Yamaha NMAX Motorcycles.

Keywords: Lifestyle, Design, Price Perceived, Purchase Intention

INTRODUCTION

The current economic development has led to intense competition in the automotive industry, especially motorcycles, which has experienced a very rapid increase, marked by the continued increase in the number of vehicles owned by the community and can be seen in the movement of vehicles on the streets of big cities. This is also followed by the emergence and growth of new companies that always try their best to gain and maintain existing market share. In today's competition, companies are required to offer quality products and have more value, so that it looks different from competitors' products. (Judge et al, 2019).

With the aim that the company can always create products in accordance with the wishes of consumers. An important point for a company to be able to win a market competition is that the company needs to pay attention to what underlies a consumer in choosing a product, in this case it shows very tight competition. The tight competition in the types of motorcycle vehicles makes manufacturers compete to innovate on the attributes attached to their products to seize market share. Many manufacturers of various motorcycle brands offer competing types, models, and specifications to attract consumer buying interest. (Desyani et al, 2016). This is also done by the Yamaha motorcycle factory, Yamaha tries to

display its products with better quality in order to be able to compete with other motorcycle manufacturers. In the graph of the total sales and market share of Yamaha, Honda and Suzuki motorcycles from 2018 to 2020, it can be seen that Yamaha motorcycles are still lagging behind Honda and Suzuki motorcycles.

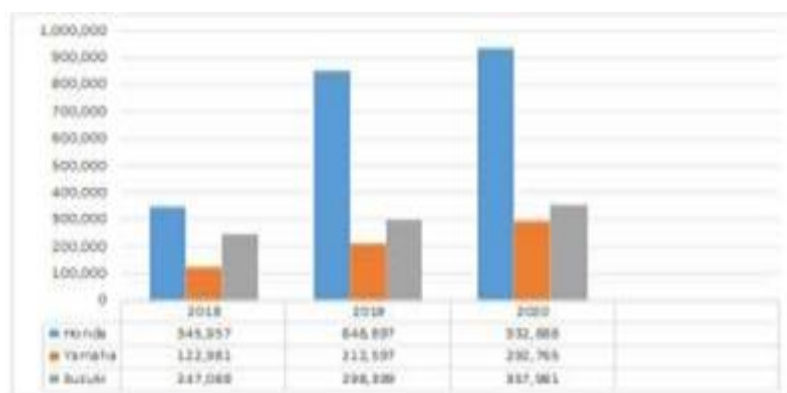


Figure 1. Total Sales of Motorcycle Products in Indonesia in 2018 – 2020

Source: cnnindonesia (2020)

From the data in Figure 1 above, it can be seen that Yamaha product sales are not optimal enough. This can be seen in the sales chart for Yamaha products, which are still below their competitors, namely the Honda and Suzuki brands with total sales in 2018 of 122,981 units, in 2019 of 212,597, and in 2020 of 252,765. However, seeing the sales graph that is increasing every year is a distinct advantage for Yamaha to continue to innovate and try to optimize sales in the following years. Furthermore, there is a graph regarding the market share of Honda, Yamaha, and Suzuki motorcycle products. According to data obtained from AISI (Bicycle Industry Association Motor Indonesia) it can be seen that Yamaha products have a declining market share every year. This can be seen in Figure 2 below.

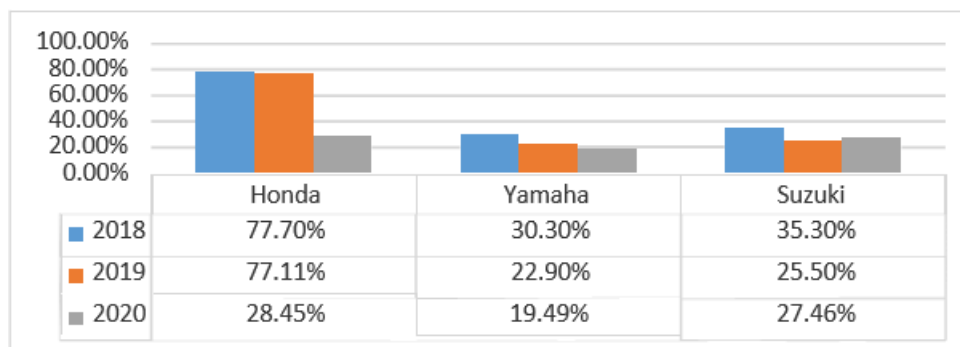


Figure 2. Graph of Total Market Share of Motorcycle Products in 2018 – 2020

Source: Asosiasi Industri Sepeda Motor Indonesia (2020)

Based on the graph above, it shows that Honda and Suzuki motorcycles always dominate in the domestic market compared to Yamaha. This shows that Yamaha has lost in competition with Honda and Suzuki motorcycle manufacturers. In 2018, Yamaha had a percentage of 30.30% compared to 2019 Yamaha experienced a decrease of up to 22.90% because Yamaha has competitors from Honda and Suzuki with the same engine capacity, and has an elegant body. In 2019 Yamaha experienced an increase of around 25.49% compared to 2020 Yamaha experienced a very drastic decline of up to 19.31%. Seeing its position which has been left behind by Honda which reached 28.45% and Suzuki which reached 27.46%, Yamaha began to make significant improvements.

Motorcycle buying behavior is certainly influenced by many factors, but it is necessary to identify what factors are considered by consumers to make a purchase. Research on buying behavior has been widely studied by previous studies. The factors studied by previous research are trust (Hamdan et al., 2021, Fitriana, 2021), security (Silva, 2019; Samudro & Hamdan, 2021), risk perception (Sullivan & Kim, 2018; Hamdan & Yuliantini, 2020), packaging or design strategies (Hamdan et al., 2021), utilitarian and hedonic values (Vijaranakorn & Shannon, 2017; Hamdan & Pajjan, 2020), product knowledge (Ramadhan & Soemarsono, 2017; Hamdan & Raharja, 2020), satisfaction (Hsu, 2018; Hamdan, 2018), service quality (Hamdan & Rizka, 2021; Wydyanto & Hamdan, 2020).

Several previous studies have studied many factors that influence buying interest in motorbikes, such as research conducted by (Kamaluddin, 2018) which examined that lifestyle variables had a significant effect on buying interest in STIE Bima students. Then research by (Kalele et al., 2015) which examines that the price perception variable does not have a significant effect on buying interest in a Suzuki Satria Fu motorbike at PT. Independent Galesong Rays. However, this study shows that the product quality variable has a significant effect on buying interest in a Suzuki Satria Fu motorbike at PT. Independent Galesong Rays. Then research from (Susanti & Zakaria, 2020) which states that brand image has a positive and significant effect on consumer buying interest. And the results of research from (Sutiyem, Thesa Alif Ravelby, 2019) examined that product design had a significant positive effect on consumer buying interest. While the results of research from (Wildan et al., 2018) research that partially sales promotions have a significant influence on buying interest in Lazada e-commerce.

Based on the research description above, a pre-survey was conducted on 20 respondents to determine the factors that influence the interest in buying NMAX motorbikes. The questions made in the pre-survey refer to previous journals. From the results of the pre-survey, there are 3 (three) main factors that influence consumers to have an interest in buying NMAX motorbikes. First, is lifestyle as a factor that influences buying interest in NMAX motorbikes. People's lifestyles are always changing, so the selection of a motorbike must be in accordance with their lifestyle. Anjastyo, (2019) Lifestyle is related to a person's lifestyle and habits since birth. Furthermore, he defines it as "how a person lives" and influences the intention to buy something. Lifestyle also has a significant influence on buying interest in STIE Bima students in research (Kamaluddin, 2018).

Second, is the design of the motor as the main choice of consumers intending to make a purchase. Design is the completeness of features that affect the appearance, taste, and function of the product according to customer needs. Design is also very important, especially in making goods durable. (Brahmin, 2019). This is in line with research conducted by (Sutiyem, Thesa Alif Ravelby, 2019) which states that product design has a significant positive effect on consumer buying interest. Furthermore, the third factor is price perception which is also the most important consideration for consumers intending to make a purchase. Prawira, (2019) The affordable price offered will determine interest in buying any type of motorcycle. In addition, price is also a determinant of demand for goods and to determine the position of sales competition in the market.

Based on this description, the writer is interested in conducting a research which is then packaged into a thesis research with the title "The Influence of Lifestyle, Design and Price Perception on Purchase Intention Yamaha NMAX Motorcycles". On this basis, the researcher proposes the formulation and research objectives as follows:

Research Formulation:

1. Does lifestyle affect the purchase intention in Yamaha NMAX motorbike?
2. Does the design affect the purchase intention in Yamaha NMAX motorbike?

3. Does Price Perception affect the purchase intention in Yamaha NMAX motorbike?

Research purposes :

1. To identify whether there is a significant positive effect between Lifestyle on purchase intention Yamaha NMAX motorbikes.
2. To identify whether there is a significant positive effect between design on purchase intention Yamaha NMAX motorcycles.
3. To identify whether there is a significant positive effect between Price Perception on purchase intention Yamaha NMAX motorcycles

LITERATURE REVIEW

Purchase Intention

Kotler & Keller, (2016) explains that a consumer behavior has the desire to choose and buy a product based on experience in using the product. Purchase intention is consumer behavior that shows responsibility for making purchases, thus making consumer buying interest important because it can attract consumers to make purchasing decisions for a product that ultimately brings benefits to the company (Naibaho & Yuliati, 2017). According to (L. S. Noor et al., 2020) the intentions that arise in buyers are often contrary to their financial condition. Buying interest is the possibility that consumers will make purchases by seeking information from various sources.

Purchase Intention has been widely studied by previous researchers, among others: (Ilhamalimy & Ali, 2021), (Havidz et al., 2020), (Ali, 2019), (Saputra & Mahaputra, 2022a), (Sitio & Ali, 2019).

Life Style

Sari, (2021) defines that life style is a person's lifestyle that is revealed in his activities, interests, and opinions, while personality is a different individual characteristic to influence his buying behavior. Lifestyle describes a person's behavior about how he lives to use his money, and take advantage of the time he has (Sulastri, 2018). Lifestyle indicators (Setiadi, 2010), namely 1) activities, how consumers spend time in everyday life; 2) interest, something that is of interest or anything around consumers that is considered important in life and social interaction. Every company is required to always understand the interests and desires of its customers; and 3) opinion, the way consumers perceive themselves and the environment around them.

Sari, (2020) states that lifestyle has a significant influence on consumer buying interest. This research is supported by (Putra, 2019) which shows that lifestyle has a significant effect on buying interest. This supports previous research (Kamaluddin, 2018) which states that lifestyle has a positive and significant effect on consumer buying interest. With reference to the research above, the researcher proposes a hypothesis:

H₁: Life Style has a positive and significant effect on purchase intention.

Lifestyle has been widely studied by previous researchers, among others: (Ali et al., 2022), (Mahaputra & Saputra, 2021a), (Prayetno & Ali, 2020), (Saputra & Ali, 2022), (Riyanto et al., 2017).

Design

Kotler & Keller, (2012) design is a design for companies to see the ease of manufacture and distribution of a product. As for consumers, design is a product that is good to look at, easy to open, install, use, repair, and dispose of. Kotler & Armstrong, (2012) product design design indicators include: 1) shape, many products can be distinguished based on the shape, size of the model; 2) features, most products can be offered with different

features that complement the basic functions of the product; 3) quality, the buyer expects the product to have quality conformity with high standards and specifications; 4) durability, a measure of the expected life of the product under normal conditions. Is a valuable attribute for certain products; 5) reliability, buyers will generally buy more to get more skilled products; 6) easy to repair, buyers buy products that are easy to repair; and 7) style, describing the appearance and feeling that the product evokes for the buyer.

Andi et al., (2019) stated that the design had an effect on buying interest and the research model was acceptable. This research is supported by (Sutiyem, Thesa Alif Ravelby, 2019) which shows that design has a positive and significant effect on consumer buying interest. This supports previous research (Sarah et al., 2019) which shows that the design has a positive and significant effect on Purchase Interest. By referring to the research above, the researcher proposes a hypothesis:

H₂: Design has a positive and significant effect on purchase intention.

Design has been widely studied by previous researchers, including: (Mahaputra & Saputra, 2021b), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017).

Price Perceived

Retnowulan, (2017) one of the factors that influence consumers is the perception of price. Septanto et al, (2017) price perception is the consumer's desire to use price in assessing the suitability of the benefits of the product. Peter & Olson, (2013) stated that price perception related to price information is understood by all consumers and provides deep use for them. The indicators of price perception (A'yun et al., 2019), namely: 1) the price offered is affordable; 2) the price is in accordance with the needs; 3) the price is in accordance with the quality of the product; and 4) competitive prices with other products.

Retnowulan, (2017) states that price perception has a positive and significant effect on consumer buying interest. This research is supported by (Prawira & Yasa, 2016) which shows that it has a positive and significant effect on consumer buying interest. These results support previous research (Hidayat & Astuti, 2019) which shows that price perceptions are acceptable and have a positive effect on consumer buying interest. With reference to the research above, the researcher proposes a hypothesis:

H₃: Price perceived has a positive and significant effect on purchase intention.

Price Perceived has been widely studied by previous researchers, including: (Saputra & Mahaputra, 2022b), (Shobirin & Hapzi Ali, 2019).

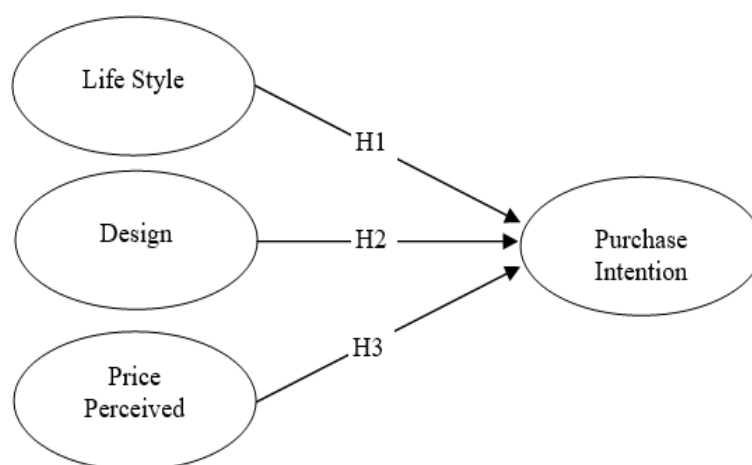


Figure 3. Conceptual Framework

Apart from the Lifestyle, Design and Price Perceived variables on Purchase Intention Yamaha NMAX Motorcycles in Tangerang City, there are other factors that affect Purchase Intention, namely:

- 1) Product Quality: (Supriyadi et al., 2019), (Kainde et al., 2021), (Saputra & Mahaputra, 2022a),
- 2) Service Quality: (Zulfah et al., 2020), (Yurnal, 2016), (Mahaputra & Saputra, 2021a),
- 3) Brand Image: (Erviani et al., 2019), (Hermansyah, 2006), (Sinaga et al., 2020), (Yurnal & Ihsan, 2019), (Saputra & Mahaputra, 2022b).
- 4) Trust: (Sinthya et al., n.d.), (Hermansyah, E. O., Machfoedz, M. B. A., & Kartawan, 2010), (IRFANSYAH, 2014).

RESEARCH METHODS

This study uses a quantitative approach. Sugiyono, (2013), quantitative approach is a type of research that builds knowledge and obtains truth based on measured data. Referring to this approach according to the population used for consumers in the Karawaci area, Tangerang City. It can be determined the number of samples referring to the concept (Hait et al., 2014), that the number of indicators is multiplied by 5 to 10. On this basis, the number of samples obtained is 180 of the 18 research indicators. The sample was obtained using a purposive sampling technique by distributing questionnaires using google forms which were distributed through various social media. The sample that has been obtained is a feasible and acceptable sample for testing and analysis.

The samples obtained will be tested using the PLS-SEM approach. The reason for using the PLS-SEM approach is because this research is predictive. Based on the recommendations (Hait et al., 2014) stated that PLS-SEM is the best approach for predictive research models. In PLS, 2 tests are carried out, the first is the outer model and the second is the inner model test (Hair et al., 2014). The outer model consists of tests of convergent validity, discriminant validity, and reliability. While the inner model consists of the coefficient of determination test (R^2), the predictive relevance test (Q^2), and the path coefficient test

FINDINGS AND DISCUSSION

Findings

Descriptive Analysis Results

The results of the description of respondents' responses are respondents' responses from various statements on the distributed questionnaire. The description of respondents' characteristics will be described by gender, level of monthly expenditure, and occupation. Meanwhile, descriptions of respondents' responses to research items on lifestyle, price perceptions, designs on purchase intentions will be presented in the following tables.

Table 1. Respondent Characteristics

Genders	Frequency	%
Male	106	58.9%
Female	74	41.1%
Total	180	100%
Work	Frequency	%
Employee	122	67,8 %
Entrepreneurs	32	17,8 %
Government employees	20	11,1 %
Other	6	3,3 %
Total	180	100 %

Income per month	Frequency	%
< 1.000.000	89	49,4 %
1.000.000-5.000.000	60	33,3 %
> 5.000.000	31	17,2 %
Total	180	100 %

Source: Data of Research (2022)

From 180 respondents there were 106 respondents or 58.9% of respondents were male and the rest, 74 respondents or 41.1% of respondents were female. So, the majority of respondents based on gender in this study were male respondents.

Furthermore, there are 89 respondents or around 49.4% who have expenses of < Rp. 1,000,000; there are 60 respondents or about 33.3% who have an income of Rp. 1.000.000 - Rp. 5,000,000; there are 31 respondents or about 17.2% who have expenses of > Rp. 5,000,000. From the results of the study, it can be seen that the majority of respondents are respondents who have expenses of <Rp. 1,000,000. This means that consumers who have this income are still students who do not have the finances to buy motorbikes, because they do not have a fixed income for themselves.

Meanwhile, from 180 respondents, there were 122 respondents or (67.8%) as employees, 32 respondents (17.8%) as entrepreneurs, 20 respondents (11.1%) as civil servants, and 6 respondents (3.3) with other statuses. Based on the results of the study, it can be seen that the majority of respondents are respondents who work as students. This means that a student or students provide a good criteria assessment and perception to make a purchase.

Table 2. Item Response Description

Life Style	Strongly Disagree	Don't Agree	Doubtful	Agree	Strongly Agree	Average Index
GH.1	17		37		85 42	18 3,05
GH.2	8		37		75 48	31 3,31
GH.3	63		48		25 36	27 2,57
GH.4	8		13		40 61	76 3,93
GH.5	44		37		48 45	25 2,87
Design						
DS.1	10		19		45 62	63 3,73
DS.2	27	18		71 42	41	3,29
DS.3	4		3		49 76	65 4,01
DS.4	10		6		58 71	53 3,75
DS.5	11		21		65 63	39 3,47
DS.6	5		5		62 81	43 3,77
DS.7	30	28		50 54	35	3,22
Price Perceived						
PH.1	6		7		60 75	48 3,79
PH.2	13		21		90 43	29 3,34
PH.3	7	7		68 78	36	3,66
PH.4	21		35		65 42	33 3,13
Purchase Intention						
MB.1	14		17		65 56	43 3,51
MB.2	10		16		50 67	53 3,67
MB.3	11		8	55	79	41 3,66
MB.4	13		13		59 64	47 3,59

Source: Data of Research (2022)

Based on all statements on the instrument presented to measure the Lifestyle variable, it is known that the answers given by the respondent or participant are dominated by the "Agree" answer to the statement on the instrument presented. It is also known that the highest index on the Lifestyle variable is the statement GH.4 which has an average index of 3.93. The

GH.4 indicator is “You often travel long distances using a private vehicle”. While the lowest index on the Lifestyle variable is found in the statement GH.3 which has an average index of 2.57, namely “Modification of motorized vehicles is your hobby”.

Perceived response from consumers is dominated by the answer “Strongly Agree”. The indicator with the highest average index is found in the DS2.3 statement of 4.01, namely “The quality of the motorcycle is in accordance with the price offered”. While the lowest average index is in the statement of DS.7 of 3.22, namely “I bought a Yamaha Nmax motorcycle because it is a motorcycle that is available according to current trends”.

The response perception from consumers is dominated by the answer strongly “Agree”. The indicator with the highest average index is found in the PH.1 statement of 3.79 with the statement item “The price of the Yamaha Nmax motorcycle that is set is in accordance with the quality offered”. While the lowest average index is in the statement PH.4 of 3.13, namely “Yamaha is the brand that my parents suggested when buying a motorcycle”.

Furthermore, the perception of responses from consumers regarding purchase intentions is dominated by the answer “Agree”. The indicator with the highest average index is found in the MB.2 statement of 3.67, namely “I am asking for information on Yamaha products to people who have used them”. While the lowest average index is in MB.1 statement of 3.51, namely “I have studied the details of the Yamaha motorcycle that I will buy”.

PLS-SEM Analysis Results

The convergent validity value in PLS-SEM can be seen from the loading factor value for each construct indicator. The loading factor value must be greater than 0.7 for confirmatory research, while for exploratory research the tolerable loading factor value is 0.6-0.7, however, for the initial stage of developing the measurement scale, the loading factor value is 0, 5-0.6 is still considered sufficient. Based on this criterion, if there is a loading factor below 0.50, it will be dropped from the model.

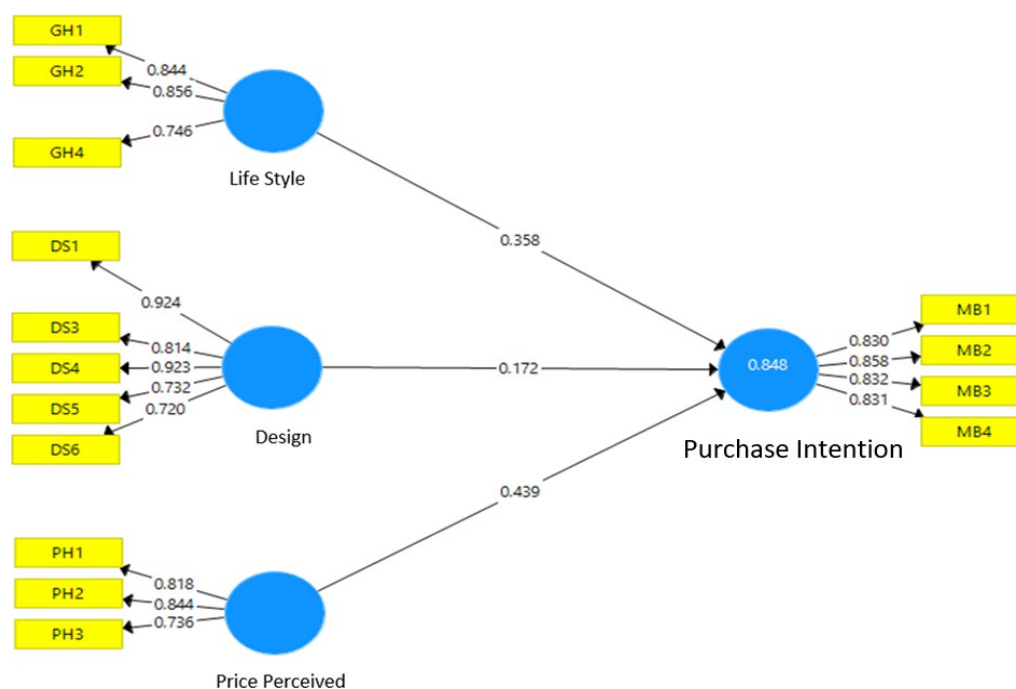


Figure 4. Loading Factor Result (After Modified)

Source: Figure of Research (2022)

Table 3. Composite Reliability Test Results and Cronbachs Alpha

Variable	Cronbach's Alpha	Composite Reliability	Results
Life Style	0,883	0,915	Reliable
Design	0,754	0,857	Reliable
Price Perceived	0,858	0,904	Reliable
Purchase Intention	0,724	0,842	Reliable

Source: Data of Research (2022)

The results of testing Composite Reliability and Cronbach's Alpha show a satisfactory value, that is, all latent variables are reliable because all values of latent variables have Composite Reliability values and Cronbach's Alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

After producing a good outer model (validity and reliability), then testing the inner model. In the following, the results of the inner model test are presented and described according to the criteria for each test reference

Table 4. Test Results R-Square (R^2)

Variable Endogen	R-Square
Purchase Intention	0,848

Source: Data of Research (2022)

From the data above, it can be concluded that the R-square value is 0.848 which means the variability of Purchase Interest which can be explained by the three independent variables in the model, namely design, lifestyle, and price perception of 84.8% and the rest (100 – 84.8) 15,2% is explained outside this research model.

Table 5. Test Results Q-Square

Variable Endogen	Q-Square (Q^2)
Purchase Intention	0,152

Source: Data of Research (2022)

The result of the predictive relevance value is 0.152. So each of the exogenous variables is able to predict relevantly the endogenous variables (purchase intention). Thus, this research model is feasible for further testing or has criteria at a good test level.

Table 6. Hypothesis Testing Results

Relationships	Original Sample (O)	T Statistics	P Values	Results
Life Style→Purchase Intention	0,554	5,735	0,000	H1: Accepted
Design→Purchase Intention	0,237	2,524	0,012	H2: Accepted
Price Perceived→Purchase Intention	0,628	6,252	0,000	H3: Accepted

Source: Data of Research (2022)

Based on the results of the path coefficient above, it can be concluded in its understanding as follows:

- The coefficient of the T-statistical value on the Lifestyle variable is 5.735 and the original sample value is 0.554. The T-statistic value is greater than the T-table value of 1.96 and

- the original sample value shows a positive value. This means that the Lifestyle variable has a positive and significant influence on Purchase Intention.
- b. The coefficient of the T-statistical value on the Design variable is 2.524 and the original sample value is 0.237. The T-statistic value is greater than the T-table value of 1.96 and the original sample value shows a positive value. That is, the Design variable has a positive and significant influence on Purchase Intention.
 - c. The coefficient of the T-statistical value on the Price Perception variable is 6.525 and the original sample value is 0.628. The T-statistic value is greater than the T-table value of 1.96 and the original sample value shows a positive value. That is, the Price Perception variable has a positive and significant influence on Purchase Intention.

Discussion

1. Life Style has a Positive and Significant impact on Purchase Intention

Based on Table 6 it can be concluded that the Lifestyle variable has a positive and significant effect on buying interest. This means that lifestyle will affect one's desire to act, and ultimately determine one's consumption choices. A person's lifestyle can be shown by looking at his opinion on a particular object. The results of this study support previous research conducted by (Latipah, 2017) and (Yusnidar & Isnaini, 2020) namely lifestyle has a positive and significant effect on buying interest. From this research, lifestyle variables are built through several indicators such as: activities, interests, and opinions. While buying interest is built by indicators: transactional interest, referential interest, preferential interest, and exploratory interest. So that the interest between these indicators creates a positive perception by consumers which is reflected in the attitudes and behavior in buying Yamaha NMAX motorbikes.

2. Design has a Positive and Significant impact on Purchase Intention

Based on Table 6 it can be concluded that the design variable has a positive and significant effect on buying interest. This means that the design can attract consumers and also distinguish it from other competing products. Design can be either an improvement or a simplification. Improved design in the form of adding functionality and usability of a product. While the simplification of the design aims to make the use of a product easier. The results of this study support previous research conducted by (Sarah et al., 2019) and (Ryan Tio et al., 2016) namely the design has a positive and significant effect on buying interest. From the results of the description above, the design variables are built through several indicators such as: shape, features, quality, durability, reliability, easy to repair, and style. Meanwhile, buying interest is built by indicators such as: transactional interest, referential interest, preferential interest, and exploratory interest. So that the interest between these indicators creates a positive perception by consumers which is reflected in the attitudes and behavior of buying Yamaha NMAX motorbikes.

3. Price Perceived has a Positive and Significant impact on Purchase Intention

Based on Table 6 it can be concluded that the price perception variable has a positive and significant effect on buying interest. This means that price perception is the consumer's desire to use price in assessing the suitability of the product's benefits, price perceptions related to price information are understood by all of consumers and provide deep use for them. The results of this study support previous research conducted by (Indra Jaya Krisna Gede Prabowo, 2016) and (Septanto et., 2017) namely Price Perception has a positive and significant effect on buying interest. In this study, price perception affects interest in buying Yamaha NMAX motorbikes. Price perception is a person's willingness to use price in assessing the quality of the product. Therefore, price perception is measured through

indicators such as: the price offered is affordable, the price is in accordance with the needs, the price is in accordance with the quality of the product, and the price is competitive with other products. While buying interest is built by indicators: transactional interest, referential interest, preferential interest, and exploratory interest. So that the interest between these indicators creates a positive perception by consumers which is reflected in the attitudes and behavior of buying Yamaha NMAX motorbikes.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of data analysis and discussions that have been carried out using the Structural Equation Modeling (SEM)-Partial Least Square (PLS) analysis method regarding the Effect of Lifestyle, Design, and Price Perception on Purchase Intention in Yamaha NMAX Motorcycles, the following conclusions can be drawn:

1. Lifestyle has a positive and significant effect on purchase intention in Yamaha NMAX Motorcycles. From the results of this study, it can be concluded that the higher the lifestyle on the Yamaha NMAX motorbike, the higher the consumer's purchase intention a Yamaha NMAX motorbike.
2. Design has a positive and significant effect on purchase intention in Yamaha NMAX Motorcycles. From the results of this study, it can be concluded that the higher the design on the Yamaha NMAX Motorcycle, the higher the consumer's purchase intention to buy a Ymaaha Nmax motorbike.
3. Price Perception has a positive and significant effect on purchase intention in Yamaha NMAX Motorcycles. From the results of this study, it can be concluded that if the price perception is more competitive, the purchase intention to buy a Yamaha NMAX will also be more competitive.

Recommendation

The first suggestion of this research is on lifestyle variables, the Yamaha NMAX motorcycle should create a more varied model in order to attract consumers who always pay attention to their motives, the Yamaha NMAX motorcycle must also maintain consumer confidence with the original quality of the product maintained and the distribution smoothly so that mutual trust will be maintained and create a good image in the eyes of consumers so that when consumers have a Yamaha NMAX motorbike it will make consumers confident in using the product. The two design variables, the Yamaha NMAX motorcycle can do research beforehand about what kind of motorcycle model that is currently popular with consumers, so that this Yamaha NMAX motorcycle can continue to develop and have a special place in the hearts of the people because the design is always updated and fashionable. The third dang is price perception, suggestions that can be taken into consideration are the Yamaha NMAX motorcycle, at this time the level of competition for this business is quite high, so the company must continue to review the perception of better prices without reducing the quality/quality of the product itself. If the consumer feels that the price is inappropriate or more expensive than the competitor's place, the consumer will automatically prefer to buy another place that is cheaper with comparable quality. Therefore, the price offered can lead to perceptions so that consumers decide to buy.

Since this research has limitations in conducting research, it is recommended for further researchers who want to examine the variables contained in this study, namely lifestyle design, and price perceptions of interest in baeli so that further research can develop other variables such as brand image, product quality, etc. So that it can be used as a reference for researching variables that have never been done or using other research objects and by

increasing the number of respondents with different research objects. So that further research will be more perfect and provide more information.

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