THE INFLUENCE OF SOCIAL MEDIA, WORD OF MOUTH AND LIFESTYLE ON PURCHASING DECISIONS FOR YAMAHA NMAX MOTORBIKES AT CV. TJHAJA BARU KAMBANG

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ABSTRACT

This study aims to determine the effect of Social Media, Word Of Mouth, and Lifestyle on purchasing decisions for Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. This research is quantitative research, the sampling method uses purposive sampling technique with 66 respondents. The data analysis technique used in this study was multiple regression analysis. The results of this study indicate that Social Media has a positive and significant effect on purchasing decisions, Word Of Mouth has a positive and significant effect on purchasing decisions, and Lifestyle has a positive and significant effect on purchasing decisions.

Keywords: Social Media, Word Of Mouth, purchasing decisions.

INTRODUCTION

During the current development of globalization, competition in the world of trade is categorized as very tight due to the development of increasingly sophisticated technology in various fields, especially in the automotive industry. The development of sophisticated technology, especially motorbikes, requires automotive companies to conduct research in advance in determining motorcycle products with what kind of design will be designed to be produced in further production.

The phenomenon that is happening now is that there are many enthusiasts for automatic transmission scooter motorbikes (scooters) or better known as automatic motorbikes. Motor matic is one of the most popular motorized vehicles among the Indonesian people at this time. This can be proven by the sales figures of motorbikes in Indonesia.

Based on this phenomenon, Yamaha Nmax is the choice of consumers because it has its own advantages, such as the existence of a Yamaha Nmax community which is usually used for motorcycle touring as well as with existing features, reliability, functions, and

technology. Many consumers also choose to use it for online motorcycle taxis and also for students and in terms of other benefits.

Decisions in purchasing a very diverse motorcycle can be seen from various aspects including product quality and even lifestyle. Purchasing decisions are defined as the process of formulating various alternative actions, in order to make a choice on one particular alternative when making a purchase by a customer. In today's modern marketing concept, manufacturers focus on how they influence consumer decisions when choosing products.

According to (Arif., 2021) purchasing decision is a process of making a decision on a purchase which includes determining what product to buy or not to make a purchase and the decision is obtained based on previous experience. According to the Grand Theory, a purchase decision is a person's attitude to buy or use a product in the form of goods or services that he believes will satisfy him and is willing to bear the risks that may arise. Consumers make purchasing decisions every day. Marketers need to know what consumers consider in purchasing decisions.

One of the things that influences purchasing decisions is social media. Social media has become the media of choice around the world and influences consumer behavior. Through social media, authentic information from all over the world can be received at any time without time restrictions, through various kinds of electronic devices, such as computers or cellphones, and allows customers to make comparisons and interactions where two-way communication occurs effectively (Anggraini et al., 2020).
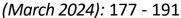
According to Santoso, Baihaqi, & Persada, (2017) social media marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking. Research conducted (Anggraini et al., 2020) shows that social media has an effect on millennial generation purchasing decisions. Furthermore, Finthariasari's research, (2023) says that social media has an effect on purchasing decisions for Ms. Glow skincare in Bengkulu.

H_1 : social media has a positive effect on purchasing decisions

Apart from social media that can influence purchasing decisions is word of mouth. Word of Mouth (WOM) is a statement (personal or non-personal) conveyed by someone other than the company to consumers. Word of mouth or what is commonly called word of mouth communication is a communication process that provides recommendations both individually and in groups for a product or service which aims to provide information personally Kotler and Keller, (2016). Word of mouth is one of the communication channels that is often used by a company that will produce a certain product so that word of mouth is considered very effective in expediting the marketing process which will be able to provide optimal benefits for the company. Research by Fajrina & Jalaludin, (2023) shows that word of mouth has an effect on purchasing decisions for Honda motorcycle products in Jakarta. Research by Supardin et al., (2022) shows that word of mouth affects the decision to purchase supplements after the Covid-19 pandemic in Yogyakarta.

H_2 : word of mouth has a positive effect on purchasing decisions

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Not only social media and word of mouth can influence purchasing decisions, lifestyle also influences purchasing decisions. Lifestyle is a person's life in the world which is reflected in his activities, interests and opinions. Lifestyle describes the whole person who interacts with his environment. To find out the relationship between shopping lifestyle and a person's purchasing behavior, including: responding to every advertising offer about a product, buying the latest model product when you see it, shopping for the most famous brand, believing that the famous brand you buy is the best in terms of quality, often buying a variety of products than the brand you usually buy, believing that there are no other brands that are the same as what you buy (Sutardjo et al., 2020).

Motorbikes are not only seen in terms of function or users but are currently part of the lifestyle of their users. This makes the Brand Holder Sole Agents (ATPM) have to compete on motorbikes that describe a certain lifestyle, because currently the motorcycle models that are selling in the market are models that suit lifestyle tastes. The rapid influx of information and technology affects the lifestyle of people in Indonesia. Lifestyle is a person's pattern of life in the world which is expressed in his activities, interests and opinions Adi Jaya & Astira, (2021). Permana research. & Satrio, (2019)

H2 : lifestyle has a positive effect on purchasing decisions

RESEARCH METHODS

Type of Research

This research is descriptive research with a quantitative approach. Descriptive analysis is data analysis by describing or describing the data that has been collected as it is. Quantitative research method is a research method used to examine a particular population or sample.

Population and Sample

Population is the entire generalized area including objects, subjects with certain numbers and characteristics that have been determined to be studied and then draw conclusions. The population of this study are consumers who make purchases at CV. Tjahaja Baru Kambang from 2018-2022 as many as 654 people.

The sample is part of the number and characteristics of the population Sugiyono, (2019). Thus the sample is part of the population whose characteristics are to be investigated, and can represent the entire population so that the number is less than the population..

Research Results and Discussion

Validity Test   **Table 1**

Validity Test of Purchasing Decision Variables (Y))

Items	r count	r table	condition	Conclusion
Y1	0,380	0,242	r count > r table	Valid
Y2	0,307	0,242	r count > r table	Valid

Items	r count	r table	condition	Conclusion
Y3	0,543	0,242	r count > r table	Valid
Y4	0,455	0,242	r count > r table	Valid
Y5	0,363	0,242	r count > r table	Valid
Y6	0,526	0,242	r count > r table	Valid
Y7	0,494	0,242	r count > r table	Valid
Y8	0,364	0,242	r count > r table	Valid
Y9	0,607	0,242	r count > r table	Valid
Y10	0,434	0,242	r count > r table	Valid
Y11	0,473	0,242	r count > r table	Valid
Y12	0,350	0,242	r count > r table	Valid
Y13	0,374	0,242	r count > r table	Valid

Source: SPSS version 23 data (Data processed in 2023)

Based on table 1, the results of the validity test show that for the purchasing decision variable, the results of 10 statements are declared valid, because r count Corrected Item-Total Correclation is greater than r table 0.242..

Table 2

Validity Test of Social Media Variables (X_1)

Item	r count	r table	condition	Conclusion
X1.1	0,470	0,242	r count > r table	Valid
X1.2	0,329	0,242	r count > r table	Valid
X1.3	0,559	0,242	r count > r table	Valid
X1.4	0,578	0,242	r count > r table	Valid
X1.5	0,564	0,242	r count > r table	Valid
X1.6	0,657	0,242	r count > r table	Valid
X1.7	0,609	0,242	r count > r table	Valid
X1.8	0,443	0,242	r count > r table	Valid
X1.9	0,539	0,242	r count > r table	Valid

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Item	r count	r table	condition	Conclusion
X1.10	0,545	0,242	r count > r table	Valid

Source: SPSS data version 23 (Data processed in 2023)

Based on table 2, the validity test results show that for the purchasing decision variable, the results of 10 statements are declared valid, because r count Corrected Item-Total Correclation is greater than r table 0.242.

Table 3

Word Of Mouth Variable Validity Test (X_2)

Item	r count	r table	Condition	Conclusion
X2.1	0,441	0,242	r count > r table	Valid
X2.2	0,429	0,242	r count > r table	Valid
X2.3	0,540	0,242	r count > r table	Valid
X2.4	0,469	0,242	r count > r table	Valid
X2.5	0,315	0,242	r count > r table	Valid
X2.6	0,546	0,242	r count > r table	Valid
X2.7	0,390	0,242	r count > r table	Valid
X2.8	0,492	0,242	r count > r table	Valid

Source: SPSS data version 23 (Data processed in 2023)

Based on table 3, the validity test results show that for the purchasing decision variable, the results of 8 statements are declared valid, because r count Corrected Item-Total Correclation is greater than r table 0.242.

Table 4

Validity Test of Lifestyle Variables (X_3)

Items	r count	r table	Condition	conclusion
X3.1	0,268	0,242	r count > r table	Valid
X3.2	0,577	0,242	r count > r table	Valid
X3.3	0,529	0,242	r count > r table	Valid
X3.4	0,507	0,242	r count > r table	Valid

Items	r count	r table	Condition	conclusion
X3.5	0,513	0,242	r count > r table	Valid
X3.6	0,531	0,242	r count > r table	Valid
X3.7	0,361	0,242	r count > r table	Valid
X3.8	0,332	0,242	r count > r table	Valid
X3.9	0,379	0,242	r count > r table	Valid

Source: SPSS data version 23 (Data processed in 2023)

Based on table 4, the validity test results show that for the purchasing decision variable, the results of 9 statements are declared valid, because r count Corrected Item-Total Correclation is greater than r table 0.242.

Reliability Test

Reliability Test Results

Table 5

Reliability Test Results

Variable	Cronbach's Alpha	Value Standart	conclusion
Social media	0,838	0,600	Reliable
Word Of Mouth	0,755	0,600	Reliable
Lifestyle	0,747	0,600	Reliable
Buying decision	0,801	0,600	Reliable

Source: SPSS data version 23 (Data processed in 2023)

Based on table 5, it can be seen from the results of data processing that the Cronbach's Alpha value for the variables Social Media, Word Of Mouth, Lifestyle and purchasing decisions> 0.600. It can be concluded that the answers given by the respondents are reliable so that the next data processing stage can be carried out.

Classical Assumption Test

Normality Test

Tabel 6
Hasil Uji Normalitas

Exact Sig. (2-tailed)	Alpha	conclusion
0.434	0.05	Normally distributed

Source: SPSS data version 23 (Data processed in 2023)

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Based on table 6 above, the test results show that the data is normally distributed, because the Exact Sig value is 0.434 This shows that the value of Exact Sig. > 0.05, so it can be said to be normally distributed and the data can be used for further research.

Multicollinearity Test

Multicollinearity test results

Table 7

Multicollinearity Test Results

Independent Variabel	Collinearity Statistics		Conclusion
	Tolerance	*VIF*	
Social media (X_1)	0,501	1,988	Mullticollinearity does not occur
Word Of Mouth (X_2)	0,600	1,666	Mullticollinearity does not occur
Lifestyle (X_3)	0,552	1,813	Mullticollinearity does not occur

Source: SPSS data version 23 (Data processed in 2023)

Based on the multicollinearity test above, it can be seen that the tolerance value of the Social Media, Word Of Mouth and Lifestyle variables is greater than the number>, 0.1 and the VIF value is smaller than the VIF value <.10, it can be concluded that there is no multicollinearity problem.

Heteroscedasticity Test

Heteroscedasticity Test Results

Table 8

Heteroscedasticity Test Results

Variable	Sig.	Alpha	Information
Social media (X1)	0,064	0,05	Heteroscedasticity does not occur
Word Of Mouth (X2)	0,253	0,05	Heteroscedasticity does not occur
lifestyle (X3)	0,089	0,05	Heteroscedasticity does not occur

Source: SPSS data version 23 (Data processed in 2023)

Based on the results of the Heteroscedasticity test through SPSS, it can be seen that the significant value for each independent variable is above 0.05, it can be concluded that in the heteroscedasticity test, there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple Linear Regression Test ResultsTabel 9

Multiple Linear Regression Test Results

Variable Independent	Unstandardized Coefficients			
	B	T	Sig	Connection
(Constant)	13,189	2,143	0,036	-
Social Media (X1)	0,198	1,162	0,250	No Effect
Word Of Mouth (X2)	-0,057	-0,260	0,796	No Effect
Lifestyle (X3)	0,892	4,503	0,000	Influential

Source: SPSS data version 23 (Data processed in 2023)

Based on table 9, the regression equation model can be obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$
$$Y = 13,189 + 0,1985 (X_1) + (-0,057) (X_2) + 0,892 (X_3)$$

Where means The regression equation above shows the relationship between the independent variable and the dependent variable partially, from this equation it can be concluded that:

1. The constant value is = 13,189, meaning that if it is assumed that Social Media, Word Of Mouth and Lifestyle are worth 0, the purchasing decision is worth 13,189
2. The X1 value of = 0,198 means that the Social Media regression coefficient shows a positive direction. This means that if Social Media increases by one unit, the purchasing decision will increase by 0,198 units. Assuming other variables are constant.
3. X2 value of = -0,057means that the Word Of Mouth regression shows a negative direction. This means that if Word Of Mouth increases by one unit, the purchasing decision will increase by -0,057units. Assuming other variables are constant.
4. The X3 value of = 0,892 means that the Lifestyle regression shows a positive direction. This means that if Lifestyle increases by one unit, the purchasing decision will increase by 0,892 units. Assuming other variables are constant.

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Hypothesis Testing

Test t (Partial)

Table 10

Results of Regression Coefficient Calculation (T Tsest)

Independent Variable	T Table	T count	Sig.	conclusion
Social Media (X_1)	1,998	1,162	0,250	H_1 rejected
Word Of Mouth (X_2)	1,998	-0,260	0.796	H_2 rejected
Lifestyle (X_3)	1,998	4,503	0.000	H_3 accepted

Source: SPSS data version 23 (Data processed in 2023)

Based on table 10, the results of the Social Media t test on purchasing decisions obtained t count is smaller than the t table (1,162 <1.998) with a significant value greater than the alpha value (0.259>0.05). The results of the Word Of Mouth t test on Purchasing Decisions obtained t count smaller than the t table (-0.260 <1.998) with a significant value greater than the alpha value (0,796>0.05). The results of the t test Lifestyle on Purchasing Decisions obtained t count greater than t table (4.503> 1.998) with a significant value smaller than the alpha value (0.000 <0.05).

Discussion

The Effect of Social Media on Purchasing Decisions

Based on the test results, the first hypothesis test states that the Social Media variable has no effect on purchasing decisions for Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. With a t-count value smaller than the t-table (1,1623 <1.998) with a significant value greater than the alpha value (0,250> 0.05), it is stated that the first hypothesis H0 is accepted and H1 is rejected.

Social media has the aim of making consumers feel more interested in product offerings. Using social media gives the impression that consumers are selective in making choices and are allowed to have what they use, thus consumers think they want to make a purchase decision.

The results of this study are not in line with research conducted by Anggraini et al., (2020) and Finthariasari, (2023) which in their research shows that social media has an effect on purchasing decisions.

The Effect of Word Of Mouth on Purchasing Decisions

From the results of data analysis obtained from testing the second hypothesis, it states that the Word Of Mouth variable has no effect on purchasing decisions for Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. With a t-count value smaller than the t-table (-0,260<1.998) with a significant value greater than the alpha value (0.796>0.05), it is stated that the first hypothesis H0 is accepted and H2 is rejected.

Word Of Mouth is one of the important things before consumers make purchasing decisions, because before buying a product consumers will definitely get a review or impression of a product that they will buy. This proves that word of mouth indicates a strong relationship to purchasing decisions, by achieving an optimal level of consumer satisfaction with a product, it encourages the creation of purchasing decisions that increase for that product.

The results of this study are not in line with research conducted by Fajrina & Jalaludin, (2023) and Supardin et al., (2022) which in their research shows that word of mouth has a positive and significant effect on purchasing decisions. However, this study is in line with the research that has been done.

The Effect of Lifestyle on Purchasing Decisions

From the results of data analysis obtained from testing the third hypothesis, it states that the Lifestyle variable has a positive and significant effect on purchasing decisions for Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. With a t-count value greater than the t-table (4,053> 1.998) with a significant value smaller than the alpha value (0.000 <0.05), it is stated in this study that the first hypothesis H0 is rejected and H3 is accepted. This research is in line with research conducted by Permana & Satrio, (2019) which concluded that lifestyle has a positive and significant effect on purchasing decisions for Nmax motorbikes at the Yamaha Nmax Surabaya club. Fajrina & Jalaludin, (2023) conducted research on honda motorcycle purchasing decisions in Jakarta, concluding that lifestyle has a positive and significant effect on honda motorcycle purchasing decisions in Jakarta. Research conducted by Jaya & Astira, (2021) the results of his research concluded that lifestyle has a positive and significant effect on purchasing decisions for kawasaki motorbikes in tanggerang city.

Conclusion

Based on the results of research on the influence of Social Media, Word Of Mouth, and Lifestyle on Purchasing Decisions for Yamaha Nmax Motorbikes at CV. Yamaha Tjahaja Baru Kambang from the discussion processed using SPSS version 23, several research conclusions can be conveyed as follows:
1. Social Media (X1) has no effect on the Purchase Decision for a Yamaha Nmax Motorcycle at CV. Yamaha Tjahaja Baru Kambang. This means that social media does not have any effect on the decision to purchase a Yamaha Nmax motorcycle.
2. Word Of Mouth (X2) has no effect on the decision to purchase a Yamaha Nmax Motorcycle at CV. Yamaha Tjahaja Baru Kambang. This is due to the occurrence of individual conditions that do not believe that the impression obtained is positive towards purchasing decisions on Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang.
3. Lifestyle (X3) has a positive and significant effect on purchasing decisions for Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. This means that the higher the level of life style standards or lifestyle standards of an individual, the more the number of purchasing decisions for a product will also increase.

Suggestions

Based on the conclusions that have been made, there are suggestions that can be put forward as follows:

1. Yamaha management must pay close attention to the use of social media in promoting its products, considering that this variable has no influence on purchasing decisions, especially the purchase of Yamaha Nmax motorbikes at CV. Yamaha Tjahaja Baru Kambang. The use of social media must pay attention to consumer desires to attract consumer requests to buy.

2. It is recommended to CV. Yamaha Tjahaja Baru Kambang to further increase Word Of Mouth by giving a good impression to consumers, so that after purchasing a product, the consumer tells the experience and good impression obtained during the purchase of a Yamaha Nmax motorcycle at CV. Yamaha Tjahaja Baru Kambang.

3. For lifestyle, it is recommended to CV. Yamaha Tjahaja Baru Kambang to further increase the motorcycle unit in the warehouse so that every consumer purchasing a Yamaha Nmax at CV. Yamaha Tjhaja Baru Kambang can meet consumer demand and lifestyle, without consumers having to wait for the unit for a long time.

4. For future researchers, it is recommended to add other variables such as perceived quality, product quality, product trust, perceived value, celebrity endorsers and others that can influence purchasing decisions. These suggestions are important to improve the accuracy and perfection of better research results in the future.

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