

Product Innovation and Brand Image on Yamaha Motorcycle Purchasing Decisions

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ABSTRACT

The purpose of this research was to empirically determine the effects of product innovation and brand image on purchasing decisions. The kind of this research was quantitative. There was 160 respondents who taken freely to participate in this study by filling out a questionnaire. Theoretically, a framework was needed to show the relationship between independent and dependent variables. The data was tested thoroughly with SPSS. Data analysis used in this research was validity, reliability, partial, and simultaneous tests. The results of the research showed that Product Innovation and Brand Image owned positive effect both partially and simultaneously on purchasing decisions. The implications of the research was 160 respondents representing the population. It was known from the results of research that product innovation and brand image variables had a significant influence on purchasing decisions. In addition, product innovation was the most important factor in purchasing decisions for Yamaha motorbikes in Makassar.

Keywords: Product innovation, brand image, purchase decision.

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INTRODUCTION

Motorcycles are the most popular transportation in Indonesia. Cheap and reliable are the main reasons why this two-wheeled vehicle is popular with the society. According to data from Korlantas Polri (Traffic Police) until September 1, 2022, it showed that the number of recorded motorcycles reached 120 million units or 120.176,883 units to be precise. But it doesn't mentioned that whether all the motorbikes are roadworthy or not. Four regions in Indonesia have the largest population of motorbike owners. The first is Central Java, the second is Jakarta, the third is West Java and the fourth is East Java.

The highest population of motorbikes in Central Java is 17.422.078 units, while Jakarta has 16.966.333 units. In terms of numbers, Central Java is indeed more numerous, but if you look at the ratio, Jakarta is more crowded. West Java is in third place with 15.549.008 units. Meanwhile, East Java is in fourth position with a total of 13.966.509 motorbikes.

Total Vehicle Data For Each Polda

NO	POLDA	MP	BUS	MB	SPD MOTOR	RANSUS	TOTAL	%
1	JAWA TIMUR	9.395.883	28.269	601.045	15.116.501	4.670	24.026.946	16,00
2	METRO JAYA	3.572.364	16.022	737.282	16.966.333	15.198	21.373.448	14,23
3	JAWA TENGAH	1.506.183	33.210	604.144	17.422.078	7.706	19.597.339	13,05
4	JAWA BARAT	1.882.176	23.123	553.636	15.549.008	2.016	18.028.967	12,01
5	SUMATERA UTARA	759.605	8.487	298.136	6.292.431	3.726	7.362.566	4,90
6	SULAWESI SELATAN	565.794	4.667	215.436	3.917.551	11.197	4.778.664	3,18
7	BALI	466.546	7.739	166.328	3.946.605	926	4.630.413	3,08
8	RIAU	378.110	5.242	211.196	3.529.125	5.563	4.129.236	2,75
9	SUMATERA SELATAN	401.612	4.475	325.402	3.192.997	10.282	3.979.691	2,65
10	LAMPUNG	310.362	3.246	188.339	3.413.191	2.328	3.915.467	2,61
11	BANTEN	360.511	4.503	110.284	3.286.592	1.550	3.765.161	2,51
12	KALIMANTAN TIMUR	303.597	6.939	202.884	2.805.382	2.431	3.321.734	2,21
13	DIY	368.080	3.826	67.185	2.638.147	1.063	3.078.654	2,05
14	KALIMANTAN BARAT	164.476	1.611	108.232	2.589.026	1.151	2.864.504	1,91
15	KALIMANTAN SELATAN	242.089	3.211	145.137	2.462.707	1.342	2.854.689	1,90
16	SUMATERA BARAT	346.063	4.087	119.679	2.315.786	1.378	2.800.667	1,87
17	JAMBI	188.805	33.804	139.676	2.189.739	1.596	2.553.664	1,70
18	ACEH	188.995	1.805	71.742	2.168.893	2.541	2.432.093	1,62
19	NUSA TENGGARA BARAT	111.537	2.768	83.755	1.817.259	907	2.016.253	1,34
20	KALIMANTAN TENGAH	108.666	1.588	75.610	1.352.117	1.305	1.542.421	1,03
21	KEPRI	205.317	2.435	36.611	181.305	452	1.418.009	0,94
22	SULAWESI TENGAH	99.119	917	54.010	1.164.896	517	1.320.190	0,88
23	KEP. BABEL	88.778	1.202	48.148	1.018.589	431	1.157.426	0,77
24	BENGKULU	117.408	919	52.845	961.342	423	1.134.969	0,76
25	SULAWESI UTARA	148.825	1.572	71.983	764.337	462	1.047.172	0,70
26	SULAWESI TENGGARA	181.903	384	43.934	815.497	351	1.042.546	0,69
27	NUSA TENGGARA TIMUR	62.208	3.130	54.501	873.319	527	1.004.740	0,67
28	PAPUA	99.464	1.555	50.586	738.009	595	890.250	0,59
29	GORONTALO	38.118	359	28.928	422.058	738	490.201	0,33
30	SULAWESI BARAT	23.183	63	14.631	350.611	68	389.839	0,28
31	PAPUA BARAT	36.567	376	18.117	316.436	2.058	373.619	0,25
32	MALIKU	26.976	483	14.654	306.270	154	348.537	0,23
33	MALIKU UTARA	21.078	139	13.319	288.175	147	323.002	0,22
34	KALIMANTAN UTARA	15.019	136	9.478	155.963	138	180.734	0,12
TOTAL		22.782.715	212.294	5.534.954	120.176.883	85.827	150.173.152	

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Based on Makassar Samsat data, the growth rate of motorcycles has been dominated by two-wheeled vehicles, which since 2021 have reached one million units," said Makassar Samsat Administrative Officer Inspector One Ade Firmansyah to Warta Economic in Makassar.

Ade revealed that in 2021 the number of motorcycles in Makassar got 1.128.809 units. The number of two-wheeled vehicles is more than four-wheeled vehicles. In addition, the passenger of cars (206.435 units), buses (17.264 units), Goods Cars (72.239 units), and the others vehicles (403 units). Furthermore, Ade concluded that the most common types used of motorbikes in Makassar are Yamaha motorcycles.

Yamaha is a well-known motorcycle brand from long times ago. Even now, it is still being a favorite for people in all walks of life. One of the 10 existing Yamaha dealers, namely Sinar Galesong and Suraco Jaya Abadi stated that the most favorites of Yamaha motorcycles that are most demand by the drivers are Nmax type.

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Related to the problems which the author examines in this study, it that the purchase of a product by consumers can be influenced by many reasons, one of them is product innovation. Product quality, product modification and market demand fulfillment are elements of product innovation that significantly influence purchasing decisions, but the quality of product also plays a very important role. Consumers tend to buy a product, the higher the quality, the higher the purchase intention. (RAYI & ARAS, 2021).

LITERATURE REVIEW

Smart business people become the suitable environmental issues into an opportunity as well as a challenge to create products that suit consumers' wishes to increase sales, improve corporate image, and win market competition (Susanto & Hutami, 2021). Due to the product innovation process is one of the key success factors of several brands. Product innovation covers several aspects such as developing new products, developing designs from existing products or utilizing new sources/components in creating products (Laksono & Magnadi, 2019).

There are many variables that can influence consumers in making purchasing decisions for a product, including product quality and brand image of a product, so that consumers will remain loyal to the products produced by that company (Samad & Wibowo, 2016). Then product innovation is thinking something new, finding new ways, and developing new ideas to solve problems in facing opportunities (Ginjar & Setiawati, 2022). So that, many companies in Indonesia are taking the opportunity to create new product innovations that are in accordance with the wishes and needs of consumers (RAHAYU, 2021)

Researchers found that customers are a valuable source of knowledge for a company. Therefore customers can be used as partners in the innovation process to assist in the transformation of their needs into a new product that can increase acceptance in a market (Najafi-Tavani et al., 2022). Carrying out product innovation and developing technology can capture market opportunities earlier and more quickly and be able to tolerate a higher risk of failure (Han & Zhang, 2021). Initiatives to develop sustainable products in the agribusiness industry have been driven by several factors both internal and external to the company (Aibar-Guzmán et al., 2022).

Innovation relates to new ideas that are changed, developed and implemented to produce processes or products. In addition, innovation and creation depend on the company's ability to obtain information from external sources. This ability further assists in the acquisition of new knowledge (Deshpande, 2018).

In addition to creating new product innovations, companies must also pay attention to the brand image of a product they create because brand image is one that can be superior (Istiono & Kurniasih, 2022). Brand image is a set of consumer beliefs about various brands. The point is brand images or brand descriptions, namely descriptions of associations and consumer beliefs about certain brands (Wardani, 2017). Likewise, brand image, in this case the image of a company. With a good image, a company will get a positive value in the eyes of consumers (Ginjar & Setiawati, 2022). Also, companies must be able to create new product innovations by forming a good, unique, and attractive brand image in order to differentiate them from other products (RAHAYU, 2021).

Brand position is formed by a complex set of consumer images, perceptions and emotions related to how a product compares to competing products. Therefore, to position products, companies need to understand how consumers perceive these products (Alzate et

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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

al., 2022). Besides, brand image helps consumers identify their wants and needs and differentiates a product from competing products (Lien et al., 2015). However, a brand image cannot be created quickly, it takes a variety of sustained efforts and a long time (Al Saed et al., 2020). It is widely known that consumers use brands as a means of expressing themselves. At an even higher stage, they tend to use the luxury of a brand in projecting their own identity (Moorlock et al., 2023). Consumers are also continuously exposed to a large amount of information related to a product both in the real world and in cyberspace or social media. In the context of social media, information related to brand performance can be seen in reviews or discussions about using the brand on platforms available online (Rao et al., 2021).

In relation to purchasing decisions for customers, product innovation and brand image are factors that influence the occurrence of transactions. The purchasing decisions are heavily influenced by several variables, including product innovation and brand image variables with high innovation, both process innovation and product innovation, which will increase the company's ability to create quality products. High product quality will increase the competitive advantage of a company which will have an impact on company performance (Yuliza, 2017).

Continuous product innovation and its communication with consumers is very important to realize sustainable consumption. Consumers are people who accept the products developed and the services offered and make them make decisions about product consumption and service acceptance. Therefore, it is important to communicate service information and product innovation to consumers in order to achieve company goals (Wang & Su, 2022).

Purchasing decisions are also heavily influenced by image, one of the results of research that brand image in research has a significant positive influence on consumer purchasing decisions. Some experts find that brand image is an important aspect that influences consumer interest and decisions about a product (Helmi et al., 2022).

METHOD

Researchers used a large sample size and a rigorous quantitative research approach to examine causal relationships between the variables in this study. All information is displayed numerically. The aim of an explanatory study was to describe the relationship between variables by testing and explaining hypotheses. In addition, an explanatory study used a survey method, which is a systematic study that collects actual data on questionnaires, such as product innovation and brand image, and purchasing decisions. Observations were made of the variables and their sizes, and the research hypotheses were tested. The following research hypotheses were developed, with the research framework shown in Figure 1:

Hypothesis 1 (H₁): Product innovation is closely related to the decision to purchase a Yamaha motorcycle.

Hypothesis 2 (H₂): Brand image is closely related to the decision to buy a Yamaha motorcycle.

Hypothesis 3 (H₃): Product innovation and brand image are jointly related to decisions

Buying a yamaha motorbike

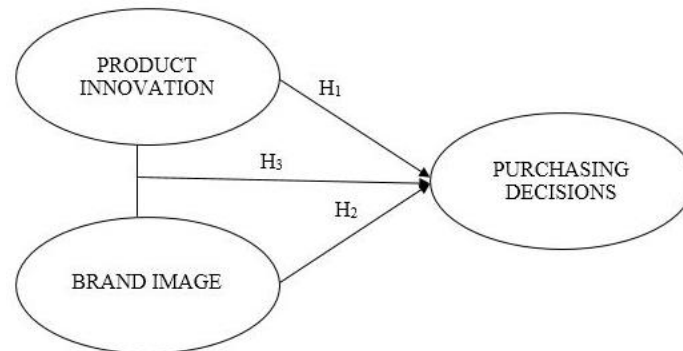


Figure 1. Research Framework

There were three variables of this research. The independent and dependent variables in each variable have between eight and three measurements. The variables and measures that were adapted from a previous study in Sarawak by Chin et al. (2020).

Respondents of this study were Yamaha motorbike customers in Makassar who had transacted to buy Yamaha motorbike products and used service more than 2 times. The sample of this research was 160 Yamaha service customers in Makassar who make product or service purchase transactions at Yamaha service workshops in Makassar. The sample of this study was taken by using a purposive sampling technique.

In this study, questionnaires were given to respondents, namely Yamaha motor customers and service users who made purchases of products and services. The questionnaire that was given used to test the product innovation was adapted from Kotler and Armstrong (1988). It was measured by 8 indicators such as performance, features, reliability, and conformance to specification, durability, serviceability, aesthetics, and perceived quality. Company brand image is measured through 3 indicators (Brunner et al., (2008) namely: company reputation, physical image, public relations. Satisfaction is measured by 3 indicators (Janghyeong Nam (2011) namely: overall satisfaction, expectation, experience. All indicators will developed into question items and measured using a Likert scale with a scale of 1 strongly disagree to 5 strongly agree. Data analysis used in this study was the SPSS approach.

RESULT AND DISCUSSION

Data Description

To obtain the necessary data the author distributed questionnaires using 160 respondents. As for the research object were all Yamaha motorcycle customers in Makassar. The questionnaire which given contained statements to find out the effect of product innovation and brand image on purchasing decisions for Yamaha motorbikes. Questionnaires were distributed to respondents using leaflets via Google Form which contained 16 statements by filling them in according to the actual answers to the statements made by the author.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

1. Data Based on Respondent's Gender.

Table 1. Gender of Respondents

Gender	Total	Persentation
Male	108	0,67
Female	52	0,33

Source: The result of Questionnaire

2. Data Based on the level of education of respondents.

Table 2. The level of Education Respondents

Variabel	Indicator	Rcount
High school or below	96	60
Diploma	26	16,25
Degree	33	20,62
Postgraduate	5	3,13

Source: The result of Questionnaire

Data analysis

Validity test

Validity test was used to determine the feasibility of items in a list (construct) statement in defining a variable (Nugroho; 2005).

Statistically, the correlation number obtained must be compared with the critical number of the correlation table (r table) and to see the critical number by looking at the level of freedom ($df = n - 2$) or ($df = 93 - 2 = 91$, the significance level used in the study was 5%, ($n = 91$, r table = 0.203) and the validity test was carried out using the Pearson product moment technique. The data is valid if it meets the requirements, if $r_{count} > r$ table then the item is declared valid, but if $r_{count} < r$ table then the item is declared invalid. The results of testing the product innovation variable (X_1), brand image variable (X_2) and purchase decision variable (Y) can be seen in the table below:

Product Innovation Validity Test

Table 3. Product Innovation Validity Test

Variabel	Indikator	rhitung	rtabel	Keterangan
Product Innovation	$X_{1,1}$	0,805	0,203	Valid
	$X_{1,2}$	0,885	0,203	Valid
	$X_{1,3}$	0,842	0,203	Valid
	$X_{1,4}$	0,842	0,203	Valid
	$X_{1,5}$	0,838	0,203	Valid
	$X_{1,6}$	0,872	0,203	Valid
	$X_{1,7}$	0,867	0,203	Valid
	$X_{1,8}$	0,827	0,203	Valid

Source: SPSS Data Processing Results

The Brand Image Validity Test

Table 4. Brand Image Validity Test

Variabel	Indicator	r.count	rtabel	Information
Brand Image	$X_{2,1}$	0,810	0,203	Valid
	$X_{2,2}$	0,864	0,203	Valid
	$X_{2,3}$	0,847	0,203	Valid

Source: SPSS Data Processing Results

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Currently Testing the Validity of Purchase Decisions

Table 5. Purchasing Decision Validity Test

Variabel	Indicator	r-count	r-tabel	Information
Buying Decision	Y ₁	0,809	0,203	Valid
	Y ₂	0,886	0,203	Valid
	Y ₃	0,851	0,203	Valid
	Y ₄	0,894	0,203	Valid
	Y ₅	0,858	0,203	Valid

Source: SPSS Data Processing Results

Based on the table showed that all statements according to the questionnaire sent via google form with respect to the Product Innovation variable (X₁), and the Brand Image Variable (X₂), as well as the Purchase Decision Variable (Y) are declared valid. It can be seen that the value of the Pearson correlation (rcount) for each statement item is greater than the rtable value.

Reliability Test

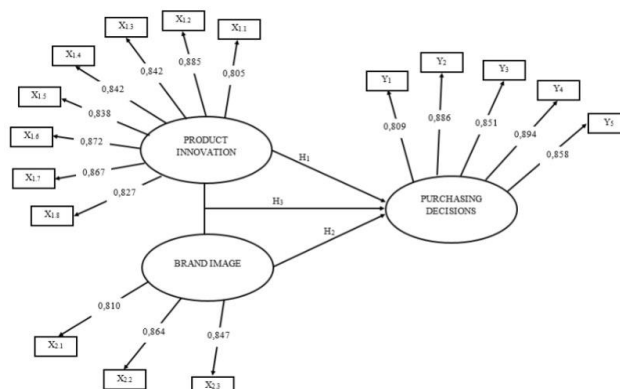
The reliability test was carried out to find out whether the questionnaire produces relatively consistent measurements over time. This testing technique used cronbach's alpha. This research used a questionnaire which was distributed to 160 respondents. A questionnaire is said to be reliable if Cronbach's alpha > 0.60 and is said to be unreliable if Cronbach's alpha < 0.60 (Sanusi; 2011). The results of the test can be seen in the following table.

Table 6. Reliability Test

Variabel	cronbach's alpha	Status
Product Innovation	0,944 > 0,60	Reliabel
Brand Image	0,792 > 0,60	Reliabel
Buying Decision	0,912 > 0,60	Reliabel

Source: SPSS Data Processing Results

Based on the table above, it showed that each research variable is product quality (X₁), brand image (X₂), and purchasing decisions (Y) which can be seen in the Product Quality variable (X₁) Cronbach alpha value of 0.944 is included in the reliable category, Brand variable Image (X₂) Cronbach alpha value of 0.792 is included in the reliable category, Purchase Decision (Y) Cronbach alpha value of 0.912 is included in the reliable category. It can be stated that to be reliable because Cronbach's alpha is > 0.60.



Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Hypothesis testing

Partial Test (t test)

The t-test was conducted to determine the partial effect of product innovation (X₁) and brand image (X₂) on purchasing decisions (Y). Based on the SPSS calculation results, the t-test results were obtained as follows:

Table 7. Partial Test Results (t-test)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.019	0.243		4.186	0.000
1 Product Innovation	0.281	0.107	0.306	2.626	0.010
Brand Image	0.506	0.104	0.565	4.850	0.000

a. Dependent Variable: BUYING DECISION

Source: SPSS Data Processing Results

$$t_{\text{tabel}} = t (\alpha/2 ; n - k - 1) = t (0,05/2; 93-2-1) = (0,025 ; 90) = 1,986$$

Based on the results of the partial test (t test) above, it can be seen that the coefficient value for the Product Innovation variable (X₁) was 0.281 with a t-count of 2.626 > from t-table 1.986 and a significance level of less than 0.05 (sig = 0.010 <0.05). So, it can be stated that the Product Innovation variable (X₁) had significant effects on the purchase decision (Y). The coefficient value for the Brand Image variable (X₂) was 0.506 with a t-count of 4,850 > from a t-table of 1.986 and a significance level of less than 0.05 (sig = 0.000 <0.05). So, it can be concluded that the Brand Image variable (X₂) owned significant effect on purchasing decisions (Y).

2. Simultaneous Test (Test F)

The F-test was conducted to examine the simultaneous effect of product innovation (X₁) and brand image (X₂) on purchasing decisions (Y). Based on the SPSS calculation results, the following results are obtained:

Table 8. Simultaneous Test Results (F-Test)

Model	ANOVA ^a				Sig.
	Sum of Squares	df	Mean Square	F	
Regression	11.587	2	5.793	113.439	.000 ^b
1 Residual	4.596	90	0.051		
Total	16.183	92			

a. Dependent Variable: buying Decision

b. Predictors: (Constant), Brand Image, Product Innovation

Source: SPSS Data Processing Results

$$F_{\text{tabel}} = F (k ; n - k) = F (2 ; 93-2) (2 ; 91) = 3,10$$

Based on the table above, it can be seen that the F-count (F-Statistic) was 113.439 which is greater than the F-table, which was 3.10 with a probability value of 0.000. It means that it was below a significant value of 0.05. Based on these data, the product

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

innovation variable (X_1) and brand image variable (X_2) simultaneously had an influence on the decision to buy a Yamaha motorcycle (Y).

Test the Coefficient of Determination (R^2)

The coefficient of determination test (R^2) was used to determine how big the influence of the independent variables (product quality and brand image) have on the dependent variable (purchasing decision). The results of the test for the coefficient of determination (R^2) in this study can be seen in the following table:

Table 9. Test Results for the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	0.716	0.710	0.22599

a. Predictors: (Constant), Brand Image, Product Innovation

Source: SPSS Data Processing Results

Based on the table above, the R square number was 0.716 or 71.6%. It meant that the magnitude of the influence of the independent variables (product innovation and brand image) was 71.2% while the remaining $100\% - 71.6\% = 28.4\%$ was influenced by other variables that were not used in this study, namely promotion, price, distribution and so on.

DISCUSSION

This study aimed to determine the effect of product innovation and brand image on purchasing decisions for Yamaha motorcycles in Makassar City. Respondents in this study were 160.

The Product Innovation Variable (X_1) was 0.281 with t-count 2.626 > from t-table 1.986 and a significance level of less than 0.05 ($\text{sig} = 0.010 < 0.05$). This result showed that the Product Innovation variable (X_1) had a significant effect on the purchase decision (Y).

The Brand Image variable (X_2) was 0.506 with a t-count of 4,850 > from a t-table of 1.986 and a significance level of less than 0.05 ($\text{sig} = 0.000 < 0.05$). So, it can be stated that the Brand Image variable (X_2) had a significant effect on purchasing decisions (Y).

The calculated F-value (F-Statistic) was 113.439 which was greater than F-table, which was 3.10 with a probability value of 0.000, which means that it was under a significant value of 0.05. Based on these data, the product innovation variable (X_1) and brand image variable (X_2) simultaneously had an influence on the purchase decision variable (Y).

For the R Square (R^2) value of 0.716 or 71.6%, this means that the magnitude of the influence of the independent variables (product innovation and brand image) on the dependent variable (purchasing decision) was 71.6% while the remaining is $100\% - 71.6\% = 28.4\%$ influenced by other variables that were not used in this study, namely promotion, price, distribution and so on.

Based on the results which have discussed above, it is reinforced by the results of previous research which stated that product innovation and brand image have a positive and significant influence on purchasing decisions for Yamaha motorbikes. In line with the research conducted by Widyastuti the results of her research showed that brand image, product innovation and price perceptions of SPECS sports shoes had a significant effect on

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

consumer purchasing decisions. The familiarity, design, and low price of SPECS shoes stimulate consumer buying decisions. Product design helped consumers to get the highest benefits and satisfaction, while the money spent to pay the price of SPECS sports shoes is in accordance with consumers and in accordance with product quality (Widyastuti & Said, 2017).

Likewise with research related to Brand Image conducted by Suhaily and Darmoyo stated that the product quality and price perceptions had a significant and positive effect on purchasing decisions; product quality, brand image and price perception had a significant and positive effect on customer trust; customer trust belonged a significant and positive effect on purchasing decisions; there was no influence of brand image on purchasing decisions; product quality, perceived price and brand image of purchasing decisions mediated by consumer trust in Japanese brand electronic products (Suhaily & Darmoyo, 2017).

Further related to Ginting and Sembiring's research: that product innovation and brand image simultaneously. The results showed that simultaneously product innovation, product quality and city image had a positive and significant effect on Uis Karo's purchasing decisions. Partially each product innovation, product quality and city image have a positive and significant effect on Uis Karo's purchasing decisions (Ginting & Sembiring, 2018).

IMPLICATIONS

The results of research on product innovation and brand image had significant and partial influence both partially and simultaneously on purchasing decisions.

CONCLUSION

Partially, the results of this study for the product innovation variable (X_1) had a positive and significant effect on purchasing decisions with a coefficient value 0.182 with a t-count of 2.752 > t-table 1.986 and a significance level of less than 0.05 (sig = 0.007 < 0.05).

For the brand image variable (X_2) partially had a positive and significant effect on purchasing decisions with a coefficient value 0.832 with a t-count of 4,812 > from t-table 1.986 and a significance level of less than 0.05 (sig = 0.000 < 0.05). So, it could be concluded that the product innovation variable and Brand Image variable (X_2) had a partially significant effect on purchasing decisions (Y).

Simultaneously a value of 114.584 was greater than F-table, namely 3.10 with a significant value of 0.000. It means that it was less than a significant value of 0.05. Based on these data, the product innovation variable (X_1) and brand image variable (X_2) simultaneously had an influence on the decision to buy a Yamaha motorbike (Y) in Makassar City.

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Volume 1, Year 2023

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Volume 1, Year 2023

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