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The Influence of Brand Awareness and Perceived Value on the Purchasing Decision of Yamaha NMAX Motorcycles (A Study on Yamaha NMAX Motorcycle Users in Kolaka Regency)

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Abstract

This study examines the influence of brand awareness and perceived value on consumer purchasing decisions for Yamaha NMAX motorcycles in Kolaka Regency. Utilizing a quantitative research approach with an explanatory design, data were collected from 130 respondents through structured questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that brand awareness has a significant and positive impact on purchasing decisions (β = 0.364, t = 3.377, p = 0.000), demonstrating that consumers who recognize and recall the Yamaha NMAX brand are more likely to choose it over competitors. Similarly, perceived value significantly affects purchasing decisions (β = 0.352, t = 3.479, p = 0.000), suggesting that consumers assess functional, emotional, and social benefits when making purchase choices. These findings highlight the crucial role of brand equity and consumer perception in shaping market behavior, reinforcing the necessity for integrated branding strategies and value-driven marketing approaches to sustain competitive advantage. This research contributes to the existing body of knowledge by providing empirical insights into the interplay between brand awareness, perceived value, and purchasing decisions in the Indonesian motorcycle market. Future research should explore additional moderating factors, such as consumer trust, lifestyle preferences, or competitive market conditions, to enhance the understanding of consumer decision-making processes.

Keywords: *Brand Awareness, Perceived Value, Purchasing Decisions, Consumer Behavior, Marketing Strategy*

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INTRODUCTION

The rapid development of digital technology has significantly transformed consumer purchasing behavior, particularly in e-commerce platforms. The increasing penetration of the internet and the widespread use of digital devices have facilitated online shopping, allowing consumers to access a vast range of products and services more conveniently (Nguyen et al., 2021). E-commerce platforms, such as Tokopedia, Shopee, and Lazada, have gained substantial traction in Indonesia, with Tokopedia emerging as one of the most preferred online marketplaces due to its unique features and promotional strategies (Mulia, 2021). However, despite the competitive pricing strategies and promotional offers, consumer purchasing decisions remain influenced by multiple factors, including price perception, free shipping promotions, and ease of use (Saputra et al., 2024).

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Consumer purchasing decisions are a crucial aspect of marketing research, as they reflect consumer preferences, market trends, and business strategies. Previous studies suggest that price is a significant determinant in influencing consumer decisions, as consumers tend to compare prices across different platforms before making a purchase (Rival et al., 2021). Price perception is often associated with value for money, affordability, and willingness to pay, making it a key factor in e-commerce transactions (Sudarnice et al., 2022). However, conflicting findings in prior research indicate that price may not always have a significant impact on purchasing decisions, as other factors such as promotional incentives and platform usability can also play a determining role (Nasution et al., 2019).

The introduction of free shipping promotions has revolutionized consumer behavior in online marketplaces. As a marketing strategy, free shipping is designed to reduce additional transactional costs, making products more attractive to potential buyers (Alawiyah, 2023). Studies indicate that free shipping incentives can enhance perceived value and increase the likelihood of purchase (Amalia et al., 2019; Jannah et al., 2022). However, not all findings are consistent, as certain studies suggest that free shipping does not significantly impact consumer decisions when compared to other promotional strategies such as discounts and cashback offers (Yulistiyani et al., 2024). Despite its advantages, the implementation of free shipping promotions on Tokopedia remains relatively limited, particularly in comparison to competitors like Shopee, which offers more frequent and widespread free shipping incentives. Nevertheless, Tokopedia continues to attract consumers, particularly in Bombana Regency, raising the question of whether other factors contribute to purchasing decisions beyond price and free shipping promotions.

Another crucial factor influencing purchasing decisions is the ease of use of e-commerce platforms. Ease of use refers to the perceived simplicity and user-friendliness of a digital system, which affects consumer engagement and satisfaction (Davis, 2018). A seamless and intuitive shopping experience encourages consumers to complete their transactions efficiently, thereby increasing the likelihood of repeat purchases (Lahagu et al., 2023). Tokopedia has integrated several user-friendly features, such as live streaming for product demonstrations, chat functionalities for direct interaction with sellers, and streamlined payment options (Yansya, 2018). Research indicates that user-friendly platforms can significantly enhance consumer trust and engagement, leading to higher conversion rates (Hartono, 2023). However, some studies argue that ease of use may not be a decisive factor if other elements, such as pricing and promotions, are more influential in the consumer decision-making process (Yuliawan et al., 2018).

Considering these factors, this study aims to analyze the extent to which price perception, free shipping promotions, and ease of use influence consumer purchasing decisions on Tokopedia, particularly among users in Bombana Regency. While existing research has explored these variables separately, there remains a gap in understanding their collective impact on consumer behavior within a specific regional context. This research seeks to bridge that gap by providing empirical evidence on the relationship between these variables and consumer purchasing decisions. By employing a quantitative research approach utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS), this study offers a comprehensive examination of the determinants of purchasing behavior in an emerging digital marketplace.

This research contributes both theoretically and practically to the existing body of knowledge on e-commerce consumer behavior. Theoretically, it extends the application of the Theory of Planned Behavior (TPB) by examining how attitudinal factors such as price perception, promotional incentives, and usability influence purchasing intentions (Setyawati et al., 2018). Practically, it provides valuable insights for e-commerce platforms and digital marketers in formulating effective pricing and promotional strategies to enhance consumer engagement and sales performance. Additionally, the findings of this study will be instrumental for Tokopedia and similar platforms in optimizing user experience and competitive positioning in the Indonesian digital marketplace.

Given the discrepancies in previous research findings, the significance of price, free shipping, and ease of use in influencing consumer purchasing decisions warrants further empirical investigation. This study seeks to address these inconsistencies by analyzing real consumer data from Tokopedia users in Bombana Regency. By examining these variables within a localized setting, this research aims to provide a deeper understanding of consumer purchasing behavior and the underlying mechanisms driving e-commerce engagement in Indonesia.

The following theoretical framework was created using developed hypotheses and prior literature:
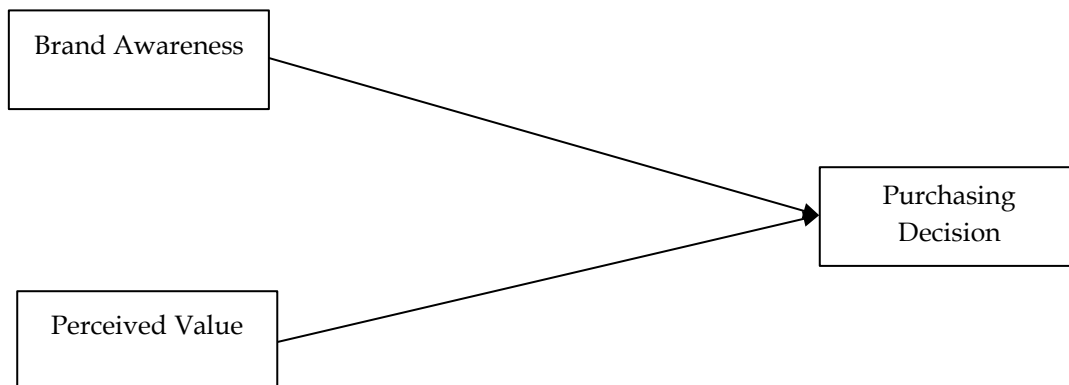

Figure 1: Framework

METHODS

The research employed a quantitative approach with an explanatory research design to examine the influence of brand awareness and perceived value on consumer purchasing decisions for Yamaha NMAX motorcycles. A purposive sampling technique was utilized to select 130 respondents, consisting of Yamaha NMAX users in Kolaka Regency, ensuring that the sample represented the target population. Data collection was conducted through structured questionnaires, which were designed based on validated constructs from previous studies on brand awareness, perceived value, and purchasing decisions (Kotler & Keller, 2016; Tjiptono, 2020). The questionnaire utilized a Likert scale ranging from 1 to 5, measuring consumer perceptions of the cognitive, affective, and behavioral dimensions of brand awareness, as well as functional, monetary, emotional, and social dimensions of perceived value (Yohansyah & Rodhiah, 2022). To ensure validity and reliability, a pilot test was conducted before the full-scale survey, and the instrument was assessed using

Cronbach's Alpha and Composite Reliability, following the standards outlined by Hair et al. (2014).

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software, a widely recognized technique for analyzing complex relationships between latent variables (Ghozali & Latan, 2016). The study assessed the measurement model by evaluating convergent validity, discriminant validity, and reliability, ensuring that each construct met the minimum Average Variance Extracted (AVE) threshold of 0.50 and factor loadings exceeded 0.70 (Hamid & Anwar, 2019). The structural model was then analyzed to test the proposed hypotheses, using path coefficients, R-square values, and significance levels (p < 0.05) to determine the impact of brand awareness and perceived value on purchasing decisions (Abdillah & Hartono, 2015). This methodological approach provided a rigorous and empirical framework for understanding the interplay between branding factors and consumer behavior, contributing to the broader discourse on marketing and consumer decision-making in the Indonesian motorcycle industry.

RESULTS AND DISCUSSION

The findings of this study provide empirical insights into the relationship between brand awareness, perceived value, and purchasing decisions among Yamaha NMAX consumers in Kolaka Regency. Through quantitative analysis using PLS-SEM, the results indicate that both brand awareness and perceived value exert a significant and positive influence on consumer purchasing behavior, aligning with previous studies that emphasize the critical role of brand recognition and consumer perception in shaping purchasing decisions (Kotler & Keller, 2016; Tjiptono, 2020). The statistical analysis demonstrates that consumers with higher brand awareness are more likely to choose Yamaha NMAX due to its strong market presence, while perceived value—encompassing functional quality, emotional appeal, and social influence—also plays a key role in influencing purchasing preferences (Yohansyah & Rodhiah, 2022). These findings contribute to a deeper understanding of consumer behavior in the Indonesian motorcycle industry, reinforcing the necessity for businesses to enhance brand positioning and optimize perceived value to sustain competitive advantage in the market.
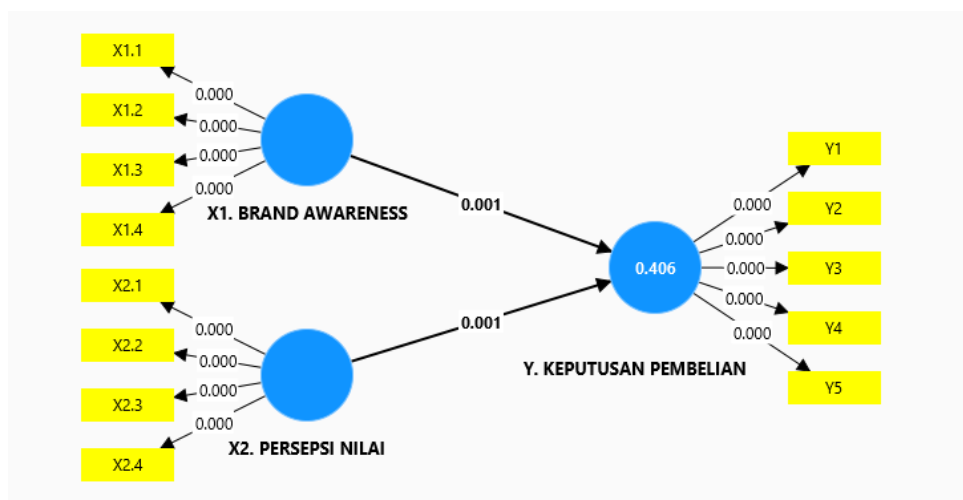

Figure 1. Model Struktural PLS Boothstrapping

Table 1. Path Analysis (Direct Effects)

Path	Original sample	Sample Mean	Standard Deviation	T statistics	P value
Brand Awareness → Purchasing Decision	0.364	0.371	0.108	3.377	0.000
Perceived Value → Purchasing Decision	0.352	0.357	0.101	3.479	0.000

The results of the path coefficient analysis indicate that both brand awareness (X1) and perceived value (X2) have a significant positive impact on purchasing decisions (Y) for Yamaha NMAX consumers. The T-statistics values for both variables exceed the critical threshold of 1.96, confirming their statistical significance at $p < 0.05$ (Abdillah & Hartono, 2015). Specifically, the brand awareness coefficient (0.364, t = 3.377, p = 0.000) suggests that higher consumer familiarity with Yamaha NMAX strengthens their purchasing decision. Similarly, perceived value (0.352, t = 3.479, p = 0.000) demonstrates that consumers who perceive greater functional, emotional, and social benefits are more likely to choose Yamaha NMAX. The mean of sub-samples (M) closely aligns with the original sample values, indicating robust and consistent findings. These results reinforce the importance of brand awareness and perceived value as key determinants of consumer purchasing behavior, highlighting the need for businesses to enhance brand recognition and optimize consumer value perception to sustain market competitiveness.

The findings of this study confirm that both brand awareness and perceived value significantly influence purchasing decisions among Yamaha NMAX consumers in Kolaka Regency. The positive and significant path coefficients for brand awareness (β = 0.364, t = 3.377, p = 0.000) and perceived value (β = 0.352, t = 3.479, p = 0.000) indicate that these factors play a crucial role in shaping consumer preferences. The strong statistical significance suggests that consumers who are highly aware of Yamaha NMAX and perceive it as offering superior value are more likely to choose this product over competing alternatives. These results align with previous research emphasizing that brand awareness increases consumer confidence in a product, reducing perceived risk and enhancing purchase intention (Keller, 2013; Kotler & Keller, 2016). Furthermore, a well-established brand presence strengthens brand recall, leading consumers to associate positive attributes with the product, which ultimately influences their purchasing behavior (Surabagiarta et al., 2021).

Brand awareness is particularly important in highly competitive markets, where consumers are often faced with multiple choices and rely on familiarity as a heuristic for decision-making. The results support the notion that a strong brand identity fosters consumer trust and preference, as evidenced by the significant impact of brand awareness on purchasing decisions (Handayani et al., 2024). Yamaha's established reputation in the motorcycle industry, combined with its continuous marketing efforts, has contributed to its high level of brand awareness, allowing it to maintain a competitive edge in the Indonesian market. Consumers are more inclined to purchase a product they can easily recognize, particularly when they associate it with reliability, quality, and performance. This finding is consistent with the argument that brand awareness does not only lead to an initial purchase but also fosters brand loyalty, as consumers develop emotional connections with brands they are familiar with (Kotler & Armstrong, 2016).

In addition to brand awareness, perceived value emerges as another key determinant of purchasing decisions, reflecting consumers' assessment of the overall

benefits offered by Yamaha NMAX. The significant path coefficient for perceived value ($\beta = 0.352$, $t = 3.479$, $p = 0.000$) indicates that consumers take into account the balance between cost and benefits when making a purchase decision. This finding supports previous research suggesting that perceived value encompasses various dimensions, including functional, monetary, emotional, and social value, all of which contribute to consumer satisfaction and decision-making (Tjiptono, 2020; Yohansyah & Rodhiah, 2022). Consumers who perceive Yamaha NMAX as offering superior performance, advanced features, and fuel efficiency are more likely to justify the cost and proceed with the purchase. Additionally, the brand's premium positioning aligns with consumers' desire for status and social recognition, reinforcing their purchase decision based on perceived value (Masadi, 2022).

The interplay between brand awareness and perceived value highlights the multifaceted nature of consumer decision-making, where cognitive and emotional factors jointly influence purchasing behavior. While brand awareness increases consumer confidence and reduces uncertainty, perceived value enhances the perceived worth of the product, strengthening purchase intention (Kotler & Keller, 2016). This suggests that marketing strategies should not only focus on increasing brand exposure but also emphasize value proposition, product differentiation, and emotional engagement to reinforce consumer perception of the brand's superiority. The findings further suggest that businesses aiming to enhance their market position should adopt integrated branding and value-driven marketing strategies, ensuring that consumers recognize the brand while also perceiving tangible and intangible benefits that justify their purchase decision (Handayani et al., 2024).

Overall, these results contribute to the theoretical and managerial implications of consumer behavior research, particularly in the automotive industry. The findings confirm that brand awareness and perceived value are critical factors influencing purchasing decisions, underscoring the importance of brand equity and consumer perception in shaping market demand. Given the competitive nature of the Indonesian motorcycle industry, companies must prioritize branding strategies, product innovation, and customer engagement to maintain consumer interest and sustain long-term market success. Future research could explore additional moderating variables, such as consumer trust, personal preferences, or market trends, to further expand the understanding of purchasing behavior in the context of brand awareness and perceived value. These insights offer valuable implications for businesses seeking to refine their branding strategies, improve consumer experience, and enhance their competitive advantage in dynamic markets.

CONCLUSION

This study concludes that brand awareness and perceived value significantly influence consumer purchasing decisions for Yamaha NMAX motorcycles in Kolaka Regency. The findings indicate that higher brand awareness enhances consumer confidence, reduces perceived risk, and strengthens brand recall, leading to increased purchase intention. Similarly, perceived value plays a crucial role in purchasing decisions, as consumers evaluate the functional, monetary, emotional, and social benefits of the product before making a purchase. The significant path coefficients and strong statistical relationships between these variables underscore the importance of brand equity and consumer perception in shaping market behavior. These results align with previous studies emphasizing that a well-established brand presence, coupled

with a strong value proposition, enhances consumer loyalty and market competitiveness. From a managerial perspective, businesses should focus on integrated branding strategies, product differentiation, and consumer engagement initiatives to strengthen market positioning and sustain competitive advantage. Future research could explore moderating variables such as consumer trust, lifestyle preferences, or competitive market dynamics to further understand the complexity of purchasing behavior. These insights provide valuable contributions to marketing literature and offer practical implications for firms seeking to optimize their branding and value-driven marketing strategies in highly competitive industries.

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