

The Impact of Celebrity Endorsers, Price, and Product Quality on Purchase Decision of Yamaha Maxi Motorcycles in Pekanbaru City: An Exploratory Study

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ABSTRACT

This research aims to examine the influence of celebrity endorsers, price and product quality on purchasing decisions for Yamaha Maxi motorbikes in the city of Pekanbaru. The type of data used in the research is quantitative. The population in this study includes all Yamaha Maxi motorbike consumers in Pekanbaru City. The sampling technique used a non-probability sampling method which was purposive sampling, totaling 128 respondents. Data was collected with the help of a questionnaire and then the data was processed using multiple linear regression analysis with the help of SPSS version 22 software. The research results showed that: 1) Celebrity Endorser had a significant positive effect on Purchase Decisions for Yamaha Maxi motorbike products in the city of Pekanbaru. 2) Price has a significant positive effect on purchasing decisions for Yamaha Maxi motorbike products in the city of Pekanbaru. 3) Product quality has a significant positive effect on purchasing decisions for Yamaha Maxi motorbike products in the city of Pekanbaru. 4) Celebrity Endorser, Price and Product Quality simultaneously have a significant positive effect on Purchase Decisions for Yamaha Maxi motorbike products in the city of Pekanbaru.

Keywords: Celebrity Endorser, Price, Product Quality, Purchase Decision

1. INTRODUCTION

With the advent of free trade and its impact on the business world, competition among companies has intensified. This period is marked by the proliferation of diverse products and continuous innovation. [1] noted that companies must possess creativity and a competitive edge to compete in the global arena. As a result, it is imperative for companies to exert greater efforts in marketing their products and understanding customer needs to maintain and enhance their competitive position, which also occurs in Indonesia's automotive industry.

On February 18, 2023, Indonesian Minister of Industry, Agus Gumiwang Kartasasmita, disclosed that there were 26 motorcycle and motor vehicle companies in Indonesia. The total investment value that has been disbursed in these companies amounts to IDR 10.05 trillion, with a production capacity of 9.53 million units per year and employing up to 32 thousand people. One of the major players in the Indonesian motor vehicle industry is Yamaha, a leading manufacturer of motorcycles. According to Sigit Kumala, the Head of the Indonesian Motorcycle Industry Association (AISI) Division, Yamaha was the second-highest selling motorcycle brand in Indonesia in 2021, after Honda, with Kawasaki in third, Suzuki in fourth, and TVS in fifth place.

Advertising is a strong business component that is considered successful in attracting advertising and has the ability to capture consumers' attention [2]. Companies use various forms of

media to advertise their products, including providing information, invitations, and reminders. To effectively attract consumers to their products, companies must master the use of creative methods [1]. One such method is the use of models or celebrities in advertisements known as celebrity endorsers. According to Shimp in [3], celebrity endorsements utilize artists or public figures as advertising stars through various forms of media, such as social media, print, and television. These artists are selected for celebrity credentials, including beauty/good looks, talent, courage, grace, strength, and sexual appeal, which often represent the desired appeal of the brand they promote. There are four main reasons for using celebrities in advertising. First, marketers are willing to pay high fees for celebrities, who are widely popular among the public. Second, celebrities are used to attract audiences and increase product awareness. Third, marketers anticipate that consumers' perceptions of a product will change. Fourth, the use of celebrities creates the impression that consumers are selective in choosing products, and that owning what a celebrity uses enhances their status. Consequently, celebrities are often used in advertisements to support the sale of a product, leading to indirect consumer purchase intentions. The more famous the celebrity is in the advertisement, the greater the desire to buy the product supported by the celebrity.

It is a common understanding that price is a significant factor in determining the success of a product in the market, and it is a crucial consideration for consumers when making purchase decisions. According to [4], price is the amount of money and available services or goods exchanged by buyers to obtain a wide selection of products or services from the seller. The compatibility of price with product quality must be balanced to ensure that the products are accepted by consumers. If the products produced have an affordable price and good quality compared to competitors' products, consumers will choose these products, and vice versa. It is important to note that in every product or service transaction, consumers consider various factors before making a decision, including price as a special consideration [5].

Product quality plays a significant role in enhancing sales by enabling customers to feel content with the goods and services they purchase. According to [6], product quality is a characteristic of a product or service that is determined by its ability to fulfill the stated or implied requirements of customers. It is also closely linked to the economic value of a product, which is a factor that consumers consider when making decisions and comparing products. This increase in sales is primarily attributed to improvements in product quality. Consumers are more likely to make purchases when they are satisfied with the quality of a product. [7] states that the purchasing decision stage occurs when consumers buy a product. During this stage, consumers evaluate and compare a product with others before deciding to purchase it. Several factors were considered, including quality, price, location, promotion, convenience, and service.

Consumers' decision-making process for purchasing a product or service begins with an awareness of the fulfillment of needs or desires and the realization of the next problem, resulting in the execution of several stages that ultimately lead to the post-purchase evaluation stage. According to Kotler's theory [8], there are five stages in the purchasing decision-making process: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase assessments or feedback.

Determining the criteria and optimal usage of celebrities to endorse products to achieve the desired results is a prevalent phenomenon faced by many companies. Moreover, the disparity between the endorser and endorsed product, leading to consumers' inability to recognize the quality

of the endorser with the advertised product, is a concern for celebrity endorsers. Although celebrity endorsements can be beneficial, they can also have a detrimental impact on products or services for various reasons. For instance, there may be incongruity between the endorser and the product. Furthermore, any negative perceptions or issues associated with celebrities can adversely affect the marketability of the advertised product. Companies are cautious about this as it can lead to a decrease in sales and tarnish the image of the product in the minds of consumers.

Price is a critical consideration in purchasing and selling processes, and its sensitivity varies among consumers. Some consumers are highly attuned to price and may dismiss a product if they feel that the price is too high, while others may not prioritize price as their primary factor in choosing a product. Sensitive consumers are assumed to scrutinize the prices of Yamaha Maxi products and compare them with competitors.

Product quality is also an important consideration for consumers, who expect a higher price to be commensurate with the quality of the product. If a product falls short of expectations, consumers may complain and develop a negative perception of the company. Therefore, companies must carefully consider how to balance product quality and prices to attract consumers. Providing an attractive combination of both is likely to influence consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Celebrity Endorser

Business companies often use celebrity endorsers as a marketing method. A celebrity endorser's positive image influences consumer choice. Companies choose celebrity endorsers as symbols or markers to symbolize the requirements and desires of potential customers. In particular, if an ad is aired through television media, the message of the advertisement star is inseparable from the success of the ad in promoting a product brand. An ideal alternative approach to introducing goods to people is to utilize stars in television commercials. The indicators used to measure this variable in this study are based on those stated in [9]: attractiveness, expertise, and trustworthiness.

2.2 Price

According to Kotler and Keller [10], price is an important factor from the service provider's perspective to win a competition in marketing products; therefore, the price must be set. Another definition of price according to Tjiptono [11] is that price is the only element of the marketing mix that provides income or revenue for the company.

Kotler and Keller [12] state that the marketing mix has elements for obtaining revenue and other elements for obtaining costs. There are several indicators of price measurement, including: 1) price suitability is the quality of the product provided to customers adjusted to the price; 2) price affordability is a company's product that has been set at a price; 3) the rate that is suitable for its function is that the company decides on a price that has been adjusted to the benefits of the product; and 4) competitive pricing of products or services that are suitable for international testing, dealing with external competition, and can maintain a high level of revenue on an ongoing basis. The indicators used to measure the price variable in this study are as follows [13]: 1. affordable prices based on consumers' purchasing power, and 2. conformity between price and quality, and 3. Prices compete with similar products.

2.3 Product quality

According to [6], product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. According to Gaspersz [14], quality can satisfy customers wants or needs. Product quality refers to the understanding that the products offered by the seller have more selling points that are not possessed by competing products [15].

Gaspersz [14] explained that conventional definitions of quality usually describe the direct characteristics of a product, such as its performance, reliability, ease of use, and aesthetics. Tjiptono et al. [14] explain that in the case of marketing goods, eight main dimensions are usually used:

1. Performance

Performance is the basic operational characteristic of a product; for example, the speed of delivery of express packages, sharpness of images and colors of a television, and cleanliness of food in a restaurant.

2. Features

Features are special characteristics that can enhance the experience of using a product, such as free drinks on an airplane flight, air conditioning in a car, and additional collection of different ring tones on a cell phone.

3. Reliability

Reliability is the probability of product failure or damage within a given period. The lower the probability of damage, the more reliable the product.

4. Conformation

Conformance is the degree to which a product conforms to predetermined standards, such as the timeliness of train departures and arrivals and the conformity of shoe sizes to applicable standards.

5. Durability

Durability is the number of times a product can be used before it must be replaced. The greater the normal frequency of use, the greater the durability of the product. Batteries are an example of a product in which durability is often emphasized as a key positioning.

6. Serviceability

Serviceability is the speed and ease of repair as well as the competence and friendliness of service personnel.

7. Aesthetics

Aesthetics refer to the sensory attributes of products that can be assessed using five senses: taste, smell, and sound.

8. Perceived Quality

Perceived quality is judged based on the seller's reputation, such as BMW cars, Rolex watches, POLO shirts, and SONY electronic devices.

These eight factors are the indicators of product quality in this study.

2.4 Purchase decision

According to [16], the purchasing decision phase occurs when consumers decide whether to buy a product. Prior to making a purchase decision, consumers first look for, evaluate, and compare products with one another before ultimately deciding to purchase. One of the main actions taken by customers during this process is to decide whether to buy a product. When making purchasing decisions, consumers conduct research and evaluation to differentiate between alternative products. Consequently, the decision-making process involves searching for and selecting products from various options. According to [17], the act of purchasing involves determining whether to acquire a product based on prior actions.

According to [18], purchasing decisions are a form of consumer behavior that provides solutions to problems rather than subjective evaluations. To ensure clarity and objectivity, it is essential to explain technical terms and avoid ornamental language. Fundamental factors impact a person's decision to purchase a product or brand, and various external stimuli such as environmental and marketing factors significantly influence most consumer transactions. Adhering to a conventional writing structure and maintaining a formal register with precise technical terminology are crucial for crafting a well-written academic text. Fundamental factors impact a person's decision to purchase a product or brand, and various external stimuli such as environmental and marketing factors significantly influence most consumer transactions. Internal analysis of the stimulus based on personality traits was conducted prior to making the final purchase decision. Consumer incentives to buy within a contextualized framework affect purchasing preferences according to the results of this study.

The consumer buying process can be divided into five distinct stages: recognizing needs, conducting a search, gathering information, evaluating alternatives, making a purchase decision, and exhibiting post-purchase behavior [6].

Relationship between Celebrity Endorser and Purchasing Decision

Celebrity endorsement involves utilizing artists or public figures as advertisement stars through various media channels such as social media, print media, and television. The favorable image projected by a celebrity endorser has an impact on consumer preferences. Companies select celebrity endorsers as symbols or markers to signify the needs and wants of potential customers [9]

[19] study investigated the impact of celebrity endorsers on the purchasing decisions of Yamaha Mio M3 motorbikes in Semarang City. The results demonstrate that the celebrity endorser variable has a positive and significant effect on purchase decisions. Excluding subjective evaluations, this study employs clear, concise language, and adheres to conventional academic structures and formal registers. Technical term abbreviations are explained upon first use, and precise subject-specific vocabulary is used. The grammatically correct text follows a logical progression with causal connections between statements, with the aim of providing balanced information for objective analysis. According to [20], the celebrity endorser variable positively and significantly impacts purchasing decisions for Honda Vario 150.

An endorser's positive image is highly appealing to consumers. However, consumers' perception of endorsers is not limited to appearance but also encompasses other characteristics such as intelligence. The endorser's likability and respect for the target audience are expected to positively influence consumer attitudes and behavior towards the endorsed product. Companies can leverage the benefits of celebrity endorsers such as their appeal, credibility, and expertise to influence

consumers' purchasing decisions. It can be inferred that celebrity endorsers play a role in shaping consumer behavior. Thus, the first hypothesis is proposed as follows:

H₁: Celebrity endorsers are suspected of influencing purchasing decisions

Relationship between Price and Purchasing Decision

According to Kotler and Keller [10], price is an important factor from the service provider's perspective to win a competition in marketing products; therefore, the price must be set. Then, According to Tjiptono [11], price is the only element of the marketing mix that provides income or revenue for the company.

Research by [19], which aims to determine whether there is an effect of price on purchasing decisions for Yamaha Mio m3 motorbikes in Semarang City, shows that the price variable has a positive and significant effect on purchasing decisions. The results of [5] show that the price variable has a positive and significant effect on purchasing decisions for MS Glow skincare products in Yogyakarta.

A company needs to pay great attention to pricing because selling its products also pays attention to the price and quality of its products. Every product produced, of course, the company must be able to set a product price equivalent to its quality; if the product has an affordable price with good quality compared to competing products, consumers will choose the product, and vice versa. In every product or service transaction, of course there are always considerations made by consumers before deciding to buy a product or service, including the price given as a special consideration [5]. Thus, it can be concluded that price influences purchasing decisions.

H₂: Price's effect on purchasing decisions is suspected

Relationship between Product Quality and Purchasing Decisions

Product quality is a crucial characteristic of a product or service, and is determined by its ability to meet the stated or implicit requirements of customers [6]. Product quality is commonly linked to the level of consistency in delivering a product that is free from defects and conforms to the anticipated level of performance. It is anticipated that an increase in sales will result from offering a product with a stable and consistent level of quality that is considered high or good. Studies conducted by [21] and [22] demonstrate that product quality plays a crucial role in driving consumer purchasing decisions. Specifically, research conducted by [22] indicates that product quality has a substantial impact on the decision-making process of consumers when purchasing Yamaha Mio motorbikes.

Certainly, an improvement in product quality is expected to result in an increase in consumer purchasing decisions, leading to higher sales figures. Therefore, it can be inferred that there is a relationship between product quality and consumer purchasing decisions.

H₃: Product quality is suspected to influence purchasing decisions

Relationship Between Celebrity Endorser, Price, and Product Quality on Purchasing Decisions

According to [6], purchasing decisions are a crucial stage in the consumer buying process, where the consumer selects and buys a product from various available options. Consumers engage in a thorough examination and comparison of products before making their final purchase decisions. Therefore, purchasing decisions encompass various consumer behaviors that involve the selection of a product from a range of alternatives.

By utilizing a celebrity endorser, a company can leverage the advantages of a celebrity to promote its product, influence its price, and emphasize the quality of the product. These factors collectively contribute to consumers' decision-making processes and ultimately affect their purchasing decisions.

Based on research conducted by [5], the simultaneous impact of celebrity endorsers, product quality, and price perception on purchasing decisions for MS Glow skincare products in Yogyakarta is positive and statistically significant. Similarly, [10] discovered that product quality, price, and celebrity endorsers had a positive and significant impact on Wardah cosmetic product purchasing decisions among students of the Faculty of Economics and Business at Sam Ratulangi University, Manado.

These findings suggest that a combination of celebrity endorsers, price, and product quality in a company's marketing strategy significantly influences consumers' purchasing decisions.

H4: Celebrity endorsers have a simultaneous impact on purchasing decisions, price, and product quality

Research framework

Based on the explanation above, the framework of this study can be explained as follows.

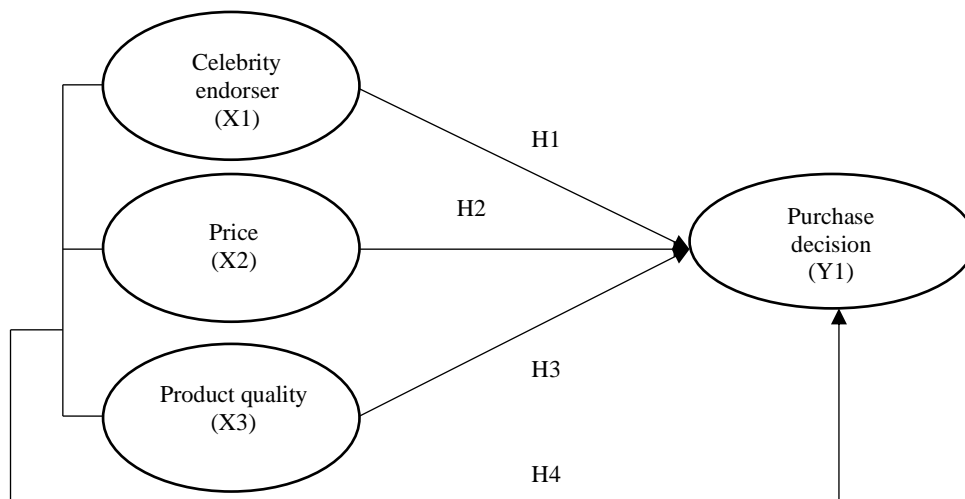


Figure. 1 Research framework

Source: [23], [24], [25], [26]

3. METHODS

The research location was where researchers obtained data from the respondents examined by the author. The research location that the researchers will examine is the city of Pekanbaru. This study commenced in July 2022. The population in this study consists of all consumers in Pekanbaru City who use Yamaha Maxi motorcycle products and have watched Yamaha Maxi advertisements featuring celebrities such as Iko Uwais, Reza Ara, and Anya Geraldine. The population size is unknown because of the lack of exact data on the number of Yamaha Maxi motorcycle product sales to consumers in Pekanbaru City. This study employed nonprobability sampling techniques with purposive sampling procedures. A total of 128 respondents were selected using Hair et al. 's formula, as cited in [12]. Quantitative data were used in this study. The data sources in this study are primary and secondary data sources. The data-collection technique used in this study was a questionnaire. The data analysis technique used in this study was multiple regression analysis using SPSS. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y: Purchase decision

X₁: Celebrity endorser

X₂: Price

X₃: Product quality

a: Constant

e: Error

b₁, b₂, b₃, b₄: Regression coefficient

4. RESULTS AND DISCUSSION

4.1 Demographics Characteristics

This research included several aspects related to the description of respondents' characteristics and demographics. These can be described as follows:

Table. 1 Respondents' Description

Parameters	Options	Amounts	Percentage
Gender	Male	82	64,1
	Female	46	35,9
Age (year)	17-25	52	40,6
	26-35	58	45,3
	More than 35	15	11,7
Education level	High school	65	50,8
	Diploma	11	8,6
	Bachelor degree	52	40,6
Profession	Civil servant/ Military/ Police	10	7,8
	Private sector employee	52	40,6
	Student/college student	39	30,5
	Trader	16	12,5

Farmer	6	4,7
Others	5	3,9

Source: Processed Data, 2023

4.2 Validity Test

A validity test was utilized to determine whether a questionnaire was reliable. A questionnaire is considered valid if the statement it contains reveals something to be measured using a questionnaire [27]. The validity of the questionnaire was evaluated by comparing the corrected item-total correlation table's r count with the product moment table's r table (at a significance level of 5%) for the degree of freedom (df) = $n-2$. In this case, n represents the number of research samples or respondents with an r count. The questionnaire was considered valid if the r -count was greater than the r -table [27]. The validity test results are as follows:

Table. 2 Validity Test Result

Variables	Indicators	r count	r table	Decision
Celebrity endorser (X1)	X1.1	0,678	0,174	Valid
	X1.2	0,717	0,174	Valid
	X1.3	0,597	0,174	Valid
	X1.4	0,785	0,174	Valid
	X1.5	0,698	0,174	Valid
	X1.6	0,774	0,174	Valid
	X1.7	0,781	0,174	Valid
	X1.8	0,756	0,174	Valid
	X1.9	0,648	0,174	Valid
Price (X2)	X2.1	0,543	0,174	Valid
	X2.2	0,738	0,174	Valid
Product quality (X3)	X3.1	0,787	0,174	Valid
	X3.2	0,797	0,174	Valid
	X3.3	0,76	0,174	Valid
	X3.4	0,773	0,174	Valid
	X3.5	0,772	0,174	Valid
	X3.6	0,799	0,174	Valid
	X3.7	0,767	0,174	Valid
	X3.8	0,758	0,174	Valid
Purchase decision (Y1)	Y1.1	0,619	0,174	Valid
	Y1.2	0,745	0,174	Valid
	Y1.3	0,721	0,174	Valid
	Y1.4	0,518	0,174	Valid

Source: Processed Data, 2023

Based on this table, the validity test conducted on all variables using a sample of 128 cases met the predetermined criteria. If $r_{\text{count}} \geq r_{\text{table}}$, the statement items were declared valid. The value of the r_{table} was calculated using the equation $N-2 = 128 - 2 = 126 = 0.174$ (refer to the r_{table} at df 126). The results indicate that all the calculated statement values are greater than the r_{table} (0.174). Thus, the measurement instrument used in this study was valid.

4.3 Reliability Test

A reliability test serves as a tool for assessing a questionnaire that measures a variable or construct. A questionnaire is considered reliable if its response to a question remains consistent and stable over time. To determine the reliability of the tool, it was tested using SPSS. If the Cronbach's alpha (α) value surpasses 0.6, the instrument is considered dependable. If the value fell below 0.6, the tool used in this study was considered unreliable [27]. The reliability test findings of this study were as follows.

Table. 3 Reliability Test Results

Variables	Cronbach's alpha	Cut-off value	Decision
Celebrity endorser	0,919	0,6	Reliable
Price	0,792	0,6	Reliable
Product quality	0,936	0,6	Reliable
Purchase decision	0,822	0,6	Reliable

Source: Processed Data, 2023

Based on this table, Cronbach's alpha values for all variables in this study were greater than 0.60. This means that the measuring instrument used in this study was reliable or trustworthy.

Test of Normality

The normality test is used to demonstrate that the sample data are derived from a normally distributed distribution or that the data obtained is a representative sample of the existing population. The present study employed The Kolmogorov-Smirnov test was used to conduct the normality test. The results are presented in the subsequent table.

Table. 4 Kolmogorov-Smirnov Test Results

		Unstandardized Residual
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1,71077726
Most Extreme Differences	Absolute	0,074
	Positive	0,067
	Negative	-0,074
	Test Statistic	0,074
	Asymp. Sig. (2-tailed)	,084 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table, a significance value of 0.084 was obtained, which was greater than 0.05. Therefore, it can be interpreted that the regression model satisfies the assumption of normality.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. A more effective regression model should not exhibit such a correlation between independent variables [27]. If the tolerance value of the independent variable is greater than or equal to 0.10, and the VIF value is less than or equal to 10, this indicates a lack of multicollinearity between the independent variables in the regression model. If multicollinearity was present, the test failed. The collinearity diagnostic test was performed using SPSS software.

Table. 5 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Celebrity endorser	0,554	1,804
Price	0,547	1,829
Product quality	0,475	2,106

a. Dependent Variable: Purchase decision

Based on the table, the tolerance values for each variable (0.554, 0.547, and 0.475) are higher than 0.1, and the VIF values (1.804, 1.829, and 2.106) are less than 10. This indicates the absence of multicollinearity in the regression model.

Heteroskedasticity Test

The heteroscedasticity test determines whether the variables in the regression model have the same variance from the residuals of one observation to another. A good regression model is one with heteroscedasticity or one without [27]. To determine the presence or absence of heteroscedasticity, one looks at the results of the graph between the predicted value of the dependent variable on the Y-axis and the residuals (Y-predicted-Y-actual) on the X-axis, where there is a spread from point zero or not. If the points spread in an unclear pattern above and below number 0 on the Y-axis, then there is no heteroscedasticity problem. The results of the heteroscedasticity test in this study are as follows.

Table. 6 Glejser Test Results

Coefficients ^a						
Model		Unstandardized		Standardized Coefficients	t	Sig.
		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	2,198	0,476		4,617	0,000

Celebrity endorser	0,012	0,015	0,096	0,806	0,422
Price	-0,067	0,046	-0,174	-1,455	0,148
Product quality	-0,012	0,019	-0,077	-0,598	0,551

a. Dependent Variable: Abs_Res

Based on the Glejser test, the significance values (Sig.) of the independent variable with a residual value of 0.422, and 0.148 and 0.551 are greater than 0.05. Therefore, it can be interpreted that there was no heteroscedasticity in the regression model.

Multiple Regression Analysis

The data analysis method used in this study is quantitative. Multiple regression was performed on a model with more than one independent variable to determine its effect on the dependent variable. This study used the SPSS statistical program tool to facilitate the processing of research data, and the output was obtained in the form of processing results from the collected data. The output of the data processing results was then interpreted and analyzed. After the analysis is carried out, conclusions are drawn as a result of the research. The results of the multiple linear regression analysis tests in this study are as follows:

Table. 7 Regression Test Results

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	0,109	0,956		0,114	0,909
Celebrity endorser	0,077	0,031	0,169	2,482	0,014
1 Price	0,700	0,093	0,518	7,535	0,000
Product quality	0,132	0,039	0,251	3,412	0,001

Dependent Variable: Purchase decision

From this table, a multiple linear regression equation can be formulated as follows:

$$Y = 0,109 + 0,169X_1 + 0,518X_2 + 0,251X_3 + e$$

The regression equation is as follows:

1. The constant value of (a) is 0.109. This implies that if the values of the celebrity endorser, price, and product quality are assumed to be zero, the purchase decision is 0.109.

2. The coefficient of the celebrity endorser variable was positive, with a value of 0.169. Every increase of one unit in the celebrity endorser with fixed values for price and product quality corresponds to an increase of 0.169 in purchasing decisions.
3. The regression coefficient for the price variable was 0.518, indicating a positive relationship. Specifically, every increase of one unit in price, while holding values for celebrity endorsers and product quality fixed, corresponds to an increase of 0.518 in purchasing decisions.
4. The regression coefficient for the product quality variable was 0.251 and positively signed. The coefficient indicates that holding celebrity endorsers and prices fixed, a unit increase in product quality results in a 0.251 unit increase in purchasing decisions.
5. Furthermore, the table shows that all independent variables have a significant effect on the dependent variable. A summary of the complete hypothesis-testing results is shown in the following table:

Table. 8 Hypothesis Testing Results

Path	Significance value	Decision
Celebrity endorser → Purchase decision	0,014	Accepted
Product quality → Purchase decision	0,000	Accepted
Price → Purchase decision	0,001	Accepted

Source: Processed data, 2023

F-test

An F-test was used to determine whether the independent variables simultaneously had a significant effect on the dependent variable. The degree of confidence was set at 0.05. If the calculated F-value is greater than the F-value according to the table, the alternative hypothesis states that all independent variables simultaneously have a significant effect on the dependent variable. The following are the results of the F-test, which show the effect of celebrity endorser variables, price, and product quality on the purchase decision of Yamaha Maxi motorcycle products in Pekanbaru City:

Table. 9 F-test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	790,645	3	263,548	87,921	,000 ^b
1 Residual	371,698	124	2,998		
Total	1162,343	127			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant): Product quality, Celebrity endorser, Price

The results showed that the F count (87.921) was greater than the F table (2.678), and the significance (0.000) was less than alpha (0.05). Therefore, it can be inferred that celebrity endorsers, product price, and quality collectively have a substantial impact on purchasing decisions.

Determination Coefficient Test

The determination coefficient test is a measure of a model's capacity to explain variability in the dependent variable [27]. The coefficient of determination ranged between 0 and 1 ($0 \leq R^2 \leq 1$). When R^2 is small, the power of the independent variables to clarify differences in the dependent variable usually provides the entirety of the required forecasting information.

The conditions are as follows. If the coefficient of determination (R^2) is closer to 1 (100%), this indicates that variations in the dependent variable can be explained by variations in the independent variable. Conversely, as R^2 moves away from 1 (100%), variations in the dependent variable are not explained by variations in the independent variable.

The results of the R^2 test are as follows:

Table. 10 Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825 ^a	0,68	0,672	1,73135

a. Predictors: (Constant): Product quality, Celebrity endorser, Price

b. Dependent Variable: Purchase decision

From the table above, the Adjusted R^2 value is 0.672, indicating that celebrity endorsers, price, and product quality have a significant influence on 67.2% of purchasing decision variables.

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the results of the research that has been conducted, it shows that the celebrity endorser variable has a significant positive effect on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru City.

From the results of the descriptive analysis conducted by the researchers, the respondents' answers regarding the celebrity endorser variable that the selection of celebrities made by the Yamaha company can be said to be appropriate and good. It can be seen from the celebrities who have attractive physical attractiveness, celebrities who have the same personality or personality as consumers, celebrities who are familiar or known by the wider community, celebrities who have expertise in products, celebrities with experience related to Yamaha Maxi, celebrities who have advertising skills, celebrities who are trusted by consumers or celebrities who seem honest, and celebrities who can convince consumers of the quality of the advertised product. It can be seen that the existence of celebrity endorsers who have physical attractiveness, expertise, and trust in the celebrities used, namely Iko Uwais, Reza Arap, and Anya Geraldine, influences consumers to make purchasing decisions.

Consumer decisions to buy a product are also influenced by the company's ability to carry out advertising or a persuasive approach that provides consumers with invitations to purchase the product. In this study, researchers raised celebrity endorsers, according to [9], celebrity endorsement uses artists or public figures as advertising stars through social media, print media, and television media. The positive image carried by a celebrity endorser influences consumer choice. Companies

choose celebrity endorsers as symbols or markers to symbolize the requirements and desires of potential customers, where the visual appearance and personality of the celebrity itself becomes a reference for consumers so that they participate in purchasing the goods endorsed by the celebrity. In addition, there is an interest in itself that makes consumers feel proud because the product they use is the same as the celebrity uses.

The results of this study are in line with research conducted by [19], which aims to determine whether celebrity endorsers influence purchasing decisions for Yamaha Mio M3 motorbikes in Semarang, showing that the celebrity endorser variable has a positive and significant effect on purchasing decisions. Furthermore, the results of this study are also in line with those of previous research conducted by [20], which shows that the celebrity endorser variable has a positive and significant effect on purchasing decisions for Honda Vario 150. From the two results of the previous research above, it is appropriate and has supported the research this time because with celebrity endorsers who are liked and idolized by the target audience, it is hoped that they will influence good consumer attitudes and behavior towards the products being supported. So that with the influence of celebrity endorsers, companies can take advantage of the advantages possessed by a celebrity such as the attractiveness, trustworthiness and expertise of celebrities that are known to many people.

The Effect of Price on Purchasing Decisions

Based on the results of the research that has been conducted, it shows that the price variable has a significant positive effect on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru.

From the results of the descriptive analysis conducted by researchers, namely, where the respondents' answers regarding the price variable that the pricing of marketed products is said to be appropriate, it can be seen from the price offered by Yamaha Maxi motorcycle products that are competitive with other similar products that the price offered is in accordance with the quality of the product offered, but the price of the Yamaha Maxi product is still quite expensive for some consumers because it is still not in accordance with the ability of consumers who still have a small income. Therefore, the company must pay attention to the affordability of Yamaha Maxi products.

This indicates that price plays an important role in purchasing decisions by attracting competition to attract consumers to buy Yamaha Maxi motorbikes in Pekanbaru. If the price perceived by consumers regarding product quality is more appropriate, they will make decisions. This is supported by the theory of research presented in [10]. Price is an important factor from the service provider's perspective to win a competition in marketing its products; therefore, price must be set.

The results of this study are in line with research conducted by [28], who also stated that the price variable has a positive and significant effect on purchasing decisions for Yamaha Mio motorcycle products. Furthermore, this is also supported by research in line with [26], who show the results of research that the price variable has a positive and significant effect on purchasing decisions for Honda PCX motorbikes. From the two results of the previous research, it is appropriate and has supported this research because price can influence purchasing decisions; if the price can be adjusted to the quality of the product, it will cause purchasing decisions to increase.

The Effect of Product Quality on Purchasing Decisions

Based on the results of research that has been conducted, it shows that the product quality variable has a significant positive effect on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru.

From the results of the descriptive analysis conducted by the researcher, namely, where the respondents' answers regarding the product quality variable that the presentation of the quality of the products being marketed is said to be good, it can be seen from the Yamaha Maxi products that are functioning properly, Yamaha Maxi, which provides complete features, is reliable when used, complies with the specifications provided, has the ability to provide service, has strong durability, has an attractive aesthetic design, and provides perceptions that are in accordance with product quality.

In this case, product quality has a strong correlation with purchasing decision making, so that the company raises good product quality, and consumers will tend to purchase these products. High-quality products can stimulate consumer perceptions and emotions that impact purchasing decisions through variety, color, design, and others. A product that is able to meet consumer expectations and is able to increase customer satisfaction will make the product sell well, increase market share, and can be sold at a high price, it will be considered that the product is of the quality owned by Yamaha Maxi. The quality of the product is one of the considerations for consumers in buying, whether this quality provides great benefits for consumers. Many competitors in the market require companies to pay attention to consumer needs and try to meet these needs using high-quality products. Product quality encourages consumers to establish strong ties with companies.

The results of this study are in line with those of previous research [22], which shows the results of research that product quality variables have a significant effect on consumer decisions when purchasing Yamaha Mio motorbikes. Research conducted by [29] also strengthened this research by showing that the product quality variable had a positive and significant effect on the scoopy motorcycle purchasing decision at PT Menara Agung Kota Padang. From the two results of previous research, it is appropriate and has supported this research because product quality can influence purchasing decisions. If the promised product quality matches what is presented in the product, purchasing decisions will increase.

Effect Of Celebrity Endorsers, Price, And Product Quality on Purchasing Decisions.

Based on the results of the research that has been conducted, it shows that the celebrity endorser variable, price, and product quality simultaneously have a significant positive effect on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru.

From the results of the descriptive analysis conducted by the researchers, namely, where respondents' answers regarding purchasing decision variables are known, consumers decide to buy Yamaha Maxi motorcycle products because they already know information about the product, because it is the most preferred motorcycle because it suits the wants and needs of consumers, and because of recommendations from others so that consumers decide to buy Yamaha Maxi products.

Therefore, in the problem being studied, it is known that three independent and free variables (celebrity endorser, price, and product quality) have a strong relationship with purchasing decisions. This shows that the better the company chooses celebrity endorsers, the better the price offered, the better the product quality applied, and the purchasing decisions made by consumers will also increase.

The results of this study are in line with the theory of research conducted by [24], where purchasing decisions are the stage of purchasing decisions in which consumers actually purchase a product. Among the many consumer behaviors included are decisions regarding the purchase of a product. Consumers search for, weigh, and compare a product with other products before deciding to buy. Therefore, purchasing decisions in general are the way a consumer looks for and buys a product, where they will decide which product to buy from a variety of product choices. With the celebrity endorser, the Yamaha company can take advantage of the advantages possessed by a celebrity, such as the attractiveness, trustworthiness, and expertise of celebrities that are known to many people, as well as the price of the Yamaha Maxi, which can compete with similar products or competitors, as well as the quality of the Yamaha Maxi product, which is proven to function properly, clearly supporting the advertised product, and will influence a consumer to make a purchase decision on the product.

5. CONCLUSION

Based on the research and analysis conducted on the impact of celebrity endorsers, price, and product quality on the purchasing decisions of Yamaha Maxi motorcycle products in Pekanbaru City, this study concludes that celebrity endorsers have a significant positive impact on the purchasing decisions of Yamaha Maxi motorcycle products in Pekanbaru City. Price has a noteworthy positive impact on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru. Furthermore, purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru are significantly influenced by product quality. Notably, celebrity endorsers, prices, and product quality all have a significant and simultaneous positive impact on purchasing decisions for Yamaha Maxi motorcycle products in Pekanbaru.

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