

## Conference Paper

# The Effects of Corporate Image, User Image, and Product Image Towards Purchasing Interest of Suzuki Motorcycle

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### Abstract

Recently, motorcycle and automotive industry is having a good development in Indonesia. The motorcycle market in Indonesia is still big, because not only facilitating people's activities, but also the price is still rational. That makes the competition in motorcycle and automotive industry become tighter. There are major companies that dictate the Indonesian market, one of them is Suzuki. Suzuki is a corporate which is annually trusted by consumers and also making some innovations toward its products to upgrade the qualities. This study aims to know the variable effect of corporate image, user image, and product image towards interest of purchasing Suzuki motorcycle. The population of this study is students of Management Department batch 2014-2015, Faculty of Economics in Universitas Negeri Malang, East Java, Indonesia who use Suzuki motorcycle. The sample of this study is 115 respondents. The sampling technique is using proportional random sampling and the data analysis is using statistical descriptive and multiple regression analysis. The result shows that corporate image, user image, and product image positively and significantly affect the interest of purchasing Suzuki motorcycle. The result can be proposed as an input for management party to boost consumer interests.

**Keywords:** corporate image, user image, product image, purchasing interest

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## 1. INTRODUCTION

Motorcycle sales in Indonesia rose from 524,864 units in February 2016 to 563,341 units in March 2016, an increase of 7.3%. Honda is still leading the total sales of 440,171 units or about 78.14% of total motorcycle sales in 2016. Yamaha is still in second place with sales of 108,416 units, or 19.25% market share. After being shifted by Suzuki from the third position in February 2016, Kawasaki again took over the third position with sales

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of 9,482 units (1.68%). While Suzuki returned 4th position with sales of 5,085 units (0.90%) [8].

Such fierce competition requires every company to work harder to increase selling, using a good strategy. Each strategy must be equipped with the most appropriate marketing tools for a company called marketing mix. One marketing mix strategy is product strategy. Product strategy that can be done by the company one of them by creating a brand.

According to Simamora in Listyawati (2014: 43) Brand image consists of three parts, namely, corporate image, user image and product image. Corporate image is a set of associations perceived by consumers to companies that make a product or service. User image is a set of associations perceived by consumers to users who use a good or service. And the product image is a set of associations perceived by consumers to a product. Kevin, et al (2000) states that consumer's desire to buy comes from two major influences, positive attitudes toward the brand itself and brand familiarity, derived from brand exposure and prior use.

Motorcycles are one of the most widely used means of transportation. Motorcycle brands used by students are also very diverse, such as Honda, Yamaha, Kawasaki, and Suzuki. Purchase and use of a product originated from growing interest in consumers, According to Schiffman and Kanuk (2007: 201) suggests that interest is one of the psychological aspects that have a considerable influence on behavior attitude

Here researchers want to know why there are still many people including students who use Suzuki motorcycles among the tight competition between motorcycle brands in Indonesia. Based on the description of the background problems that occurred above the researcher did research by using a sample of Students Faculty of Economics, Universitas Negeri Malang, East Java, Indonesia 2014-2015 using Suzuki motorcycle with variable corporate image, user image and product image and buying interest with the title " THE EFFECTS OF CORPORATE IMAGE, USER IMAGE, AND PRODUCT IMAGE TOWARDS PURCHASING INTEREST OF SUZUKI MOTORCYCLE".

## 2. THEORETICAL BACKGROUND

### 2.1. Corporate Image

Corporate image is defined as the overall impression of a corporate that comes from public thought. The image of a corporate begins with the feelings of customers and businesspeople about the organization concerned as the producer of the product as

well as the result of individual evaluation of it. According to Ambarwati (2015: 4), corporate image is an association associated with the organization with the attributes of a corporation such as the level of technology, and leadership style.

Sutisna (2005: 80) mentioned that the indicators in the corporate image, among others, are:

- a) The big name of the corporate, as one of the big companies offering a wide selection of products.
- b) Corporate services, as one of the major companies providing guarantee and convenience for each of its products.
- c) Sales network, as one of the big companies that gives ease in purchasing a product with a broad sales network.

Hong Lin & Shyah Lin (2007) based on the results of his research on mobile phone products, said that the image of the product gives influence to the purchase decision, other dimensions that must be considered in addition to the image of the corporate's image and image of the user.

According to Zheng, et al (2013) Companies can affect the quality felt by customers by improving the corporate's image. Whether a corporation is trustworthy and has a sense of responsibility is also an important factor that affects the quality perceived by the customer.

## 2.2. User Image

The user image refers to the perception of the type of person using the product (Ambarwati, 2015: 2). When associated with motor manufacturers, the image of consumer perception is very influential in making decisions choosing a motorcycle brand. Considerable imagery from the point of view of consumers regarding the emotional judgment of the consumer, the suitability of the brand or the name of the motor manufacturer with the consumer person.

Batra and Homer (2004) in the journal *The Situational of Brand Image Beliefs* describes the situational influences of forms and consequences of consumer confidence in the brand image of pleasure and sophistication or high technology. The personal image or self-concept of the consumer is his personality, the image that a person has about himself. Indicators in the consumer's personal image are age, and life cycle, occupation, economic condition, lifestyle, and personality.

Sutisna (2005: 80) mentions that the indicators in the user image include:

- a) The style, the lifestyle of a person who poured in the activity and describes the whole person in interacting with his environment.
- b) Cool, which is the principle in life that teenagers use.
- c) Confidence, a person's belief in all aspects of his own and the belief makes him feel able to achieve the goals in his life
- d) Interesting, the appearance that reflects the personality of a person.

### 2.3. Product Image

Product image according to Ambarwati (2015: 2) the impression or belief that someone has on an object, the better the image of a product then the consumer will be interested and have the interest to buy the product. Product image can be formed from the attributes that exist in the product such as quality, color, design, packaging, brand, service, and others become stimuli in the decision process [7].

The product image represents the consumer's response to the overall supply given, defined as the number of beliefs, ideas, and public impression on a product image. This means that the image of the product is a whole impression formed in the minds of people about the products to be sold in the market.

Sutisna (2005: 80) mentioned that the indicators in the product image include:

- a) Brand, symbols or symbols the corporate gives to its products as differentiators from other products. According to Tjiptono in Ambarwati (2015: 3) brand as a name, term, symbol or symbol, design, color, motion or combination of other product attributes expected to give identity and differentiate to other products.
- b) Quality, that is, the whole of the characteristics and characteristics of a product in terms of its ability to meet a predetermined need.
- c) The feature, which is a competitive means for differentiating a corporate's product from a competitor's product.
- d) Design, which is the totality of features that affect the appearance, taste, and functionality of the product based on customer needs.

Chen-Yu & Kincade (2001) from the results of his research revealed that at the alternative evaluation stage, product image significantly and positively affects perceived

quality and performance expectation. At the stage of purchase, the product image is not a determinant of the purchase intention, but it significantly and positively affects the price that participants are willing to pay for the product. In the post-purchase stage, product image does not directly affect the participants' satisfaction, but product image with product consumption performance significantly affects satisfaction. When the consumption performance is good, the product image has a significant and positive effect. When consumption performance is bad, product image significantly.

## 2.4. Interest of Purchasing

Interest is something personal and related to attitude. Individuals interested in an object will have the power or drive to conduct a series of behaviors to approach or acquire the object accordingly (Simamora, 2004: 131). The notion of buying interest according to Howard (in Durianto and Liana, 2004: 44) is a buying interest is something that is related to the consumer plan to buy certain products and how many units of products needed at a certain period. It can be said that buying interest is a mental statement of the consumer self reflects the purchase plan of a certain product with a particular brand.

According to Ferdinand (2006), buying interest can be identified through the following indicators:

- a. Transactional interest, namely the tendency of someone to buy the product.
- b. Referential interest, the tendency of a person to refer the product to another person.
- c. Preferential interest, the interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens with its preferred product.
- d. Explorative interest, this interest describes the behavior of a person who is always looking for information about the product he is interested in and seeking information to support the positive traits of the product.

## 3. The Effects of Corporate Image Towards Purchasing Interest

Sunarti, et al (2016) based on their research on Indosat Ooredoo's interest in students at Brawijaya University Malang, Indonesia, showed that the effect of Corporate Image

variable on Buy Interest variable is significant. This means that if the Corporate image rises or increases it will result in Buy Consumer Interest also increases. Hong Lin & Shyah Lin (2007) based on the results of his research on mobile phone products, said that the image of the product gives influence to the purchase decision, other dimensions that must be considered in addition to the image of the corporate's image and image of the user.

H1: There is influence of corporate image to buying interest

#### 4. The Effects of User Image Towards Purchasing Interest

Sunarti, et al (2016) based on the results of their research on Indosat Ooredoo interest in a student at Brawijaya University Malang, Indonesia, showed that the influence of consumer image variable to Buy Interest variable is significant. This means that if Consumer Image rises or increases it will result in Buy Consumer Interest also increases. Syahreza (2015) based on the results of his research on the decision of the use of airline services at PT. Garuda Indonesia Makassar branch decision to buy to students in Brawijaya University of Malang, Indonesia, shows that the image of the consumer has an effect on the buying decision.

H2: There is influence of user image to buying interest

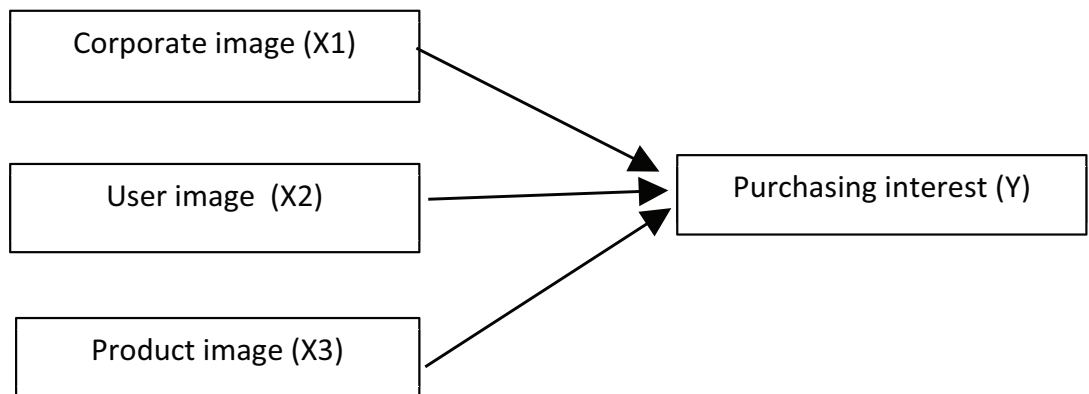
#### 5. The Effects of Product Image Towards Purchasing Interest

Sunarti, et al (2016) based on the results of their research on Indosat Ooredoo interest in students in Brawijaya University Malang, Indonesia showed that the effect of Product Image variable to Buy Interest variable is significant. This means that if the image of the product increases or increases it will result in purchasing interest also increases.

Chen-Yu & Kincade (2001) from his research revealed that at the alternative evaluation stage, product image significantly and positively affects perceived quality and performance expectation. At the stage of purchase, the product image is not a determinant of the purchase intention, but it significantly and positively affects the price that participants are willing to pay for the product. In the post-purchase stage, product image does not directly affect the participants' satisfaction, but product image with product consumption performance significantly affects satisfaction. When the consumption performance is good, the product image has a significant and positive effect. When consumption performance is bad, product image significantly

H<sub>3</sub>: There is influence of product image to buying interest

## 6. MODEL OF THE STUDY



**Sources:** Chen-Yu & Kincade (2001), Hong Lin & Shyah Lin (2007), Sunarti, et al (2016), Syahreza (2015).

## 7. METHOD

The method used for this research is a quantitative method. This research uses quantitative research approach with data collection technique using questionnaire. This research which becomes dependent variable is buying interest (Y), while independent variable is a corporate image (X<sub>1</sub>), user image (X<sub>2</sub>) and product image (X<sub>3</sub>). The analysis is then continued by analyzing the three independent variables with the dependent variable together. So in this study used multiple linear regression analysis.

## 8. FINDINGS AND DISCUSSION

### 8.1. Image of Respondents

Respondents in this study are students of the Faculty of Economics, Universitas Negeri Malang, Management Department year 2014 and 2015 that use Suzuki motorcycles. The number of respondents in this study amounted to 115 respondents. From the results can be known the description of respondents studied is: age of respondents, pocket money or income respondents. All respondents in this study know that Suzuki apply corporate image, user image and product image in marketing its products

## 8.2. Results of Multiple Regression Test

Based on the results of data analysis using SPSS 22 for Windows program obtained results that can be seen in Table 1 as follows:

TABLE 1: Results of Multiple Regression Test.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
	B	Std. Error				
(Constant)	4,978	1,554		3,203	0,002	
Corporate image	0,607	0,107	0,432	5,696	0,000	0,744
User image	0,434	0,111	0,296	3,952	0,000	0,691
Product image	0,328	0,117	0,210	2,800	0,006	0,654

TABLE 2: Results of F-Test.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1017,758	3	339,253	72,839	,000 <sup>b</sup>
Residual	516,990	111	4,658		
Total	1534,748	114			

## 8.3. Discussion

Table 1 shows the effect of the corporate image, user image and product image on buying interest with a coefficient of the constant beta of 4,978. The value of t arithmetic 3.203 and each variable with significant t of <0.05. This means that the hypothesis of each variable is accepted which states the corporate image, user’s ideas and product image significantly influence the buying interest.

Table 2 is known value Fcount = 72.839 > Ftable = 2,450 with Sig F 0,000 <0.05 then Ha is accepted. Based on tables 1 and 2 it is known that the test of the corporate image sig. t equal to 0.000 <0,05 and F test result 0.000 <0,05, so it can be concluded that there is the positive and significant influence of corporate image towards buying the interest of Suzuki motorcycle. User image sig t equal to 0,000 <0.05 and sig F test result 0.000 <0.05, so it can be concluded that there is positive and significant influence between user image to the interest of buying Suzuki motorcycle. Product image sig t equal to 0.006 <0.05 and sig F test results of 0.000 <0.05, so it can be concluded that



there is a positive and significant influence between the image of the product towards buying interest Suzuki motorcycle.

## 9. CONCLUSIONS AND SUGGESTIONS

### 9.1. Conclusion

Based on the results of research on the influence of corporate image, user image, and image of the product on the interest of buying Suzuki motorcycles that have been discussed and statistical calculations performed, the researchers draw the following conclusions:

1. The result of descriptive analysis can be seen that respondent's perception about buying interest of Suzuki motorcycle consisting of corporate image variable ( $X_1$ ), user image ( $X_2$ ), and product image ( $X_3$ ) is good, it can be seen from answer respondent or item - questions in the questionnaire that the majority of respondents gave the answer agree.
2. Based on hypothesis test that is t test and F test can be concluded as follows.
  - a. The result of sig t-test is  $0.000 < 0,05$  and the result of sig F test are  $0.000 < 0,05$ , it can be concluded that there is positive and significant influence between the corporate image on the purchasing interest of Suzuki motorcycle.
  - b. The result of sig t-test  $0.000 < 0,05$  and result of F test  $0.000 < 0,05$ , it can be concluded that there is a positive and significant influence on user image to purchasing the interest of Suzuki motorcycle.
  - c. The result of T-test equal to  $0,006 < 0,05$  and result of F test  $0.000 < 0,05$ , it is concluded that there is the positive and significant influence on the product image to purchasing the interest of Suzuki motorcycle.

### 9.2. Suggestions

Based on the results of the research, the researcher advises Suzuki to increase consumer interest by improving corporate image, user image, product image, either through product quality improvement, product attribute innovation, or by promoting the right promotion strategy.

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