

Influence of Country of Origin, Brand Image, and Perceived Quality on Interest in Buying Nmax Brand Motors in Ponorogo (Case Study of Ponorogo District Community)

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ABSTRACT (9 pt)

General Background: In the competitive motorcycle industry, factors such as Country of Origin (COO), Brand Image, and Perceived Quality significantly influence consumer purchasing decisions. **Specific Background:** Understanding the influence of these factors on consumer interest, particularly for popular models like the Yamaha NMAX, is crucial for effective marketing strategies in specific regions such as Ponorogo. **Knowledge Gap:** However, limited research has been conducted to explore the simultaneous effects of these variables on consumer purchasing interest, especially in less urbanized areas like Ponorogo, where consumer preferences may differ from urban centers. **Aims:** This study aims to analyze the influence of COO, Brand Image, and Perceived Quality on the interest in purchasing Yamaha NMAX motorcycles in Ponorogo, both individually and collectively. **Results:** The findings indicate that while COO has a statistically significant influence, the relationship is negative, suggesting that other factors outweigh the impact of COO in shaping purchase interest. Conversely, Brand Image and Perceived Quality both exhibit positive and significant effects on consumer interest, highlighting their roles as critical determinants in the purchasing decision process. **Novelty:** The study's novelty lies in its exploration of these variables in a less-studied, regional context, providing new insights into consumer behavior outside major urban centers. **Implications:** The results suggest that marketing strategies for Yamaha NMAX in Ponorogo should prioritize enhancing Brand Image and Perceived Quality rather than emphasizing COO, as these factors are more influential in driving purchase interest. These findings contribute to a nuanced understanding of regional consumer behavior, which can inform targeted marketing efforts and product positioning in similar contexts.

INTRODUCTION

Intense competition among motorcycle manufacturers and dealers has encouraged them to use various marketing and sales strategies. These strategies can take the form of setting competitive prices, providing discounts and promotions, as well as improving the quality of after-sales service (Kotler & Keller, 2016). However, on the other hand, there is competition Excessive use can also have negative impacts, such as price wars,

The object of this research is the people of Ponorogo sub-district, who are likely to buy a Yamaha NMAX motorbike with work as an object. On the other hand, a study conducted by Supriyanto (2019) shows that consumers tend to change motorbike dealers to get cheaper prices. This indicates that there is price sensitivity among motorbike consumers. Before making a decision about which product to buy by some customers, consumers will make a big consideration of where and how the product is produced.

Country of origin (COO) is the general perception of consumers regarding the quality of products produced in a particular country. Consumers not only evaluate products based on their physical characteristics, but also pay attention to the country of origin of the producer (Utomo et al., 2023). Country of Origin is also an element of product attributes that can attract consumers' attention and is closely related to the product (Veni Rafida, 2015). Country of Origin can influence consumer interest in the quality of products being marketed (Ellen & Tunjungsari, 2019). Country of Origin (COO) theory explains that consumers' perceptions of the country of origin of a product influence their assessment and purchasing interest.

Japanese Motorcycles in Indonesia Empirical studies show that Indonesian consumers have positive perceptions of Japanese motorbikes, which are considered to be of high quality and durable. The positive image of the country of origin of Japan increases Indonesian consumers' buying interest in Japanese motorbikes (Brata et. al, 2017). Empirical Evidence of Chinese Motorcycles in Indonesia. On the other hand, Indonesian consumers tend to have a negative perception of motorbikes from China, which are considered to have lower quality and reliability. The negative image of China's country of origin reduces Indonesian consumers' buying interest in Chinese motorbikes (Wijanarko, 2019).

The development and growth of the automotive industry is currently running very rapidly, marked by the continued increase in the number of vehicles owned by the wider community, as well as the maneuverability of vehicles on the highway as reflected in Ponorogo today. The automotive industry can be viewed from various aspects. The scope of the automotive business includes investment, management, marketing, expenditure, and other transactional aspects which are the main elements in the process of exchanging money and goods. The development of the car and motorbike industry is extraordinary.

The importance of understanding Consumer Behavior in the Motorcycle Industry can be determined through proper market segmentation just as understanding consumer behavior, manufacturers can identify potential market segments based on

demographic, psychographic and behavioral factors and also implement effective marketing strategies that can be designed according to needs and preferences each segment. Understanding the theory of consumer purchasing interest is very important for motorcycle manufacturers in Indonesia. Therefore, motorbike manufacturers can develop more effective marketing strategies to increase consumer buying interest in Indonesia. This research focuses on people who are interested in the Yamaha NMAX with the research object being the people of Ponorogo District.

Based on the explanation that has been presented in the background, this research has an urgency raised by researchers, namely about motorbike users increasing over time. In this case, companies are increasingly competing in creating unique characteristics for their respective products, which also definitely emphasize Country of Origin, Brand Image and Perceived Quality in the marketing process of motor vehicle products. One of the motorized vehicles that has become popular in almost the last decade is the motorized vehicle produced by Yamaha, namely the NMAX. Meanwhile, it can be said that motorbike sales are increasing every year and are being supplemented by the latest designs which are becoming competitive in the market.

The Yamaha NMAX motorbike is a motorbike that has high competitiveness on the market. Based on observations made by researchers, the motorbike market is experiencing quite intense competition after the many new productions such as NMAX, PCX, Aerox, and others, this will definitely influence consumers in choosing which motorbike to choose. The role of promotion in sales will also play a very important role in the marketing process, where this will act as a seduction so that consumers will be more interested in buying goods from them. Some people choose NMAX because the product quality is good, durable and comfortable for consumers to use. This is a long-term market attraction for Yamaha in marketing NMAX.

Researchers are interested in discussing this matter in this research due to the large number of Yamaha NMAX motorbike users on the streets. Apart from that, even though it has been published almost a decade after Yamaha released the first NMAX motorbike, the Yamaha NMAX is still loved by all groups. In fact, quite a few Yamaha NMAX can be found in the marketplace market, further strengthened by the persistence of interest in the Yamaha NMAX in the market competing with the latest motor vehicle products such as electric motorbikes. This strengthens the interest of researchers in researching the influence of Country of Origin, Brand Image and Perceived Quality of Yamaha products

RESEARCH METHOD

In this research the population taken from Ponorogo District is unknown. Research Sample is a group of data taken from the total number of research objects to be studied. The sampling technique used in this research is non-probability sampling. Meanwhile, the type of non-probability sample used is accidental sampling, which is a sampling method based on chance, or in other words, the sample can be anyone the researcher happens to meet with criteria that suit the research and are willing to be researched. Accidental sampling, also known as convenience sampling, is a nonprobabilistic

sampling method in which researchers select participants who are available and willing to participate in a study. In accidental sampling, samples are selected based on ease of access or availability of respondents, not based on probabilistic sampling techniques that allow each member of the population to have an equal chance of being selected. The population size in the study is very large and cannot be known with certainty, so the sample size used according to Rao Purba (1996) uses the formula:

$$N = \frac{Z^2}{4 + (\text{Moe})^2}$$

Information :

N = Sample size

Z = Confidence level in determining the sample 95% = 1.96

Moe = Margin of error or maximum error that can be tolerated here is set at 10%

With this formula, it can be seen that the minimum sample size that must be achieved in this research is:

$$n = \frac{1.96^2}{4 (0.10)^2}$$

n = Based on this formula, the sample can be taken from a population of at least 96.04 people rounded up to 97 respondents.

This research uses data analysis methods. Quantitative research methods are research that is full of numerical nuances in field data collection techniques

Statistical descriptive test, Respondent Characteristics Respondent descriptions contain the general classification of respondent characteristics, consisting of age, gender, and monthly pocket money or monthly income. In this study, the researcher aims to determine the influence of Country of Origin, Brand Image, and Perceived Quality on purchasing interest. The data analysis method used in this research is SPSS. This research uses the SPSS application which is easy to use when processing data. Multiple linear regression analysis is an analysis process used to evaluate the impact of more than one independent variable on one dependent variable. The multiple linear regression analysis model is used to reveal the extent of the influence of the independent variable on the dependent variable (Ghozali, 2018). In this case there are three independent variables, namely live streaming, celebrity endorsement and online customer review and one dependent variable, namely purchase interest. The multiple linear regression equation used in this research is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Purchase Interest β_1 = Live Streaming Regression Coefficient

A = Constant β_2 = Celebrity Endorsement Regression Coefficient

X1 = Live Streaming β_3 = Online Customer Review Regression Coefficient

X2 = Celebrity Endorsement X3 = Online Customer Reviews

E = Standard Error

Regression analysis is used to measure the strength of the variable relationship between two or more variables and to show the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2018). The analysis in this research uses three tests, namely the coefficient of determination test, the T statistical test (partial test), and the F statistical test (simultaneous test). The T test is used to determine the influence of each independent variable (X) on the dependent variable (Y) to find out how much influence the independent variable has on the dependent variable, which is tested at a significant level of $\alpha = 0.05$ (5%) meaning the possibility of the results being correct drawing conclusions has a probability of 95% or a tolerance of 5% error. The decision-making criteria for the t-count results are compared with the total as follows:

- 1) If $t_{count} > t_{table}$ then H_0 is rejected and vice versa, H_a is accepted.
- 2) If $t_{count} < t_{table}$ then H_0 is accepted and vice versa, H_a is rejected.
- 3) If the significant value is < 0.05 , then the hypothesis is accepted. This shows that the independent variable has a significant influence on the dependent variable partially.
- 4) If the significant value is > 0.05 , then the hypothesis is rejected. This shows that the independent variable does not have a significant influence on the dependent variable partially.

The F test (simultaneous test) is used to test the effect of the independent variables included in the model having a simultaneous influence on the dependent variable. If the probability value is significant < 0.05 then the independent variable (X) simultaneously influences the dependent variable (Y) (Ghozali, 2016). Another way to determine the influence simultaneously is:

- 1) If $F_{count} > F_{table}$ then H_0 is rejected and vice versa, H_a is accepted.
- 2) If $F_{count} < F_{table}$ then H_0 is accepted and vice versa, H_a is rejected.
- 3) If the significant value is < 0.05 , then the hypothesis is accepted. This shows that the independent variable has a significant influence on the dependent variable simultaneously.
- 4) If the significant value is > 0.05 , then the hypothesis is rejected. This shows that the independent variable does not have a significant influence on the dependent variable simultaneously. Steps to carry out the analysis.

RESULTS AND DISCUSSION

1. Validity Test

Validity determines how well an instrument is created to measure the particular concept it wants to measure. Validity consists of external variables and internal variables. External validity indicates that the results of a study must be valid and can be generalized to all different objects, situations and times. Internal validity shows the ability of a research instrument to measure the ability of a research instrument to measure what should be measured in a concept. Validity testing in SPSS analysis can determine the validity by looking at the significance

value (sig) which must be less than 5%. Apart from that, we also look at the calculated r value > r table with the following results:

Table 1.1 Validity Test Results
Correlations

| | | County Of Origin | Brand Image | Perceived Quality | Purchase Interest |
|----------------------|---------------------|---------------------|-------------|----------------------|----------------------|
| County Of Origin | Pearson Correlation | 1 | ,498** | ,638** | ,402** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 |
| | N | 97 | 97 | 97 | 97 |
| Brand Image | Pearson Correlation | ,498** | 1 | ,796** | ,751** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 97 | 97 | 97 | 97 |
| Perceived Quality | Pearson Correlation | ,638** | ,796** | 1 | ,734** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 |
| | N | 97 | 97 | 97 | 97 |
| Purchase Interest | Pearson Correlation | ,402** | ,751** | ,734** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 97 | 97 | 97 | 97 |

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS data, the results show that the 4 variables used have been declared valid. This is evident from the calculation of significance which has a value of 0.00 for the variable Country Of Origin, Brand Image, Perceived Quality, and Purchase Interest. Apart from that, it is also supported by the Pearson Correlation (Rcount) > R table value. Therefore, the data has met the validity requirements in the research.

2. Reliability Test

After the questionnaire is declared valid, the next step is to look at the reliability of the instrument used so that it meets the research requirements. The reliability results of this research are as follows:

Table 1.2 Reliability Test Results

| Reliability Statistics | | |
|------------------------|---|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardize d Items | N of Items |
| ,856 | ,875 | 4 |

Inter-Item Correlation Matrix

Inter-Item Correlation Matrix

| | County Of Origin | Brand Image | Perceived Quality | Purchase Interest |
|-------------------|------------------|-------------|-------------------|-------------------|
| County Of Origin | 1,000 | ,498 | ,638 | ,402 |
| Brand Image | ,498 | 1,000 | ,796 | ,751 |
| Perceived Quality | ,638 | ,796 | 1,000 | ,734 |
| Purchase Interest | ,402 | ,751 | ,734 | 1,000 |

Based on the general SPSS results, it proves that the research data has been declared reliable with a Cronbach's alpha value of $0.85 > 0.70$. This proves that the instrument category used is Very Good because the value is more than 0.80.

3. Multiple Linear Regression Analysis

The analysis in this research discusses the relationship between the independent variable and the dependent variable to answer the hypothesis being asked. The results of the regression test in this research can be seen through the following SPSS results:

Table 1.3 Multiple Linear Regression Test Results
Coefficientsa

| Model B | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---------|-------------------|-----------------------------|------------|---------------------------|---------|------|
| | | | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 4,154 | ,789 | | 5,266 | ,000 |
| | Country Of Origin | -.736 | ,056 | -.578 | -13,190 | ,000 |
| | Brand Image | ,700 | ,099 | ,444 | 7,060 | ,000 |
| | Perceived Quality | 1,032 | .103 | ,669 | 10,019 | ,000 |

a. Dependent Variable: Purchase Interest

Based on this data, it is known that the results of the multiple linear regression test have met the requirements with a 2-tailed significance value in ANOVA of less than 0.05, which indicates that there is a relationship between the variables X1, 0.05 so it is said that there is an influence. Apart from that, the results can be seen through the formula:

$$Y = a + b_1X_1 + B_2X_2 + B_3X_3 + e$$

$$Y = 4.154 + (- 0.736) X_1 + 0.700X_2 + 1.032X_3$$

So it can be explained thus:

- a. Constant Value (a) = 4.154

It can be interpreted that the variables Country of Origin (X1), Brand Image (X2), and Perceived Quality (X3) are constant values, so it can be interpreted that the dependent variable buying interest has a value of 4.154.

- b. The regression coefficient value for the Country of Origin variable (X1) = - 0.736

Provides the understanding that if there is an increase in country of origin by 1 unit, there will be a decrease of -0.736. This proves that the Country of Origin factor does not really influence interest in buying an NMAX motorbike in Ponorogo.

- c. The coefficient value of the Brand Image variable (X2) = 0.700

Provides the understanding that if there is an increase in Brand Image (X2) by 1 unit, there will be an increase in purchasing interest (Y) by 0.700 assuming other variables are constant.

- d. The coefficient value of the Perceived Quality variable (X3) = 1.032
Provides the understanding that if there is an increase in perceived quality (X3) of 1 unit, there will be an increase in purchasing interest (Y) of 1,032. This proves that the increase through this factor is more dominant and tends to be constant.

4. Analysis of the Coefficient of Determination

The coefficient of determination measures how much the independent variable model (X) is able to influence the dependent variable (Y). The results of this test are as follows:

Table 1.4 Results of Coefficient of Determination Analysis
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .930a | .866 | .861 | 1,340 |

a. Predictors: (Constant), Perceived Quality, Country Of Origin, Brand Image

Based on the table above, the coefficient of determination (R Square) is 0.866. This proves that the variables Country of Origin, Brand Image, and Perceived Quality have a role of 86% together in influencing consumer buying interest. Meanwhile, the remaining 14% (100% - 86%) is influenced by other factors outside the factors studied by the researcher.

5. T Test (Partial)

This test is used to determine the role of the independent variable in partially influencing the dependent variable. This test is carried out by comparing the calculated t value with the t table. Using the significance provisions of 5% or 0.05 with the following comparison provisions:

- a) If $t_{count} < t_{table}$, then H_0 is accepted, and H_a is rejected so that there is no partial influence.
- b) If $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted, so there is a partial influence.

The following is a partial T test:

Table 1.5 Partial T Test Results
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | Q | |
| 1 | (Constant) | 4,154 | ,789 | | 5,266 | ,000 |
| | Country Of Origin | -.736 | ,056 | -.578 | 13,190 | ,000 |
| | Brand Image | ,700 | ,099 | ,444 | 7,060 | ,000 |
| | Perceived Quality | 1,032 | .103 | ,669 | 10,019 | ,000 |

a. Dependent Variable: Purchase Interest

Based on the table above, it is known that the t distribution value in this study is $\alpha = 5\% : 2 = 2.5\%$ (2-sided test) with degrees of freedom (df) $n_k - 1$ or $97 - 3 - 1 = 93$ (n is the number respondents and k is the number of independent variables), with a 2-sided test (significance = 0.025), the results obtained by the t table are 1.661. The following are the results of the partial T test:

a. Country Of Origin Against Buying Interest

Based on the results of SPSS data processing, it is known that the calculated t value of the variable in Ponorogo. The curve results for this variable are as follows:

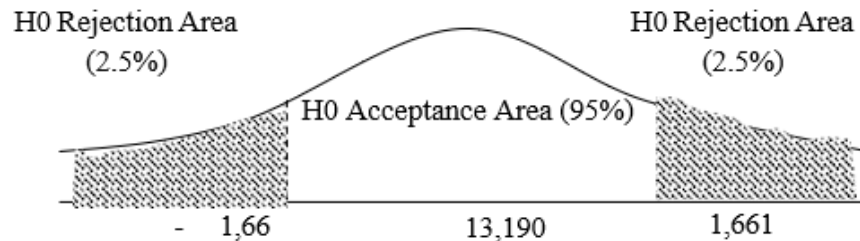


Figure 1.1 Country Curve Against Buying Interest

b. Brand Image Against Buying Interest

Based on the results of SPSS data processing, it is known that the calculated t value of the variable interested in buying an NMAX motorbike in Ponorogo. The curve of these results is as follows:

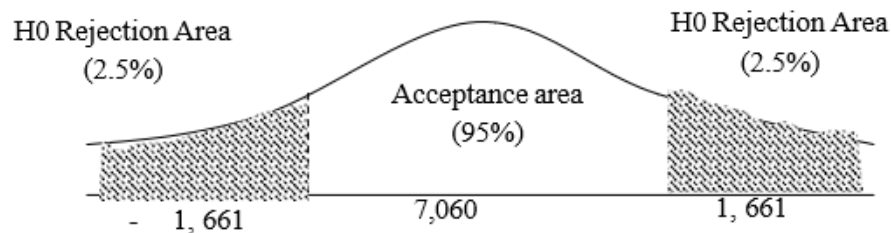


Figure 1.2 Brand Image Curve on Purchase Interest

c. Perceived Quality Against Buying Interest

Based on the results of SPSS data processing, it is known that the calculated t value of the variable buy an NMAX motorbike in Ponorogo. The curve results for this variable are as follows:

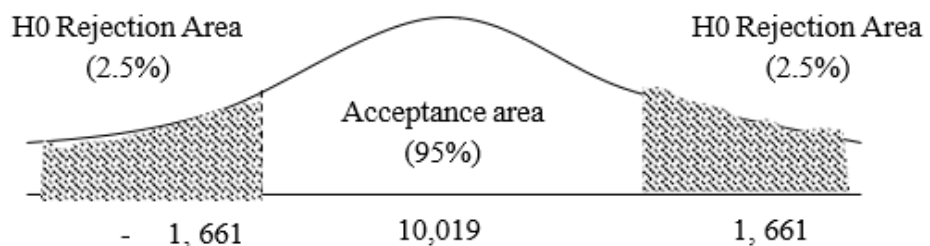


Figure 1.3 Perceived Quality curve on Purchase Intention

6. F Test (Simultaneous)

This test emphasizes the significance of the independent and dependent variables simultaneously. The test is based on comparing calculated F with F table using SPSS as follows:

- a) If $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted, which means there is an influence between the independent and dependent variables.
- b) If $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected, which means there is no influence between the independent and dependent variables.

The results of this SPSS processing are as follows:

Table 1.6F Test Results
ANOVA^b

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-----------|
| 1 | Regression | 772,954 | 3 | 257,651 | 50,833 | ,000 a |
| | Residual | 471,376 | 93 | 5,069 | | |
| | Total | 1244.330 | 96 | | | |

a. Predictors: (Constant), Perceived Quality, County Of Origin, Brand Image

b. Dependent Variable: Purchase Interest

Based on the table above, it is known that the F table value is located at df 3 row 93, so it is known that the F table value is 2.70. Based on the F table value, it can be concluded that calculated F is $50.833 > F$ Table 2.70. The significance value for the simultaneous test is $0.00 < 0.05$, which indicates that the 3 independent variables have a simultaneous influence on the dependent variable. Seeing this, Country of Origin, Brand Image and Perceived Quality together influence interest in buying NMAX motorbikes in Ponorogo. Thus the hypothesis in this research is accepted. The curve that describes the results of the f test is as follows:

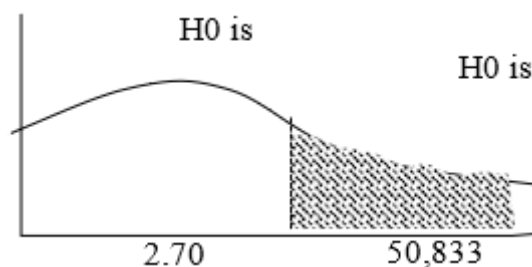


Figure 1.4F Test Results Curve

A. The Influence of Country of Origin on Interest in Buying NMAX Motorbikes in Ponorogo

Based on calculations from the SPSS regression test results, the results show that country of origin has an influence on interest in buying an NMAX motorbike in Ponorogo. This is evident from the results of the regression coefficient value of 0.736 and the calculated t value is higher than the t table, namely $13,190 > 1,661$. Thus, it can be seen that H_0 is rejected and H_a is accepted, meaning that variable

The research results are in line with previous research, namely Kadek Pratita (2015) which discussed "The influence of country of origin, brand image and perceived quality on interest in buying Honda Beat motorbikes in the city of

Denpasar". With the evidence of research that has previously been carried out, this supports the increase in interest in the NMAX motorbike among the public. From a respondent's point of view, there are several factors that support the country of origin community's interest in the NMAX motorbike, such as their opinion that the NMAX compared to other products has good quality at a cheaper price. Moreover, this automotive product is produced directly by Japan, which is famous among young people and advanced communities in the field of technology, especially motorbikes. Japan's history of producing motorbikes has always recorded achievements that have attracted public interest in the motorbikes it produces. By considering several factors and reasons, it can be concluded that the variable X1 country of origin has a significant influence on interest in buying NMAX motorbikes in Ponorogo.

B. The Influence of Brand Image on Interest in Buying N-Max Motorbikes in Ponorogo

Based on calculations from SPSS data processing, it is known that Brand Image influences interest in buying NMAX motorbikes in Ponorogo. This is proven by the results of a coefficient value of 0.700 and a significance value of $0.00 < 0.05$ and a calculated t of $7,060 > 1,661$ which indicates that the decision H_0 is rejected and H_a is accepted, meaning that there is a significant influence of brand image indicators on interest in buying NMAX motorbikes in Ponorogo.

The results of this research prove that public interest cannot be separated from the rise of brands that are popular and in demand in the modern era. As in previous research conducted by Pipih Septiyan (2019) regarding "The Influence of Brand Equity and Country of Origin on Interest in Buying Samsung Smartphone Products (Study of Students at the Faculty of Economics, Majalengka University)". The results prove that brand quality brings an increase in the use of consumer products. By Therefore, people tend to trust the latest products because they are accompanied by guaranteed and safe quality.

This is also reflected in the respondents' answers regarding the Yamaha NMAX motorbike having good brand attributes. They tend to answer always compared to other answer choices. Apart from the fact that people believe in the quality and elegance of the product, they also see several reviews from people who have used the NMAX motorbike. Many people's views state that using the N-Max motorbike is not much different in comfort from the PCX even though the price is relatively cheaper. This opinion then spread in society, thereby increasing interest in the NMAX motorbike. By considering several factors, it can be concluded that brand image has a significant influence on interest in buying an NMAX motorbike, especially among young people who follow the latest trends.

C. The Influence of Perceived Quality on Interest in Buying NMAX Motorbikes in Ponorogo

Based on the results of research data processing via SPSS and analysis, it can be seen that the Perceived Quality factor influences interest in NMAX

motorbikes in Ponorogo. This is proven by the coefficient value of 1,032 and a significance of $0.00 < 0.05$. In this way, the influence given has a positive flow and has an impact on interest in the NMAX motorbike. Apart from that, from the perspective of calculating the hypothesis (t), the calculated t value $>$ t table with results $10,019 > 1,661$, which means that H_0 is rejected and H_a is accepted, indicating that there is a significant influence of the application of Perceived Quality on interest in buying NMAX motorbikes.

The results of previous research also support this, as do Rina Alfrina et al (2020) who discuss "The Influence of Country of Origin, Brand Image, Perceived Price, and Perceived Quality on Purchase Intentions of Canyon Bicycles". The results found in this research showed a positive and significant influence on people's buying interest. Judging from the characteristics of the respondents, this can also be seen when there are questions about NMAX motorbike performance is consistent every time it is used. From this statement, it was found that people tend to answer always so that confidence in performance and quality is guaranteed. Moreover, it is supported by the needs of workers who need motorbikes for their activities with qualifications that are durable, do not get hot easily, and are also safe when used. This is a supporting factor for the scale-up increase in the use of NMAX motorbikes in Ponorogo. By considering several of these factors, it can be concluded that the variable indicator

D. The Influence of Country of Origin, Brand Image, and Perceived Quality on Interest in Buying Motorbikes in Ponorogo

Based on the data presented, namely F count $50.833 >$ F Table 2.70 and also a significance value of $0.00 < 0.05$ shows that the hypothesis in this study is accepted. This means that simultaneously Country of Origin, Brand Image and Perceived Quality together influence the increase in interest in buying NMAX motorbikes in Ponorogo.

CONCLUSION

Fundamental Finding: The study reveals that while Country of Origin (COO) has a significant but negative influence on the interest in purchasing Yamaha NMAX motorcycles in Ponorogo, Brand Image and Perceived Quality positively and significantly impact consumer interest. **Implication:** These results suggest that marketing strategies for Yamaha NMAX should prioritize enhancing Brand Image and Perceived Quality over emphasizing COO, especially in regional markets like Ponorogo. **Limitation:** The study is limited by its use of non-probability sampling and the focus on a single region, which may affect the generalizability of the findings. **Further Research:** Future studies should explore these variables across different regions and use probabilistic sampling methods to increase the robustness and applicability of the results.

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