Tec Empresarial
P-ISSN: 1659-2395; E-ISSN: 1659-3359

THE EFFECT OF COUNTRY OF ORIGIN, ELECTRONIC WORD OF MOUTH (E-WOM) AND BRAND TRUST ON PURCHASING INTENTION OF YAMAHA MATIC MOTORBIKES IN BANDUNG CITY

Hasanawi M.T. [1] , Fahrul Rozy [2] , Niar Andayani [3], Syifa Mustika Ayu [4] , Wulandari Siti Syamsiah [5]

[1,2,3,4,5] Management Study Program, Faculty of Economics, Nusantara Islamic University Bandung)
Jl. Soekarno Hatta No. 530, Sekejati, Kec. Buahbatu, City of Bandung, West Java 40286

Email: [1)] hasanawi@uninus.ac.id, [2)]fahrulrozy@uninus.ac.id, [3)]niarandayani@uninus.ac.id
[4)]syifamustika@uninus.ac,id, [5)]wulandarisiti@uninus.ac.id

ABSTRACT

The motorbike industry in Indonesia has now been dominated by brands from Japan, almost all motorbike market share in Indonesia is controlled by motorbike manufacturers from Japan. Japanese-produced motorbikes can easily dominate the motorbike market share in Indonesia because manufacturers can understand the capabilities and needs of the Indonesian people. Apart from good technology, design and quality of motorbikes, Japanese-produced motorbikes also offer more competitive prices compared to motorbikes produced by other countries that entered the motorbike industry earlier.

The research was conducted using a sample survey method, the data was collected through distributing questionnaires to 100 respondents as those who have and are interested in buying Yamaha matic motorbikes and live in the city of Bandung. Data analysis was carried out using descriptive and verification analysis, data processing using IBM SPSS 25 software**.**

The results of this study indicate that respondents who have and are interested in buying Yamaha matic motorbikes in Bandung city show a high response to Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3), and Purchase Intention (Y). Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) variables have a positive and significant effect on Purchase Intention (Y) of Yamaha matic motorbikes in Bandung, both partially and simultaneously.

The effect of Country of Origin (X1), Electronic Word of Mouth (X2), and Brand Trust (X3) on Purchase Intention (Y) are 41,00% while the remaining 59,00% are explained by other variables or factors outside the model.

Keyword : *country of origin, electronic word of mouth, brand trust and purchase intention.*

INTRODUCTION

1. Background

The development of the automotive industry in Indonesia is very fast and tends to increase every year. Along with the needs and demands of the community for transportation facilities, this is triggered by the times that require humans to be able to move more easily in achieving their goals and daily activities (Suraputra & Warmika, 2017).

Due to the automobile industry's explosive growth, motorbikes now hold a profitable market share in Indonesia. This is seen by the expansion of the Indonesian automobile market, which saw a rise in sales to 600.334 units in 2021 from 407.390 units the year before (Kompas, 2021).

Motorbikes are two-wheeled means of transportation that are the main choice of road users. At this time, the need for motorbikes for the community is very important considering the high congestion on the highway. The increasing use of motorbikes has resulted in an increase in motorbike products.

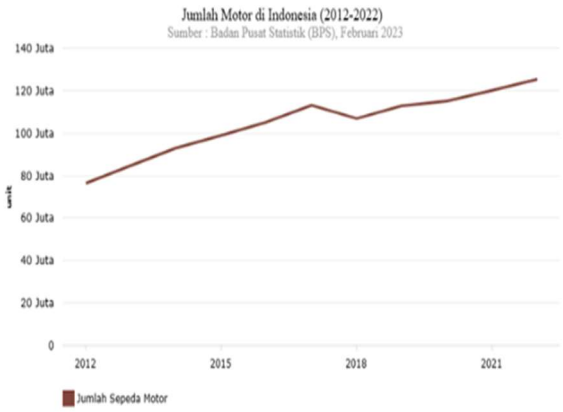

Figure 1

Number of Motorbikes in Indonesia (2012-2022)

According to the Statistics Indonesia 2023 report released by the Badan Pusat Statistik (BPS), by the end of 2022 there were around 125.3 million motorbike units in Indonesia. During the period 2012-2022, the number of motorbikes in the country has increased by around 48.9 million units or grew by 64%, as shown in the graph. The growing number of motorbikes can also help the movement of people, goods, and services, which in turn contributes to driving economic growth (Ahdiat, 2023).

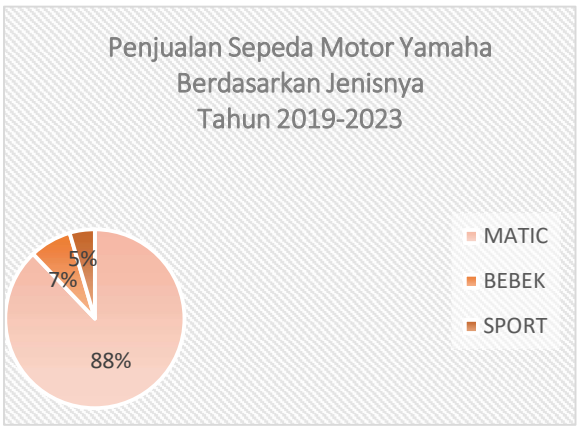

Figure2

Source : Bandung City Dealer

Motorbike Sales by Type from 2019 to 2023

Based on the data above, the number of Yamaha motorbike sales in Bandung City is dominated by matic motorbikes. The increasing number of motorbike users provides information that people's buying interest in motorbikes is very high. The current phenomenon shows that matic motorbikes are one of the favorite motorbikes for the people of Bandung city rather than duck bike or sport motorbikes. Matic motorbikes are motorbikes with automatic transmission so that they are easier to use (Harjuno, 2018). This is supported by the higher sales data of matic motorbikes compared to manual and sport motorbikes.

However, the competition in the matic motorbike market seems to be getting tougher. Several large companies are seen continuing to try to enlarge their market share in order to attract consumers to buy their products by creating varied types of vehicles such as duck bikebikes, matics, and sports bikes, and improving their technology so that people are not monotonous in choosing their vehicles and their trust can be fulfilled.

Now there are many motorbike dealers who stand in Bandung City such as Yamaha, Honda, Suzuki and other dealers, so Yamaha has many competitors. In order to compete, Yamaha must pay attention to how to keep consumers interested in making Purchase Intention. Purchase intention is a psychological state that reflects a plan to buy various amounts of products within a certain period of time (Akbar et al., 2019). Parama & Seminari (2020) argue that purchase intention is that consumers have a plan to buy goods and services in the future by adjusting certain conditions..

The large selection of motorbike products makes people more selective so that people are more active in finding product information before deciding to make a purchase. In addition, this also has an impact on the development of community activities that make product reviews to help provide information about experiences after using the product. This phenomenon has a relationship with brands, because product reviews written by users mostly mention brand names. This has an influence on the public's perception or acceptance of the brand being discussed.

Based on the background, researchers are interested in conducting research with the title **"The Effect of Country of Origin, Electronic Word of Mouth (E-WoM), and Brand Trust on Purchase Intention for Yamaha Matic Motorbikes in Bandung City".**

1.2 Research Question

Based on the background described above, the researcher can formulate the problems in the study as follows:

1. How it affects Country of Origin, Electronic Word of Mouth (E-WoM), and Brand Trust to Purchase Intention particulary?
2. How it affects Country of Origin, Electronic Word of Mouth (E-WoM), and Brand Trust to Purchase Intention particularly?

1.3 Purposes of the Research

Based on the background and research question previously described by the researcher, the purpose of this research is to find out:

1. An overview of Country of Origin, Electronic Word of Mouth (E-WoM), Brand Tust and Purchase Intention for Yamaha matic motorbike users in Bandung City.
2. The effect of Country of Origin on Purchase Intention for Yamaha matic motorbike users in Bandung City.
3. The effect of Electronic Word of Mouth (E-WoM) on Purchase Intention for Yamaha matic motorbike users in Bandung City.
4. The effect of Brand Trust on Purchase Intention for Yamaha matic motorbike users in Bandung City.
5. The effect of Country of Origin, Electronic Word of Mouth (E-WoM), Brand Tust and Purchase Intention on Yamaha matic motorbike users in Bandung City simultaneously.

2. LITERATURE REVIEW

2.2 Management

Management is the process of planning, organizing, arranging personnel, directing and supervising members of the organization to achieve organizational goals (Pratama. 2020).

2.3 Country of Origin

Country of Origin is the country of origin related to a person's perception or mental image of product quality based on the country where the product or brand is made, where the perception of product quality will not be the same if it is produced in another country and affects the equity of a brand (Susanti, F & Saputra, D. 2022).

2.4 Electronic Word of Mouth (E-WoM)

Electronic Word of Mouth is with informal communication that influences consumer purchases can be conveyed via the internet which makes it easy for people to communicate directly with people from various parts of the world without having to meet face to face (Sinaga, B, A & Sulistiono. 2020).

2.5 Brand Trust

Brand Trust is a consumer's willingness to believe in a brand that is faced with risk and has expectations that the brand will produce a positive outcome by including elements of willingness (Sari, N.A & Arifin, D. 2021).

2.6 Purchase Intention

Purchase Intention is buying interest is a behavior that arises as a response to the purchase of a product or service to meet the needs and desires of consumer (Baswedan, F, F. 2022).

2.7 Relationship between Country of Origin variables on Purchase Intention.

Research based (Karismawati, Dara, et al. 2019) entitled "The Effect of Country of Origin and Perceived Quality on Buying Interest in Honda Beat Motorbikes in Sumbawa City". The results showed that, Country of Origin has a positive and significant effect on buying interest.

2.8 The relationship between Electronic Word of Mouth (E-WoM) variables on Purchase Intention

Research according to (Putra, I. G. N. M. W., and Komang A. S. Pramudana, 2018) entitled "The Role of Brand Image in Mediating the Effect of E-WoM on Buying Intention of Yamaha Aerox Motorbikes in Denpasar". Stating that, to determine the effect of Electronic Word of Mouth and brand image as mediating variables on the purchase intention of Yamaha Aerox motorbikes in Denpasar City.

2.9 Relationship between Brand Trust variables on Purchase Intention

Research according to (Stella. 2020) entitled "The Effect of Brand Image and Brand Trust on Purchase Intention at Sociolla in Jakarta" states that, Brand trust is the main element that companies must have to increase consumer buying intentions. Without trust, the brand cannot run well in all types of markets targeted by the brand. The results of the study indicate that the Brand Trust variable has a significant effect on the purchase intention variable (Y).

Based on the theoretical basis that has been explained and the results of previous research, the hypotheses put forward in this study are as follows:

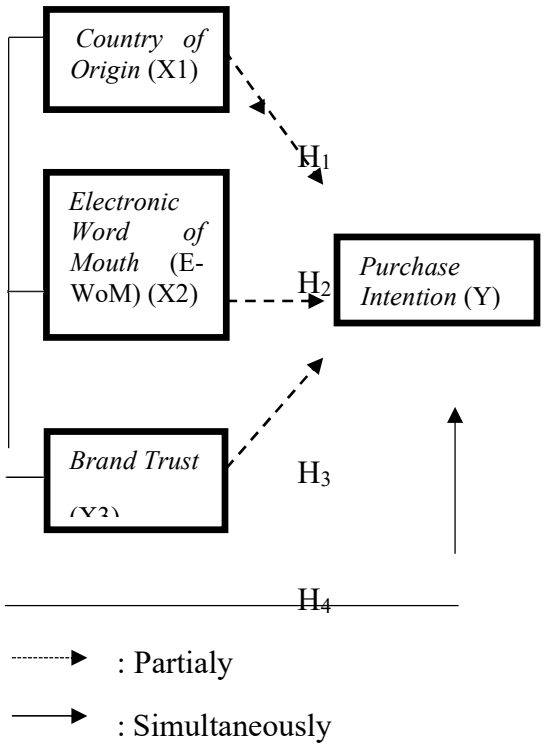

Figure 3

Research Paradigm

Description :

H1 : Effect of Country of Origin (X1) on Purchase Intention (Y)

H2 : Effect of Electronic Word of Mouth (E-WoM) (X2) on Purchase Intention (Y)

H3 : Effect of Brand Trust (X3) on Purchase Intention (Y).

H4 : Effect Country of Origin (X1), Electronic Word of Mouth (E-WoM) (X2) and Brand Trust (X3) on Purchase Intention (Y), with simultaneously.

3. Method Research

3.2 Research Methods and Types

The research method used in this research is the survey method. According to Sugiyono (2022) the survey method is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, variable relationship behavior and to test several hypotheses about socialogical and psychological variables from samples taken from certain populations.

The type of research is quantitative analysis, quantitative research is research based on the philosophy of positivism and is used to research on certain populations or samples and primary data obtained in the form of numbers (Sugiono, 2019).

3.3 Population and Sampel

According to Sugiyono in Hermawan, (2019) Population is a general domain consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The population used in this study were Yamaha matic motorbike users in Bandung City.

The sample is part of the population. This sentence has two meanings, namely first, all population units must have the opportunity to be taken as sampling units, and second, the sample is seen from a population estimator or as a small population. This means that the sample size must be sufficient to describe the population (Roflin and Liberty, 2021). The population in this study were Yamaha matic motorbike users in Bandung City, with an unknown population size. Therefore, if the population size is unknown (infinite), the minimum sampling uses the following lemeshow formula (Safi'i, 2018).

$$n = \frac{S^2 \times A\,(1-A)}{b^2}$$

Description :

n = Sample Quantity

S = Z score at 95% confidence = 1,96

A = Maximum estimation = 0,5

b = Error rate = 10% = 0,1

Then :

$$n = \frac{1{,}96^2 \times 0{,}5\,(1-0{,}5)}{0{,}1^2}$$

$$n = 3{,}8416 \times 0{,}5 \times 0{,}5$$

$$0{,}1^2$$

$$n = 0{,}9604$$

$$0{,}1^2$$

$$= 96{,}04$$

Based on the results of the above calculations, the number of samples obtained is rounded up to 100 respondents.

3.4 Instrument Collection Methods

Based on how to collect data, data can be collected through interviews (Interviews), questionnaires (Questionnaires) and observation (Ghozali, 2015). Techniques that can be used to collect data are:

1. Observation, which is a method of collecting data by using a method of directly observing the subjects being studied.
2. Use of questionnaires, which is a method of collecting data using a list of questions or a fill-in list on a neat topic.
3. The data measurement technique in this study is using a Likert scale.

According to Sugiyono (2017) the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

3.5 Instrument Analysis

1. Research Instrument Test

a. Validity Test

According to (Sugiyono, 2017) Validity is the degree of fixity between the data that occurs on the object of research and the data that can be reported by researchers. The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions and questionnaires are able to reveal something that will be measured by the questionnaire.

b. Reliability Test

According to (Sugiyono, 2017) The reliability test is carried out to see whether the measuring instrument used (questionnaire) shows consistency in measuring the same symptoms.

2. Classical Assumption Test

According to (Sugiyono, 2019) classic assumption testing is carried out to ensure that the research results are valid or valid and the theoretical data used is unbiased and stable, and the estimation of the regression coefficient is efficient.

a. Normality

According to Ghozali (2021), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution.

b. Multicollinearity Test

According to Ghazali (2017) tolerance measures the variability of selected independent variables that are not explained by other independent variables. So, a low tolerance is the same as a high VIF value. Assumptions of Tolerance and Variance Inflation Factor (VIF).

c. Heteroscedasticity Test

According to Ghozali (2021) states that, the heterocededarity test is used to be able to see a good regression model can be seen from heterocedacity or vice versa, there is no homocedacity.

d. Autocorrelation Test

According to Ghazali (2017) this autocorrelation test is intended to test whether in a linear regression model there is a correlation between confounding errors (residuals) in period t with errors in period t-1 (previous).

e. Linearity Test

According to Ghozali (2018) the linearity test is used to see whether the model specifications used are correct or not. With the linearity test, information will be obtained whether the empirical model should be linear, quadratic, or cubic.

3. Descriptive Analysis

Descriptive AnalysisThis analysis was carried out to obtain a descriptive picture of the respondents in this study, and was carried out using index analysis techniques, to describe the respondents' perceptions of the items submitted.

4. Verificative Analysis

a. Multiple Regression Analysis Test

The analysis method used in this research is to use multiple linear regression analysis. Multiple linear regression analysis is used when the number of independent variables is at least 2 independent variables.

b. Hypothesis Test

1) Partial significant test T (T test)

Imam Ghozali (2018) says that "The statistical test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation in the dependent variable".

2) Simultaneous Significant Test (F Test)

Imam Ghojali (2018) that "The F statistical test basically shows whether all independent or independent variables intended in the model have a joint influence on the dependent variable".

3) Coefficient of Determination (Determination Test)

According to Imam Ghozali (2018), if the empirical test obtained a negative adjusted R2 value, then the adjusted R2 value is considered to be zero. Systematically, if the value of R2 = 1, then the adjusted R2 value = R2 = 1, while if the value of R2 = 0, then the adjusted R2 = (1- k)/(n - k). If k> 1, then the adjusted R2 will be negative.

4. RESULTS AND DISCUSSION

1. Research Instrument Test Results

a. Validity Test Results

From the validity test results, it was found that each statement item from the Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) and Purchase Intention (Y) variables had valid criteria for all statement items with a significance value smaller than 0,05 and a rcount value greater than r table (0,19). Therefore, the Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) and Purchase Intention (Y) variables are reliable and suitable for use in research.

b. Reliability Test Results

Based on the results of the reliability analysis, it can be seen that each item of the Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) and Purchase Intention (Y) variables has an Alpha-Cronbach value> 0,60. Therefore, it can be concluded that the measuring instrument in this study is declared reliable.

2. Classical Assumption Test Results

According to (Sugiyono, 2019) classic assumption testing is carried out to ensure that the research results are valid or valid and the theoretical data used is unbiased and stable, and the estimation of the regression coefficient is efficient.

a. Normality Test Results

Table 1. Normality TestOne-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
	Mean	.0000000

Normal Parameters[a,b]	Std. Deviation	.58655578
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.069
Test Statistic		.089
Exact Sig. (2-tailed)		**.383**
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
f. Lilliefors Significance Correction.		

Source : Processed data, 2024.

Based on Table 1, it is known that the probability value or Exact. Sig. (2-tailed) of 0,383, because the probability value, namely 0,383. Greater than the significance level, which is 0,05, this means that the data is normally distributed.

b. Multicollinearity Test Results

Tabel 2. Multicollinearity Test Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Country of Origin (X1)	.758	1.320
	Electronic of Mouth (X2)	.475	2.107
	Brand Trust (X3)	.533	1.877

Source : Processed data, 2024.

Based on Table 2, it is known that the VIF value of Country of Origin (X1) is 1,320, the VIF value of Electronic Word of Mouth (X2) is 2,107 and the VIF value of Brand Trust (X3) is 1,877. Since all VIF values are <10, it is concluded that there is no multicollinearity.

c. Heteroscedasticity Test Results

Table 3. Heteroscedasticity Test with Glejser TestCoefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.907	.193		4.699	.000
	Country of Origin (X1)	.061	.048	.139	1.264	**.209**
	Electronic of Mouth (X2)	-.109	.062	-.244	-1.752	**.083**
	Brand Trust (X3)	-.079	.060	-.172	-1.308	**.194**

a. Dependent Variable: abs_res

Source : Processed data, 2024.

Based on Table 3, it is known that the Sig. Glejser value of Country of Origin (X1) is 0,209> 0,05, then the Sig value. Glejser value of Electronic Word of Mouth (X2) is 0,083> 0,05, and the Sig value. Glejser value of Brand Trust (X3) is 0,194> 0,05. It is known that all Sig values. Glejser value of each independent variable above 0,05, it is concluded that heteroscedasticity does not occur.

d. Autocorrelation Test Results

Table 4. Autocorrelation Test with Durbin-Watson TestModel Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	**Durbin-Watson**
1	.654[a]	.428	.410	.59565	**2.108**

a. Predictors: (Constant), Brand Trust (X3), Country of Origin (X1), Electronic of Mouth (X2)

b. Dependent Variable: Purchase Intention (Y)

Source : Processed data, 2024.

Based on Table 4, it states that the statistical value of the Durbin-Watson test which is smaller than 1 or greater than 3 indicates autocorrelation. Based on Table 4.6. And the value of the Durbin-Watson statistic is 2,108, because the Durbin-Watson statistical value lies between 1 and 3, namely 1 < 2,108 < 3, the non-autocorrelation assumption is fulfilled. In other words, there are no autocorrelation symptoms.

e. Linearity Test Results

Table 5. Linearity TestModel Summary and Parameter Estimates

Dependent Variable: Purchase Intention (Y)

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	**Sig.**	Constant	b1
Linear	.201	24.636	1	98	**.000**	2.262	.401

The independent variable is Country of Origin (X1).

Model Summary and Parameter Estimates

Dependent Variable: Purchase Intention (Y)

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	**Sig.**	Constant	b1
Linear	.368	57.000	1	98	**.000**	1.688	.554

The independent variable is Electronic of Mouth (X2).

Model Summary and Parameter Estimates

Dependent Variable: Purchase Intention (Y)

Equation	Model Summary					Parameter Estimates	
	R Square	F	df 1	df 2	**Sig.**	Constant	b1
Linear	.301	42.178	1	98	**.000**	1.846	.513

The independent variable is Brand Trust (X3).

Source : Processed data, 2024.

Based on the linearity test results in Table 5, it shows that the Country of Origin (X1) variable has a significant linear relationship to Purchase Intention (Y) with a Sig value. = 0,000 < 0,05. And the Electronic Word of Mouth (X2) variable has a significant linear relationship to Purchase Intention (Y), with a Sig value. = 0,000 < 0,05. Then Brand Trust (X3) has a significant linear relationship to Purchase Intention (Y), with a Sig value. = 0,000 < 0,05.

3. Descriptive Analysis Results

a. Country of Origin Variable Results (X1)

From the score calculation, the average score of the Country of Origin (X1) variable is 71,7%. This value is presented in a continuum line as in the figure below :

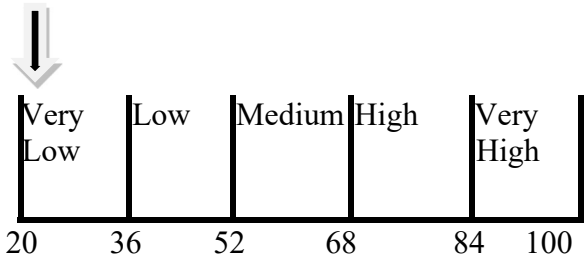

Figure 4. Country of Origin Variable Continuum Line (X1)

Based on the analysis of the interpretation of the score from the continuum line, the overall value of the Country of Origin (X1) variable is in the high category with a percentage value of 71,7%. This means that consumers or customers strongly agree that Country of Origin (X1) on Yamaha brand matic motorbikes is as expected, then the highest value of 73,6% is in the 5th statement item which concerns the largest motorbike vehicle producing country, the smallest value of 69,2% is in the 1st statement item which concerns the country belief.

b. Variable Result Electronic Word of Mouth (X2)

From the score calculation, there is a result that the average score of the Electronic Word of Mouth (X2) variable is 72,15%. This value is presented in a continuum line as in the figure below :

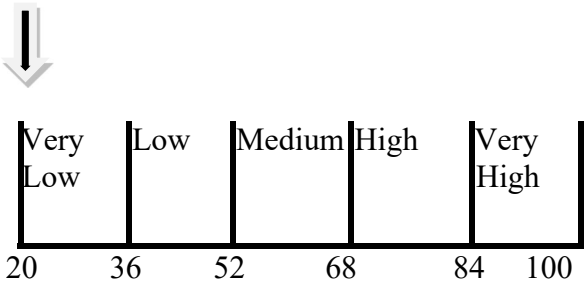

Figure 5 Electronic Word of Mouth Variabel Continuum Line (X2)

Based on the analysis of the interpretation of the score from the continuum line, the overall value of the Electronic Word of Mouth (X2) variable is in the high category with an average value of 72,15%. This means that consumers or customers strongly agree that Electronic Word of Mouth (X2) on Yamaha brand matic motorbikes is as expected, then the highest value of 75,2% is found in the 2nd statement item about product reviews and the lowest value of 68,6% is found in the 1st statement item about review information..

c. Brand Trust Variable Results (X3)

From the score calculation, there is a result that the average score of the Brand Trust variable (X3) is 72,25%. This value is presented in a continuum line as in the figure below :

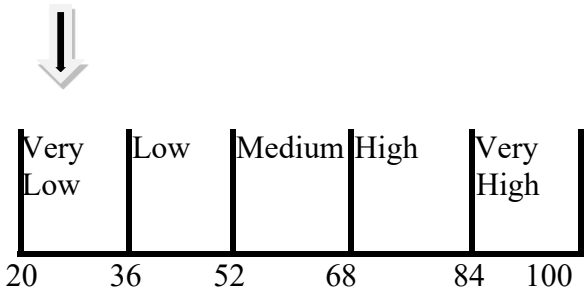

Figure 6 Brand Trust Variabel Continuunm Line (X3)

Based on the analysis of the interpretation of the score from the continuum line, overall the Brand Trust (X3) variable is in the high category with an average value of 72,25%. This means that consumers or customers strongly agree that Brand Trust (X3) is as expected, then the highest value of 74,6% is in the 6th statement item regarding product specifications and the lowest value of 69,8% is in the 1st statement item regarding brand reputation.

d. Purchase Intention Variable Results (Y)

From the score calculation, there is a result that the average score of the Purchase Intention (Y) variable is 74,5%. This value is presented in a continuum line as in the figure below :

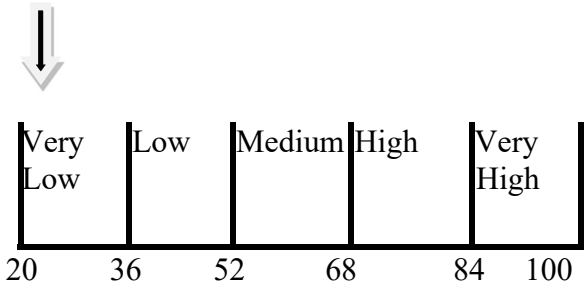

Figure 7. Purchase Intention Variable Continuum Line (Y)

Based on the unit score analysis, the overall Purchase Intention (Y) variable is in the high category with a percentage value of 74,5%. This means that consumers or customers agree that Purchase Intention (Y) for Yamaha matic motorbikes in the city of Bandung is as expected, then the highest value of 81% is found in the 7th statement item regarding consumer experience and the lowest value of 72,2% is found in the 8th statement item regarding consumer perceptions.

4. Verification Analysis Results

a. Multiple Linear Analysis Results

Table 6. Multiple Linear Regression Analysis

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.130	.317		3.564	.001		
	Country of Origin (X1)	.165	.079	.185	2.085	.040	.758	1.320
	Electronic of Mouth (X2)	.325	.102	.355	3.172	.002	.475	2.107
	Brand Trust (X3)	.221	.099	.236	2.231	.028	.533	1.877
a. Dependent Variable: Purchase Intention (Y)								

Source : Processed data, 2024.

Based on this equation, it can be interpreted as follows:

1. It is known that the regression coefficient value of the Country of Origin (X1) variable is 0,165, which is positive. This means that when Country of Origin (X1) increases by 1 unit, Purchase Intention (Y) tends to increase by 0,165.
2. It is known that the regression coefficient value of the Electronic Word of Mouth (X2) variable is 0,325, which is positive. This means that when Electronic Word of Mouth (X2) increases by 1 unit, Purchase Intention (Y) tends to increase by 0,325.

3. It is known that the regression coefficient value of the Brand Trust (X3) variable is 0,221, which is positive. This means that when Brand Trust (X3) increases by 1 unit, Purchase Intention (Y) tends to increase by 0,221.

b. Hypothesis Test Results

1) Partial Test Results (T Test)

Table 7. Significant Influence Test

(T test)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.130	.317		3.564	.001		
	Country of Origin (X1)	.165	.079	.185	2.085	.040	.758	1.320
	Electronic of Mouth (X2)	.325	.102	.355	3.172	.002	.475	2.107
	Brand Trust (X3)	.221	.099	.236	2.231	.028	.533	1.877
a. Dependent Variable: Purchase Intention (Y)								

Source : Processed data, 2024.

Based on the t test results in Table 8, the results:

1. It is known that the regression coefficient value of the Country of Origin (X1) variable is 0,165, which is positive. This means that Country of Origin (X1) has a positive effect on Purchase Intention (Y). It is known that the t statistic or t count of Country of Origin (X1)

is 2,085> t table = 1,98 and the Sig. value is 0,04, which is <0,05 significance level, then Country of Origin (X1) has a significant effect on Purchase Intention (Y).

2. It is known that the regression coefficient value of the Electronic Word of Mouth (X2) variable is 0,325, which is positive. This means that Electronic Word of Mouth (X2) has a positive effect on Purchase Intention (Y). It is known that the t statistic or t count of Electronic Word of Mouth (X2) is 3,171> t table = 1,98 and the Sig. value is 0,002, which is <0,05 significance level, then Electronic Word of Mouth (X2) has a significant effect on Purchase Intention (Y).
3. It is known that the regression coefficient value of the Brand Trust (X3) variable is 0,221, which is positive. This means that Brand Trust (X3) has a positive effect on Purchase Intention (Y). It is known that the t statistic or t count of Brand Trust (X3) is 2,232> t table = 1,98 and the Sig. value is 0,028, which is <0,05 significance level, then Brand Trust (X3) has a significant effect on Purchase Intention (Y). So it is concluded that Brand Trust (X3) has a positive and significant effect on Purchase Intention (Y).

2). Simultaneous Test Results (F Test)

The F test aims to test the effect of independent variables together or simultaneously on the independent variable Purchase Intention (Y).

Table 8. Simultaneous Effect Test with F Test

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.471	3	8.490	23.930	.000[b]
	Residual	34.061	96	.355		
	Total	59.531	99			
a. Dependent Variable: Purchase Intention (Y)						

b. Predictors: (Constant), Brand Trust (X3), Country of Origin (X1), Electronic of Mouth (X2)

Source : Processed data, 2024.

Based on Table 7, it is known that the calculated F value is 23,930 and the Sig. value is 0,000. And the value of F count 23,930> F table 2,699 and the Sig value is 0,000 <0,05. So Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) together or simultaneously have a significant effect on Purchase Intention (Y).

3). Determination Test Results (R2)

The coefficient of determination (R2) is a value (proportion value) that measures how much the ability of the independent variables used in the regression equation, in explaining the variation of the independent variables.

Table 9. Coefficient of Derermination

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654[a]	.428	.410	.59565	2.108
a. Predictors: (Constant), Brand Trust (X3), Country of Origin (X1), Electronic of Mouth (X2)					
b. Dependent Variable: Purchase Intention (Y)					

Source : Processed data, 2024.

Based on Table 4.17, it is known that the coefficient of determination (R-Square) is 0,428. This value means that the Country of Origin (X1), Electronic Word of Mouth (X2), and Brand Trust (X3) variables are able to influence Purchase Intention (Y) R2 Adjusted by 41,00%.

5. CONCLUSION

1. The results of this study indicate that respondents who have and are interested in buying Yamaha matic motorbikes in Bandung city show a high response to Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3), and Purchase Intention (Y).
2. Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) variables simultaneously have a positive and significant effect on Purchase Intention (Y) of Yamaha matic motorbikes in Bandung city.
3. Country of Origin (X1), Electronic Word of Mouth (X2), Brand Trust (X3) variables have a positive and significant effect on Purchase Intention (Y) of Yamaha matic motorbikes in Bandung partially.
4. The influence of Country of Origin (X1), Electronic Word of Mouth (X2), and Brand Trust (X3) on Purchase Intention (Y) are 41,00% while the remaining 59,00% are explained by other variables or factors outside the model.

SUGGESTIONS AND RECOMMENDATIONS

Based on the results of data analysis along with research discussions regarding, "The Effect of Country of Origin, Electronic Word of Mouth (E-WOM), and Brand Trust on Purchase Intention for Yamaha Matic Motorbikes in Bandung City". Then there are important points that can be used as suggestions from the writing team for companies and academics, including the following:

1. Based on the results of the research distribution on the Country of Origin (X1) variable as many as 6 question items, the percentage is 71,1%, and it is known that there is one of the question items on the questionnaire there is the lowest value of 69,2% contained in the 1st statement item which concerns country belief, respondents stated that the reliability of products produced by a country is something that can be considered. Therefore, suggestions from researchers that companies are always concerned with reliability in Yamaha brand matic motorbike products, for example by increasing the creativity of the country so that when consumers buy feel confident about the product.
2. Based on the results of the research distribution on the Electronic Word of Mouth (X2) variable as many as 8 question items, the percentage is 72,15%, and it is known that there is one question item on the questionnaire, the lowest value of 68,6% is in the 1st statement item regarding information review, respondents stated that accessing information from social networking sites is something that can be considered. Therefore, the suggestion from

this study is that companies are always active on social media about information on Yamaha brand matic motorbike products.

3. Based on the results of the research distribution on the Brand Trust (X3) variable as many as 8 question items, the percentage is 72,25%, and it is known that there is one question item on the questionnaire, there is the lowest value of 69,8% contained in the 1st statement item which concerns brand characteristics, respondents stated that intending to buy a Yamaha brand matic motorbike because it is a matic motorbike brand that has good brand repurtation is something that can be considered. Therefore, suggestions from researchers that companies always improve good company repurtation so that consumers are always interested in buying Yamaha brand matic motorbikes.
4. Based on the results of the research distribution on the Purchase Intention (Y) variable as many as 8 question items, the percentage is 74,5%, and it is known that there is one of the question items on the questionnaire, the lowest value of 72,2% is in the 8th statement item which concerns consumer perceptions, respondents stated that they were interested in buying a Yamaha brand matic motorbike after receiving information from friends or relatives that could be considered. Therefore, suggestions from researchers that companies always continue to provide information about Yamaha brand matic motorbike products in various offline and online media so that consumers are sure and intend to buy them without lack of information.

6. BIBLIOGRAPHY

Baswedan, F, F. (2022). Penggaruh Bauran Pemasaran Terhadap Minat Beli Konsumen (Studi Kasus Toko Parfume Mekar Wangi. Jurnal Ilmu dan Riset Manajemen. E-ISSN: 2461-0593.

Huda, N. (2020). Pengaruh *Brand Image* Terhadap Keputusan Pembelian Motor Scuter Matic Yamaha Di Makassar. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, *2*(1), 37–43. https://doi.org/10.47435/asy-syarikah.v2i1.311

Ilmiah, J., Sumber, M., Manusia, D., Purba, J. T., Bernarto, I., & Sijabat, R. (2021). *Jurnal Ilmiah, Manajemen Sumber Daya Manusia*. *4*(3), 256–272.

Jalilvand, M. R., Ebrahimi, A., & Samiei, N. (2013). *Electronic Word of Mouth Effects on Tourists' Attitudes Toward Islamic Destinations and Travel Intention*: An Empirical Study in Iran. *Procedia - Social and Behavioral Sciences*, *81*(2006), 484–489. https://doi.org/10.1016/j.sbspro.2013.06.465

Kompasiana. (2019). *No Title*.

ttps://www.kompasiana.com/jhonyudh/5d3abe6e351fed797f01a792/kelemahan-yamaha-yang-dianggap-sepele.

Karismawati, Dara, et al. "Pengaruh *Country of Origin* dan *Perceived Quality* terhadap Minat Beli Sepeda Motor Honda Beat di Kota Sumbawa." Jurnal Manajemen dan Bisnis, vol. 2, no. 2, 2019, pp. 57-68, doi:10.37673/jmb.v2i2.525.

Laurencia, E., & Harjati, L. (2020). Pengaruh *Brand Image* dan *Brand Trust* terhadap Loyalitas Pelanggan Sepatu Nike pada Mahasiswa Kwik Kian Gie School of Business Ezra Laurencia Institut Bisnis Dan Informatika Kwik Kian Gie Alas kaki merupakan kebutuhan mendasar bagi setiap manusia dan terdi. 1–13.

Putra, I. G. N. M. W., and Komang A. S. Pramudana. "Peran Citra Merek Dalam Memediasi Pengaruh E-WoM Terhadap Niat Beli Motor Yamaha Aerox Di Denpasar." E-Jurnal Manajemen Universitas Udayana, vol. 7, no. 9, 2018, doi:10.24843/EJMUNUD.2018.v07.i09.p18.

Pentury, L. V., Sugianto, M., & Remiasa, M. (2019). Pengaruh E-WoM Terhadap Brand Image Dan Purchase Intention Pada Hotel Bintang Tiga Di Bali. *Jurnal Manajemen Perhotelan*, *5*(1), 26–35. https://doi.org/10.9744/jmp.5.1.26-35

Raihan hasya. (2022). *distribusi sepeda motor berdasarkan jenisnya*.

Suharseno, T., Hidayat, R., & Dewi, D. A. L. (2013). Kategori Produk Terhadap Keputusan Perpindahan Merek Dengan Kebutuhan Mencari Variasi Sebagai Variabel Moderasi. Jurnal Buletin Studi Ekonomi, *18*(2), 176–182.

Suraputra, I., & Warmika, I. (2017). Pengaruh Gaya Hidup Terhadap Niat Pembelian Sepeda Motor Sport Honda Yang Dimediasi Oleh Sikap. E-Jurnal Manajemen, *6*(1), 176–203. https://ojs.unud.ac.id/index.php/Manajemen/article/download/26572/17357.

Sari, N, A & Arifin, D. (2021). Analisis Dimensi *Brand Trust* Terhadap *Brand Loyalthy* (Studi Pada Pengguna Sim Card IM3 Mahasiswa Febis Unikarta. Fakultas Ekonomi dan Bisnis. Universitas Kutai Kartanegara. Vol.21/No.1. DOI: https://doi.org/10.53640/jemi.v21i1.888.

Susanti, F & Saputra, D. (2022). Penggaruh *Country of Origin, Brand Image* dan Desain Produk Terhadap Keputusan Pemelian Sepatu Olahraga Merek Nike Pada Siswa/i SMKN 1 Painan. Manajemen Fakultas Ekonomi Universitas Bina Bangsa. Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan. Vol;2 No.2. Doi Issue: 1/46306/vls.v2i2.

Sinaga, B. A., & Sulistiono, S. (2020). Pengaruh *Electronic Word of Mouth* Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger. Jurnal Ilmiah Manajemen Kesatuan, *8*(2), 79–94. https://doi.org/10.37641/jimkes.v8i2.329.

Wiguna, IMP, & Benni Kusyana, DN (2023). Anteseden Keputusan Pembelian Sepeda Motor Matic Premium. WidyaAmrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata , 3 (2), 185-199. https://doi.org/10.32795/vol4wamrtno1th24.