

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos



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ABSTRACT: The purpose of this study is; To analyze the influence of product design and price on purchasing decisions for Yamaha Fazzio through consumer attitudes as a mediating variable at the Yamaha Central Malang Dealer Post. This study uses a quantitative method. The population of this study were customers who made purchases of Yamaha Fazzio in 2024, totaling 333 purchases. The sampling technique used a simple random sampling technique so that the sample used was 182 people. The data collection technique used primary data by distributing questionnaires and Google forms to respondents. The analysis in this study used SPSS software. The results of this study are; 1) there is a positive and significant influence between product design on purchasing decisions for Yamaha Fazzio at the Yamaha Central Malang Dealer Post. 2) there is a positive and significant influence between price on purchasing decisions for Yamaha Fazzio at the Yamaha Central Malang Dealer Post. 3) there is a positive and significant influence between consumer attitudes towards purchasing decisions for Yamaha Fazzio at the Yamaha Central Malang Dealer Post. 4) there is a positive and significant influence between product design on consumer attitudes for Yamaha Fazzio at the Yamaha Central Dealer Post. 5) There is a positive and significant influence between price on consumer attitudes of Yamaha Fazzio at the Yamaha Central Dealer Post in Malang. 6) There is a positive and significant influence between product design and price on purchasing decisions of Yamaha Fazzio at the Yamaha Central Dealer Post in Malang. 7) There is a positive and significant influence between product design and price on consumer attitudes of Yamaha Fazzio at the Yamaha Central Dealer Post in Malang. 8) There is a positive and significant influence between product design and price on purchasing decisions of Yamaha Fazzio through consumer attitudes at the Yamaha Central Dealer Post in Malang.

KEYWORDS: Product Design, Price, Consumer Attitude, Purchasing Decision

I. INTRODUCTION

Purchasing decisions are an interesting thing for marketers, especially in terms of the quality that consumers will be interested in. The basis used in determining the strategy is consumer behavior related to decision making in purchasing a product. Purchasing decisions are the stage in the purchasing decision-making process where consumers actually buy (Kotler & Armstrong, 2016). Purchasing decisions are influenced by consumer behavior which includes direct actions involved in obtaining, consuming and spending products or services. Decision making is done depending on the type of purchasing decision desired. Various strategies are designed appropriately so that purchasing decisions are made by consumers. Purchasing decisions can be said to be a process where consumers go through certain stages to purchase a product. With purchasing decisions, companies can analyze the market and determine what strategies to use. Marketing strategies can be carried out by paying attention to the elements of the marketing mix (product, price, place, promotion) which are always evolving along with changes in the marketing environment and consumer behavior. Moreover, the number of competitors requires companies to be able to create quality products in order to win the competition.

Product design is very important in determining the choice of a product, the better the design of a product, the better it will be in the eyes of consumers so that consumers are interested in buying the product. Design is a feature that affects the taste, appearance, and function of a product based on consumer needs Kotler & Keller in (Abimanyu, 2024). A unique design that is able to attract the appeal of consumers will certainly create a good impression on a product. Along with the development of an increasingly modern era, product design has become the center of attention of consumers before deciding to make a purchase. A product character that attracts consumers to buy, companies need to pay attention to the quality aspect of the product and

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provide an attractive product design according to the desires and needs of consumers and provide a good price so that the price perception of the product becomes positive.

Yamaha is one of the companies engaged in automotive production and is inseparable from the increasingly fierce competition. Yamaha has several top-selling brands, namely Mio, Fino, Fre Go, Gear and an automatic motorbike that is no less competitive, namely Fazzio. Yamaha Fazzio is claimed to be the best-selling motorbike on the Blibli.com platform. Even after its launch on January 17, 2022, this motorbike was able to sell 1,000 units in five hours (www.otomotif.tempco.co, 2022). This proves that Yamaha Fazzio is an automatic motorbike that is in demand by the public. Yamaha Fazzio is one of Yamaha's products in the automatic motorbike class. This motorbike uses two power sources that synergize automatically between the engine and electricity. Yamaha Fazzio carries the Blue Core Hybrid - Connected with a 125cc engine capacity which is claimed to be a motorbike that has sophisticated technology and is fuel efficient. Yamaha Fazzio is also equipped with Yamaha Motorcycle Connect which has the first Communication Control Unit (CCU) technology in its class, connecting the motorbike to a smartphone via the Y-Connect application. Yamaha Fazzio is also categorized as an injection motorbike that has an attractive design.

Based on the results of several researchers that I analyzed, there is a research gap between researchers Aritonang, et al (2024) and Novianti (2023) who both gave positive results on the variables of product design and price on purchasing decisions through consumer attitudes, giving different results because consumer attitudes do not significantly mediate the influence of price and product design on purchasing decisions.

II. LITERATURE REVIEW

A. Planned Behavior Theory

Theory of Planned Behavior is a theory that estimates consideration in human behavior. Psychologically, the nature of human behavior can be considered and planned (Kruger and Carsrud, 1993; Ajzen, 1991). Ajzen (1991), stated, Theory of Planned Behavior has advantages compared to other behavioral theories. Theory of Planned Behavior is a behavioral theory that can recognize the form of a person's belief, regarding control over something that will happen from the results of behavior (Ajzen 1991). From here, the difference in behavior, between someone who wants, and someone who does not want, can be distinguished (Ajzen, 1991).

B. Purchase Decision (Y)

Purchasing decisions refer to the final purchasing behavior of consumers, both individuals and households who purchase goods and services for personal consumption Kotler & Armstrong in (Arfah, 2022). Decision making is a basic psychological process that plays an important role in how consumers make purchasing decisions Kotler & Keller in (Novianto et al., 2024). It can be concluded that a purchasing decision is a consumer's decision to buy a product after choosing one of the many alternatives available. Stages of Purchasing Decisions According to Wandy, quoted from the journal (Amitha, 2021), there are several stages of consumers in making consumer purchasing decisions, namely; Problem Search, Information Search, Alternative Evaluation, Purchase Decision, Post-Purchase Behavior. Meanwhile, the factors that influence Purchasing Decisions according to Kotler & Keller in (Rozzi & Muhamad, 2020), namely; Cultural Factors, Social Factors, Personal Factors, Psychological Factors And for purchasing decision indicators according to Kotler and Keller in (Melati, 2020), namely; Product Selection, Seller Selection, Product Availability, Product Purchase Time and Payment Method.

C. Consumer Attitude (Z)

Attitude is the result of genetic factors and learning factors, and is always related to an object or product. Attitude usually provides an assessment of the object or product faced Dharmesta & Handoko in (Surhartini and Dewi 2023), consumer attitudes are as individual activities that are directly involved in obtaining and using goods and services including the decision-making process and preparation for determining these activities. Attitude according to Wahyu & Dipitri, (2022) explains cognitive evaluation, emotional feelings, and tendencies of a person's actions who like or dislike certain objects or ideas. The functions of consumer attitudes include; Utility Function, Value Expression Function, Ego Defense Function, Knowledge Function. Consumer Attitude Indicators according to Zuhriyah (2020). Three indicators, namely; Cognitive Component (Brand Belief), Affective Component (Brand Evaluation), Conative Component (Purchase Intention).

D. Product Design (X1)

Design is a feature that affects the taste, appearance, and function of a product based on consumer needs Kotler & Keller in (Abimanyu, 2024). Based on this definition, it can be concluded that product design is a model, construction, layout, and features that have an appearance and function to get attention, utility value and are expected to satisfy consumer desires and

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needs. Product Design Function according to Handoko in (Kharisma, 2013) quoted from Kusuma (2023) states the function of product design, namely; To reduce the risk of failure in the product manufacturing process. To determine the cost of raw materials in the product manufacturing process. To calculate the costs required from the price of the product produced. To create standardization in the product. To conduct trials in the requirements for the products that have been produced. To determine the method in the design process. Product Design Indicators; According to Kotler in Lestari & Ekowati (2020) there are 7 indicators of product design, namely; Product Characteristics, Performance, Conformity Quality, Durability, Reliability, Repairability, Model (Style).

E. Price (X2)

According to Dewi (2022) price is the amount of money that must be paid by consumers to get a product. Price is an amount of money that has an exchange value to obtain benefits from a product or service (Fujiono & Nurgroho 2023). Benefits of Price According to Mardia et al. (2021) there are 4 benefits, namely; Maintaining survival, Pursuing profit, Maximum sales growth, Maximizing market share. Price Indicators According to Tonce and Yoseph (2022) price indicators are; Price Affordability, Price Suitability with product quality, Price competitiveness, Price suitability with benefits.

F. Conceptual Framework of Research

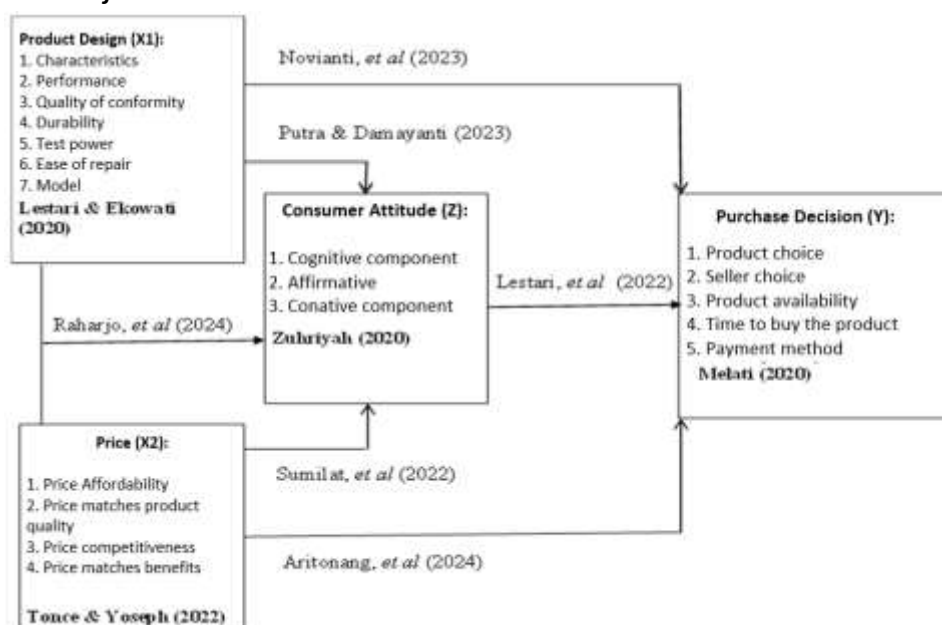


Figure 1. Conceptual Framework of Research

Hypothesis Conclusions from the Conceptual Research Framework are; First, Product design (X1) has a positive and significant effect on consumer attitudes (Z), Second, Price (X2) has a positive and significant effect on consumer attitudes (Z), Third, Product design (X1) has a positive and significant effect on purchasing decisions (Y), Fourth, Price (X2) has a positive and significant effect on purchasing decisions (Y), Fifth, Consumer attitudes (Z) have a positive and significant effect on purchasing decisions (Y), Sixth, The effect of product design (X1) and price (X2) on consumer attitudes (Z), Seventh, The effect of product design (X1) and price (X2) on purchasing decisions (Y), Eighth, The effect of product design (X1) and price (X2) mediated by consumer attitudes (Z) on purchasing decisions (Y)

III. RESEARCH METHODS

A. Research Design

The research design used in this study is quantitative research. Quantitative research methods are a type of research whose specifications are systematic, planned and clearly structured from the beginning to the formulation of the research plan. According to Nadirah et al., (2022), quantitative methods are; Research methods based on the philosophy of positivism are used to study certain samples or populations, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing predetermined hypotheses. This research uses the Yamaha Central Malang Dealer Post through consumer attitudes towards product design and price when making decisions.

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B. Population and Sample

Population According to Martono in (Suryani & Jailani, 2023) population refers to all objects or subjects that are in a certain area and meet the criteria relevant to the research topic. Population is a generation area consisting of objects/subjects that have certain quantitative and characteristics determined by researchers to be studied and then conclusions drawn. The population of this study is customers who purchased Yamaha Fazzio in 2024 with a total of 333 purchases.

Samples The samples to be used in this study can be calculated using the Slovin formula as follows;

$$n = \frac{N}{1 + (nxd^2)}$$

Information :

n = number of samples

d = Desired level of confidence or accuracy (0.05)

N = Population Size

With the formula above, the sample used is obtained;

$$n = \frac{333}{1 + (333 \times 0,05^2)}$$

$$n = \frac{333}{1,833} = 181,6$$

So the number of samples taken was 182 people.

C. Data Analysis Techniques

1. Validity Test

According to Ghozali (2018) valid research results if there is a similarity between the collected data and the actual data that occurs in the object being studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. If the correlation coefficient (r count) is the same or above r table then the item is declared valid, but if the correlation value is less than r table then the item is declared invalid.

2. Reliability Test

Reliability refers to the understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is good. Reliability refers to the level of reliability of something. Reliable means, can be trusted, so can be relied on (Ghozali, 2018).

3. Descriptive Analysis

Descriptive analysis is a statistical analysis used to create a frequency distribution of variables, indicators and questionnaire items. Furthermore, from this descriptive analysis, the frequency is depicted from strongly disagree to strongly agree. This information is important to be interpreted from descriptive analysis (Ghozali, 2018).

4. Classical Assumption Test

a. Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to test whether in the regression model there is inequality in the variance of the residuals of one observation and another observation. If the variance of the residuals from one observation to another remains the same, it is called heteroscedasticity. The criteria for testing heteroscedasticity with a graphical model, if the distribution of data does not form a certain pattern (random) means there are no symptoms of heteroscedasticity.

b. Normality Test

According to Ghozali (2018) aims to test whether in a regression model the dependent, independent or both variables have a normal distribution or not. A good regression model for normal or near-normal distribution. Data is said to be normally distributed when viewed from the spread of data on the diagonal axis of the graph and follows the direction of the diagonal line.

c. Multicollinearity

Multicollinearity indicates a perfect or definite linear relationship between some or all explanatory variables of the explanatory variables of the regression model. According to Ghozali (2018), the multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. If there is a correlation, then it is called a

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multicollinearity problem (multicol). The multiple linear regression model is said to be BLUE (Best Linear Unbiased Estimation) if there is no multicollinearity .

5. Structural Equation Model Analysis

In the structural equation model, testing can be done to determine the value of direct, indirect and total influence between exogenous and endogenous variables. Linear Regression Analysis as an analysis tool to test the structural equation model and prove the research hypothesis using the SPSS statistical program. This study uses two exogenous variables, one mediating variable and one endogenous variable. The relationship between variables and indicators is formative, so factor analysis uses bivariate correlation techniques (validity test) and Cronbach's Alpha formula (reliability test)

Formula :

$$R^2(\text{model}) = 1 - \left(\sqrt{1 - R_1^2} * \sqrt{1 - R_2^2} * \sqrt{1 - R_i^2} \right)$$

6. Hypothesis Testing

a. First Hypothesis

The first research hypothesis statement is that product design is suspected to influence consumer attitudes.

b. Second Research Hypothesis

The second hypothesis statement is that it is suspected that price influences consumer attitudes.

c. The third research hypothesis

The third research hypothesis statement is that product design is suspected to influence purchasing decisions.

d. The fourth research hypothesis

The fourth research hypothesis statement is that product price influences purchasing decisions.

e. The fifth research hypothesis

The fifth research hypothesis statement is that consumer attitudes influence purchasing decisions.

f. The sixth research hypothesis

The sixth research hypothesis statement is that product design and price influence consumer attitudes.

g. The seventh research hypothesis

The seventh research hypothesis statement is that product design and price influence purchasing decisions.

h. The eighth research hypothesis

The eighth research hypothesis statement is that product design and price influence purchasing decisions through consumer attitudes.

IV. RESULT AND DISCUSSION

A. RESEARCH RESULT

1. Respondent Description

The population in this study were customers who purchased Yamaha Fazzio in Malang City in 2024 with a total of 333 purchases. The sampling technique used was the simple random sampling technique, with a sample size of 182 respondents who were asked to fill out the questionnaire. The respondent description is a brief description of the respondent's background which includes gender, age, education, occupation and income. To see the description of the respondents, the following table is presented:

Table 1. Respondent Characteristics Gender

Gender	Amount	%
Man – Man	44	24.2
Woman	138	75.8
Total	182	100

Source : Data primary processed, (2025).

The results of the respondent description in table 1 show that the majority are female, reaching 75.8%. This shows that the majority of Yamaha Fazzio users are female.

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Table 2. Respondent Characteristics Age

Age	Amount	%
17 – 29 Year	129	70.9
30 – 45 Year	53	29.1
Total	182	100

Source : Data primary processed, (2025).

The results of the respondent description in table 2 show that the majority, 70.9%, are aged 17-29 years, this shows that Yamaha Fazzio users are from adolescence to adulthood.

Table 3. Characteristics of Education Respondents

Education	Amount	%
Junior High School/ Senior High School	128	70.3
S1/ S2	54	29.7
Total	182	100

Source : Data primary processed, (2025)

The results of the respondent description in table 3 show that junior high school/high school education reached 70.3%, so this shows that students prefer to use the Yamaha Fazzio.

Table 4. Respondents' Occupational Characteristics

Work	Amount	%
Students/ Student	147	80.8
civil servant/ Self-Employed/ Private	35	19.2
Total	182	100

Source : Data primary processed, (2025)

The results of the respondent description in table 4 show that the work of students/college students reached 80.8%, this shows that students/college students use Yamaha Fazzio to carry out learning activities or daily activities.

Table 5. Respondents' Characteristics Income

Income	Amount	%
<1,000,000	84	46.2
2,000,000	60	33.0
3,000,000	31	17.0
>4,000,000	7	3.8
Total	182	100

Source : Data primary processed, (2025).

The results of the respondent description in table 5 show that the majority's income is <1,000,000, using the Yamaha Fazzio does not require high costs.

2. Validity and Reliability Test

a. Validity Test

To find out the results of the validity test for each item, please see table 6 below:

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Table 6. Validity Test Results

Variables	Item	<i>Pearson correlation</i>	Mark Sig	Information
Design Product (X1)	X1.1.1	0,550	0,000	Valid
	X1.1.2	0,585	0,000	Valid
	X1.2.1	0,582	0,000	Valid
	X1.2.2	0,595	0,000	Valid
	X1.3.1	0,694	0,000	Valid
	X1.3.2	0,622	0,000	Valid
	X1.4.1	0,566	0,000	Valid
	X1.4.2	0,566	0,000	Valid
	X1.5.1	0,518	0,000	Valid
	X1.5.2	0,375	0,000	Valid
	X1.6.1	0,418	0,000	Valid
	X1.6.2	0,558	0,000	Valid
	X1.7.1	0,453	0,000	Valid
	X1.7.2	0,404	0,000	Valid
Price (X2)	X2.1.1	0,762	0,000	Valid
	X2.1.2	0,811	0,000	Valid
	X2.2.1	0,820	0,000	Valid
	X2.2.2	0,734	0,000	Valid
	X2.3.1	0,711	0,000	Valid
	X2.3.2	0,762	0,000	Valid
Consumer Attitude (Z)	Z1.1	0,600	0,000	Valid
	Z1.2	0,668	0,000	Valid
	Z2.1	0,588	0,000	Valid
	Z2.2	0,595	0,000	Valid
	Z3.1	0,575	0,000	Valid
	Z3.2	0,607	0,000	Valid
Purchase Decision (Y)	Y1.1	0,624	0,000	Valid
	Y1.2	0,586	0,000	Valid
	Y2.1	0,688	0,000	Valid
	Y2.2	0,672	0,000	Valid
	Y3.1	0,802	0,000	Valid
	Y3.2	0,631	0,000	Valid
	Y4.1	0,625	0,000	Valid
	Y4.2	0,553	0,000	Valid
	Y5.1	0,684	0,000	Valid
	Y5.2	0,627	0,000	Valid

Source: Processed primary data (2025).

Based on table 6 above, it can be seen that the sig value ≤ 0.05 means that the statement item is concluded to be valid.

b. Reliability Test

To determine the consistency of the instrument, a reliability test is carried out. The following can be seen the results of the reliability test in table 7 below:

Table 7. Reliability Test Results

No.	Variables	Cronbach's Alpha	Alpha Table	Information
1.	Design Product (X1)	0.802	0.6	Reliable
2.	Price (X2)	0.855	0.6	Reliable
3.	Attitude Consumer (Z)	0.648	0.6	Reliable
4.	Decision Purchase (Y)	0.848	0.6	Reliable

Source: Processed primary data (2025).

Based on table 7 above, it is known that all variables in the instrument show a Cronbach's Alpha value ≥ 0.6 , which means that all variables are concluded to be reliable.

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3. Descriptive Analysis

a. Description Variables Decision Purchase (Y)

For the description of the Purchasing Decision variable, the respondents' responses are presented in Table 8 as follows:

Table 8. Frequency Distribution of Purchase Decisions (Y)

No.	Item	Answer												Average Score
		STS		TS		KS		S		SS				
		(1)		(2)		(3)		(4)		(5)				
		F	%	F	%	F	%	F	%	F	%			
Y 1.1	Yamaha Fazzio own lots of choices color	0	0	0	0	38	20.9	68	37.4	76	41.8	4.21		
Y 1.2	Yamaha Fazzio own many features addition (<i>panel digital , emergency charger</i>)	0	0	0	0	41	22.5	67	36.8	74	40.7	4.18		
Choice Product													4.20	
Y 2.1	Yamaha Fazzio easy purchased on credit	0	0	0	0	103	56.6	40	22.0	39	21.4	3.65		
Y 2.2	Service at Yamaha Fazzio <i>dealer</i> make it easier purchase process	0	0	0	0	67	36.8	57	31.3	58	31.9	3.95		
Sales Options													3.80	
Y 3.1	Availability ethnic group spare Fazzio easy found	0	0	0	0	76	41.8	52	28.6	54	29.7	3.88		
Y 3.2	Yamaha Fazzio always available at the dealer official	0	0	0	0	59	32.4	55	30.2	68	37.4	4.05		
Availability Product													3.97	
Y 4.1	Yamaha Fazzio give Ease And flexible at the time of purchase	0	0	0	0	57	31.3	62	34.1	63	34.6	4.03		
Y 4.2	Yamaha Fazzio purchase promo throughout year	0	0	0	0	60	33.0	60	33.0	62	34.1	4.01		
Time Buy Product													4.02	
Y 5.1	The payment methods offered make it easier for consumers to buy Yamaha Fazzio	0	0	0	0	45	24.7	73	40.1	64	35.2	4.10		
Y 5.1	Method payment Can use credit or cash	0	0	0	0	35	19.2	62	34.1	85	46.7	4.27		
Method Payment													4.19	
Mean													4.03	

Source: Processed primary data (2025).

b. Description Variables Consumer Attitudes (Z)

For the description of the Consumer Attitude variable, the respondents' responses are presented in Table 9 as follows:

Table 9. Frequency Distribution of Consumer Attitudes (Z)

Table of Frequency Distribution of Consumer Attitudes (%)														
No.	Item	Answer												Average Score
		STS		TS		KS		S		SS				
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)			
		F	%	F	%	F	%	F	%	F	%			
Z1.1	Yamaha Fazzio more popular compared to brand other similar	0	0	0	0	33	18.1	89	48.9	60	33.0	4.15		

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Z 1.2	Yamaha Fazzio gives a stronger brand compared to other brands other types	0	0	0	0	40	22.0	73	40.1	69	37.9	4.16
Component Cognitive (Eligibility Brand)												4.16
Z 2.1	Yamaha Fazzio give quality best for consumer	0	0	0	0	21	11.5	91	50.0	70	38.5	4.27
Z 2.2	Yamaha Fazzio more easy to care for compared to brand other	0	0	0	0	31	17.0	82	45.1	69	37.9	4.21
Component Affective (Evaluation Brand)												4.24
Z 3.1	Yamaha Fazzio have a lot feature so that draw intention buy consumer	0	0	0	0	86	47.3	35	19.2	61	33.5	3.86
Z 3.2	Design Which elegant from Yamaha Fazzio can attract consumers to buy	0	0	0	0	94	51.6	43	23.6	45	24.7	3.73
Component Conative (Intention Buy)												3.80
Average												4.06

Source: Processed primary data (2025).

c. Description Design Variables Product (X1)

For the description of the Product Design variable, the respondents' responses are presented in table 10 as follows:

Table 10. Frequency Distribution of Product Design (X1)

No.	Item	Answer										Average Score
		STS		TS		KS		S		SS		
		(1)		(2)		(3)		(4)		(5)		
		F	%	F	%	F	%	F	%	F	%	
X 1.1.1	Yamaha Fazzio have a design current	0	0	0	0	20	11.0	72	39.6	90	49.5	4.38
X 1.1.2	Yamaha Fazzio have a choice color	0	0	0	0	27	14.8	79	43.4	76	41.6	4.27
Characteristics - characteristics												4.33
X 1.2.1	Yamaha Fazzio has better performance compared to motor other types	0	0	0	0	29	15.9	86	47.3	67	36.8	4.21
X 1.2.2	Yamaha Fazzio has a capable engine capacity to go through journey Far	0	0	1	0.5	33	18.1	84	46.2	64	35.2	4.16
Performance												4.19
X 1.3.1	Yamaha Fazzio has good product quality compared to other... other competitors	0	0	0	0	34	18.7	73	40.1	75	41.2	4.23
X 1.3.2	Yamaha Fazzio have a machine powerful, environmentally friendly and reliable	0	0	1	0.5	28	15.4	78	42.9	75	41.2	4.25
Quality Compliance												4.24
X 1.4.1	Yamaha Fazzio have engine durability in time term long	0	0	0	0	23	12.6	86	47.3	73	40.1	4.27

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X 1.4.2	Yamaha Fazzio have a condition resilience Which strong in facing various roads	0	0	0	0	30	16.5	81	44.5	71	39.0	4.23
Power Stand (Durability)												4.25
X 1.5.1	Yamaha Fazzio has a speed of 125 cc which is capable of used for the trip Far	0	0	0	0	38	20.9	74	40.7	70	38.5	4.18
X 1.5.2	Yamaha Fazzio have material burn Which economical	0	0	0	0	32	17.6	78	42.9	72	39.6	4.22
Power Test (Reliability)												4.20
X 1.6.1	Yamaha Fazzio is easy to fix if happen damage	0	0	1	0.5	40	22.0	75	41.2	66	36.3	4.13
X 1.6.2	Service center Yamaha Fazzio is easy to find near place stay	0	0	0	0	32	17.6	82	45.1	68	37.4	4.20
Convenience Repair (Reliability)												4.17
X 1.7.1	Yamaha Fazzio has a design retro modern the unique one	1	0.5	4	2.2	34	18.7	78	42.9	65	35.7	4.11
X 1.7.2	Yamaha Fazzio has features style in accordance child young	4	2.2	4	2.2	43	23.6	65	35.7	66	36.3	4.02
Model (Style)												4.07
Mean												4.20

Source : Data primary processed, (2025).

d. Description Variables Price (X2)

For description variable Price then the response is presented respondents in table 11 as follows:

Table 11. Frequency Distribution of Price (X2)

No.	Item	Answer										Average Score
		STS		TS		KS		S		SS		
		(1)		(2)		(3)		(4)		(5)		
		F	%	F	%	F	%	F	%	F	%	
X 2.1.1	Yamaha Fazzio has an affordable price compared to similar motorbikes	8	4.4	28	15.4	42	23.1	58	31.9	46	25.3	3.58
X 2.1.2	Yamaha Fazzio has a price that matches its specifications	21	11.5	30	16.5	50	27.5	45	24.7	36	19.8	3.25
Affordability Price												3.42
X 2.2.1	Yamaha Fazzio has an offer price according to quality product	4	2.2	18	9.9	54	29.7	57	31.3	49	26.9	3.71
X 2.2.2	Yamaha Fazzio has good superior performance at an affordable price cheap slammed motor other	0	0	4	2.2	47	25.8	72	39.6	59	32.4	4.02
Compliance Price With Quality Product												3.87
X 2.3.1	Promotion price Yamaha Fazzio is competitive compared to	0	0	5	2.7	38	20.9	74	40.7	65	35.7	4.09

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

similar motorbikes														
X 2.3.2	Usage	Yamaha	Fazzio	more										
	durable	compared	to	other5	2.7	8	4.4	41	22.5	62	34.1	66	36.3	3.97
	motors													
Power Competition Price														4.03
Mean														3.77

Source: Processed primary data (2025).

4. Classical Assumption Test

a. Heteroscedasticity Test

To find out the results of the heteroscedasticity test, they can be presented in the following image:

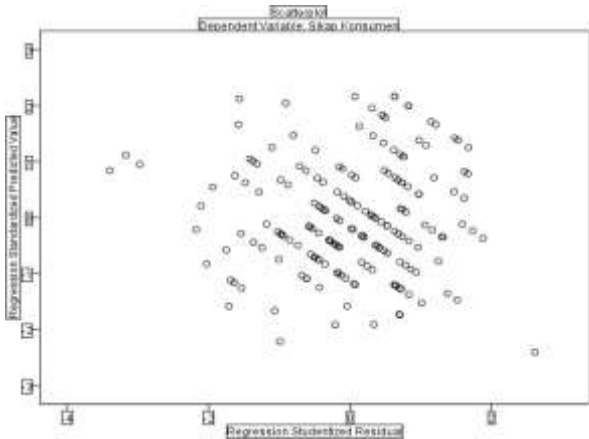


Figure 2. Results of Heteroscedasticity Test for Substructure 1
Source: Processed primary data (2025)

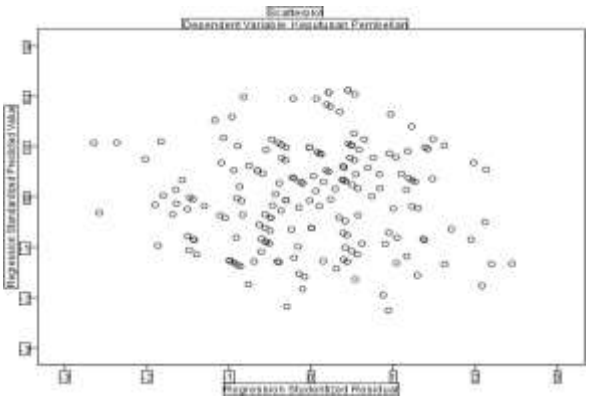


Figure 3. Results of Heteroscedasticity Test for Substructure 2
Source : Data primary processed, (2025)

The results of the heteroscedasticity test of the data in the graph above can be seen in the scatterplot above, where the points are spread randomly and both above and below the numbers on the Y axis, or in other words, the plot does not form a particular pattern (random relationship), meaning that there are no symptoms of heteroscedasticity in the regression model in this study.

b. Normality Test

To find out the results of the normality test, they can be presented in the following image:

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

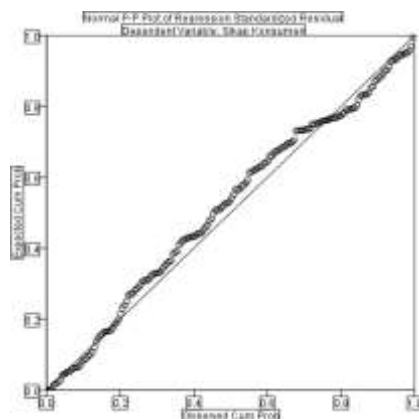


Figure 4. Results of the Normality Test for Substructure 1
Source: Data primary processed, (2025)

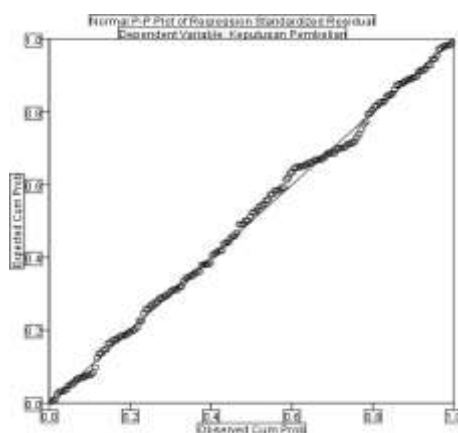


Figure 5. Results of the Normality Test for Substructure 2
Source : Data primary processed, 2025

From picture 12 And 13 can seen that data Which obtained be around line diagonal And its spread follow line t h e diagonal , this matter show that distributed data normal. Thus, the regression model is suitable for use in research.

c. Results Test Multicollinearity

For know results test multicollinearity, then can presented in table 12 below:

Table 12. Multicollinearity Test Results

Variables	VIF		Information
	Sub Structure 1	Sub Structure 2	
Design Product (X1)	1.122	2.258	No multicollinearity occurs
Price (X2)	1.122	1.169	No multicollinearity occurs
Attitude Consumer (Z)	-	2.334	No multicollinearity occurs

Source : Data primary processed, (2025)

Based on table 12, it is known that each sub-structure 1 and sub-structure structure 2 have mark *Variance Inflation Factor* (VIF) as big as ≤ 10 means that there are no symptoms of multicollinearity in this regression model.

5. Results Test Model Equality Structural

Testing the validity of the model in path analysis has two indicators, namely the total determination coefficient (R2) to determine whether or not an analysis that has been carried out is valid.

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

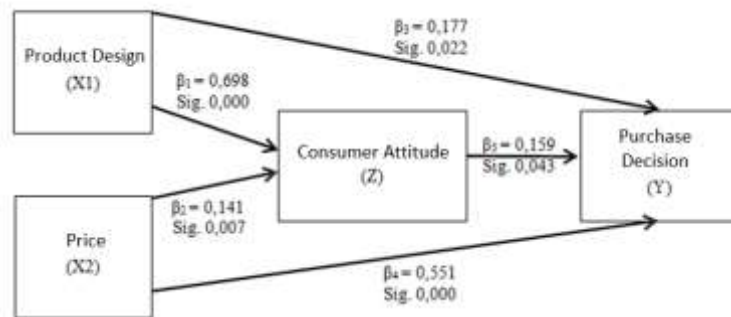


Figure 6. Path Analysis Results
Source : Data primary processed, (2025)

Figure 6 shows that product design (X1) and price (X2) have a significant influence on purchasing decisions (Y) through consumer attitudes (Z).

6. Path Analysis

Table 13. Direct Influence, Indirect Influence and Total Influence

Variables	Direct Influence	Sig.	Influence No Direct	Total Influence
Design Product on Consumer Attitudes	0.698	0,000		
Price to Attitude Consumer	0.141	0.007		
Design Product to Decision Purchase	0.177	0.022		
Price against the Decision Purchase	0.551	0,000		
Attitude Consumer against the Decision Purchase	0.159	0.043		
Design Product to Decision Purchasing through Consumer Attitudes			0.698 x 0.177 = 0.110	0.177 + 0.110 = 0.336
Price to Decision Purchase through Consumer Attitudes			0.141 x 0.159 = 0.022	0.551 + 0.022 = 0.573

Source : Data primary processed, (2025)

Based on the comparison of direct influence of product design (0.177), price (0.551) and indirect influence of product design (0.110), price (0.022). In conclusion, direct influence shows greater results than indirect influence.

7. Hypothesis Testing

a. Test Hypothesis 1

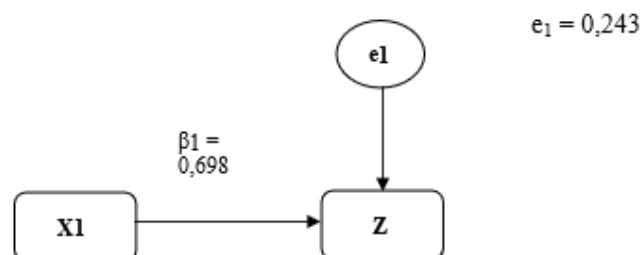


Figure 7. Path Diagram Model Hypothesis 1
Source: Data primary processed, (2025)

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

Table 14. Results of Hypothesis Testing 1

Variables Free	Standardized Coefficients		Mark Sig.	Information
	β	Std. Error		
Design Product (X1)	0.698	0.243	0,000	Significant

Source: Data primary processed, (2025)

$$Y = \beta_1 X_1 + e_1$$

$$Y = 0.698X_1 + 0.243$$

The product design variable (X1) has a regression coefficient value of 0.698 with a sig value of 0.000. Thus, product design has a significant effect on consumer attitudes. In conclusion, the first hypothesis of product design's effect on consumer attitudes is accepted.

b. Test Hypothesis 2

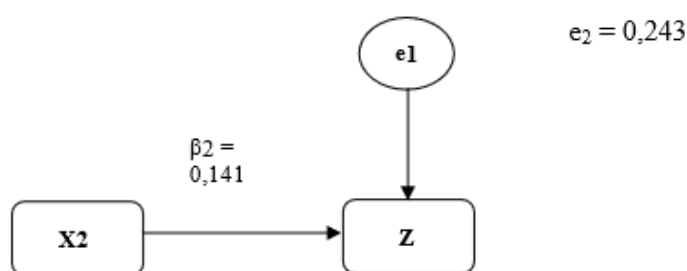


Figure 8. Path Diagram Model Hypothesis 2

Source: Data primary processed, (2025)

Table 15. Results of Hypothesis 2 Testing

Variables Free	Standardized Coefficients		Mark Sig.	Information
	β	Std. Error		
Price (X2)	0.141	0.243	0.007	Significant

Source: Data primary processed, (2025)

$$Y = \beta_2 X + e_1$$

$$Y = 0.141X + 0.243$$

The price variable (X2) has a regression coefficient value of 0.141 with a sig value of 0.007. Thus, price has a significant effect on consumer attitudes. In conclusion, the second hypothesis that price has an effect on consumer attitudes is accepted.

c. Test Hypothesis 3

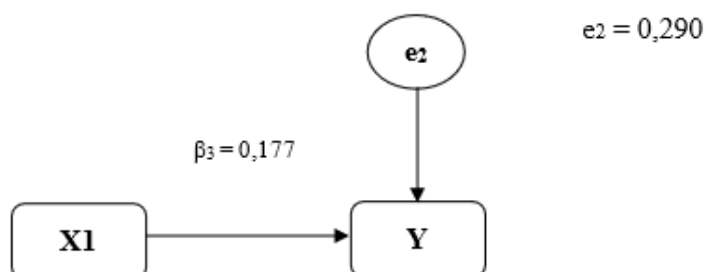


Figure 9. Path Diagram Model of Hypothesis 3

Source: Data primary processed, (2025)

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

Table 16. Results of Hypothesis Testing 3

Variables Free	Standardized Coefficients		Mark Sig.	Information
	B	Std. Error		
Design Product (X1)	0.177	0.290	0.022	Significant

Source: Data primary processed, 2025.

$$Y = \beta_1X + e_2$$

$$Y = 0.177X + 0.290$$

The product design variable (X1) has a regression coefficient value of 0.177 with a sig value of 0.022. Thus, product design has a significant effect on purchasing decisions. In conclusion, the third hypothesis that product design has an effect on purchasing decisions is accepted.

Test Hypothesis 4

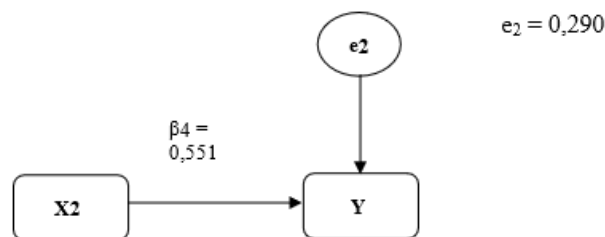


Figure 10. Path Diagram Model of Hypothesis 4

Source: Data primary processed, (2025)

Table 17. Results of Hypothesis Testing 4

Variables Free	Standardized Coefficients		Mark Sig.	Information
	B	Std. Error		
Price (X2)	0.551	0.290	0,000	Significant

Source: Data primary processed, 2025.

$$Y = \beta_2X + e_2$$

$$Y = 0.551X + 0.290$$

The price variable (X2) has a regression coefficient value of 0.551 with a sig value of 0.000. Thus, price has a significant effect on purchasing decisions. In conclusion, the fourth hypothesis that price has an effect on purchasing decisions is accepted.

Test Hypothesis 5

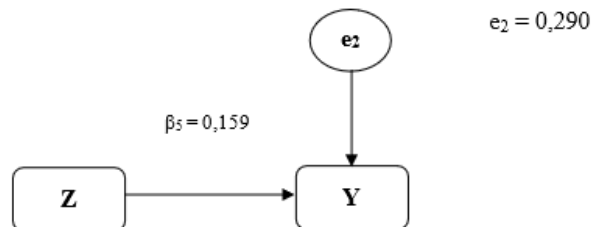


Figure 11. Path Diagram Model of Hypothesis 5

Source: Data primary processed, (2025)

Table 18. Results of Hypothesis Testing 5

Variables Free	Standardized Coefficients		Mark Sig.	Information
	B	Std. Error		
Attitude Consumer (Z)	0.159	0.290	0.043	Significant

Source: Data primary processed, 2025.

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$$Y = \beta_5 X + e_2$$

$$Y = 0.159X + 0.290$$

The consumer attitude variable (Z) has a regression coefficient value of 0.159 with a sig value of 0.043. Thus, consumer attitudes have a significant effect on purchasing decisions. In conclusion, the fifth hypothesis that consumer attitudes have an effect on purchasing decisions is accepted.

Test Hypothesis 6

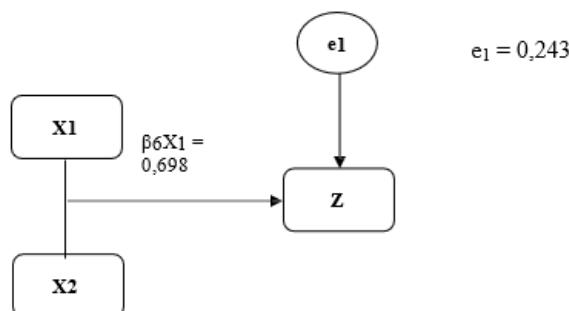


Figure 12. Path Diagram Model of Hypothesis 6

Source: Data primary processed, (2025)

Table 19. Results of Hypothesis Testing 6

Variables Free	Standardized Coefficients		Mark Sig.	Information
	B	Std. Error		
Design Product (X1)	0.698	0.243	0,000	Significant
Price (X2)	0.141	0.243	0.007	Significant

Source: Data primary processed, 2025.

$$Y = \beta_6 X_1 + \beta_6 X_2 + e_1$$

$$Y = 0.698X_1 + 0.141X_2 + 0.243$$

The product design variable (X1) has a regression coefficient value of 0.698 with a sig value of 0.000. Thus, product design has a significant effect on consumer attitudes. The price variable (X2) has a regression coefficient value of 0.141 with a sig value of 0.007. Thus, price has a significant effect on consumer attitudes. In conclusion, the sixth hypothesis of product design and price influencing consumer attitudes is accepted.

Test Hypothesis 7

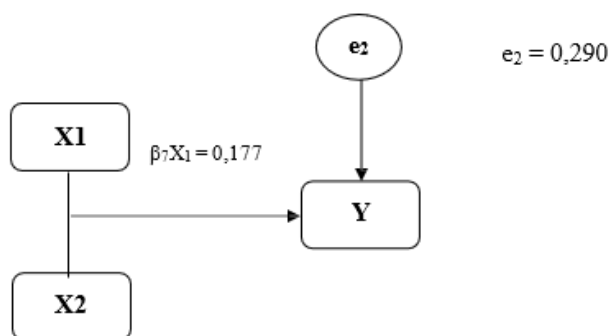


Figure 13. Path Diagram Model of Hypothesis 7

Source: Data primary processed, (2025)

Table 20. Results of Hypothesis Testing 7

Variables Free	Standardized Coefficients		Mark Sig.	Information
	B	Std. Error		
Design Product (X1)	0.177	0.290	0.022	Significant
Price (X2)	0.551	0.290	0,000	Significant

Source: Data primary processed, (2025).

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$$Y = \beta_1 X_1 + \beta_2 X_2 + e_2$$

$$Y = 0.177X_1 + 0.551X_2 + 0.290$$

The product design variable (X1) has a regression coefficient value of 0.177 with a sig value of 0.022. Thus, product design has a significant effect on purchasing decisions. The price variable (X2) has a regression coefficient value of 0.551 with a sig value of 0.000. Thus, price has a significant effect on purchasing decisions. In conclusion, the seventh hypothesis of product design and price influencing purchasing decisions is accepted.

Test Hypothesis 8

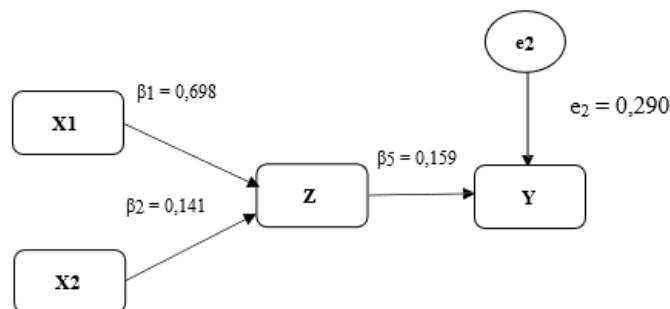


Figure 14. Path Diagram Model of Hypothesis 8

Source : Data primary processed, (2025)

Table 21. Results Testing Hypothesis 8

Variables	Standardized Coefficients		Significance	Information
	B	Std. Error		
Design Product (X1)	0.698	0.290	0,000	Significant
Price (X2)	0.141	0.290	0.007	Significant
Attitude Consumer (Z)	0.159	0.290	0.043	Significant

Source : Date primary processed, (2025)

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 Z + e_2$$

$$Y = 0.698X_1 + 0.141X_2 + 0.159Z + 0.290$$

The product design variable (X1) has a regression coefficient value of 0.698 with a sig value of 0.000. Thus, product design has a significant effect on consumer attitudes. The price variable (X2) has a regression coefficient value of 0.141 with a sig value of 0.007. Thus, price has a significant effect on consumer attitudes. The consumer attitude variable (Z) has a regression coefficient value of 0.159 with a sig value of 0.043. Thus, consumer attitudes have a significant effect on purchasing decisions.

Table 22. Direct Influence, Indirect Influence and Total Influence

Variables	Direct Effects	Sig.	Indirect Effects	Total Influence
Design Product on Consumer Attitudes	0.698	0.000		
Price to Attitude Consumer	0.141	0.007		
Attitude Consumer against the Decision Purchase	0.159	0.043		
Design Product to Decision Purchasing through Consumer Attitudes			0.698	x
			0.159	=
			0.110	0.336
Price to Decision Purchase through Consumer Attitudes			0.141	x
			0.159	=
			0.022	0.573

Source: Data primary processed, 2025.

With the conclusion of the eighth hypothesis, product design and price influence purchasing decisions through consumer attitudes are accepted.

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

B. DISCUSSION

1. The Influence of Product Design on Consumer Attitudes at Yamaha Central Malang Dealer Post

The product design on the Yamaha Fazzio has characteristics, namely a contemporary design and a variety of color choices. Yamaha Fazzio has a contemporary design which is one of the advantages of the product, so that consumers are interested in the product. It is undeniable that the choice of design colors on the Yamaha Fazzio is able to create an emotional response from consumers. In addition, the product design also illustrates the best product quality for consumers and Yamaha Fazzio has easier product maintenance than other brands. Thus showing that product design influences consumer attitudes. This is in line with research by Novianti et al., (2023) which states that product design has a positive and significant effect on consumer attitudes. Another study conducted by Sumilat et al., (2022) with the results of their research showing that product design has a positive and significant effect on purchasing decisions. Research conducted by Raharjo et al., (2024) the results of their research show that product design has a positive and significant effect on consumer attitudes.

2. The Influence of Price on Consumer Attitudes at the Yamaha Central Malang Dealer Post

Yamaha Fazzio has a very competitive price promo compared to similar motorbikes, this is useful for attracting consumers and preventing the loss of customers to competitors. Consumers will tend to choose a more competitive product price. Coupled with the use of Yamaha Fazzio which is more durable than other motorbikes, this shows that Yamaha Fazzio provides the best quality for its consumers. In addition, Yamaha Fazzio is easier to maintain than other brands, so consumers no longer need to hesitate to choose Yamaha Fazzio. This shows that price affects consumer attitudes. This is in line with research by Lestari et al., (2022) which states that price has a positive and significant effect on consumer attitudes. Another study conducted by Putra & Damayanti, (2023) which states that price has a positive and significant effect on consumer attitudes. Research conducted by Aritonang, (2024) which states that price has a positive and significant effect on consumer attitudes.

3. The Influence of Product Design on Purchasing Decisions at Yamaha Central Malang Dealer Post

A design on a product can be a characteristic of the product itself, such as the Yamaha Fazzio which has a contemporary design and a variety of color choices so that the product can attract consumers to buy it. Apart from the contemporary design and a variety of color choices, consumers are interested in buying the Yamaha Fazzio because it has many additional features such as a digital panel, emergency charger. With a variety of color choices and having many additional features, it can attract consumers to buy the Yamaha Fazzio. So that it shows that product design influences purchasing decisions.

This is in line with research by Novianti, et al (2023) that product design has a significant effect on purchasing decisions. Another study conducted by Aritonang, et al, (2024) the results of this study stated that product design has a positive and significant effect on purchasing decisions. Research conducted by Lestari, (2022) the results of this study stated that product design has a positive and significant effect on purchasing decisions.

4. The Influence of Price on Purchasing Decisions at the Yamaha Central Malang Dealer Post

Yamaha Fazzio has a competitive promo price compared to similar motorbikes, so this can attract consumers to make purchases. In addition, the use of Yamaha Fazzio is more durable than other motorbikes, so consumers will be happy and make purchases of Yamaha Fazzio. Plus, Yamaha Fazzio has many colors and has many additional features that can increase consumer purchasing decisions. So that it shows that price influences purchasing decisions. This is in line with research by Raharjo, et al., (2024) that price has a positive and significant effect on purchasing decisions. Research conducted by Sumilat, (2022) the results of his research stated that price has a positive and significant effect on purchasing decisions. Research conducted by Putra Faisal & Damayanti, (2023) with the results of his research stated that price has a positive and significant effect on purchasing decisions.

5. The Influence of Consumer Attitudes on Purchasing Decisions at Yamaha Central Malang Dealer Post

Yamaha Fazzio provides the best quality for consumers and is easy to maintain compared to other brands, this can influence positive consumer behavior towards the product. Supported by Yamaha Fazzio having many color choices and having many additional features (digital panel, emergency charger) that can increase consumers to buy the product. Thus showing that consumer attitudes influence purchasing decisions. This is in line with the research of Aritonang, et al., (2024) with the results of their research showing that consumer attitudes have a positive and significant effect on purchasing decisions. Research conducted by Lestari et al., (2022) the results of their research show that consumer attitudes have a positive and significant effect on purchasing decisions. Research conducted by Putra & Damayanti, (2023) with the results of their research consumer attitudes have a positive and significant effect on purchasing decisions.

6. The Influence of Product Design and Price on Consumer Attitudes at the Yamaha Central Malang Dealer Post

The product design on the Yamaha Fazzio has characteristics, namely a contemporary design and a variety of color choices. Yamaha Fazzio has a contemporary design which is one of the advantages of the product, so that consumers are interested in

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

the product. It is undeniable that the choice of design colors on the Yamaha Fazzio is able to create an emotional response from consumers. In addition, the product design also illustrates the best product quality for consumers and Yamaha Fazzio has easier product maintenance than other brands. Likewise with the price obtained by prospective customers regarding the high-low price related to the intention to buy, if the price satisfies prospective customers, the stronger it is to buy the product. The more competitive the price offered to consumers, the better the customer's attitude to make a purchase. This is in line with the results of research from Putra & Damayanti (2023) which states that product design and price have a positive and significant effect on consumer attitudes. Research proven by Sumila, et al (2023) with the results of his research shows that price and product design have a positive and significant effect on consumer attitudes. Research conducted by Rahajo, et al (2024) in their research results stated that product design and price have a positive and significant influence on consumer attitudes.

7. The Influence of Product Design and Price on Purchasing Decisions at the Yamaha Central Malang Dealer Post

The better the product design offered, the higher the level of consumer interest in making a purchase. Yamaha Fazzio has a competitive promo price compared to similar motorbikes, so this can attract consumers to make a purchase. In addition, the use of Yamaha Fazzio is more durable than other motorbikes, so consumers will be happy and make a purchase of Yamaha Fazzio. Coupled with Yamaha Fazzio has many colors and has many additional features that can increase consumer purchasing decisions. The higher the price, the lower the purchasing decision, conversely if the price is low the purchasing decision will be higher. Price is a determining factor that is highly considered by consumers, especially for daily necessities products or services. Yamaha Fazzio has a competitive promo price compared to similar motorbikes, so this can attract consumers to make a purchase. In addition, the use of Yamaha Fazzio is more durable than other motorbikes, so consumers will be happy and make a purchase of Yamaha Fazzio. Coupled with Yamaha Fazzio has many colors and has many additional features that can increase consumer purchasing decisions. This is in line with research conducted by Sumilat et al., (2022) with the results of their research stating that product design and price have a direct influence on purchasing decisions positively and significantly. Research conducted by Novianti, et al., (2023) with the results of their research stating that product design and price have a direct influence on purchasing decisions.

8. The Influence of Product Design and Price on Purchasing Decisions through Consumer Attitudes at Yamaha Central Malang Dealer Post

Yamaha Fazzio has a competitive promo price compared to similar motorbikes, so this can attract consumers to make purchases in addition, the use of Yamaha Fazzio is more durable than other motorbikes, so consumers will be happy and make purchases of Yamaha Fazzio. Plus Yamaha Fazzio has many colors and has many additional features that can increase consumer purchasing decisions. Supported by the existence of positive consumer attitudes that can influence consumer trust and behavior, so that it can increase purchasing decisions. In addition to having a contemporary design and a variety of color choices, Yamaha Fazzio also provides the best quality for consumers and motorbikes are easy to maintain compared to other brands. This is a very good advantage, so that with the existence of a contemporary product design coupled with a positive consumer attitude towards Yamaha Fazzio products because the products are quality and easy to maintain, it can increase consumers to make purchases of Yamaha Fazzio. The higher the price, the lower the purchasing decision. Conversely, if the price is low, the purchasing decision will be higher. Price is a determining factor that is highly considered by consumers, especially for products or services for daily needs. Yamaha Fazzio has a competitive promo price compared to similar motorbikes, so this can attract consumers to make purchases. In addition, the use of Yamaha Fazzio is more durable than other motorbikes, so consumers will be happy and make purchases of Yamaha Fazzio. Plus, Yamaha Fazzio has many colors and has many additional features that can increase consumer purchasing decisions. Positive consumer attitudes can influence consumer trust and behavior, so that they can increase purchasing decisions. Supported by positive consumer attitudes, it can influence consumer trust and behavior, so that it can increase purchasing decisions. In addition to having competitive promo prices and more durable motorbikes, Yamaha Fazzio also provides the best quality for consumers and motorbikes are easy to maintain compared to other brands. This is a very good advantage, so that with competitive prices coupled with positive consumer attitudes towards Yamaha Fazzio products because the products are quality and easy to maintain, it can increase consumers to make purchases of Yamaha Fazzio. This is also in line with the results of research from Putra & Damayanti, et al., (2023) which found a significant influence of design on consumer attitudes. Research conducted by Lestari et al., (2022) with research results stating that consumer attitudes are able to mediate prices on purchasing decisions. Research conducted by Aritonang et al., (2024) with research results stating that consumer attitudes are able to mediate prices on purchasing decisions.

The Influence of Product Design and Price on Yamaha Fazzio Purchase Decision Through Consumer Attitude as a Mediation Variable at Yamaha Central Malang Dealer Pos

V. CONCLUSIONS AND RECOMMENDATIONS

Product Design influences consumer attitudes at the Yamaha Central Malang Dealer Post. The major contribution of product design to consumer attitudes is the characteristics of Yamaha Fazzio having a contemporary design. From these results it can be understood that Yamaha Fazzio with its contemporary design has a major role in determining consumer attitudes towards a product. This has an impact on consumer attitudes such as Yamaha Fazzio providing the best quality and easy to maintain making consumers confident in Yamaha Fazzio and having a positive impact on the product.

Price affects consumer attitudes at the Yamaha Central Malang Dealer Post. The major contribution of price to consumer attitudes is price competitiveness with competitive and more durable price promotions. From these results it can be understood that Yamaha Fazzio with competitive price competitiveness can attract consumer attention to a product. This has an impact on consumer attitudes such as Yamaha Fazzio providing the best quality and easy to maintain making consumers confident in Yamaha Fazzio and having a positive impact on the product.

Product Design influences purchasing decisions at the Yamaha Central Malang Dealer Post. The major contribution of product design to purchasing decisions is the characteristics of the Yamaha Fazzio which has a contemporary design. From these results it can be understood that the Yamaha Fazzio with its contemporary design is able to increase consumers to make purchases. This has an impact on making purchases on Yamaha Fazzio products which have many color choices and many additional features such as digital panels, emergency chargers.

Price influences purchasing decisions at the Yamaha Central Malang Dealer Post. The major contribution of price to purchasing decisions is price competitiveness with competitive and more durable price promotions. From these results it can be understood that Yamaha Fazzio with competitive price competitiveness can attract consumers' attention to buying the product. This has an impact on making purchases on Yamaha Fazzio products that have many color choices and many additional features such as digital panels, emergency chargers.

Consumer attitudes influence purchasing decisions at the Yamaha Central Malang Dealer Post. The major contribution of consumer attitudes to purchasing decisions is that Yamaha Fazzio provides the best quality and is easier to maintain. From these results it can be understood that consumer assessments of Yamaha Fazzio which have the best quality and are easier to maintain can increase the desire to buy the product. Coupled with Yamaha Fazzio which has many color choices and many additional features such as digital panels, emergency chargers, so that consumers are increasingly confident in purchasing Yamaha Fazzio products.

Product design and price affect consumer attitudes at the Yamaha Central Malang Dealer Post. Yamaha Fazzio has a contemporary design and a variety of color choices, coupled with competitive price promos and longer durability can increase positive consumer attitudes towards the product. Consumer attitudes such as Yamaha Fazzio provide the best quality and are easy to maintain.

Product design and price affect purchasing decisions on Yamaha Fazzio has a contemporary design and a variety of color choices, coupled with competitive price promos and more durable can increase positive consumer attitudes towards the product. Consumer attitudes such as Yamaha Fazzio provide the best quality and are easy to maintain.

Product design and price influence purchasing decisions through consumer attitudes at the Yamaha Central Malang Dealer Post. Yamaha Fazzio has a contemporary design and a variety of color choices, coupled with competitive price promos and longer durability can increase purchasing decisions. In addition, supported by Yamaha Fazzio providing the best quality and easy to maintain, so it can increase purchasing decisions. Purchasing decisions such as having many color choices and many additional features.

Recommendations for further research in this study there are several weaknesses, which affect the quality of the data collected. It is recommended that these weaknesses can be improved for further research. Research will essentially obtain scientific truth. With these findings, it is hoped that it can contribute to the development of management science in Marketing Management, especially on the influence of product design and price on purchasing decisions through consumer attitudes. Recommendations for *Dealers Yamaha Central Malang*, namely; Product design issues that need attention from management are models (styles) that have stylish features that suit young people, Price issues that need attention from management are price affordability with discounts that are comparable to quality, Consumer attitude issues that need attention from management are conative components (purchase intentions) that are elegant designs, Purchasing decision issues that need attention from management are sales options that are easy to buy on credit.

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