
THE INFLUENCE OF PERCEIVED VALUE AND PRODUCT INVOLVEMENT TOWARDS PURCHASE INTENTION MEDIATED BY ATTITUDE

Dhira Dharma Arya Pamungkas
Universitas Brawijaya, Malang, Indonesia

dhirajumik99@gmail.com

ABSTRACT

This research aims to analyze the mediating role of consumer attitudes on the influence of perceived value and product involvement towards purchase intention. The study was conducted at a Yamaha showroom among visitors interested in purchasing a Yamaha 250cc motorcycle, with a total of 152 respondents. This quantitative research employed a survey method to gather information from the respondents. The data analysis method used in this study was Partial Least Square (PLS), utilizing the WarpPLS 8.0 program. The findings of this research indicate a significant positive influence of perceived value and consumer attitudes on purchase intention. Additionally, there is a significant direct positive influence of perceived value and product involvement on consumer attitudes. However, on the other hand, the study also reveals that product involvement does not have a significant positive or direct influence on purchase intention. The implications of this research highlight that by understanding the mediating role of consumer attitudes in the relationship between perceived value and product involvement towards purchase intention, companies can direct their marketing efforts to positively influence consumer attitudes. Furthermore, comprehending how consumer attitudes mediate the relationship between perceived value and product involvement towards purchase intention can aid companies in making more informed decisions regarding product development, marketing strategies, and customer service.

Keywords: the influence of perceived value, product involvement, purchase intention, attitude.

Corresponding Author: Dhira Dharma Arya Pamungkas

E-mail: dhirajumik99@gmail.com



INTRODUCTION

In the last few years, the national automotive industry has given an exciting development. This is due to many factors, including the increasing growth of middle-class society in Indonesia in the last decade (Hidayah, 2019). Since the first quarter of 2019, there have been a record 1,100,950 units of motorcycles sold and an increase of as much as 19.4 percent from the first quarter's sales in 2018 (Hidayah, 2019). The growth of the motorcycle industry in Indonesia is increasing rapidly in the last few years and is expected to continue increasing every year; it is proven that the realization of motorcycle sales in Indonesia for the year 2021 has been on growth as much as 38 percent compared with the sales last year (Aisi, 2022).

Motorcycle types are divided into three main types: street, off-road and dual-purpose. These three types have various sub-types and are classified based on their functions and components. The market for standard/naked and sport-type motorbikes in Indonesia is quite good, even though it is still inferior when compared to sales of automatic scooter-type motorbikes. However, the sales figures are high enough to make manufacturers from various brands confident in maintaining these variants on the market (GT, 2019). In the 150cc capacity engine class, standard/naked and sport type

motorcycles compete quite efficiently; however, in the 250cc class, sales of standard/naked type motorcycles such as the Yamaha MT-25, Kawasaki Z250, and Kawasaki Z250SL have fallen quite a bit when compared to sport type motorcycles, in the same brand as the Yamaha R25, Kawasaki Ninja 250 and Kawasaki Ninja 250SL.

In responding to the problems above, knowing the causes of motorcycle customers' purchase intentions for Yamaha 250cc products is necessary. Purchase intention refers to the possibility that consumers in certain buying situations may choose certain product groups in the future. One of the factors is the perception that perception is a consumer response to a company's products and services (Bolton & Mattila, 2015). Based on exchange theory in the field of marketing, perceived value is believed to be a prerequisite for purchase intentions (Wang et al., 2013).

The relationship between the influence of perceived value on purchase intention has been proven empirically in a study conducted by (Chae et al., 2020) ; (Ponte et al., 2015) ; and (Curvelo et al., 2019). The results of this study stated that the higher the consumer's perceived value of a product, the higher the purchase intention of the product. Some of these studies later became inconsistent with the research results, which found no significant effect of perceived value on purchase intention (Chinomona et al., 2013). The results could be due to differences in the samples in the population studied. In that study, university students only measured consumer value perceptions of purchasing gadgets. In contrast, students have a different mindset from society in general, so the perceived value from the appropriate sample is thought to have more influence on purchase intentions (Chinomona et al., 2013).

The relationship between product involvement and purchase intention has been empirically proven in a study conducted by research arguing that product involvement has a significant and positive effect on purchase intention (Lee et al., 2017). The results of the two studies could be more consistent with research showing that product involvement has no significant effect on purchase intention (Barger et al., 2016). Moreover, more specifically, research shows that Cognitive involvement (an indicator of product involvement) has no significant effect on purchase intention (Mou et al., 2020). Support this in the research that found that product involvement did not significantly affect purchase intention (Drossos et al., 2014). In that study, the cognitive and affective aspects of product involvement on purchase intention where the results of the study indicated that affective product involvement did not have a significant effect on purchase intention; this happened because advertising via SMS could not communicate all information for product purchases with high involvement effectively (Drossos et al., 2014).

The inconsistency of the results of these studies is very interesting to research other variables predicted to explain better the relationship between the influence of perceived value and product involvement in purchase intentions. Based on previous research shows that attitude is an aspect that can be influenced by perceived values (C.-L. et al., 2016). This study's results show that before making a purchase decision, consumers will use the information collected to select the product they will consume (Kotler & Armstrong, 2014). The higher the consumer's perceived value of a motorcycle product with a 250cc engine, the more positive the consumer's attitude toward the product will be.

Previous research has found that attitude is an aspect that can be influenced by product involvement (McClure & Seock, 2020). This means that the higher the consumer involvement in using motorcycle products in the 250cc class, the higher the attitude toward the product. The positive

relationship between attitude and purchase intention has been proven empirically by the results of previous research conducted by research, so it can be said that the more positive the consumer's attitude towards motorcycles in the 250cc class, the higher the consumer's intention to buy the product (Das, 2015); (Lu et al., 2014). The attitude variable can be predicted as a mediating variable, which can clarify the relationship between perceived value and product involvement in purchase intentions. The phenomenon of selling Yamaha 250cc motorbikes, which are inferior to motorbikes from different brands in the same class, has been felt to be compatible with the variables that will be examined in this study, so in addition to being able to explain the relationship between perceived value, product involvement, attitudes, and purchase intentions, also to determine a suitable marketing strategy used by motorcycle manufacturers to increase sales of Yamaha 250cc motorcycles.

Based on the background description above, the objective of this research is to analyze the mediating role of consumer attitudes on the influence of perceived value and product involvement towards purchase intention. Therefore, the benefits of this study will help in gaining a deeper understanding of the factors that influence consumer behavior in the context of product purchases. The results of this research can also assist companies in optimizing their marketing strategies. Additionally, this study will contribute to academic knowledge in the fields of marketing and consumer behavior.

METHODS

This research was conducted on all showroom visitors who wanted to purchase Yamaha 250cc products in Malang City from October to December 2022. The respondents in this study were 152 respondents. Methods for data collection are using a questionnaire. A 5 Likert scale measured respondents' answers. The type of this research is explanatory research. The research instrument test used validity and reliability tests. PLS (Partial et al.) statistical techniques and WarpPLS software were the data processing methods used. Inferential statistical analysis is used to test hypotheses and produce a feasible (fit) model. Model evaluation in PLS analysis is carried out in 2 (two) ways, namely the measurement model (outer model) and the structural model (inner model).

RESULTS AND DISCUSSION

Measurement models

From the results of distributing questionnaires to 152 visitors to the Yamaha showroom in Malang, an overview of the characteristics of the respondents was obtained, 98.1% of the respondents were male, and 43.42% were aged 33-38 years. 37% earn 9-12 million monthly, 84.87% are married, and 61.18% have a diploma/graduate education.

Table 1. Composite Reliability, Coefficient of Determination (R²), Average Variance

Variables	Composite Reliability,	R Square	Average Variances
Perceived Value	0.950	-	0.517
Product Involvement	0.937	-	0.599
attitude	0.889	0.365	0.595
Purchase Intentions	0.939	0.478	0.633

Source: PLS output results (Appendix), 2022

Table 1 shows that the scale, magnitude, and statistical fit are acceptable. Average variance extracted (AVE) values for all latent variables meet predetermined criteria. Composite reliability (CR) values were 0.950; 0.937; 0.889; 0.939 (above 0.80). It can be concluded that all constructs are reliable, both according to composite reliability and Cronbach's alpha. The goodness of Fit (GoF) in this study was assessed by the following equation: $\sqrt{AVE \times R^2 A.Com} = GoF = \sqrt{(0.586 \times 0.421)} = 0.496$ indicating that the model has a sizeable predictive relevance value for Task efficiency is explained by Adaptability, nature of work satisfaction, and working period.

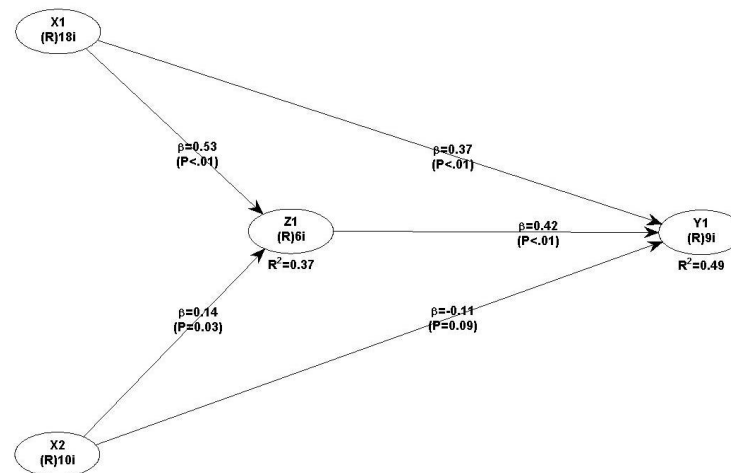


Figure 1. Structural Model Path Diagram in PLS (Direct Relationship)

Source: PLS structural model warpPLS output results (Appendix), 2022

Table 2. The Summary of relationship assessments

Relationships	hypothesis	Estimates	P-Value	Judgment
$X_1 \rightarrow Y_1$	H1	0.37	0.01	accepted
$X_2 \rightarrow Y_1$	H2	-0.11	0.09	rejected
$X_1 \rightarrow Z_1$	H3	0.53	0.01	accepted
$X_2 \rightarrow Z_1$	H4	0.14	0.03	accepted
$Z_1 \rightarrow Y_1$	H5	0.42	0.01	accepted
$X_1 \rightarrow Z_1 \rightarrow Y_1$	H6	0.222	0.001	accepted
$X_2 \rightarrow Z_1 \rightarrow Y_1$	H7	0.061	0.143	rejected

Table 2. displays the results of the proposed structural model estimation and the direct and indirect effects of the variables tested. The hypothesis is accepted if it meets the criteria for a p-value of less than 0.05. However, if the p-value is more significant than 0.05, then H0 is rejected or not significant. The table shows the estimated path coefficient of the direct effect of perceived value on purchase intention ($\beta=0.37$; $P<0.01$), the effect of perceived value on consumer attitudes ($\beta=0.53$; $P<0.01$), product involvement on consumer attitudes ($\beta=0.14$; $P<0.03$), and the influence of attitudes on purchase intentions ($\beta=0.42$; $P<0.03$), the mediating role of consumer attitudes on the effect of perceived value on purchase intentions ($\beta=0.222$; $P<0.001$), or H1, H3, H4, H5, and H6 were accepted. However, the direct effect of product involvement on purchase intention ($\beta=-0.11$ $P<0.09$) and the mediating role of consumer attitudes on the effect of product involvement on purchase intention ($\beta=0.061$ $P<0.143$), or H2 and H7 are rejected.

Direct Influence of Perceived Value on Purchase Intention

The first hypothesis in this study states that perceived value has a significant effect on purchase intention. The results of this study support the hypothesis that has been proposed. Namely, it is found that perceived value has a significant effect on purchase intention. Based on these results, the better the perceived value of a product, the higher the purchase intention will be. The results of hypothesis 1 testing in this study indicate that perceived value significantly affects purchase intention. The results of this study support the opinion which states that 'customers do not consume products, but values,' which indicates that consumers' evaluation of their values before purchasing products is an essential prerequisite for actual consumer behavior to occur (Tian & Jiang, 2018). It also supports opinion research showing that consumer satisfaction (i.e., based on subsequent product use) is a necessary driver of purchase intention. However, perceived value is the primary determinant (Eggert & Ulaga, 2013). This study's results also support previous research, which shows that perceived value has a significant effect on the intention to purchase online travel products (Ponte et al., 2015). It also supports research results which show that the relationship between perceived eco-friendly values and green purchase intentions has a positive and significant effect (Harjadi & Gunardi, 2022). Supporting this, several research results show that perceived value has a positive and significant direct effect on purchase intention (Chae et al., 2020); (Curvelo et al., 2019). On the other hand, the results of this study do not support the results of previous studies, which found no significant effect of perceived value on purchase intentions (Chinomona et al., 2013).

Direct Influence of Product Involvement on Purchase Intention

The second hypothesis in this study states that product involvement has a significant effect on purchase intention. However, the results of this study found the opposite, namely that product involvement did not significantly affect purchase intention. Based on these results, it can be concluded that whether the respondent's assessment of product involvement is good or bad will not affect purchase intentions. The results of hypothesis 2 testing in this study indicate that product involvement has no significant effect on purchase intention. This study's results support previous research, which showed that product involvement has no significant effect on purchase intention (Atkinson & Rosenthal, 2014). This study's results also support the research results showing that cognitive involvement (an indicator of product involvement) has no significant effect on purchase intention (Mou et al., 2020). The results of this study also support the results that product involvement did not significantly affect purchase intention (Drossos et al., 2014).

On the other hand, this study's results differ from previous studies showing that product involvement has a significant positive effect on purchase intention (Lee et al., 2017). This study also supports previous research showing that product involvement has a significant positive effect on purchase intention (Peng et al., 2019). It also supports the research results of this study showing that Affective involvement (an indicator of product involvement) has a significant effect on purchase intention (Mou et al., 2020).

Direct Influence of Perceived Value on Attitude

The third hypothesis in this study states that perceived value significantly affects attitudes. The results of this study support the hypothesis that has been proposed. Namely, it is found that perceived values have a significant effect on attitudes. Based on these results, the better the perceived value of a product, the higher the attitude of respondents in making purchasing decisions.

The results of hypothesis 3 testing in this study indicate that perceived value significantly affects attitudes. These results support previous research showing that perceived value significantly and positively influences consumer attitudes (Tuškej et al., 2013). Research also shows that perceived value significantly and positively influences attitudes toward visiting behavior (Hasan et al., 2020). Supporting this, research shows that perceived value, as measured by Utilitarian value, Hedonic value, and social value, has a significant positive effect on Vietnamese consumer attitudes (Khoi et al., 2018). Research shows that hedonic values and utilitarian values have a positive and significant impact on WeChat user attitudes and anticipated satisfaction (Pang, 2021).

Direct Influence of Product Involvement on Attitude

The fourth hypothesis in this study states that product involvement significantly affects attitudes. The results of this study support the hypothesis that has been proposed, which is found that product involvement has a significant effect on attitudes. Based on these results, the better the product involvement, the higher the respondents' attitude in purchasing decisions. The results of hypothesis 4 testing in this study indicate that product involvement significantly affects consumer attitudes. This study's results support previous research showing that involvement has a significant and positive influence on purchase intention (Lim et al., 2016).

Direct Influence of Attitude on Purchase Intention

The fifth hypothesis in this study states that consumer attitudes significantly affect purchase intentions. The results of this study support the hypothesis that has been proposed, namely that it is found that consumer attitudes have a significant effect on purchase intentions. Based on these results, the better the consumer's attitude toward a product, the higher the purchase intention. The results of hypothesis 5 testing in this study indicate that consumer attitudes have a significant effect on purchase intentions; the results of this study support the results of previous research showing that attitudes toward sponsored post recommendations have a significant and positive influence on purchase intentions (Lau et al., 2014). It also supports research results that show that consumer attitudes have a positive and significant effect on purchase intentions (Akroush et al., 2019). Research shows that consumer attitudes significantly affect purchase intentions (Bashir, 2018).

The Mediation Role of Attitude on the Influence of Perceived Value on Purchase Intention

The results of the direct effect test show that perceived value has a significant direct effect on purchase intentions and attitudes. The test results also show that attitudes are directly significant to purchase intentions. In addition to the direct effect, this study also examines the mediating role of attitudes toward the direct effect of perceived value on purchase intention. Based on the test results indicate that attitude plays a role in mediating the effect of perceived value on purchase intention. In other words, hypothesis 6 is accepted. The test results show that this research model's mediating variable of consumer attitudes is a perfect mediation variable (complete mediation). The results of hypothesis 6 testing in this study indicate that attitudes mediate the effect of perceived value on purchase intentions. The results of this study support the research showing that perceived value has a significant and positive influence on consumer attitudes, and attitudes have a significant and positive influence on purchase intentions (SY Hsu et al., 2019). Research also shows that perceived value has a significant and positive influence on purchase intentions, and attitudes toward retailers have a significant and positive influence on purchase intentions (Das, 2015).

The Mediation Role of Attitude on the Influence of Product Involvement on Purchase Intention

The results of the direct effect test show that product involvement does not have a significant direct effect on purchase intention. However, on the other hand, the results of this study indicate that product involvement has a significant effect on attitudes, and attitudes have a significant effect on purchase intentions. In addition to the direct effect, this study also examines the mediating role of attitudes towards the direct effect of product involvement on purchase intentions. Based on the test results indicate that attitude plays no role in mediating the effect of product involvement on purchase intention. In other words, hypothesis 7 is rejected. The results of hypothesis 7 testing in this study indicate that attitudes cannot mediate the effect of product involvement on purchase intentions. This study's results do not support previous research, which showed that involvement in social media has a significant and positive effect on attitudes toward social media (McClure & Seock, 2020). On the other hand, the attitude significantly and positively influences future purchase intentions.

CONCLUSION

The results of this study indicate that not all direct effects and the role of mediation tested in this study have a significant effect. This study shows a significant positive effect of perceived value and consumer attitudes on purchase intentions, and a significant direct positive effect is found from perceived value and product involvement on consumer attitudes. However, on the other hand, this research also found that product involvement did not have a significant positive effect on purchase intention. Perceived value is essential in increasing purchase intentions and consumer attitudes when choosing a product.

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