



## Analysis Of Yamaha Motorcycle Marketing Strategies On Consumer Behavior

Surya Budiman<sup>1)</sup> ; Muhammad Reyhan Yafi<sup>2)</sup> ; Ramadhani Ilham<sup>3)</sup> ; Akhmad Auliya Fatahilah<sup>4)</sup> ; Tuti Hasanah<sup>5)</sup> ; Farly Lumopa<sup>6)</sup> ;

Pamulang University, Indonesia

E-mail:<sup>a)</sup> dosen00464@unpam.ac.id

<sup>b) c)</sup> reyafi@gmail.com <sup>d)</sup> Ramadhaniilham@gmail.com <sup>e)</sup> Akhmadauliya.f@gmail.com <sup>f)</sup> tutihasanah5@gmail.com <sup>g)</sup> [Farlylumopa@gmail.com](mailto:Farlylumopa@gmail.com)

**Abstract:** In choosing a product, customers have a target for the product they will buy. The company has a marketing strategy to introduce its products to customers with marketing that has no limits. With the functionality and innovation of the products that will be introduced to the public in order to attract consumer attention. The research presented here has the aim of knowing consumer behavior towards motorbikes produced by PT Yamaha Indonesia Motor Manufacturing. Marketing strategy has a very important and strong role in the sale of PT Yamaha Indonesia Motor Manufacturing motorbikes. Marketing strategy analysis is a core part of facing a competitive market. This research has several important aspects, namely target identification, *positioning* and market segmentation. This analysis is also to understand competitors and marketing strategies. This research also emphasizes the role of service to consumers in maintaining consumer satisfaction in terms of product quality and maintaining PT Yamaha's *brand* reputation in motorcycle sales. In improving marketing, it also pays attention to increasing the quality of the brand (*brand awareness*) and the *perceived quality* directly by potential buyers.

**Keywords:** Consumer behavior, marketing, *brand awareness*, *perceived quality*, *positioning*.

## INTRODUCTION

Motorcycles are a means of transportation for people from various circles and are very reliable in various regions. With the era of rapid mobilization, two-wheeled vehicles are a mainstay in terms of activities such as work, trade, and other activities. Manufacturers move quickly in producing various products to meet consumer needs. Various types and types are issued by manufacturers to fulfill the *line up*.

In the process of introducing products to consumers, the level of sales competition is a topic of marketing discussion where there is a *brand image* of a motorcycle product. Automotive companies in determining product quality greatly affect the sale of motorcycle products on the market. However, with the price of raw materials that began to creep up and also with the developing technology, automotive engineers made an innovation to be able to reduce the burden of production costs but still rely on the quality and durability of the product.

Yamaha is one of the motorcycle automotive manufacturers in Indonesia that has a diverse lineup of motorcycles and is the choice of the Indonesian people. Yamaha confidently produces superior products to provide satisfaction to Indonesian consumers. In the motorcycle business competition, many motorcycle production companies are competitors of Yamaha. By thinking about the market strategy of prioritizing quality Yamaha produces motorcycles.

Factors that influence people's demands related to motorcycle products in their daily activities become a benchmark in choosing the type that will be purchased by customers. In increasing *brand awareness*, consumers have a relationship with motorcycle manufacturers in the belief of choosing a motorcycle. Companies can attract a large number of consumers through marketing methods on recommendations from consumers for their trusted products. With consumer loyalty, consumer satisfaction is created as a behavior in choosing the product to be chosen. Based on the thought of market analysis of Yamaha brand motorbikes, the authors took the title "Analysis of PT Yamaha's marketing strategy towards consumer behavior".

From the results of this analysis, it is hoped that it can determine the analysis of marketing strategies and target markets that determine the behavior of customers to choose a motorcycle to buy.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1. Definition of marketing

According to Kotler and Keller (2009, p 5) marketing is the identification and fulfillment of human and social needs. In marketing management (marketing management) is the art and science of selecting target markets and achieving maintaining and growing customers by creating, delivering and communicating superior customer value. In the marketing process there are individuals who act as marketers.

### 2.2. Definition of Product Quality

According to Kotler and Armstrong (2010: 36) in defining a product something that can be offered to the market in order to attract attention, acquisition, and use or consumption to fulfill customer wants and needs. According to Tjipton Chandra (2012: 95) a product is anything that a producer can offer to be noticed, requested, sought after, purchased and used or consumed by the market as a fulfillment of the needs or desires of the market concerned.

### 2.3. Definition of customer satisfaction

The goal of a business that markets products to create consumers feel satisfied with the products offered. The creation of customer satisfaction and provides good benefits for the Company and provides a basis for customer satisfaction so that customer satisfaction is created and forms word of mouth recommendations that are favorable for the Company. According to Adji and Sopiah (2013: 180) explain that satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between the product and the performance expected by the customer. It is very necessary for customer satisfaction with the quality offered by producers of marketed products.

## 2.4. Framework

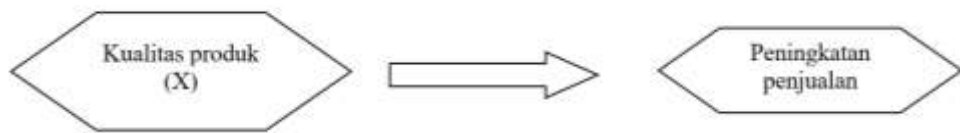


Figure 1. Framework

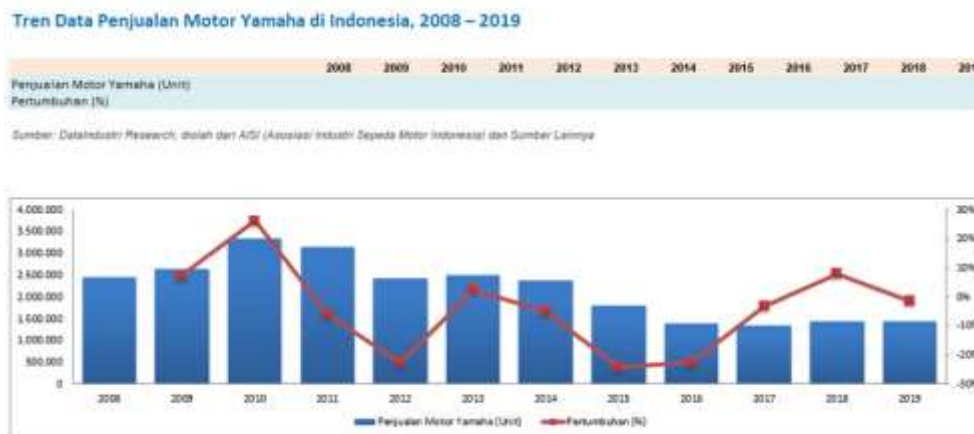
## METHODS

In this study, the authors used the Descriptive Qualitative method, which aims to provide an explanation and description of the events studied. This research provides an overview of a problem and event that can produce general understanding.

This study aims to analyze Yamaha's marketing strategy in increasing motorcycle sales by improving quality.

## RESULT AND DISCUSSION

### Yamaha Sales Trend in Indonesia



Source: Industry Research Data, processed from AISI (Indonesian Motorcycle Industry Association)

Based on Yamaha's sales trend above, there are fluctuations in sales which tend to decrease from year to year.

Increasing Yamaha sales needs to be improved again in terms of target marketing and positioning product results through analysis. This is in line with Cravens' theory: 2000, that marketing strategy consists of analysis, strategy development and implementation activities in improving market missions, setting goals, and developing, implementing and managing marketing programs to meet the value desired by consumers. In this study the authors will explain market segmentation, target market and product *positioning* on Yamaha as follows:

## Market Segmentation

Yamaha's market segmentation is based on geographic, demographic, psychographic, and consumer behavior factors. Yamaha offers products that suit the needs of consumers in Indonesia, such as Yamaha Mio and All New Nmax Connected ABS. Yamaha also targets consumers who prioritize product quality, affordable prices, and a positive brand image. The following is Yamaha's market segmentation, namely:

- Motorcycle type  
Yamaha can divide the market share based on the type of motorcycle marketed to consumers. Such as *sports*, matic, duck and trail motorcycles with different segments and needs based on consumer behavior.
- Consumer age  
Yamaha can identify with the age split such as teenagers who are looking for modern designs with the latest styles. Then, the adult segment will be more interested in motorcycles that are comfortable to use and save fuel consumption.
- Geographic location  
Geographical locations such as urban, city or rural can influence consumer behavior with the size and power of the motorcycle, with examples of motorcycles that are easy to drive in traffic.
- Type of use  
Yamaha can consider the production of motorbikes that can be used for consumers' daily activities, such as being used for work to the office or traveling on vacation.
- Revenue  
Yamaha can adjust the price of their products based on quality and can adjust to consumer income so that consumers get advanced features but at an affordable price.

## Target Market

Yamaha has current products, namely sports, matic, duck and trail motorbikes. The selection of this target market is certainly different to consumers. The following are listed factors to consider in choosing the Yamaha target market:

- Sports motorcycle  
Yamaha has sports motorcycles designed for high performance and lifestyle. The target market of this product is usually among young adults who prefer lifestyle.
- Motorcycle matic  
Yamaha has a matic motorcycle designed for daily riding purposes. The target market of this product is usually among workers who use two-wheeled vehicles as a means of daily transportation.
- Duck motorcycle  
Yamaha has a duck motorcycle that is also designed for daily riding purposes. The target market of this product is usually among workers who use two-wheeled vehicles as a means of daily transportation with economical fuel consumption.
- dirt bike

Yamaha has dirt bikes that are designed for off-roading on rough terrain such as dirt roads and so on. This target market is usually for young people who have a challenging spirit towards roads with heavy terrain.

## **Positioning**

Yamaha can position its company as a *brand* that maintains product quality with the slogan "Getting Ahead" which is well known by the general public. The performance and performance of motorcycles produced by Yamaha is also an option so that consumers are relatively large enough to choose Yamaha products compared to other competitors.

## **Marketing Strategy**

Yamaha Motor Indonesia has implemented various marketing strategies to increase its motorcycle sales. Some of the marketing strategies used include developing a complete brochure, promoting through local television, and prioritizing product quality that matches the price offered. In addition, Yamaha Motor Indonesia also uses the SWOT analysis method to analyze their marketing strategies. Factors that influence consumer behavior in buying Yamaha motorcycles include product quality, price in accordance with product quality, positive Yamaha brand image, recommendations from friends or family, variety of products offered, ease of use and comfort when riding, large luggage capacity, good acceleration, and good service. In addition, personal factors such as age, life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept can also influence consumer behavior in buying Yamaha motorbikes. Here are some of the strategies Yamaha uses to increase sales, among others:

- Market understanding  
It is the initial stage that Yamaha must take towards consumer behavior in terms of product quality and consumer needs.
- Product development  
Product planning and development for optimal quality.
- Marketing in the Age of Digitalization  
Utilize digital platforms to market Yamaha products such as websites and other social media.
- Product warranty  
Yamaha can plan the warranty regulation policy accordingly and communicate it to consumers to maintain consumer confidence.
- Focus on customer satisfaction  
Yamaha can incorporate customer feedback into its marketing strategy, by showing and listening to customer needs.
- Strategic place  
To increase sales, Yamaha is expanding its dealer branches in strategic areas. For example, urban and industrial areas.

## **Consumer Behavior**

There are several studies that have been conducted regarding consumer behavior in buying Yamaha motorbikes. Some of the research results include:

- Research at CV Tjahaja Baru Lubuk Buaya Padang shows that cultural factors, social factors, personal factors, and psychological factors influence consumer purchasing decisions in buying Yamaha motorbikes.
- Research at CV Tri Star Kencana Bangkinang shows that contact information, access to funds, store contacts, product contacts, transactions, consumption, and communication affect consumer behavior in buying Yamaha motorbikes.
- Research in Surakarta City shows that the most influential reference groups for consumers in generating purchase intentions for Yamaha Mio motorbikes are product quality, price, and brand factors.
- Research at Gorontalo State University shows that the assumption that Yamaha motorbikes can improve social status, the influence of friends, dealer distance, engine durability, and communicative attitude in producing products affect consumer purchasing decisions in buying Yamaha motorbikes.
- Other research shows that factors such as product quality, appropriate price, positive brand image, recommendations from friends or family, variety of products offered, ease of use and comfort when driving, large luggage capacity, good acceleration, and good service affect consumer behavior in buying Yamaha motorbikes.

Overall, the results show that consumer behavior in buying Yamaha motorbikes is influenced by various factors, both internal and external factors.

## SWOT Analysis

To analyze marketing strategies, Yamaha Motor Indonesia uses the SWOT analysis method. SWOT analysis is used to evaluate the strengths, weaknesses, opportunities, and threats faced by a company in its business environment. In the SWOT analysis, Yamaha Motor Indonesia evaluates internal factors such as product quality, brand image, and after-sales service, as well as external factors such as market competition and changing consumer trends.

- Strengths
  - i) Strong brand, Yamaha has a strong brand in the motorcycle industry, identified by quality, innovation, and performance.
  - ii) Diverse products, Yamaha has a wide range of products in various motorcycle categories.
  - iii) Innovative Technology, Yamaha is known for its technological innovations in motorcycles, including advanced features and dynamic designs.
- Weakness
  - i) Dependence on certain products, although Yamaha has a variety of products, Yamaha may tend to depend on certain products, which may pose a risk if one product experiences a decline in popularity.
  - ii) Competitor rivalry, The motorcycle industry is highly competitive, and Yamaha competes with other strong manufacturers.
  - iii) Environmental issues, Attention to environmental issues is increasing, and Yamaha may need to focus more on environmentally friendly motorcycles.
- Opportunities:
  - i) Global market growth, opportunities for growth in the global motorcycle market, especially in emerging countries where demand is growing.

- ii) Increased environmental awareness, As environmental awareness continues to increase, Yamaha can develop products that are more environmentally friendly.
- Threats:
  - i) Environmental regulations, the biggest threat to Yamaha is increasingly stringent environmental regulations, which could require large investments to meet stricter emission standards.
  - ii) Fluctuations in raw material prices, particularly metals and oil, may affect Yamaha's production costs and sales prices.
  - iii) Changes in consumer demand, Changes in consumer trends and preferences can affect the demand for certain types of motorcycles.
  - iv) Changes in consumer behavior are increasingly dynamic and difficult to predict.

From the results of the SWOT analysis, Yamaha Motor Indonesia can develop effective marketing strategies to increase motorcycle sales.

## CONCLUSIONS

Based on the research and data analysis that has been done, the Yamaha conclusion is as follows:

1. Yamaha has a decline in sales from year to year, so a marketing strategy is needed to increase sales.
2. Yamaha uses methods based on market segmentation, targeting and *positioning* to increase sales.
3. Yamaha has created a *brand positioning* with the slogan "Getting Ahead" which illustrates the importance of a very strong image that focuses on performance, motorcycle performance, and the latest innovations that must be created.
4. From the SWOT analysis, Yamaha needs to raise awareness on environmentally friendly regulations to meet gas emission standards.
5. Yamaha pays attention to the place of sale of motorbikes by placing dealers in strategic locations and easily accessible to consumers.
6. Yamaha needs to continue to innovate and adapt to the latest developments, including conducting research and development in electric vehicles. In addition, Yamaha also needs to improve product quality and pay attention to increasingly dynamic consumer needs.
7. Indonesian consumer behavior in buying Yamaha motorbikes is influenced by several factors, such as product quality, price, brand image, and recommendations from friends or family.
8. Consumers' positive attitude towards Yamaha motorcycles is influenced by several attributes, such as price, fuel efficiency, ease of use, and motorcycle weight.

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