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The Effect of Social Factors, Prices, and Product Features on Purchase Intention of Yamaha NMAX Motorcycles at State Polytechnic of Bengkalis Students

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Abstract. The development of the business world in the current era of globalization is increasingly sharpening competition, especially in the management of automotive company units. One type of automotive that is widely favored by Indonesians is motorcycles. This study aims to determine the Effect Social Factors, Prices, and Product Features on Purchase Intention of Yamaha NMAX Motorcycles at State Polytechnic of Bengkalis Students. This study uses quantitative methods, data collection techniques are carried out by distributing online questionnaires with a sample of 100 respondents. The sampling technique used non- probability sampling method, data analysis used is descriptive statistics, classical assumption test, multiple regression analysis, data conclusion with T test, F test and the coefficient of determination (R2), while data processing used SPSS version 26 program. The findings indicate that social factors and product features variables have an effect, meanwhile the prices variable does not have an effect on purchase intention of Yamaha NMAX motorcycles at State Polytechnic of Bengkalis students. This study provides the insight that Yamaha can direct efforts and resources towards social marketing and product feature enhancement rather than focusing on price adjustment strategies.

Keywords: Social Factors, Prices, Product Features, Purchase Intention

1. INTRODUCTION

The development of the business world in the current era of globalization is increasingly sharpening competition, especially in the management of automotive company units. This is characterized by the emergence of companies that offer quality types of products at various competitive prices in the market. Basically, the purpose of establishing a company is to seek profit as much as possible. Quality products are the main key in winning market competition, which can attract consumers to make purchases. The success of a company to achieve its goals is strongly influenced by the ability to provide prices that are in accordance with the quality of its products, aiming to meet consumer expectations (Hilmawan, 2019).

Motorcycles are still the most popular means of transportation in Indonesia, as evidenced by the large number of them that are easily found on the streets. One of the reasons is because they are affordable, so the number is increasing from year to year. Around 85% of households in Indonesia own at least one motorcycle. If you look at the data published by the Indonesian Motorcycle Industry Association (AISI), the circulation of motorcycles continues

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to increase every year. In 2018, motorcycle sales reached 6,383,108 units. Then, in 2019 there was a slight increase to 6,487,460 units. Only in 2020, sales only reached 4,361,008 units (Satria, 2021). The high number of motorcycle users makes Indonesia the right target market for motorcycle manufacturers. Until now, there are five motorcycle brands circulating in Indonesia, one of which is Yamaha (Ngabeti et al., 2023).

Yamaha is one of the motorcycle brands in Indonesia. Yamaha sells three different motorbike models in Indonesia: automated motorcycles, sports motorcycles, and duck motorcycles. In terms of the automobile industry, Yamaha is a developing corporation that is conscious of its rivals. Yamaha consistently expresses confidence and hopes to keep giving its clients the finest possible service (Wibisono and Budiatmo, 2020).

The current phenomenon, for example, is related to changes in consumer tastes in purchasing motorbikes, especially matic motorbikes. Based on data obtained from the website yamaha-motor.co.id, in 2003 Yamaha released the Mio motorbike as the best-selling automatic motorbike in Indonesia. The launch of the Yamaha Mio was very successful and legendary, as well as being the pioneer of the automatic motorbike trend in Indonesia. This then slowly changed the paradigm of motorbike users who were originally more familiar and used to using manual motorbikes then slowly switched to automatic motorbikes. Then reported from the website gridoto.com, in 2006 Honda released its first automatic motorbike, the Honda Vario which was selling well in the market and became the main competitor of the Yamaha Mio at that time. The competition from the two motorcycle manufacturers continues to this day, especially in the matic motorcycle market segment. In 2010 until now, the manual motorcycle trend has been replaced by the matic motorcycle trend. This is inseparable from the hustle and bustle of the city and the ease of using an automatic motorcycle which causes consumers to switch (Rokhmawati et al., 2022).

Automatic motorcycles continue to be a favorite among automatic motorcycle enthusiasts since they are thought to be more useful and comfortable to use. Yamaha N-max is one brand of matic bike offered in Indonesia. The N-max motorbike is a pioneer of the matic type with a large motorcycle body (MOGE), providing a new environment for automatic motorcycle enthusiasts who now have nearly identical shapes as different types of automatic motorcycle companies. Yamaha N-max has gained popularity since its inception in 2015 as a result of its unique benefits and excellent product qualities when considered from a quality and quality perspective. In terms of benefits and other factors, and particularly in terms of a more appealing shape, features, reliability, function, and applied technology (Yuniarto and Hasanah, 2020).

The increasing need for motorbikes means that producers must also be able to implement the right marketing strategy in order to create or foster consumer buying intentions. Consumer purchase intention itself can be influenced by several factors such as social factors, price, and product features. Based on the explanation above, this study aims to find out The Effect of Social Factors, Prices, and Product Features on Purchase Intention of Yamaha NMAX Motorcycles at State Polytechnic of Bengkalis Students.

2. THEORETICAL STUDY

Based on an international journal of economics which is a research conducted by Triyudi et al., (2023) entitled "Analysis of the Influence of Product Quality, Price, and Advertising Attraction on Intention to Buy Yamaha Motorcycles". The type of research used in this study is a quantitative research method. Analysis is conducted using multiple linear regression. The results findings indicate that three factors—product quality, pricing, and advertising attractiveness—all work in concert to influence a buyer's decision to buy a Yamaha motorcycle.

Purchase intention can be interpreted as a person's tendency to buy the brand he likes best (Kotler and Armstrong, 2014). According to Ferdinand in Akbar MK (2021), purchase intention can be identified through several indicators, namely as follows: Transactional interest, Referential interest, Preferential interest, Explorative interest.

Lamb in Hudani (2020), “social factors are a group of people who closely consider similarities in formal and informal community status or rewards”. According to Kotler and Keller in Subarman and Dunan (2022), there are three indicators of social factors as follows: Reference Group, Family, Role and Status.

According to Cannon et al., in Primajati et al., (2022), defines price as everything that has been given by a number of consumers who have the aim of getting the advantages offered by a company's marketing mix. According to Kotler and Armstrong in Akbar MK (2021), there are four price indicators, namely: Affordability of prices, Price conformity with product quality, Price competitiveness, Price conformity with product benefits.

Meanwhile, according to Isiklar and Buyukozkan in Laziz (2022), product features have a meaning similar to physical characteristics, functions, technical characteristics, and extended attributes of a product to meet various societal needs. According to Kotler and Keller in Manullang (2022), there are four indicators to measure feature variables in a product, including: Feature Diversity, Feature Quality, Feature Interests, Completeness of Features.

3. RESEARCH METHODOLOGY

a. Population and Sample

The population in this study were Yamaha N-max Motorcycle user's students at State Polytechnic of Bengkalis. According to Sugiyono (2013), the sample is part of the number and characteristics of the population. The sampling used in this research is nonprobability sampling with purposive sampling technique. According to Sugiyono (2013) purposive sampling is a sampling technique with certain considerations. In this study, the population size is unknown, so to make it easier to determine the number of samples taken, the Lameshiw formula is determined Ridwan (2004).

$$n = \frac{Z^2 XP(1-P)}{d^2}$$

Information :

n = Number of samples

z = z score at 95% confidence = 1.96

P = maximum estimate = 0.5

d = Alpha (0.001) or sampling error = 10%

$$\frac{1{,}96.0.5(1-0{,}5)}{(0{,}1)^2} n = 96$$

From the calculation results, the minimum sample size is 96 Yamaha N-max Motorcycle users students at State Polytechnic of Bengkalis. For better population representation, the number of samples taken is 100 respondents.

b. Sources of The Data

The primary data in this study consists of questionnaire responses from Yamaha NMAX Motorcycles user students at State Polytechnic of Bengkalis, the sources of secondary data are books, articles, journals, and websites related to the topic of the study.

c. Sampling and Data Collection Technique

The sample technique used in this research is a non-probability sampling technique. According to Sugiyono (2019), non-probability sampling technique is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The type of sampling used is purposive sampling. The data collection technique used in this research is data collection through questionnaires. Data or information was obtained through written questions using questionnaires which were distributed to respondents who were Yamaha N-max Motorcycle user students at State Polytechnic of

Bengkalis. In this study, the size of the population is not known, so it is easier to determine the number of samples taken.

4. RESULTS AND DISCUSSION

Characteristic of Respondents

The characteristics of respondents are used to determine the diversity of respondents based on gender, age, semester, department and study program.

a. Based on Gender

Gender characteristic can be seen in Table 1 of respondents according to gender.

Table 1 Number of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Male	50	50%
2	Female	50	50%
Total		100	100%

Source: Processed Data 2023

Based on gender characteristics in Table of 1 it can be seen that 50 male respondents with a percentage of 50%, and female respondents 50%. Where all respondents are students who own Yamaha NMAX motorbikes at State Polytechnic of Bengkalis.

b. Based on Age

The diversity of respondents according to the age can be show in Table 2 of respondents according to age.

Table 2 Number of Respondents Based on Age

No	Age	Frequency	Percentage
1	< 20 years old	32	32%
2	20 – 25 years old	68	68%
3	>25 years old	0	0%
Total		100	100%

Source: Processed Data 2023

From the age characteristics in Table 2 it can be seen that the number of respondents aged smaller than 20 years was 32 people with a percentage of 32% and the number of respondents aged 20 until 25 years was 68 people with a percentage of 68%. And respondents aged over 25 years were 0 people with 0 percent, because the average age at State Polytechnic of Bengkalis students was under 25 years. It can be concluded that the highest number of respondents were aged 20-25 years with a percentage of 68%.

c. Based on Semester

The diversity of respondents according to the semester can be show in Table 3 of respondents according to semester.

Table 3 Number of Respondents Based on Semester

No	Semester	Frequency	Percentage
1	1	16	16%
2	3	14	14%
3	5	38	38%
4	7	32	32%
Total		100	100%

Source: Processed Data 2023

Based on the semester of the respondents in Table 3 it can be seen that the semester 5 is the highest semester of the respondent namely 38 people with a percentage of 38%, semester 7 is the second highest chosen by the respondents was 32 people with a percentage of 32%, the number of respondents semester 1 was 16 people with a percentage of 16% and the number of respondents semester 3 was 14 people with a percentage of 14%.

d. Based on Department

The diversity of respondents according to the department can be show in Table 4 of respondents according to department.

Table 4 Number of Respondents Based on Department

No	Department	Frequency	Percentage
1	Shipping Engineering	6	6%
2	Mechanical Engineering	7	7%
3	Electrical Engineering	14	14%
4	Civil Engineering	18	18%
5	Business Administration	28	28%
6	Informatics Engineering	15	15%
7	Language	10	10%
8	Maritime Affairs	2	2%
Total		100	100%

Source: Processed Data 2023

Based on the department of the respondents in Table 4 it can be seen that there are three highest results, namely 28 respondents with business administration department with a percentage of 28%, 18 respondents with civil engineering department with a percentage of 18%, and 15 respondents with informatics engineering department with a percentage of 15%. While the lowest percentage is 2 respondents with maritime affairs department with a percentage of 2%.

e. Based on Study Program

The diversity of respondents according to the study program can be show in Table 5 of respondents according to study program.

Table 5 Number of Respondents Based on Study Program

No	Study Program	Frequency	Percentage
1	D3 - English	6	6%
2	D3 - Informatics Engineering	4	4%
3	D3 - Electronics Engineering	2	2%
4	D3 - Civil Engineering	4	4%
5	D3 - Mechanical Engineering	2	2%
6	D3 - Shipping Engineering	3	3%
7	D3 - Nautical	0	0%
8	D3 - Management of Commercial Shipping	2	2%
9	D4 - English For Business and Professional Communication	5	5%
10	D4 - International Business Administration	12	12%
11	D4 - Marine Architectural Engineering Technology	3	3%
12	D4 - Digital Business	5	5%
13	D4 - Electrical Engineering	12	12%
14	D4 - Road and Bridge Design Engineering	14	14%
15	D4 - Mechanical Production and Maintenance Engineering	5	5%
16	D4 - Software Engineering	8	8%
17	D4 - Information Systems Security	2	2%
18	D4 - Public Financial Accounting	11	11%
Total		100	100%

Source: Processed Data 2023

Based on the study program of the respondents in Table 5 it can be seen that there are three highest results, namely 14 respondents with D4 - Road and Bridge Design Engineering study program with a percentage of 14%, 12 respondents with D4 - International Business Administration study program with a percentage of 12%, and 12 respondents with D4 - Electrical Engineering study program with a percentage of 12%.

Descriptive Statistics Result

The independent variable in this study is the Social Factors, Prices, and Product Features. Meanwhile, the dependent variable is Purchase Intention. Descriptive Statistics of each variable will be shown in the following table.

Table 6 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Factors	100	4	20	12.12	3.883
Prices	100	6	30	22.28	3.435
Product Features	100	6	30	23.39	3.939
Purchase Intention	100	4	20	14.19	2.887
Valid N (listwise)	100				

Source: Processed Data, 2023, SPSS 26

From the Table 6 it can be seen that the Social Factors variable has a minimum value of 4, a maximum value of 20, and an average value of 12.12 with a standard deviation of 3.883. The mean value is greater than the standard deviation of 12.12 > 3.883, this indicates that the results are good, because the standard deviation is a reflection of the low deviation, the distribution data that occurs shows normal results and there is no bias. Likewise, the Prices variable has a minimum value of 6, a maximum value of 30, and an average value of 22.28 with a standard deviation of 3.435. This means that the mean value is more substantial than the standard deviation of 22.28 > 3.435, the distribution of data that occurs shows normal result and there is no bias.

The Product Features variable has a minimum value of 6, a maximum value of 30, and an average value of 23.39 with a standard deviation of 3.939. This means that the mean value is more substantial than the standard deviation of 23.39 > 3.939, the distribution of data that occurs shows normal result and there is no bias. And finally, the Purchase Intention variable has a minimum value of 4, a maximum value of 20, and an average value of 14.19 with a standard deviation of 2.887. This means that the mean value is more substantial than the standard deviation of 14.19 > 2.887, so the data distribution that occurs shows normal results and there is no bias. With the number of respondents as many as 100 respondents.

Validity and Reliability Test Result

Validity test is a test that serves to determine whether a measuring instrument is valid or not. And the reliability test serves to determine the level of consistency of a questionnaire used, so that the questionnaire can be relied upon to measure research variables. The measuring instrument referred to here is the questions contained in the questionnaire.

a. Validity Test

The results of the validity test by comparing the value of r_{count} with r_{table} can be seen in table 7 as follows:

Table 7 Validity Test

No	Variable	Indicator	r count	Greater than	r table	Status
1	Social Factors (X1)	Reference Group	0.911	>	0.1966	Valid
			0.836		0.1966	Valid
		Family	0.765		0.1966	Valid
		Roles and Status	0.886		0.1966	Valid
2	Prices (X2)	Affordability	0.759	>	0.1966	Valid
		Conformity of Price with Product Quality	0.689		0.1966	Valid
			0.688		0.1966	Valid
		Price Competitiveness	0.592		0.1966	Valid
			0.687		0.1966	Valid
		Price Suitability with Product Benefits	0.752		0.1966	Valid
3	Product Features (X3)	Diversity of Features	0.782	>	0.1966	Valid
			0.833		0.1966	Valid
		Feature Quality	0.900		0.1966	Valid
			0.754		0.1966	Valid
		Feature Interests	0.808		0.1966	Valid
		Completeness of Features	0.841		0.1966	Valid
4	Purchase Intention (Y)	Transactional Interest	0.849	>	0.1966	Valid
		Referential Interest	0.868		0.1966	Valid
		Preferential Interest	0.918		0.1966	Valid
		Explorative Interest	0.768		0.1966	Valid

Source: Processed Data, 2023

From Table 7, it can be seen that the use value of rcount is 0.911 and the value of rtable usage is 0.1966, which means 0.911 > 0.1966, in case the first item has suitability or validity. Likewise for the next item, the 20 items have a value of of rcount > rtable, in case all items have conformity or validity.

b. Reliability Test

Reliability test is used to determine the consistency of measuring instruments that usually use a questionnaire, meaning whether the measuring instrument gets a consistent measurement if the measurement is repeated. The method often used in research to measure the scale is Cronbach's alpha. The following are the results of the reliability test:

Table 8 Reliability Test

No	Variable	Cronbach's Alpha	High	Coefficient	Status
1	Social Factors (X1)	0,873	>	0,60	Reliable
2	Prices (X2)	0,784	>	0,60	Reliable
3	Product Features (X3)	0,898	>	0,60	Reliable
4	Purchase Intention (Y)	0,872	>	0,60	Reliable

Source: Processed Data, 2023

Based on Table 8 it can be seen that the Cronbach alpha value > than 0.60, it can be concluded that the questions contained in the questionnaire of this study can be declared reliable.

Classical Assumption Test Result

a. Normality Test

The statistical test used in testing the residual normality is a statistical test using the SPSS 26 program with the output of the one-sample Kolmogorov-Smirnov Table obtained with a significant value above 0.05, or 5%. Following are the results of the normality test:

Table 9 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.76402080
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		**.200**[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed Data, 2023

Based on the output of Table 9 one-sample Kolmogorov-Smirnov test the asymp.sig is obtained. (2-tailed) is 0.200, so it can be concluded that the research data distribution is normal.

b. Multicollinearity Test

Multicollinearity test is to prove whether the regression model is found between independent variable. It can be stated that there is no multicollinearity problem, if the VIF value < 10 or the Tolerance value > 0.1. the multicollinearity test result on the independent and dependent variables in this study are as follows:

Table 10 Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Factors	.684	1.463
	Prices	.296	3.384
	Product Features	.361	2.771
a. Dependent Variable: Purchase Intention			

Source: Processed Data, 2023

From the multicollinearity test of data through SPSS 26 program above, it can be concluded that the entire research variable instrument can be stated that there is no multicollinearity. For the social factors, prices, and product features a tolerance value a 0.684, 0.296 and 0.361 greater than 0.10 and VIF value of 1.463, 3.384 and 2.771 smaller than 10, so it is stated that there is no multicollinearity.

c. Heteroscedasticity Test

This research heteroscedasticity test was conducted using the Glejser test. The result of processing the Heteroscedasticity Test using SPSS 26 program can be seen in the following table:

Table 11 Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.771	.744		1.036	.303
	Social Factors	.001	.035	.004	.031	**.975**
	Prices	-.055	.059	-.171	-.925	**.357**
	Product Features	.077	.047	.276	1.649	**.102**
a. Dependent Variable: ABS_RES1						

Source: Processed Data, 2023

Based on Table 11, it can be seen that the significant value for social factors is 0.975, prices is 0.357 and the significant value for product features is 0.102, meaning that this value is greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Test

This research used multiple linear regression analysis, namely to determine between two or more variables. Based on the results of the analysis using SPSS 26 program, the results of the linear regression multiplication are obtained in the following table:

Table 12 Multiple Linear Regression Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	**.244**	1.206		.203	.840
	Social Factors (X1)	**.220**	.056	.296	3.928	.000
	Prices (X2)	**.191**	.096	.227	1.976	.051
	Product Features (X3)	**.301**	.076	.410	3.950	.000
a. Dependent Variable: Purchase Intention (Y)						

Source: Processed Data, 2023

Based on the results of the analysis using SPSS 26 program, the results of the regression equation are as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

$Y = 0.244 + 0.220X_1 + 0.191X_2 + 0.301X_3 + e$

The regression equation above shows the relationship between the dependent variable and the independent variable partially, from this equation it can be concluded that:

1. The constant value is 0.244, meaning that if there is no change in the variable of Social Factors, Prices, and Product Features (the values of X1, X2 and X3 are 0), then Purchase Intention is 0.244.
2. The regression coefficient value of Social Factors (X1) is 0.220, meaning that if the Social Factors (X1) increases by one unit with the assumption of the Prices variable (X2) and the constant (a) is 0 (zero), then Purchase Intention increases by 22%. This shows that the variable Social Factors has a positive effect on Purchase Intention. The better the Social Factors used, the higher the Purchase Intention.
3. The regression coefficient value of Prices (X2) is 0.191, meaning that if the Prices (X2) increases by one unit with the assumption of the Product Features variable (X3) and the constant (a) is 0 (zero), then Purchase Intention increases by 19.1%. This shows that

the variable Prices has a positive effect on Purchase Intention. The higher the price, the higher the purchase intention.

The value of the Product Features regression coefficient (X3) is 0.301, meaning that if the Product Features variable (X3) increases by one unit with the assumption of the Social Factors variable (X1) and the constant (a) is 0 (zero), then Purchase Intention increases by 30.1%. This shows that the Product Features variable has a positive effect on Purchase Intention. The better the product features, the higher the purchase intention.

T Test Results

Based on the results of the analysis using SPSS 26 program, the T test equation results are obtained in the following table:

Table 13 T Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.244	1.206		.203	.840
	Social Factors	.220	.056	.296	**3.928**	**.000**
	Prices	.191	.096	.227	**1.976**	**.051**
	Product Features	.301	.076	.410	**3.950**	**.000**
a. Dependent Variable: Purchase Intention						

Source: Processed Data, 2023

Based on the table by observing rows, columns t and Sig. can be explained as follows:

1. The effect of the Social Factors variable on Purchase Intention (H_1)

   Social Factors variable (X1) have a significant effect on Purchase Intention. This can be seen from the significant Social Factors (X1) 0.000 < 0.05, and the value of t_{table} = t (α/2; n-k-1 = t (0.05/2;100-3-1) = (0.025;96) = 1.985. It means that the value of t_{count} is greater than t_{table} (3.928 > 1.985), then H0 is rejected and H1 is accepted. The hypothesis which says there is have an effect of Social Factors on Purchase Intention is partially accepted.

2. The effect of the Prices variable on Purchase Intention (H_2)

   Prices variable (X2) insignificant on Purchase Intention. This can be seen from the significant Prices (X2) 0.051 > 0.05, and the value of t_{table} = t (α/2; n-k-1 = t (0.05/2;100-3-1) = (0.025;96) = 1.985. It means that the value of t_{count} is smaller than t_{table} (1.976 < 1.985), then H0 is accepted and H2 is rejected. The hypothesis which says there is have an effect of Prices on Purchase Intention is not partially accepted.

3. The effect of the Product Features variable on Purchase Intention (H_3)

Product Features variable (X3) have a significant effect on Purchase Intention. This can be seen from the significant Product Features (X3) 0.000 < 0.05, and the value of t_{table} = t (α/2; n-k-1 = t (0.05/2;100-3-1) = (0.025;96) = 1.985. It means that the value of t_{count} is greater than t_{table} (3.950 > 1.985), then H0 is rejected and H3 is accepted. The hypothesis which says there is have an effect of Product Features on Purchase Intention is partially accepted.

F Test Results

The F test carried out in this study can be seen in the following table which shows the results of simultaneous testing between variables.

Table 14 F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	517.325	3	172.442	**53.737**	.000[b]
	Residual	308.065	96	3.209		
	Total	825.390	99			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Product Features, Social Factors, Prices						

Source: Processed Data, 2023

Based on the test results in Table 14 it can be seen that the value F_{count} amounted to 53.737 with a value F_{table} 2.70 thus $F_{count} > F_{table}$ or 53.737 > 2.70 and a significant level 0.000 < 0.05 then H0 is rejected and H4 is accepted, it can be concluded that the Social Factors (X1), Prices (X2), and Product Features (X3) simultaneously has a significant effect on Purchase Intention.

Determination Test

The coefficient of determination test (R^2) is carried out to determine and predict how big or important the contribution of the independent variable (X) is to the dependent variable (Y). The value of the coefficient of determination is between 0 and 1. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the dependent variable. However, if the value of R^2 is getting smaller, it means that the ability of the independent variables to explain the dependent variable is quite limited. Based on the R^2 test performed in table 15 below:

Table 15 Determination Test (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792[a]	**.627**	.615	1.791
a. Predictors: (Constant), Product Features, Social Factors, Prices				

Source: Processed Data, 2023

Based on the Table 15 above it can be seen that the results of the calculation of the coefficient of determination $R^2 = 0.627$. This means that the variables of Social Factors, Prices, and Product Features have an effect on Purchase Intention by 62.7% while the remaining 37.3% is influenced by other variables not used in this study.

5. CONCLUSION AND SUGGESTION

From the results of variable testing conducted between Social Factors, Prices, Product Features and Purchase Intention, it can be seen that Social Factors and Product Features have a significant effect on Purchase Intention, meanwhile that the Price insignificant on Purchase Intention. This is evidenced by the T test, namely, the tcount value is greater than the ttable value. Which is the Tvalue for Social Factors the Tcount is 3.928 > Ttable 1.985 indicates that H1 is accepted and significance value is obtained 0.000 < 0.05 then H0 is rejected, the Tvalue for prices the Tcount is 1.976 < Ttable 1.985 H2 is rejected and significance value is obtained 0.051 < 0.05 then H0 is accepted, the Tvalue for product features the T count is 3.950 > T table 1.985 indicates that H3 is accepted and significance value is obtained 0.000 < 0.05 then H0 is rejected. Purchase Intention variable can effect the Social Factors, Prices, Product Features variable by 62.7% and the remaining 37.3% is explained on the variables that are not used in this research. The researcher suggests for further research, other variables can be examined to obtain more comprehensive research results.

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