

# **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**

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. The variables used consist of 3 independent variables and 1 dependent variable. This study uses quantitative methods, data collection techniques are carried out by distributing online questionnaires with a sample of 100 respondents using Yamaha NMAX Motorcycles at State Polytechnic of Bengkalis Students. 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 ( $R^2$ ), while data processing used SPSS version 26 program. The results of this study indicate that partially, social factors variable (X1) with T count 3.928 and product features variable (X3) with T count 3.950 greater than T table 1,985, means that social factors and product features variables have an effect on purchase intention of Yamaha NMAX motorcycles at State Polytechnic of Bengkalis students, meanwhile prices variable (X2) with T count  $1.976 < T$  table 1.985, means that the prices variable does not have an effect on purchase intention of Yamaha NMAX motorcycles at State Polytechnic of Bengkalis students. Simultaneously, social factors (X1), prices (X2), and product features (X3) with F count  $53.737 > F$  table 2.70, have an effect on Purchase Intention of Yamaha NMAX Motorcycles at State Polytechnic of Bengkalis Students and the coefficient of determination ( $R^2$ ) is  $0.627 = 62.7\%$ .

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